



ACADEMY OF MARKETING CONFERENCE 2023

From Revolution to Revolutions
University of Birmingham
4th-6th July 2023

Academy of Marketing 2023 Conference Venue:

Birmingham Medical School, University of Birmingham

The Academy of Marketing Conference 2023 will be held at the [Birmingham Medical School](#).

Birmingham Medical School is part of the University of Birmingham's main campus in Edgbaston and neighbours the College's research Institutes; the excitement of campus life and research pursuits are only ever a short walk away.

Address:

Medical School, College of Medical and Dental Sciences, University of Birmingham, Edgbaston, Birmingham, B15 2TT

More information on the location can be found [here](#).

You can also use the attached map, where you will find the Medical School at B1 in Blue Zone

Getting here:

Birmingham is the heart of the West Midlands, the UK's second-largest city, with excellent travel connections to. The University of Birmingham's leafy campus is located in Edgbaston, just two miles south-east of the city centre.

Sustainable travel:

The Academy of Marketing Conference 2023 committee are committed to reducing the environmental impact of the conference wherever possible. Please help us by considering your method of travel carefully.

Travelling by rail from central Birmingham or Birmingham International airport to the University is simple. If you're travelling from Western Europe, Eurostar connects a number of European cities to London St Pancras, with direct trains from London Euston to Birmingham New Street.

If you're not able to complete your journey without travelling by road, please consider car sharing with other attendees.

Rail:

There is a train station at the University of Birmingham, which is less than a 5-minute walk to the conference venue, called University Station.

Birmingham New Street is a hub for travel from across the country, and links directly with University Station via a high-frequency service that takes only six minutes. This train usually leaves Birmingham New Street from Platform 12, with a final destination of Bromsgrove or Redditch.

You can find the station next to R28, in the Red Zone on the attached map

Timetables and service updates are available from the National Rail [website](#).

Bus:

Frequent bus services run from the city centre. Numbers X61, 63, X64 and 886 travel to the University's Edgbaston campus, with the most convenient campus stops located on the X64 route. Number 98 serves the Medical School and Queen Elizabeth Hospital. You can catch most of these buses directly outside Birmingham New Street station, on Smallbrook Queensway.

Maps can be found throughout the city centre indicating bus stop locations, and bus stops will display route information and times. Pay for your ticket on the bus with cash, or using a contactless card. The journey takes around 20 minutes, depending on traffic.

Online bus timetables are available on the National Express West Midlands [website](#).

Car:

- Approaching from the north west or south east along the M6

Leave at Junction 6, signposted Birmingham Central, to join the A38(M).

At the end of the motorway, keep to the right, go over a flyover, then through some underpasses to join the A38 Bristol Road. The University is on your right.

- Approaching from the M42 north

Leave at Junction 8 to join the M6 northbound and follow the instructions above.

- Approaching from the south-west

Leave the M5 at Junction 4, signposted Birmingham SW, to join the A38.

The University is approximately eight miles from the motorway.

- Approaching from the M40

You'll find it easiest to turn south on the M42 and leave at Junction 1, heading north on the A38 Bristol Road. The University is approximately eight miles from the motorway.

Air:

Birmingham International Airport has its own convenient train station, Birmingham International, which operates a high-frequency service into Birmingham New Street in under 15 minutes. Change here, and follow the directions above to University station.

Taxi:

There are taxi ranks at New Street Station and throughout the city centre. The journey to the University takes around 10 minutes, depending on traffic. If you hail a cab, you'll need to pay the driver in cash.

What to do on Campus:

On campus, the university offers a wide range of attractions for you to enjoy during your stay, all of which boast great history and culture:

- Winterbourne House and Garden www.winterbourne.org.uk

Restored to its Edwardian Arts and Craft splendour, Winterbourne House is a unique heritage attraction set within seven acres of beautiful botanic gardens. Winterbourne is a hidden gem, home to beautiful antiques and over 6,000 plant species from around the world.

Wander along the woodland walk, stroll through the hazelnut tunnel, cross the 1930's Japanese Bridge or simply soak up the tranquillity of this perfectly English Edwardian home. Located on Edgbaston Park Road, a few minutes' walk from Edgbaston Park Hotel.

Opening Times: 10:30am – 5.30pm, delegates are entitled to a 50% discount on the admission fee. The discounted price is £3.60.

- Barber Institute of Fine Arts www.barber.org.uk

Situated on the main campus of the University of Birmingham is the Barber Institute of Fine Arts which contains one of the finest small collections of European art in the UK. Featuring works from 13th to the 20th century, it is a near-perfect gathering of some of the most influential artists of the previous millennium. The collection is made up of paintings, drawings, prints and sculpture. Among the artists represented are Bellini, Botticelli, Rubens, Van Dyck, Rembrandt, Monet, Degas, Matisse just to name a few.

Located near the East Gate on Main Campus.

Opening Times: Monday - Friday 10:00 – 17:00, Saturday and Sunday 11:00 – 17:00, Admission is Free.

