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Charles Blowfield runs his own venue consultancy business and is an associate to The BNC. We are delighted to be working with him. With years of hotel management experience Charles has a wealth of knowledge and expertise in the MICE industry and is very well known by suppliers and buyers alike. He considers one of his most recent successes as being appointed the Honorary Treasurer of the events industry charity Meetings Industry Meeting Needs. "We have allocated over £100,000 to worthy causes - full details available at [www.meetingneeds.org.uk](http://www.meetingneeds.org.uk)"

### CAREER PATH:

- 23 years in hotel management with British Transport Hotels,
- 4 years with Orient Express Hotels,
- 5 years as the opening General Manager for Down Hall Hotel
- 10 years running the Meetings Industry Association
- Started independent consultancy in 2004.

Member of: The Institute of Hospitality, Chartered Management Institute and the Cookery and Food Association.

What is the best part about your job? **The independence.**

What is the worst?! **The insecurity!**

What, in your opinion, has been the best event that you have been involved with?

**Organising my late Mother's 80th Birthday Dinner. It was soon after my Father had passed away and the venue had to be somewhere that my parents had never been. So, I went for the Mansion at Legoland in Windsor, which was absolutely first class and there were Lego models throughout, including the cruets and candelabra on the tables!!**

What makes a great event? **The people, the venue and the location.**

What do you think your company's strengths are? **Reputation, skills set and experience.**

What do your customers regularly tell you?

***"Charles played an extremely important part in our efforts to build the M & IT Show and create better relationships with our customers. I received many plaudits from clients congratulating us for introducing the role and for bringing him in. It was perfect for somebody with his interpersonal skills to persuade clients to be more proactive and more successful exhibitors. Unfortunately, we weren't able to deliver the critical mass of visitors and expectations were higher than results.***

***I should like to extend our thanks to Charles for his professionalism and dedication & for his positive approach to all the problems we faced. I have invited suggestions from the team to see if we can find another role for you, as such professionalism is hard to find."***

Martin Lewis, Managing Director, Conference and Travel Publications Ltd

***"I have worked with Charles in many capacities for the past seven years and have found him to be exceptionally professional in all types of situations. He delivers to time and beyond expectations and is incredibly loyal and supportive. Whatever role or project Charles takes on he will give 100% and will work tirelessly to deliver on your objectives"***

Jacqui Kavanagh, Managing Director, Trinity Conferences (formerly MD of Jigsaw Conferences)

***"Charles Blowfield delivered consultancy services to the IET Venues for 13 months from June 2008. The IET venues include our flagship operation Savoy Place located in Westminster, Austin Court in Birmingham and the Teacher Building in Glasgow. His brief was to raise the commercial profile of the venues, by working in partnership with our marketing, sales and operational teams across the organisation.***

***His approach was to create and lead a multi-disciplinary team of professionals, which successfully and fully met the brief's objectives, on time and within the agreed budgets. This was largely achieved by him through adding value and implementing his many ground breaking initiatives. He brought significant and relevant experience along with considerable drive, which delivered a hugely successful and profitable consultancy service.***

***I look forward to working with Charles in the future and would have no hesitancy in recommending his services to other organisations."***

Malcolm Youngson, Head of Events and Venue Management, The Institution of Engineering and Technology

***"Charles Blowfield has been a colleague in the industry for many years and most recently helping with the development of LateMeetings.com which was sold to Expotel in November 2009. During the five years Charles has been an important and valuable colleague assisting with the promotion of the brand and recruitment of venues to the service. His approach is always well planned, diligent and professional. There would be no hesitation on my part in recommending Charles to others and indeed, when opportunities arise in future he will be the first I will turn to for assistance...."***

John Gallery, Managing Director, LateMeetings.com

If you could choose an entirely different profession, what would it be and why?

***I'd like to be a Professional Golfer travelling the world and earning shed loads of money at the same time!!***

Where do you go on holiday?

***My most enjoyable holiday was in New Zealand, followed by Australia and Portugal.***

What do you do in your spare time?

***Play golf, work out and socialise.***

What one thing would you change about the MICE Industry?

***The lack of Government appreciation.***

What trends do you see emerging over the next twelve months?

***A gentle increase in demand.***

What is your motto for life/success/work?

***If you can measure it, you can manage it.***