



**Peter Chubb, Development Director at Weetwood Hall Conference Centre and Hotel, Leeds, has created a forward thinking concept to bring conferences to life during this tough business market.**

Peter has developed a business model in which people who have a unique concept or special interest for a convention or event can host their idea at Weetwood Hall. The concept is titled **Inspirational Conventions and Events (ICE)** where conferences are set up on diverse subjects and topics that inspire conversation, feed the imagination and demand to be explored.

Each event is researched and run by a specialist programme director, an expert in the subject field, who will set the programme, uncover the best key-note speakers and identify external events and excursions, where applicable.

The conferences give people the opportunity to present their passion to an audience where they would not otherwise be able to. The first conference will take place in July 2014 and is a First World War in Retrospect Conference, remembering the outbreak of the First World War in its centenary year. It will be directed by Dr Peter Liddle who has spent the past 40 years interviewing people who have been in and affected by the First World War. Dr Liddle, along with 18 expert speakers will be presenting various aspects of the outbreak of WW1.

The second of the ICE conferences is titled **Appreciating Aspects of Art** where eight speakers will discuss the socio-historical background to great Yorkshire names such as David Hockney, Barbara Hepworth and Henry Moore, interspersed with opportunities to meet and be addressed by contemporary artists such as Margaret Harrison, 2013 winner of the North's answer to the Turner Prize, and Kane Cunningham, who created a studio in Knipe Point Drive, a house falling down a cliff on the eroding coastline of Yorkshire.

Peter Chubb said: ?The idea of the concept came to me as I found there was a need to

revolutionise the way conferences are held and create a concept in which likeminded enthusiasts could connect in specialised subjects. Most ICE events will take place over a number of days and can be residential or non-residential. They provide the opportunity for people to listen, reflect and gain a fresh perspective on different topics. So far we have received a lot of interest in our two conferences and I look forward to hearing about future concepts.?

**Weetwood Hall Conference Centre**

**Otley Rd, Leeds, West Yorkshire LS16 5PS - 0113 230 6000**

[www.weetwood.co.uk](http://www.weetwood.co.uk)