

ASAO ANNUAL CONFERENCE

Three Counties Showground, Malvern

8th & 9th November 2024

www.asao.co.uk

Association of Show and Agricultural Organisations

Patron: HRH The Duchess of Edinburgh GCVO

Secretary: Paul J Hooper OBE

Membership Administrator: Pam Clements

“MOVING FORWARD TOGETHER”

Dear Member

The ASAO is delighted to invite you to attend the Annual Conference to be held in Malvern in November, where Show delegates from across the UK will come together to share best practice and exciting developments in the show world.

During the two days of the conference, we intend to look at many aspects of our organisations from marketing to the future of the industry, and how we can all work better together. We have a huge range of experience to share to ensure we have a strong base for the future.

This event will take place at the Three Counties Showground, and the Bank House Hotel in Worcester for accommodation and the Friday night dinner.

Conference Fees

- Full delegate – Friday & Saturday - £155
- Full delegate – Friday & Saturday & Friday Dinner - £212.50
- Day delegate – Friday or Saturday - £84
- Day delegate - + Dinner - £141.50
- Friday Night Dinner - £57.50
- Please book via one of the headline sponsors TICKETsrv

<https://asaoconference.ticketsrv.co.uk/tickets/ASAOAnnualConference>

ASAO has negotiated a favourable rate at the Bank House Hotel in Worcester of £115/night for single occupancy and £125/night for double occupancy for bed and breakfast. There is the opportunity to upgrade to a superior double/twin for an additional £20 per room per night and to upgrade to a suite £60 per room per night.

To book your room please email the reservations team at reservations@bankhouseworcester.com. Or telephone 01886 833551. Please state at the time of booking, the group ‘Three Counties Agricultural Society’ to access these special rates.

Our Office - Hele Vale Farm, Venn Cross, Bathealton, Taunton, Somerset TA4 2BG

Email: info@asao.co.uk

Registered Office: Burton Sweet, Cooper House, Lower Charlton Estate, Shepton Mallet, Somerset, BA4 6QE

Charity Number: 1023932 Company Registration: 2758883

Please see below for the Conference Programme to give you a flavour of what to expect over the two days. Please note the inclusion of a Chairman & Trustee Syndicate session on the Saturday afternoon to encourage your officers to attend.

The ASAO is pleased to offer a Bursary this year of 75% of the Conference fee (excluding accommodation and Dinner), please apply to ASAO with your submission for the Bursary and include last year's Show/Society accounts.

In the meantime we look forward to welcoming you this year's Conference. If you require any further information please do not hesitate to contact the team at ASAO.

Best wishes,



Denis Dooley
Chairman

TICKETsrv



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Malvern & Worcester 8th & 9th November 2024

“MOVING FORWARD TOGETHER”

Friday 8th November

Three Counties Showground

- 09.00 Tea & Coffee for delegates on arrival and registration
- 09.15 Conference Opening and welcome
- 09.30 Paper 1 “The Effects of Internal and External Influences and Actions on the Industry”
- 10.00 Headline Sponsors’ introduction
- 10.10 Paper 2 “Issues That Can Have an Effect on the Day, From Vulnerable Persons to Anti-Social Behaviour”
- 10.35 Tea & Coffee Break
- 11.00 Paper 3 “Sustainability”
- 11.35 Panel discussion “Marketing Our Product”
- 12.05 Syndicate session
- 13.15 Buffet lunch, Showground tour and time to visit Trade Stands
- 14.15 Syndicate Session split into Three, One & Two day Shows by Devolved Nation
- 15.15 Paper 4 “Competitions - Good, Bad and Ugly, Now and into the Future”
- 16.00 Tea/Coffee and time to visit Trade Stands
- 16.15 Key Note Speaker - Marla Calico
- 17.00 Summary and close.

Bank House Hotel, Worcester

- 19.00 Reception
- 19.30 Annual Conference Dinner & Awards

Saturday 9th November

Three Counties Showground

- 09.00 Tea & Coffee for delegates on arrival and registration
- 09.15 Conference Opening and welcome
- 09.30 Paper 5 Secretarial Update
- 10.00 Paper 6 “Groundswell”
- 10.30 Syndicate session including a Chairman & Trustees syndicate
- 11.30 Tea/Coffee and time to visit Trade Stands
- 12.00 Paper 7a “Volunteers - Obtaining, Looking After, Training & Retention”
Paper 7b “The Business Risk Assessment and its Allied Requirements”
- 13.00 Buffet lunch and time to visit Trade Stands
- 13.45 Syndicate session
- 15.00 Panel discussion “Education”
- 16.00 Any questions and Conference summary and conclusion.
- 17.00 Depart.