

# ATTENDING CRM connect



WEDNESDAY 13<sup>th</sup> MAY 2026

This year's CRM Connect is being held at:

**Edgbaston Park Hotel, 53 Edgbaston Park Road, Birmingham, B15 2RS**



## By Car

Complimentary parking is available directly outside the hotel, including Blue Badge bays, on a first-come, first-served basis. If these are full, you can park for free on the ground floor in the multi-story car park, just a two-minute walk away (52 Pritchett's Road, B15 2SA). **Remember to enter your vehicle registration at hotel reception on arrival to avoid a fine.**



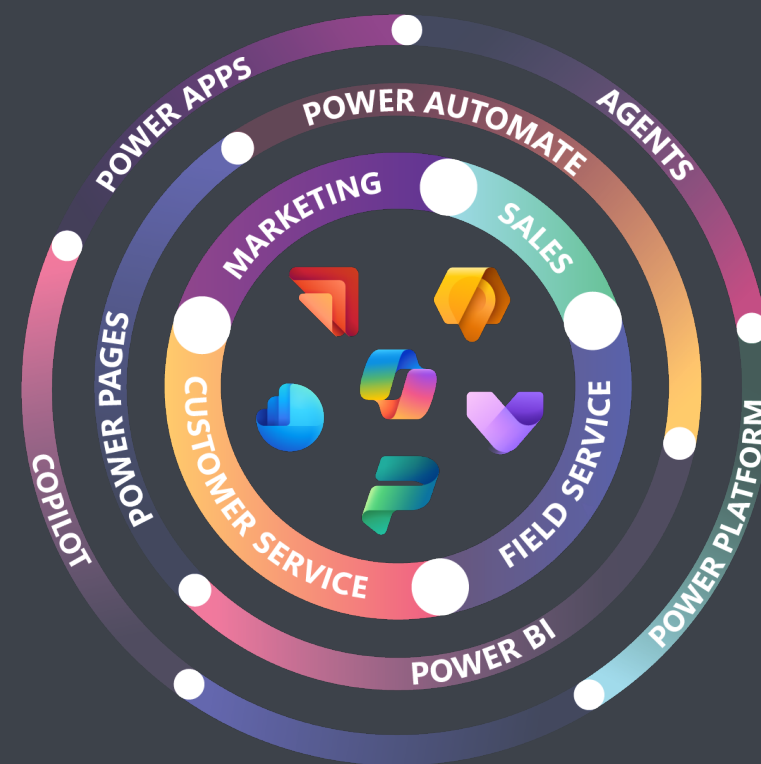
## By Rail

University Station is a ten-minute walk from the hotel and just two minutes from the centre of the University of Birmingham campus. The simplest route is to walk past the Main Library and Teaching and Learning Building, head uphill toward North Gate on Pritchatts Road, then turn right at the pedestrian crossing. Continue along Pritchatts Road until you reach the North East Car Park entrance, turn left, walk past the Centre for Human Brain Health, and you'll find Edgbaston Park Hotel on your left.



## By Air

Birmingham Airport is a under a half hour drive away, alternatively, you can get the train. You will need to take the train from Birmingham International and change at Birmingham New Street to get a second train to University Station.



## Timings:

- 09:00 – 09:30 – Registration
- 09:30 – 11:00 – Keynote speech
- 11:00 – 11:30 – Refreshment break
- 11:30 – 12:15 – Breakout session 1
- 12:15 – 13:15 – Lunch
- 13:15 – 14:00 – Breakout session 2
- 14:00 – 14:30 – Refreshment break
- 14:30 – 15:15 – Breakout session 3
- 15:15 – 16:00 – Customer showcase & wrap up



## Accommodation:

Below is a list of local hotels.

Hotel	Distance from Venue	Driving Time
Edgbaston Park Hotel (the event venue)	On-site	N/A
Travelodge Birmingham Central Broadway Plaza	1.4 miles	5-7 minutes
Park Regis Birmingham	1.4 miles	5-7 minutes

Discounted hotel room rate for CRM Connect attendees staying at Edgbaston Park Hotel.

£140 per night for single occupancy, with bed & breakfast included.

This rate applies to stays between 12 & 14 May 2026.

The code is valid until 14 April 2026 To book, contact the hotel team directly by emailing [reservations@edgbastonparkhotel.com](mailto:reservations@edgbastonparkhotel.com) or calling 0121 414 8888 (option 1) and quoting the code TECMAN26.

Bookings include free cancellation until 2pm on the day before arrival.