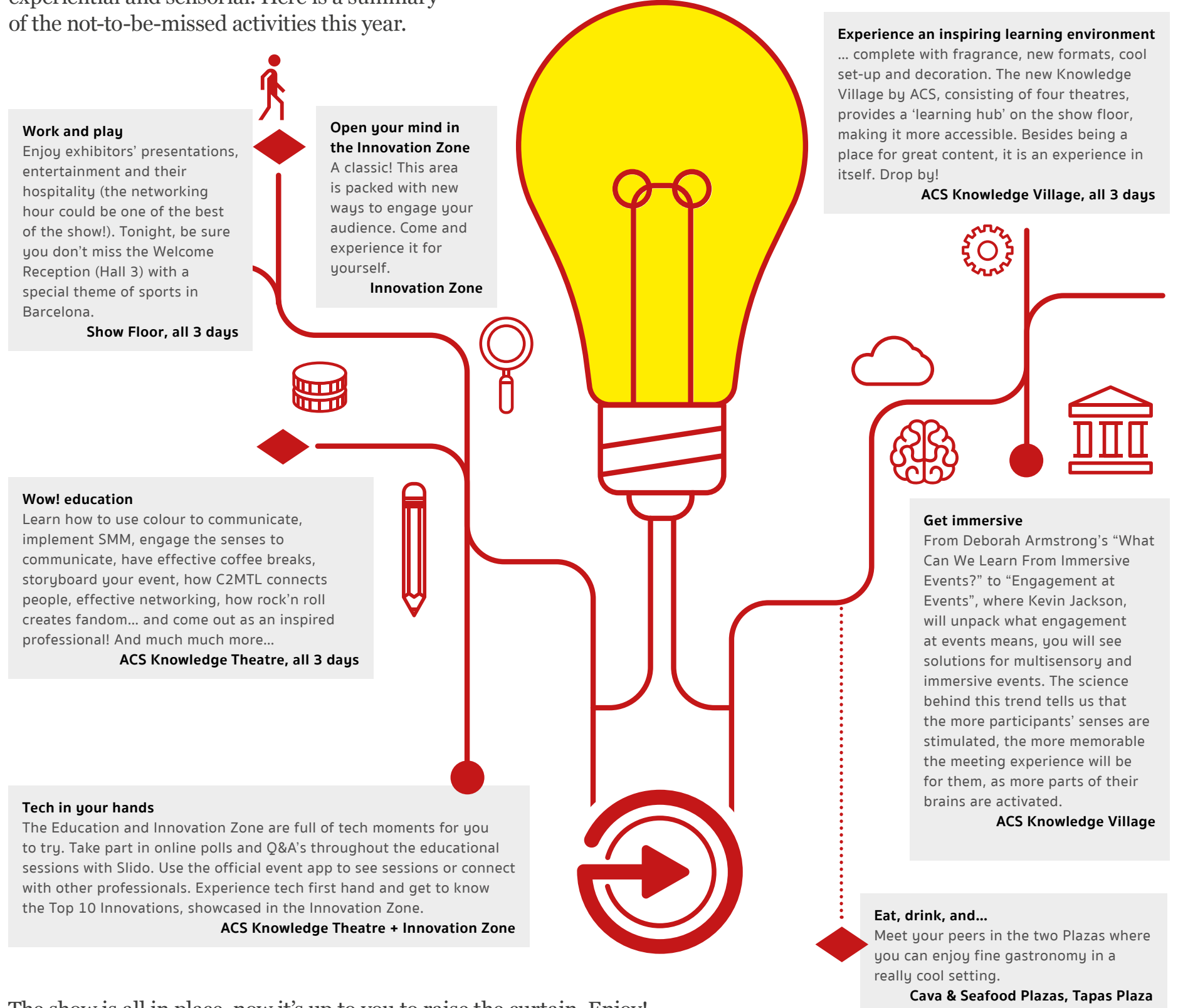




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ibtm world is full of innovative and inspiring moments. It is about enjoying a special event, experiential and sensorial. Here is a summary of the not-to-be-missed activities this year.



The show is all in place, now it's up to you to raise the curtain. Enjoy!



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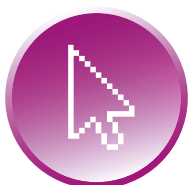
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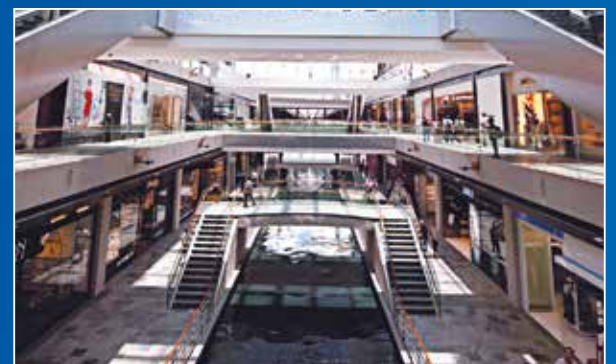
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« If we are the event for this industry, we have to apply the latest innovations to our learning environment »

Graeme Barnett: creating an ever more personalised ibtm world

The Senior Exhibition Director of ibtm world changes the show year on year and you will see significant innovations again this year. **Graeme Barnett** shared with us his very personal vision and ideas. No doubt personalisation enables an ever more relevant experience at ibtm world and this involves new technology solutions and deep analysis of each type of participant, plus format innovation. Read on...

