



## The aluminium industry event of the year: ALFED Annual Dinner & Business Briefing - 22<sup>nd</sup> October 2020

The Annual Dinner and Business Briefing is always a highlight in the ALFED calendar – last year’s dinner was attended by 190 aluminium industry professionals offering an excellent networking opportunity and a great event to catch up with industry colleagues and friends. **This year the Annual Dinner and Business Briefing will take place on Thursday 22<sup>nd</sup> October.** It is a must attend event!

### Guest speaker:

Our guest speaker this year will be **Matt Dawson**. It has been a tough task to find an equally entertaining speaker as Alistair Campbell, he created a fantastic atmosphere throughout the room concluding such a brilliant night.

Matt’s early career was spent as a successful international rugby player, playing for the Northampton Saints and London Wasps between 1991 and 2006. Matt toured three times with the British and Irish Lions as well as being part of England’s 2003 Rugby World Cup winning side. Since retiring from Rugby, Matt has forged a successful career in television and media which continues to play an important role in his life with commitments including Question of Sport, Radio 5 Live and BT Sport.



In 2010 Matt made a successful transition into the corporate world, initially in ambassadorial roles and more recently in directorial positions with facilities giant, Sodexo and with the global flexible workspace specialist, The Instant Group. The last 6 years has given Matt a unique view of the corporate environment - getting under the skin of how businesses run, the expectations of their clients, and how to deal with everyday challenges from getting groups to work together through to taking accountability for results.



### Timings:

As usual our day will commence with the Business Briefing and lunch finishing mid-afternoon, the dinner reception drinks will be at 18.30 and dinner at 19.00.

### Venue:

After such fantastic feedback from last year’s event, we will once again be hosting our annual event at the Park Regis hotel in Birmingham. The hotel that is the tallest, most breath taking and best addition to Birmingham’s skyline. Conveniently located on Broad Street in the very heart of the city, Park Regis is easily accessible from New Street (Grand Central) and Five Ways train stations by foot or taxi.

### Dress code:

Black tie

**Here's what some members said about last year's event:**

"I think the night went well and the view was spectacular!" – Helen Williams, Real Alloy

"Just a quick 'Well done!' for hosting a wonderful event! The daytime speakers were excellent and the whole day was very well organised. The evening was brilliant." – Spencer Melia, Aluminium Shapes

**Sponsorship opportunities:**

This event provides a variety of sponsorship opportunities for you to raise your company's profile within the aluminium industry. Sponsorship packages range from £500 to £5,000 to suit your budget. For further information please contact Kirsi Lintula, Marketing & Communications Manager, at the ALFED offices on 0330 236 2800 or email: [k.lintula@alfed.org.uk](mailto:k.lintula@alfed.org.uk).

**Tickets:**

Business Briefing: Free to attend (ALFED members only). Please use the following link to reserve your tickets: [2020 Business Briefing](#)

Dinner only: £190+vat per person. Please use the following link to reserve your tickets: [2020 ALFED Dinner](#)

**Overnight accommodation:**

Bed & breakfast (double occupancy): Early bird rate: £118 + vat

Bed & breakfast (single occupancy): Early bird rate: £105 + vat

Early bird discounted rate finishes on 4<sup>th</sup> May 2020.

For all overnight accommodation please call The Park Regis hotel on 0121 369 5555 using reservation code: ALFED2020.

**Enquiries:**

General Enquiries: Please contact Linda Ford on 0121 281 2283 or email: [l.ford@alfed.org.uk](mailto:l.ford@alfed.org.uk).

I hope you can join us at our Annual Dinner and Business Briefing on 22<sup>nd</sup> October.

Tom Jones  
Chief Executive Officer  
Aluminium Federation