



Collaboration, partnership and legacy

Barbican, with London & Partners and MCI UK

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In 2019, Barbican identified a global urban sustainability congress as an opportunity. The subject resonated with London's focus on an environmental and sustainable future and could deliver a legacy for Londoners and beyond.

Working with London and Partners, Barbican approached MCI and New London Architecture. As an event that affects change, all partners collaborated on a successful submission that included an extensive content programme entitled "Engaging Communities", which in turn attracted involvement from local and central policy makers.

The session includes:

- Power of collaboration, partnership and TEAM-work; the roles played in a winning bid
- Importance of securing international association congresses and their legacy for all
- Value of identifying and securing conferences that support destination objectives
- Need to engage with communities to drive change and promote eco-citizenship, supporting local and national government net-zero targets
- Value of wider activations, including the Festival of Architecture, and their legacy
- Importance of UK-wide connectivity, such as extended study tour engagement and a multi-hub strategy
- Strategically designing a congress that accommodates virtual and hybrid participation, ensuring extended, accessible content with long term benefit

The audience will hear about a real-world example from key partners, including the client, delivering a strategic bid with a long-term legacy.