



JOINING INSTRUCTIONS v2 13.5

CONFERENCE VENUE AND LOCATION

LUCID 2025 is taking place at [The Eastside Rooms](#) 2 Woodcock Street, Birmingham, B7 4BL.

Accessibility. LUCID will take place on the Ground Floor of the Eastside Rooms in the Affinity Suite. The building has an access ramp at the main entrance and wide corridors and dedicated lifts for easy wheelchair access.

Hearing loops have been fitted in the Affinity Suite, several event spaces and all reception areas.

BY TRAIN

Birmingham Moor Street is the closest station, approximately a 12 minute walk (Chiltern Mainline). Provides services to London Marylebone.

Birmingham New Street, is approximately a 15 minute walk or a short taxi ride with extensive rail links across the UK.

BY CAR

The venue is accessible via the A38 which connects to the Midlands motorway network. The M6, M42, and M5 are all in close proximity. The SAT NAV postcode is B7 4BL.

The nearest car park is Millennium Point Multi Storey, situated off Howe Street - postcode B4 7AP. The car park operates seven days a week from 6am - Midnight, with the **option of overnight parking**. Please refer to the [car park website](#) for current charges.

Please be aware The Eastside Rooms is within the Birmingham Clean Air Zone. For further details on the Clean Air Scheme please visit brumbreathes.co.uk.

BY PLANE

The Eastside Rooms is 10 miles from Birmingham International Airport. There is a direct train from Birmingham International Station to New Street Station which is a 15 minute walk or short taxi ride to the venue.



REGISTRATION

The Registration Desk is in the main Foyer of The Eastside Rooms with the LUCID team available to respond to any queries during the conference:

Sunday 18 May:	16:30 – 17:30 hrs – <i>grab your badge on Sunday if you're in town!</i>
Monday 19 May:	08:00 – 17:30 hrs
Tuesday 20 May:	08:00 – 16:45 hrs

If arriving on Monday, please allow plenty of time to collect your badge, enjoy a coffee and early opportunity to chat with our Exhibitors. You will only need to provide your name in order to pick up your badge.

If there are any changes to your registration in advance of arriving in Birmingham, please email the details to lucid@thecavalrycollective.com

CONFERENCE APP

The LUCID conference app is your go-to for real-time and programme updates and notifications during the conference. Within the App you will be able to post questions to speakers, respond to speaker polling and submit on the spot short session survey feedback.

App download instructions will be emailed out in advance of your arrival in Birmingham.

PROGRAMME

For the latest programme, please click [HERE](#)

Slides, of those speakers who have provided consent, will be available in a password protected area on the LUCID website shortly after the conference. Delegates will be notified when presentations are available.





EXHIBITION

We are, as always, thankful for the support of our Exhibitors and Sponsors. Please make time to visit the exhibition stands during the conference. The exhibition will close at the end of the afternoon break on Tuesday. View our confirmed exhibitors [HERE](#)

CONFERENCE CATERING

The registration fee includes conference catering on the days you have registered to attend. All food will be clearly labelled. If you have any questions or concerns, please speak to a member of The Eastside Rooms team.

CLOAKROOM FACILITIES

A staffed cloakroom is available in the main foyer free of charge to delegates. Delegates may also store luggage in the cloakroom on Monday and Tuesday though for delegates staying at the Aloft Hotel (with direct access through to The Eastside Rooms), luggage may alternatively be left with their concierge.

Cloakroom opening hours:

Monday 19 May: 07:30 – 17:30

Tuesday 20 May: 07:30 – 17:00

DRESS CODE

Conference Sessions - Business Casual

LUCID Masquerade - We'd love our guests to embrace the Masquerade theme and wear a mask, although this is not compulsory. Whether simple or elaborate, choose whichever style you prefer (handy tip – a half-faced mask may make eating and drinking a little less tricky). Our dress code is smart evening wear, which can be as sophisticated or flamboyant as you like; black tie is not required.

SOCIAL EVENTS

INFORMAL MEET UP- Sunday 18 May THE BOTANIST GAS STREET BASIN, FROM 6PM

For anyone arriving in Birmingham on Sunday, we have an exclusive space reserved for conference attendees at [The Botanist, Gas Street Basin](#), to enjoy an informal social event. LUCID will not be providing drinks or food, however the bar offers drinks and signature cocktails, along with a set menu for food purchases. We hope you will take this opportunity to meet and socialise with other delegates before formal conference proceedings begin on Monday. *Note:* there are 2 Botanists in Birmingham. Our event will take place at the **Gas Street Basin** property, 12 Bridge Street, Birmingham, B1 2JR

LUCID MASQUERADE - MONDAY 19 MAY

Special thanks to L&G Retail for their support of the LUCID Masquerade.

