

Media release for the Garden Centre Association

GCA reveals venue for 50th anniversary year conference

THE GARDEN Centre Association (GCA) has announced the location of the body's grand golden jubilee year conference (January 24 until 27, 2016).

The GCA's annual event, which also sees the organisation mark its 50th anniversary, will be held at the The Grand Hotel in Brighton from January 24 until 27.

Iain Wylie, interim Chief Executive of the GCA, explained: "Next year is an extra special one for us. 2016 will see the association celebrate its 50th anniversary so the annual dinner in particular will be a very special event.

"As well as the celebrations the conference will be the usual mix of top quality speakers, analysis of inspections and garden centre best practice and announcements of competition and awards. We will be announcing more details shortly and information on how to book in due course via our website www.gca.org.uk.

"The schedule for the golden jubilee conference will be as follows:

- Sunday – Greenfingers Challenge Cup
- Monday – inspection and competition round ups plus keynote speakers – based around operational issues. An evening dinner themed, networking event for garden centres and associate members.
- Tuesday – a day of strategy with keynote speakers on subjects such as the economy, challenges facing business and direction of future market trends with an emphasis on maintaining and enhancing profitability. In the afternoon there will be the supplier exhibition. In the evening we will host our Annual Gala Dinner and awards presentation, plus a special celebration of our 50th anniversary."

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.

For further information, please call 0118 930 8918. Alternatively, please visit www.gca.org.uk, log on to www.facebook.com/pages/GardenCentreAssociation or follow the organisation on Twitter at www.twitter.com/GC_Association.

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For further media details, please call Porcupine PR on 01278 446801 or email Cherry@porcupinepr.co.uk. Alternatively, please contact Iain Wylie, GCA Chief Executive on 07843 633408 or email Iain@gca.org.uk.

Photograph caption: Iain Wylie, GCA Chief Executive.