

**Media release for the Garden Centre Association**

# **Early birds catch a discount for the GCA conference**

MEMBERS of the Garden Centre Association (GCA) wishing to attend the organisation's annual conference can take advantage of an early bird discount when they book their place this month (November, 2014).

People who book to attend the conference before November 30 will benefit from a 10% reduction in price for the event, which takes place in Chester in January (2015).

Iain Wylie, Chief Executive of the GCA, said: "Following on from the success of last year garden centre delegates can book their place at the conference online via the members' area on our website and qualify for a discount.

"This offer is only available until the end of the month and is an opportunity for people to save 10% on the cost of their booking regardless of whether it is for a single day or for the a full conference including accommodation.

"We hope as many people as possible take advantage of the saving to be made."

The GCA conference takes place at the De Vere Carden Park in Chester from January 25 until 28. More than 300 delegates are expected to attend.

Iain continued: "As always our conference will provide attendees with pertinent information on key aspects of the garden centre industry to assist members in achieving their business goals.

"The information shared will focus on a wide range of topics, including merchandising, marketing and management. There will also be plenty of opportunities for delegates to network and socialise."

The GCA represents nearly 200 garden centres nationwide. Through sharing information and its inspection programme the GCA helps members to achieve high standards in customer service, plant quality and reliability.

To take advantage of the 10% discount, please visit [www.gca.org.uk](http://www.gca.org.uk) and log in to the members' area of the website.

For further information, please call 0118 930 8918. Alternatively, visit [www.gca.org.uk](http://www.gca.org.uk), log on to [www.facebook.com/GardenCentreAssociation](https://www.facebook.com/GardenCentreAssociation) or follow the organisation on Twitter at [www.twitter.com/GC\\_Association](https://www.twitter.com/GC_Association).

**ENDS**

**For further media details, please call Porcupine PR on 01278 446801 or email [Capella@porcupinepr.co.uk](mailto:Capella@porcupinepr.co.uk). Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email [Iain@gca.org.uk](mailto:Iain@gca.org.uk).**

**Photograph caption:** Iain Wylie, Chief Executive of the Garden Centre Association (GCA).