- Lapworth Museum of Geology www.birmingham.ac.uk/lapworth-museum

Enabling visitors to explore life over the past 3.5 billion years, the Lapworth Museum showcases exceptional objects from one of the UK's most outstanding geological collections, with state-of-the-art galleries and a range of innovative and interactive exhibits - all completely free of charge. From rocks and fossils to volcanoes, earthquakes, and even dinosaurs, the Museum captures the imagination of all ages.

Located within the Aston Webb A Block building - the building is marked as R4 on the campus map.

- University of Birmingham Blue Plaque and Sculpture Trails
<https://blog.bham.ac.uk/map/2018/02/01/sculpture-on-university-of-birmingham-campus/>

There have been many influential achievements by brilliant men and women who have worked at the University of Birmingham since its earliest days. The Blue Plaques highlight these special achievements and celebrate those who have helped to shape our heritage as a research university.

The Campus Sculpture trail allows you to explore the range of styles, subjects and shapes of sculpture on the University's Edgbaston campus. The Faraday Bronze Sculpture was commissioned to mark the centenary of the University of Birmingham's Royal Charter, this is located near the train station.

Want to explore Birmingham further?

"A city beating at the heart of the country with a quiet confidence like no other. We're a hotbed of culture that's rich and diverse."

Harborne:

A 15 minute walk from the campus, Harborne High Street offers everything you could need; an abundance of bars, coffee shops and restaurants to suit all tastes. We recommend The Plough (excellent food), The Junction (excellent beer) and the Arco Lounge (excellent coffee). Use postcode B17 9NT, this will direct you to the top of the High Street.

Birmingham City Centre:

Taking just one stop from University Station to Birmingham New Street, you will disembark at the newly developed Grand Central station in the very heart of Birmingham. Whilst Grand Central is Birmingham's newest prime shopping centre, it is also located next to the Bullring, Birmingham's state of the art shopping centre, backed up with the astounding Selfridges store and Mailbox.

Victoria and Chamberlain square bring together the Birmingham Museum and Art Gallery, home to some of the finest art collections in the world and the magnificent Council House and Town Hall.

The new spectacular Library of Birmingham is Europe's largest regional library and is a flagship for the redevelopment of the city. Grab a coffee, a book and sample the extraordinary views from the roof terraces.

If you are looking for somewhere to eat and drink, try Brindleyplace, a 10 minute walk from New Street Station, with tree-lined squares, international cuisine and canalside views, Brindleyplace is one of Birmingham's most exciting destinations.

Digbeth is one of the most distinctive parts of the city and is less than ten minutes' walk from Bullring & Grand Central. It has been named the 'Coolest Neighbourhood in Britain' by the *Sunday Times*, hailing the Custard Factory's cafes, independent shops, cinemas and arts venues, whilst celebrating 'the best bar snacks in the postcode' from The Old Crown.

Still looking for more to do, or places to go, find more at [VisitBirmingham.com](https://www.visitbirmingham.com)

Edgbaston Campus Map

Red Zone

- R0 The Harding Building
- R1 Law Building
- R2 Frankland Building
- R3 Hills Building
- R4 Aston Webb – Lapworth Museum
- R5 Aston Webb – B Block
- R6 Aston Webb – Great Hall
- R7 Aston Webb – Student Hub
- R8 Arts Building
- R9 Nuffield
- R10 Physics East
- R11 Medical Physics
- R12 Bramall Music Building
- R13 Poynting Building
- R14 Barber Institute of Fine Arts
- R15 Watson Building
- R16 Arts Building
- R17 Ashley Building
- R18 Strathcona Building
- R19 Education Building
- R20 J G Smith Building
- R21 Muirhead Tower
- R23 University Centre
- R24 Staff House
- R26 Geography
- R27 Biosciences Building
- R28 Murray Learning Centre
- R29 The Alan Walters Building
- R30 Main Library
- R31 Collaborative Teaching Laboratory
- R32 Teaching and Learning Building
- R33 Fry Building
- R34 Cuore

Blue Zone

- B1 Medical School
- B2 Institute of Biomedical Research including IBR West
- B3 Wellcome Clinical Research Facility
- B4 Robert Aitken Institute for Clinical Research
- B5 CRUK Institute for Cancer Studies and Denis Howell Building
- B6 Research Park
- B7 90 Vincent Drive
- B8 Henry Wellcome Building for Biomolecular NMR Spectroscopy
- B9 Medical Practice and Dental Centre
- B10 Advanced Therapies Facility
- B11 BioHub Birmingham
- B12 Health Sciences Research Centre (HSRC)

