

New Secret Weapon for Lille Convention Bureau

The Lille Convention Bureau has signed a partnership with Tom Hulton (IVM) and Julie Watterston to be their official representatives. The key responsibility will be to generate international convention, incentive and exhibition business to Lille.

This will be achieved by carrying out very qualified research among international associations and converting potential leads into meetings. Other responsibilities will include assisting with international bids and identifying/implementing marketing opportunities which will raise the level of international awareness for Lille. In short, they will become an extension of the marketing arm of the Lille Convention Bureau.

Tom Hulton says: “Lille remains a hidden gem with so much to offer in terms of wonderful architecture, convention facilities, great dining and sophisticated entertainment. The positioning of Lille as a trendy, groovy destination is fresh, contemporary and should appeal to international meeting delegates looking for a new and exciting destination.”

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