



# welcome to

## Wyred Showcase:

## Discover Wales



**m&i**

# introducing Wyred Meets: Discover Wales

Ah Wales, a destination with so much natural beauty and MICE potential! It's no wonder we've created an entire virtual event dedicated to this wonderful country. Wyred Showcase: Discover Wales is the perfect way to meet Welsh suppliers and find out more about their event hosting opportunities. At this one-day digital event, you can expect 10 high-quality 1-2-1 meetings that have been specifically tailored to you using m&i's state-of-the-art AI matchmaking technology. This means you'll create lasting business relationships with your most relevant supplier matches and get much more from your experience!

And did we mention you'll also get an afternoon of virtual destination discovery? That's right, we'll be showing you some Welsh highlights and providing food for thought on how you can create some truly memorable events in the land of castles and valleys (there might even be some actual food involved if you're lucky.)



## the event by numbers.

**21**

Welsh  
suppliers

**25**

European  
buyers

**10**

digital 1-2-1  
meetings

**15**

minutes per  
meeting

# why choose Wales?

Wales, is inspired by the past but looking to the future - a place that combines generations of knowledge, expertise and welcome. It has globally recognised brands and a hard-earned reputation for innovation. As a growing destination for business events, with a focus on the future, here you will find the latest and most up to date venues, a wide selection of hotels and hospitality with a sense of place. Whether you are planning a small private corporate meeting, an incentive or team building event with a difference, a thrilling product launch or major international conference, our dedicated support service and make it happen attitude are here to deliver you a truly distinctive experience.

## Welcome to Wales

There is a welcome like no other in Wales and is accessible to all major UK cities including London, Birmingham, Manchester and Liverpool. It also has its own international airport Cardiff (CWL) which has more than 50 direct routes, including major European cities and over 1,000 worldwide connecting destinations.

## Wales for meetings

Wales, a country full of great venues to connect from state of the art conference centres, heritage venues, stadia and academic venues to conference and conventions with capacities for all types of meetings. Here you'll find the widest selection of hotels across the country with an immense sense of place, a perfect backdrop to encourage creative thinking and create memorable events.

## Wales for incentives

Wales is a great destination for your delegates - a place to motivate and reward teams in one of the world's most stunning landscapes. With hundreds of miles of unspoilt countryside and coastline, rugged mountains and castles it will give you a rich variety of activities in a unique setting. High adrenaline seekers will enjoy North Wales - "Adventure Capital of Europe", offering zip rides, inland surfing, underground adventures, rib rides as well as some of the best mountain biking in the UK. For those pursuing wellness, Mid & West Wales is a perfect space for an incentive retreat offering breath-taking scenery including waterfalls, lakes and rolling green hills. Our vibrant capital city of Cardiff offers five-star luxury experiences, generous green spaces along with some of the country's best food and drink outlets. It's a city full of diverse culture, wellbeing and activities.

# a sneak peek into the event.

Wondering what the programme might look like? Here's an idea of what you can expect...

## 9:00-9:30 **An address from Visit Wales**

We'll kick start the day with Visit Wales delivering a speech to introduce the destination and tell you all about what's to come.

## 9:30-13:20 **1-2-1 meetings**

We know that 1-2-1 meetings are always more productive in the morning. You always feel fresher after a good night's sleep and a nice cup of coffee with breakfast, right? Each meeting will last 15 minutes, plus a 5 minute break in between. We'll also include a 20 minute refreshment break, so you can stretch your legs.

## 13:20-14:15 **Lunch**

## 14:15-15:00 **Educational content**

This experiential session will be hosted by Visit Wales and will show off what the destination has to offer for events.

## 15:15-16:30 **Networking hour & gin tasting**

You'll have the opportunity to ease back into business with casual meetings and group discussion through our networking platform. It's the ideal time to get the Welsh gin flowing...in moderation of course!

## 16:30-17:00 **Quiz**

Put your knowledge of Wales to the test in this quiz with a prize for the winner – it's the perfect way to end your event on a high.

# who's coming to Wyred Showcase: Discover Wales?

Here are some of the suppliers you can expect to meet:

1. Adventure Parc Snowdonia
2. Welsh Coal Mining Experience
3. The Celtic Collection  
incl Celtic Manor Resort
4. ICC Wales
5. Meet Cardiff
6. Meet North Wales
7. Voco St David's Hotel
8. Academic Venues Wales
9. Cambria DMC
10. Chepstow/ Ffos Las
11. Orchard

12. Bespoke Business Events DMC
13. Visit Rhondda Cynon Taff
14. Venue Cymru
15. Principality Stadium Experience
16. Hensol Castle Distillery
17. Cardiff City Stadium
18. Parkgate Hotel
19. Swansea Arena
20. Call of The Wild
21. Meet In Wales

# spaces are going fast!

So far, this event is proving to be a hit with European buyers. Make sure you're part of the exclusive guest-list by applying for your space below!

[apply for this event](#)

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