

BEAM ANNUAL FORUM 2026





THE AIMS OF THE EVENT

The theme of the two-day Annual Forum was Relationships 3.0 – From Connection to Momentum. It brought together 120 beam members and industry leaders to explore how stronger relationships can support collaboration, develop future talent and help the industry turn shared ambitions into action.

I've been involved in plenty of events over the years, but what really stood out at the beam event was the people. The team at Wyboston Lakes were professional, friendly, and brilliant from start to finish. They were always on hand, quick to help and genuinely invested in making the event a success. Their attention to detail made a real difference and played a huge part in creating a fantastic experience for everyone.

David Tremmil, beam chair and director of inloco events.

THE MAIN EVENT

The Forum was the first event to make use of The Box, Wyboston Lakes Resort's new large, open creative space for exhibitions, gala dinners and conferences for 400 or more delegates, as well as the Woodlands Event Centre. The Cedar Lounge provided exhibition spaces for suppliers and commercial partners.

The morning sessions were held in The Box, including arrival refreshments, a welcome by local MP Mohammad Yasin, and an inspirational session by endurance adventure athlete Laura Kennington. Before lunch there was a choice of three breakout sessions in the Yew Tree Theatre, Beech and Cherry rooms.

Following a buffet lunch in the Olive Restaurant offering an extensive choice, there was a key panel session in the Rosewood Suite discussing the Business Events report for the government. After a 're-energiser' Squid Game icebreaker, the focus moved to Skills and Future Talent before the afternoon was capped by an engaging keynote by speaker Nick Saunders.





AN EVENING TO REMEMBER

Ibiza was the theme for the evening, with a DJ with bongos and sax, podium dancers, a retro photobooth, living flame boxes and bunting decorating the Courtyard to create a summer club scene and atmosphere.

The Festival Food featured food cooked over coals. The starters included live-cooked canapés such as prawn skewers, chicken yakitori and halloumi and watermelon skewers followed by bowl food such as porchetta roasted over hot coals, whole roasted chicken, whole salmon sides, roasted vegetables and grilled courgettes. Desserts included roasted pineapple with a rum glaze, and butterscotch brûlée.

The following morning, there was the chance to enjoy wild swimming in one of the lakes before a farewell brunch which was accompanied by a game of music bingo.

BEYOND EXPECTED

“From the moment we began planning the beam Annual Forum with the team at Wyboston Lakes, it was clear we were in safe hands. The planning and execution of the event were exemplary, and whilst the facilities at Wyboston Lakes Resort are exceptionally well designed with the delegate experience in mind, the real stand-out was the team. Their professionalism, attention to detail and ability to anticipate guests' needs made a real difference throughout the event. Nothing ever felt like too much trouble, and the team were consistently one step ahead, ensuring the Forum ran seamlessly and that our delegates felt genuinely looked after.

Linden Beattie, General Manager, Down Hall Hotel and Estate

