

Thank you for participating in CW International Conference (CWIC) 2025, this document contains all the information you need for the day.

### **Online Platform**

CWIC25 will be using an online platform, called Brella, that will enable delegates to network, view sessions and find more information about the event. A link to access the [web app](#) has been sent to you with the join code embedded in the link, you can also download the mobile app to stay up to date while the event is happening ([Google Play](#) | [App Store](#)). Your in-person ticket includes virtual attendance so you can live stream any sessions that you are not attending, and can catch up with any sessions you miss after the event.

The key benefits of Brella for you are:

- Tailored Matchmaking - AI powered matchmaking automatically matches you with attendees who have interests that align with your business goals
- Participate in live Q&A sessions through the app
- Engage with exhibitors and ask questions through a booth chat
- Catch up on sessions you may have missed after the event
- Become an active player in a large-scale reforestation program. For every 10 meetings you book through Brella, 1 tree will be planted!

### **Venue Address**

Hinxton Hall Conference Centre, Wellcome Genome Campus, Hinxton, Cambridgeshire, CB10 1RQ [Information on how to get to the venue.](#)

### **Registration**

Registration will take place outside the Francis Crick Auditorium from 09:00 to 10:00 with the conference starting at 10:00. You will be issued with a name badge, please wear it at all times during the conference. Cloak racks will be available for delegates at the main registration desk and there is a luggage store within the Conference Centre.

**Arrival procedure:** Upon arrival at the campus please approach lane 2 of the barriers where there is a small security kiosk. A member of the Security Team in the kiosk will check delegates off the list and direct to the Conference Centre. If a member of the Security Team is not in the kiosk, still approach lane 2 and press the intercom.

### **Conference locations**

The exhibition will take place around the drum of the main Francis Crick Auditorium. Breakout sessions take place in the Rosalind Franklin Pavilion.

### **Refreshments and Lunch**

Refreshments and lunch will be available within the Exhibition Space around the drum of the main Francis Crick Auditorium.

We will do our best to cater to all dietary requirements during the conference. Please note that any special requirements must be communicated in advance to the events team ([cwic@cambridgewireless.co.uk](mailto:cwic@cambridgewireless.co.uk)) unless already stated on your booking form.

### **Drinks Reception and Canapés**

The conference will conclude with an informal drinks reception which will finish at 19:00. All conference delegates are invited to attend this reception which offers a fantastic opportunity to continue networking.

### **Wi-Fi**

Complimentary Wi-Fi internet access is available in the venue. To access the free Wi-Fi simply join the 'ConferenceGuest' network. Follow the on-screen instructions to register up to 5 devices for 7 days of free Wi-Fi access. To complete registration please ensure you validate your email address from the message you receive.

### **Dress Code**

The dress code for the conference is business casual.

### **Smoking**

Hinxton Hall Conference centre operates a strict no smoking policy in all buildings. There are designated smoking areas within proximity to the conference centre. Please ask for directions at the Conference Centre. Please do not smoke or vape outside the Conference Reception.

### **Filming and Photography**

CW photographers and film crews will be present throughout the Conference and footage and photos may be used by CW in future marketing. If you do not wish to be filmed/photographed, please make them aware.

### **Family / Prayer Room**

The venue has a dedicated room which is free for delegates to use, it is quiet and secure for prayer or nursing and feeding and has soft seating, a carpeted area, microwave, bottle warmer and fridge.

## Accommodation

Hinxton Hall Conference Centre have an onsite hotel, see further information [here](#). To book please contact Reception on [conference.reception@hinxtonhall.org](mailto:conference.reception@hinxtonhall.org) or +44 (0)1223 495000

Other hotels nearby include:

[The Red Lion](#), Hinxton, a 10-minute walk to the venue.

[Holiday Inn Express](#), Cambridge-Duxford, a 5-minute drive to the venue.

If you are interested in searching for hotels where you can filter hotels by carbon footprint, try [Staze](#).

## Travelling to the Venue

**There is no delegate parking available on site at the conference centre.** We have organised transport from Trumpington Road Park & Ride for delegates who will be traveling by car. Coaches will be leaving the Park & Ride for the Campus at 08:30 and 09:00. They will leave to return to the Park & Ride throughout the day.

**If you would like a place on the coach, [please book here](#).**

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## Venue directions

**By Rail** – Whittlesford Parkway (which runs a regular [shuttle bus](#)), Great Chesterford and Audley End are the closest railway stations to the venue, these are all on the Cambridge-London Liverpool Street line. Please note Whittlesford and Great Chesterford stations do not have a taxi rank or telephone so it's best to prebook. The journey time from London is approximately one hour. Cambridge is the closest railway hub, it is on both the London King's Cross and the London Liverpool Street line, and trains coming from the north. Timetables available from [National Rail Enquiries](#).

**By Air** - London Stansted Airport is the closest airport to Campus at only 20 minutes' drive.

**By Car** – Directions are below however there are roadworks and new road layouts in the pipeline so information may change nearer to the event, the best course is to follow the sat nav instructions, using the postcode CB10 1SA.

**From the South:** Leave the M11 at junction 9 (signed A11 Newmarket) and take the first exit signed A1301 towards Cambridge. From the roundabout take the first left (about 800 m). At the next small roundabout follow the signpost left for the 'Genome Campus'.

From the North: Leave the M11 at junction 10 (note that M11 junction 9 is restricted and only accessible from the South). Turn left at the roundabout and straight over the next roundabout. Travel a mile or so on the A505 in the direction of Saffron Walden. At the next roundabout take the third exit (signed A1301 towards Saffron Walden). Pass two turnings to Hinxton village (these go to the village only), and take a right, at the next roundabout, signposted on to the Genome Campus.

**Taxi information** - Local taxi companies:

- A2B Taxis 01223 629629
- City Taxis 01223 832832
- Panther 01223 715715
- Peacock Cars 07494 931899