



INTERNATIONAL  
DAY OF CERAMICS  
— MARCH 12 —



In Partnership With



# EVENT INFORMATION PACK

## 12TH MARCH 2026

10.00 – 14.00

**AMRICC CENTRE**

STONE BUSINESS PARK, BROOMS ROAD,  
STONE, STAFFORDSHIRE , ST15 0SH UK

# VENUE

## Address

### AMRICC Centre

Stone Business Park,  
Brooms Road,  
Stone,  
Staffordshire  
ST15 0SH UK



## Getting Here



### By Road

The centre is located on the Stone Business Park. If traveling via the M6, exit at Junction 14 (Stafford North) or Junction 15 (Stoke-on-Trent South) and follow the A34 towards Stone

- What3words: cork.socialite.wiggles
- Google Map Directions: [Click here](#)



### By Train

The nearest station is Stone (Staffs), which is approximately a 5-minute taxi ride or a 20-minute walk from the facility. Alternatively, Stafford and Stoke-on-Trent stations offer more frequent national connections and are both roughly 15–20 minutes away by taxi.

- Google Map Directions from Stone Train Station: [Click here](#)
- Google Map Directions from Stafford Train Station: [Click here](#)
- Google Map Directions from Stoke-on-Trent Train Station: [Click here](#)

## Parking

Please follow the following instructions to ensure a smooth arrival at the AMRICC Centre:

- Entering the Site: When arriving via Brooms Road, enter the car park to the left (signed as Building 1).
- Reserved Parking Area: A dedicated parking area has been reserved for event attendees. Please use any of the bays in this section and ignore any signage indicating they are for "pool cars only."
- Entrance & Registration: Once parked, please enter the building via the main vestibule entrance. Here, you will collect your visitor badge and be directed to the meeting room for the event start.



Reserved parking area. All of these bays will be available to you. Please ignore the wording for pool cars only.

Enter the car park to the left (signed Building 1).

Entrance - please enter via this vestibule where you will collect your visitor badge and be shown to the meeting room.

# AGENDA

We look forward to welcoming you to the AMRICC Centre for this national celebration.

The event officially commences at 10:00 am with a dynamic program designed to showcase the UK ceramics sector as a 'Critical Enabler' of the modern world. This event aims to reveal how our industry, though often 'Hidden in Plain Sight', is the indispensable foundation for global technology, infrastructure, and innovation.

**10:00 – 10:15** | Welcome and Introductions: Opening remarks by the Ceramics UK and AMRICC teams.

**10:15 – 11:15** | Industry Presentations: "Ceramics: Hidden in Plain Sight" Sector spotlights on the sector as a critical enabler.

**11:15 – 12:45** | Technical Tour & Demonstration Stations: A guided exploration of the AMRICC Centre facilities alongside exhibition stands.

**12:45 – 13:30** | Networking Lunch: An opportunity for delegates to engage directly with industry leaders and stakeholders.

**13:30 – 13:45** | Political Address: Ministerial video message and MP address.

**13:45 – 13:55** | Competition Launch: Official announcement of the national schools competition.

**13:55 – 14:00** | Closing Remarks: Final summary and event conclusion.

**14:00** | Event Closes.

# KEY CONTACTS

The Ceramics UK team will be on hand throughout the event should you have any questions. If you wish to speak to one of the team prior to or at the event please see below key contact details:

**Louise Stevenson, Senior Marketing & Events Manager**

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**CERAMICS UK**  
SUPPORTING MANUFACTURING

# We are the voice of the UK Ceramics Industry.

Representing over 90% of the UK ceramics industry, we act as a vital hub for knowledge and technical insights, actively contributing to governmental consultations and collaborating with key stakeholders.

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