

# ColdComfort

PREPARE | PROTECT | PROGRESS

Friday, 14 August 2020

Dear Cold Comfort attendee

As you may have been aware, the UK government have utilised the large, vacant spaces in our major exhibition venues to create multiple new temporary hospitals. These were built at the beginning of the pandemic should our NHS become overwhelmed. Thankfully, most of these facilities have not been used; 'NHS Nightingale Hospital' at the Harrogate Convention Centre for example, had no admissions at all throughout.

Following the announcement from the government that conferences and trade exhibitions can commence from 1 October 2020, our plans for Cold Comfort planned for March 2021, held at the Harrogate Convention Centre, have been at full speed ahead. Sadly however, the venue have confirmed today that the 'NHS Nightingale Hospital' will be retained as a contingency until the end of March 2021, therefore will not be available to host Cold Comfort there as planned.

In anticipation of this official confirmation yesterday and after many discussions with the venue, we have explored looking at different venues. Unfortunately, we believe alternative venues would take more from the event than offer it. We have therefore taken the decision to change the date to **12 & 13 May 2021**.

Please be assured your stand booking will be simply transferred to the new dates next year at the same rate. Our sales team will be in touch shortly to discuss with you directly.

Although both this and our Scotland Cold Comfort physical events are postponed until 2021, Cold Comfort itself is continuing to grow in size and scope. We are therefore excited to confirm we are still pushing at full pace for our new initiative this year **Cold Comfort Digital Academy**. We will distribute a selection of talks, training and insights to the sector through a dedicated virtual platform. We will launch the free-to-view content to the sector on **21 September 2020**. We will use this new initiative to join up with the physical events in the spring next year. If you want to get involved, please speak to one of the sales team.

In the meantime, should you have any further questions regarding this postponement, please do get in touch with the team or myself personally.

Yours sincerely



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