

# 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 in the University's North East multi-storey car park, just a two-minute walk away. Remember to enter your vehicle registration at hotel reception on arrival to avoid a fine.



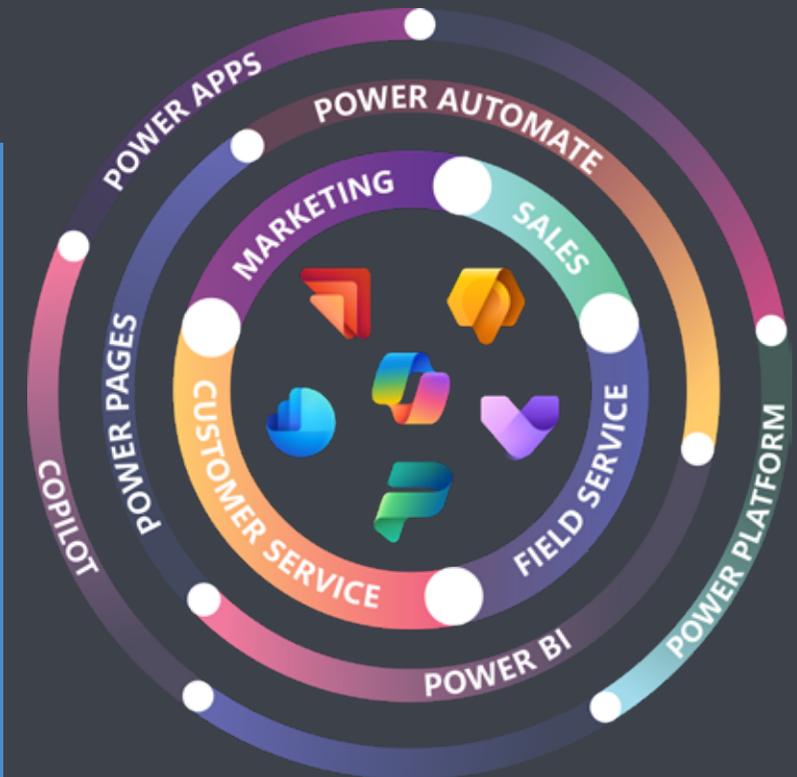
## By Air

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.



## 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.



## 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

If you choose to stay overnight please let us know! We would love you to join us for dinner on 12<sup>th</sup> May.