

# The Role of a Company Secretary

DATE: Wednesday, November 26, 2025  
LOCATION: London, Greater London, GB

## Event Description

The Role of a Company Secretary is a premier expos event in London. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** expos

**Importance Rank:** 14/100

**Expected Attendance:** 15 people

**Event ID:** 8KrDAUvrdoHejzcMAp

## Hotel Demand Indicators

**ADR Impact Index:** 2.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 6 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*