

Business Case for XX University Joining Academic Venue Solutions (AVS)

Introduction

This business case outlines the rationale for XX University becoming a member of Academic Venue Solutions (AVS), the UK's only sales and marketing consortium exclusively for academic venues. AVS currently represents over 50 academic members across the UK, generating significant opportunities in the event and conference sector.

AVS Performance Highlights (2025/2026)

New members x 8

Enquiries £10m

Average booking value has increased from £29k to £38k

Average delegate numbers have decreased from 224 to 183

Average conference lasts 1.6 days (excluding exams and summer schools)

Repeat business 12%

Agency business 17%

£1.1m confirmed business (ahead of 24/25)

Conversion 9.45%

Referrals from member venues £500k

Top 3 types of meeting

1 Conference & Meeting

2. Summer Schools

3. Exams/Roadshows

Benefits of AVS Membership for XX University

By joining AVS, XX University stands to gain the following key advantages:

1. Business Generation:

AVS will generate enquiries for conferences, events, meetings, and training programmes through its professional team, experienced in working with academic venues.

2. Networking & Expertise:

AVS is a member of **ICCA** (International Conference and Congress Association), actively seeking academic conference bids and identifying ambassadors in key subject areas to support academic events. Members also have the opportunity to join and have direct access to the data.

As a member of **ABPCO** (Association of Professional Conference Organisers), AVS provides access to a wealth of expertise, networking opportunities, and industry connections through this association.

3. Targeted Marketing:

AVS offers direct marketing to buyers who have a proven need for academic venues, reaching sectors such as associations, charities, societies, corporates, training companies, agents, and summer school providers. AVS also promotes member news in their bi-monthly Eshots, keeping the university's offerings visible to a wide range of potential clients. AVS also delivers stand share opportunities at key industry exhibitions, that would otherwise be out of budget to attend as a stand-alone venue.

4. Online Presence:

AVS provides a dedicated page on their website, showcasing XX University's facilities, with direct links to the university's website. These links can be tracked for performance monitoring.

News, offers, and blogs from the university can also be promoted on the AVS website and social media channels, boosting visibility and engagement.

5. Learning and Development:

AVS offers a brand new 'Knowledge Hub', a platform dedicated to sharing best practice, insights, peer support, and recruitment advice. This resource can help XX University stay informed and competitive in the academic event sector.

6. Networking Opportunities:

AVS hosts an annual conference with specific content applicable to commercial teams within academic venues, along with regular networking events, both online and face-to-face. This allows members to connect, share experiences, and forge valuable relationships with other academic venues and industry stakeholders.

7. Discounted Education:

Members receive discounted access to a range of training programmes, including conference management, marketing, and sales training, further enhancing the skills of the university's staff.

Conclusion

By becoming a member of Academic Venue Solutions, XX University will be well-positioned to enhance its visibility in the competitive academic event market, generate new business opportunities, and benefit from the extensive expertise and resources available through AVS. Membership will allow the university to expand its event and conference visibility while maintaining strong connections within the academic and events sectors.