

LPF: The London Eye and Merlin

10 years of the London Eye and the influence of Merlin on the London attraction market and the Olympics.



An early evening LPF seminar, tour and demonstration

to be held at: The Theatre in the London Aquarium,
Westminster Bridge Road, London SE1 7PB
on Tuesday 20th April 2010



CONTENT:

An early evening seminar which includes a tour of the London Aquarium, a 4D show of the London Eye and a flight on the London Eye with wine and canapes.

The seminar itself will cover a history of the London Eye and an analysis of its financials, its performance and the related property issues of the attraction. There'll be a review of the London market - what is working and what is not and how Merlin are keeping Tussauds, The London Dungeon and its other attractions fresh and relevant for tomorrow's visitors. The seminar will conclude with an assessment of what are the real opportunities for Visitor Attractions during the 2012 Olympics.

SPEAKERS:

David Sharpe, Director for London Midway Attractions, Merlin Entertainments
David is arguably the most experienced operator of visitor attractions in London. After 25 years in the hotel industry he joined The London Eye Group at its inception, being brought in by BA to head operations prior to opening in 1999.

He is preparing for the Eye's 10th anniversary and is also responsible for Madame Tussauds, The London Dungeon and The London Aquarium. He has visited several cities throughout the world advising them how to replicate the Eye and will talk about his experiences of this as well as his recent dealings in Vancouver with companies who wish to exploit the Eye for sponsorship and promotional opportunities in 2012.

PROGRAMME

- 6.00pm** Seminar registration and tour of the London Aquarium
- 6.30pm** Seminar introductions
- 6.40pm** Speaker presentation
- 7.20pm** Q&As
- 7.45pm** Drinks and canapés on the London Eye
- 8.30pm** Close

Host: Merlin Entertainments

Venue: The Theatre, London Aquarium,
Westminster Bridge Road,
London SE1 7PB

Fee: £45.00 + VAT LPF members
£55.00 + VAT member guests
£90.00 + VAT non members

The LPF takes no responsibility for the statements made by, or the opinions or views expressed by speakers or any other person at this event.

TO BOOK OR FOR MORE INFORMATION CONTACT:

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LPF MEMBERS £45 + VAT (£52.88) LPF MEMBERS GUESTS' £55 + VAT (£64.63)
NON LPF MEMBER RATES £90+VAT (£105.75) London Eye

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