

## Media release for the Garden Centre Association

# Not too late to book GCA conference places

STAFF from the Garden Centre Association (GCA) are reminding people it's not too late to book for the organisation's annual conference later this month (January 26 – 29, 2014).

The conference, which will include talks, industry updates and opportunities to socialise, takes place from January 26 until 29, 2014 at the Hilton Blackpool Hotel.

Iain Wylie, Chief Executive of the GCA, said: "We wanted to let people know it's not too late to book for our conference, so if you are hoping to attend, please visit the members' section of our website via [www.gca.org.uk](http://www.gca.org.uk) to book your place.

"With a new venue, a great line-up of speakers and plenty of opportunities to catch up with old friends from the industry, the conference is set to be a fantastic event.

"We are offering a discount of 10% for full tables of 10 at the annual dinner and, for garden centres wishing to bring staff to one of the day sessions on Monday or Tuesday, we will be offering a free sixth place with every five booked.

"To book, please visit the members' section of our website via [www.gca.org.uk](http://www.gca.org.uk). Sponsorship slots have filled up well too but there are still one or two left so would urge companies interested in this to give me a call."

The conference kicks off on Sunday, January 26 with an afternoon of fundraising activities for the charity Greenfingers. Two teams will go head-to-head in beach-themed challenges to battle it out for the Greenfingers Challenge Cup.

Iain added: "Monday's (January 27) part of the conference will focus on the operational side of our industry and will include talks from a range of inspiring and engaging business speakers to help motivate us for the year ahead.

"During the day on Tuesday (January 28) there will be more of a focus on the strategic element of our businesses, with opportunities to get involved in a multi-channel retailing debate, listen to some inspirational speakers and a chance to experience the new look associate's exhibition."

Speakers at the conference include Dr Steve Peters, the psychiatrist behind the GB Olympic cycling team, Dave Fishwick, star of Channel 4's Bank of Dave, Alex Hunter, independent brand consultant and angel investor and Mark Berrisford-Smith, HSBC'S Head of Economics.

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.

The conference, which is sponsored by Davidson Richards and Westland Horticulture, takes place at the Hilton Blackpool Hotel in Blackpool from January 26 until 29. More than 300 delegates are expected to attend.

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**

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