Orange Zone

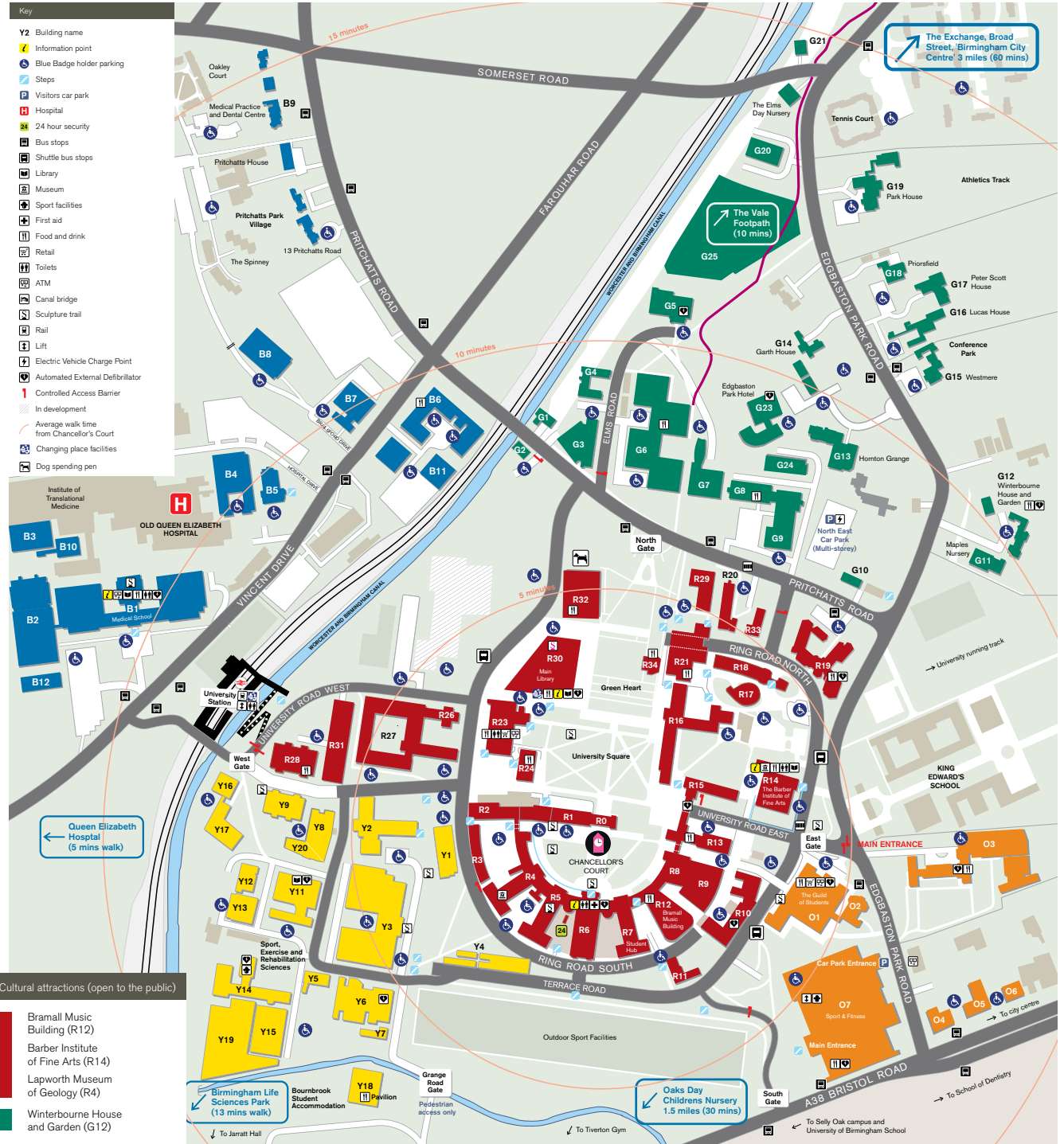
- O1 The Guild of Students
- O2 St Francis Hall
- O3 University House
- O4 Ash House
- O5 Beech House
- O6 Cedar House
- O7 Sport & Fitness

Green Zone

- G1 32 Pritchatts Road
- G2 31 Pritchatts Road
- G3 European Research Institute
- G4 3 Elms Road
- G5 Computer Centre
- G6 Metallurgy and Materials
- G7 IRC Net Shape Laboratory
- G8 Gisbert Kapp Building
- G9 52 Pritchatts Road
- G10 54 Pritchatts Road – Institute for Global Innovation
- G11 Maples Nursery
- G12 Winterbourne House and Garden
- G13 Horton Grange
- G14 Garth House
- G15 Westmere
- G16 Lucas House
- G18 Priorsfield
- G19 Park House
- G20 Wolfson Advanced Glasshouses
- G22 Elms Day Nursery
- G23 Edgbaston Park Hotel and Conference Centre
- G24 Centre for Human Brain Health
- G25 EcoLab

Yellow Zone

- Y1 The Old Gym
- Y2 Haworth Building
- Y3 Engineering Building
- Y4 Terrace Huts
- Y5 Estates West
- Y6 Maintenance Building
- Y7 Grounds and Gardens
- Y8 The School of Engineering
- Y9 Computer Science
- Y11 Chemical Engineering
- Y12 Biochemical Engineering
- Y13 Chemical Engineering Workshop
- Y14 Sport, Exercise and Rehabilitation Sciences
- Y15 Civil Engineering Laboratories
- Y16 Institute of Occupational and Environmental Medicine
- Y17 Public Health
- Y18 Bournbrook Student Accommodation
- Y19 NBIF
- Y20 UKRRIN



UNIVERSITY OF BIRMINGHAM