



## Robinson College gets top marks for 'back to university' learning experience for global consultancy

Annually since 2006, leading event management company, Powwow has created a 'back to university' learning experience across Cambridge University for one of the world's leading global management consultancies, involving over 700 senior delegates attending from over 80 worldwide locations.

### Background

Powwow takes over seven University colleges and many of Cambridge's landmark buildings which allows for a week-long business programme including a plenary session for 700 delegates and over 40 breakout groups. Alongside the business agenda there is an evening social programme using many venues including college dining halls, local pubs and punting.

### Brief

For Powwow, the venues need to be large enough to accommodate one of the meeting groups with a range of breakout rooms, a large auditorium and residential accommodation. They also need to be easily accessible from the city centre.

Mel Searle, Conference Office Manager at Robinson says: "As a complex multi-venue event, there is a huge amount of organisation and our team needs to understand the brief completely, react to changes rapidly and find solutions."



## Event

Robinson College works well for this event because it is large enough to accommodate two different meeting groups and offers a range of breakout rooms and plenty of residential accommodation. This is a complex event and the venue staff need to be experienced, flexible and enthusiastic – qualities that the team at Robinson College has.

“The programme also incorporated a huge workshop and we needed catering stations to be fully stocked throughout, including the provision of meals and snacks to cater for special dietary requirements”, adds Mel.

## Result

Robinson College is different from other venues because it can offer a large number of meetings spaces including two large auditoriums, a high number of bedrooms and a dedicated and flexible conference and banqueting team which ensure the smooth running of the event.

Powwow said: “The 2012 event was a great success and we would like to thank Robinson’s dedicated team. We are in discussion regarding 2013 and 2014.

“In addition to all the advantages Robinson brings as a venue, we also appreciate its understanding of working with agents and event managers like ourselves to ensure that the event is not only a success for our client but also for us.”



---

Robinson College was purpose-built with conferences in mind to bring in revenue and regularly hosts residential and day conferences for over 250 delegates and drinks and canapé receptions for up to 700. It has recently installed state-of-the-art wi-fi (300mbps) in all its bedrooms, available to delegates free of charge. Registered as a charity, it offers modern buildings, traditional values and year-round conference facilities. These include purpose-built theatres with state-of-the-art audio visual technology supported by trained technicians, award-winning cuisine and a location that allows excellent access from major road links and yet only a short walk from the historical centre. Robinson College has been awarded official Fairtrade College Status, holds AIM Silver and 4\* Campus accreditations and recently won a MIMA Bronze Award for Best Brand Marketing Campaign.

Robinson College  
Grange Road Cambridge CB3 9AN

Telephone 01223 332859 Fax 01223 315094  
conference@robinson.cam.ac.uk  
www.robinson.cam.ac.uk/conferences