19:00 – 20:15 Welcome reception at Industrial Gallery and Round Room, Birmingham Museum & Art Gallery (BMAG)

20:15 – 00:15 LUCID Masquerade – Banqueting Suite, Council House, Birmingham

23:45 Last orders

The location for this fantastic event is a short taxi ride (or twenty-five minute walk) from the main conference venue. Join us from 19:00 hrs at the Birmingham Museum and Art Gallery (BMAG) for a drinks reception in the stunning [Round Room](#), where musical entertainment will be provided by the [Amalthea Ensemble](#). Guests will also be able to explore the museum's fascinating [Industrial Gallery](#),



which showcases the history of Birmingham's people and places, from the eighteenth century to the present day.

From 20:15 hrs onwards, we will begin making our way through to the elegant Banqueting Suite at the Council House (immediately adjoining BMAG) . This year we're embracing a more relaxed atmosphere, moving away from a formal sit-down meal to a more informal dinner service. A delicious selection of bowl food will be served from our catering points, with plenty of seating and tables available.

What's included: Your Masquerade ticket includes welcome reception drinks, and bowl food which will be served during the evening. We'll also have a tab set up at the two bars in the Banqueting Suite to cover your first few drinks. Once the tab has run dry, please note that the bars will be taking **card payments** only.

It wouldn't be LUCID without a DJ and plenty of space to show off your moves on the dancefloor! We have some additional entertainment planned including a private karaoke room from **Sing Pod**, **kindly sponsored by SCOR**. 8-10 people at one time can choose from over 45,000 songs and enjoy the photo and GIF booth.

Masquerade Ticketing - To access the evening's activities our team will need to scan the QR code found on your delegate badge or in the conference app, at the door. Please ensure you have one of those visible to the team as you arrive.

Dress code: Refer to the 'dress codes' section above.

Tickets to the Masquerade are included in the full registration fee for the conference. You'll have been prompted at the point of registering to indicate whether you plan to attend. Please check your registration email confirmation and if unsure about your ticket status, contact lucid@thecavalrycollective.com.

Delegates are responsible for making their own travel arrangements to and from the venue on Monday evening.

Address for Welcome Reception: Birmingham Museum & Art Gallery, Chamberlain Square Birmingham, B3 3DH. The Reception will take place on the 1st floor.
Accessibility – if step free access is required, please contact lucid@thecavalrycollective.com

End of Evening: Guests will exit from the Banqueting Suite at Council House via Victoria Square, Birmingham B1 1BB

LUCID 2025 CHARITY

The LUCID Committee has unanimously chosen the Multiple Sclerosis Society as the LUCID 2025 Charity in support of our 2023 Chair, Jackie Kerwood, who was recently diagnosed with the condition. 2025 marks the last year of the **Stop MS** appeal which aims to raise £100 million over a ten year period to accelerate new research and stop MS. Leading scientists agree MS could be stopped, with treatments for everyone in late stage trials by 2025. This revelation follows a series of scientific discoveries.

The MS Society provide a wide range of support for people living with and affected by MS.



The Appeal will pave the way for more treatments, and more understanding of MS, which means that supporting us has a much wider and long-term impact. Each of you can be a vital player in ensuring that we hit the target and be part of this legacy.

Our [JustGiving Page](#), to consolidate the support from the LUCID community, is now active. Scan the QR code to donate. The code will also be displayed around the conference.



ACCREDITATION and CERTIFICATES OF ATTENDANCE

Chartered Insurance Institute - at the time of writing CPD accreditation has been applied for. Details will be shared as they become available.

Insurance Institute of Ireland - accreditation will be applied for after the conference.

PROCESS FOR CHECKING IN AND OUT EACH DAY AT LUCID

To ensure LUCID complies with CPD accreditation criteria, delegates are required to check-in and check-out on each day they attend by scanning their badges. Please look out for the dedicated scanning points in the Registration foyer. The team will be available to assist.

Certificates of attendance will be emailed out after the conference. Delegates will receive a separate certificate for each day they attend. Each certificate will display their arrival and departure time.

ACCOMMODATION

As a reminder, accommodation is not included in the registration fee. If you have not yet booked accommodation, you can find a list of hotels close to the venue on our [website](#).

Wi-Fi

There is complimentary Wi-Fi throughout the venue

Network: EastsideRooms - NO password required

SMOKING/VAPING

Smoking/vaping is not permitted within The Eastside Rooms. Delegates are asked to smoke only in the designated zone outside of the building.

PHOTOGRAPHY

Images may be taken at the conference and used for promotional purposes on-line and/or in printed materials. Delegates who do not wish their images to be included in this material should speak to the team at Registration.



INSURANCE

The Organisers are unable to accept any responsibility for damage or loss of personal property during the conference and participants are advised to ensure that such items are adequately insured.

CONFERENCE ORGANISERS

For any general enquiries about LUCID 2025 please contact: The Cavalry Collective Ltd, Oldfield House, Hailsham Road, Polegate, East Sussex, BN26 6RF, UK
lucid@thecavalrycollective.com