



NATIONAL
MEMORIAL
ARBORETUM

Part of the Royal British Legion

Aspects

at the National Memorial Arboretum

Hybrid Events





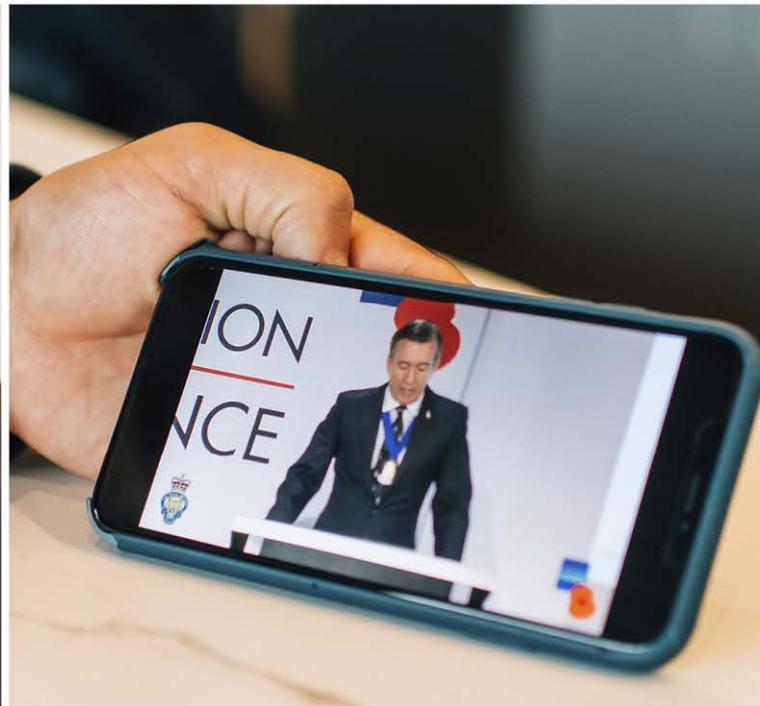
Hybrid Events

Hybrid events really do offer the best of both worlds, giving the opportunity to bring in-person and remote delegates together for events of all sizes, from small meetings through to large set-piece events, they are perfect for:

- Events with limited or restricted numbers.
- Keynote speakers and guests who can't travel.
- Increasing attendance by hosting guests both in-person and at home.
- Reducing the environmental impact of your event.

Our dedicated events team can help you achieve your event aims, whether that's through our in-house equipment or bespoke solutions from our trusted event suppliers.

Enquire today, for more information on how this can best support and enhance your next event.





Events that Matter in a Place that Matters

2021 represents 20 years since the Arboretum opened to the public, growing from small trees in a muddy field to 27,000 trees punctuated with over 400 memorials behind which lie stories of resilience, teamwork and leadership.

In our birthday year, we have a very special story to tell; **our own.**

Host your next hybrid event at the nation's centre of Remembrance and include a very special keynote speech to your delegates from our management team who have led the Arboretum through growth and change and now look forward to shaping the next 20 years.



All mitigation measures were correct at point of publishing and are subject to change in line with Government rules and guidelines.

For booking information contact
01283 245 100 or email functions@thenma.org.uk



Leading Forward Through Crisis: Philippa Rawlinson

Dynamic, enterprising and forward-thinking, Philippa joined the Arboretum in August 2019, reviewing and revitalising our strategic aims just ahead of COVID-19. Despite the way the world has changed, those new strategic aims stand demonstrably relevant in a post-Covid world. Skilfully leading the Arboretum team through flooding, Covid-19 and bereavement, hear how Philippa has not just maintained the status quo, but formed new partnerships, developed new ideas and given the team a focused outlook to recovery.



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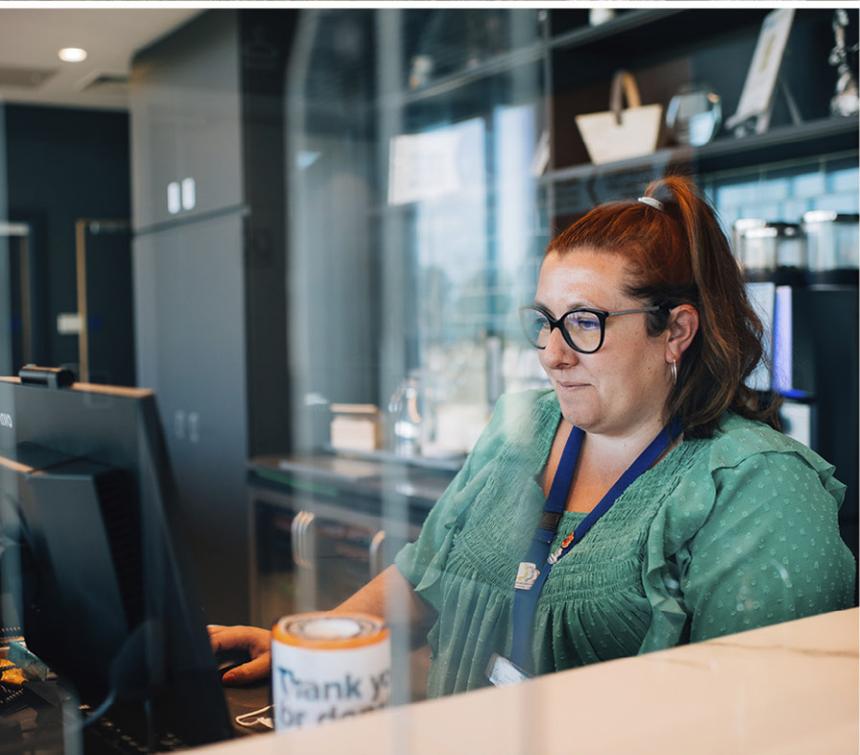
From Kiss to Smile: Leadership Lessons through a Global Pandemic: Mark Ellis

The greatest threat to a visitor attraction, is not being able to open the doors. Hear the seven key leadership principles Mark developed throughout Covid-19 to ensure that when it was safe, sensible and permitted to do so, the Arboretum not only opened its doors but did so to world class standards; achieving 'Best in Class' in the Association of Leading Visitor Attraction Benchmarking Research†.

Mark is a key part of the senior leadership team at the Arboretum with responsibility for the visitor experience, commercial operations and our diverse events programme. He has extensive experience of delivering success in the charity, public and commercial sectors and has been at the forefront of the development of the Arboretum since he joined the team in 2015. He brings an infectious enthusiasm to his subject matter and his entertaining presentation style is certain to keep the audience engaged throughout.

† ALVA Association of Leading Visitor Attractions Recovery Benchmarking carried out by Decision House





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