



## British Motor Museum expands conference sales team, in response to demand

Published: November 17, 2023

Author:

Online version: <https://www.wheels-alive.co.uk/british-motor-museum-expands-conference-sales-team-in-response-to-demand/>



With conference bookings rising, The British Motor Museum has



correspondingly expanded its conference sales team.

*The Museum tells us:*

The British Motor Museum, one of the leading Midlands conference and events venues, is delighted to report that conference business bookings have increased by 50% in the last year. In response to this demand, the Museum has expanded its Conference Sales team, appointing a new Sales Manager, Tawanda Mabhumbo.

A seasoned sales and customer service professional, Tawanda joins the team from the hotel industry, having worked as a Meeting and Events Executive for Leonardo and a Senior Groups, Conference and Events Sales Executive for Hilton. This experience enabled her to gain valuable experience in processing event enquiries, event sales and planning, which she intends to put to good use in her new role. A proud graduate of the University of Wolverhampton, Tawanda also holds a Postgraduate degree in International Hospitality Management, giving her vital expertise for the position of Sales Manager.

Tawanda commented: "I was inspired to pursue my career at the British Motor Museum not only because the venue is so unique, but it also has a charitable purpose. I wanted to be part of the phenomenal team that ensures the story of the British Motor Museum, and the cars in its collection, endures and enriches future generations to come."

Toby Batchelor, Head of Commerce at the British Motor Museum, commented: "It's been great to see the success of the Conference Centre over the course of the year, and it's a testament to the hard work of our Conference Sales team that we're in this position. We're delighted that Tawanda has joined us, and we look forward to even more success in 2024."

Set in 65 acres, the impressive external event space is licensed for up to 5,000 visitors making the British Motor Museum a unique environment for meetings, conferences, exhibitions, weddings, events and product launches. For more information on venue hire and conferencing at the British Motor Museum, please contact the Bookings team on 01926 895295 or [bookings@britishmotormuseum.co.uk](mailto:bookings@britishmotormuseum.co.uk). To find out more about the British Motor



**WHEELS-ALIVE!**

[www.wheels-alive.co.uk](http://www.wheels-alive.co.uk)

---

Museum, please visit [www.britishmotormuseum.co.uk](http://www.britishmotormuseum.co.uk)

Follow The British Motor Museum on social media:

Twitter [@BMMuseum](https://twitter.com/BMMuseum)      Facebook [www.facebook.com/BritishMotorMuseum](http://www.facebook.com/BritishMotorMuseum)

Instagram [www.instagram.com/britishmotormuseum](http://www.instagram.com/britishmotormuseum)

LinkedIn [www.linkedin.com/company/britishmotormuseum](http://www.linkedin.com/company/britishmotormuseum)