IBTM WORLD HAS IMPLEMENTED QUITE A FEW CHANGES THIS YEAR. WHICH DO YOU FIND MOST EFFECTIVE?

ibtm world is the event of the year for many of our suppliers and buyers so we have to remain focused and relevant, which means continually looking to improve and enhance everything we do. It's really important that we find new ways to help build effective business relationships that result in more business opportunities for all our guests. One of these involves new technology that will enhance our appointment system, increasing the relevance of each meeting that takes place.

Reed Exhibitions, our parent company, has chosen ibtm world to be part of a pilot for a matchmaking programme (five events were selected for the pilot among Reed Exhibitions' 530 events worldwide). This pilot focuses on providing corporate planners with recommendations of exhibitors they should meet during the event. Starting in September, after qualifying each buyer, we used the information supplied to us relating specifically to three of the forthcoming international events that they were planning to source for at ibtm world and then matched these with exhibitors that we thought would be relevant. This allowed each corporate planner the opportunity to create a meeting with each recommended exhibitor, which we hope will satisfy the needs of both buyers and supplier. The initial uptake has been very good and we are seeing that some 80% took up the opportunity.

It also showed that recommended exhibitors would be 2.4 times more likely to be selected for an appointment other than exhibitors with a similar profile so it will be very interesting to see how this improves satisfaction overall. This really is ground-breaking and will bring huge benefits to both planners and providers. If this pilot is successful the aim is to roll out across the entire event in 2017.

« Predictive algorithms such as the ones used by e-commerce websites will play an increasingly important role »

Clearly this is all part of evolving our event to meet the needs of customers for the future – both face to face and in the digital world. Using predictive algorithms such as the ones used by e-commerce websites will play an increasingly important role in delivering value for our customers, recommending relevant options based on buying behaviour. And buyers definitely want that too: this was raised at a recent corporate planner focus group held in London where feedback showed they wanted more relevant and appropriate suggestions rather than just random requests for their time.

WILL IT RESULT IN MORE APPOINTMENTS?

Possibly. But it's not about numbers; this

is all about enhancing the quality and relevance of every appointment which is what we are dedicated to achieving. We ask Hosted Buyers to attend seven appointments and a destination presentation for each day that they attend the event, which is approximately 50% of their time. We need to create a balance between pre-scheduled appointments and the opportunity to explore the show, participate in education or have additional meetings which many planners undertake. But we see that with more relevant suggestions, many are increasing the number of appointments they make - 14 or 15 a day is not unusual.

A trade show has many moments of serendipity, unplanned events or encounters; we are trying to reduce the element of chance but of course maintain the balance of networking opportunities that can create even more unprompted meetings.

AND WHAT DO YOU FIND THE MOST SIGNIFICANT CHANGE ON THE SHOW FLOOR?

I would say, bringing our education programme onto the show floor. Learning is one of the pillars of the show and we had the feeling that it was not appropriate to separate it from the rest of the action. We are also innovating in the learning environment. If we are the event for this industry, we have to apply the latest innovations to our learning environment, so we made a significant investment and worked with ACS Audio Visual Solutions and Event Result to design the ACS Knowledge Village. We have several room sets with different formats and layouts where we thought in detail about lighting, the furniture, the set-ups, even the smell – including the smell of cut grass in the central hub together with a living olive tree!

LAST YEAR, YOU LAUNCHED MY ASSOCIATION MY CLUB. YOU ARE NOW LAUNCHING A SIMILAR INITIATIVE FOR CORPORATE PLANNERS. DOES A SEGMENTED APPROACH MAKE THE EXPERIENCE EVER MORE RELEVANT?
Yes, we believe it does. Each participant

should get maximum value from the show. So we analysed the various types of personas, the characteristics of these professional meeting planners, their likes and dislikes, how they plan their day, what they need from ibtm world and what makes it work for them. We wanted to tailor-make programmes for them as we do our Association planners. We have gone beyond the traditional segmentation and we will be rolling it out progressively over the next few years. It is something we are very excited about for the industry.

BRAND CHANGES ARE ALWAYS HARD... HAVE YOU ACCIDENTALLY CALLED YOUR SHOW EIBTM IN THE LAST MONTH?

I am only human and of course the odd slip creeps in. So, just as a bit of fun, anyone in the office who still uses the old name has to pay a penalty of one pound which we will give to charity at the end of the year. Overall, I have actually been surprised how well the new name has been adopted - it has worked out really well and it feels like people have switched to the new brand easily.

WHAT DO YOU DO DURING THE SHOW?

During the show, my role is to ensure our team is playing their part in the 'symphony' and all playing the same tune. We are there as hosts of ibtm world, and it is my responsibility to ensure we get every detail right, and that all our guests have a fully productive and enjoyable experience. I also give quite a few presentations and speeches, as well as spending a lot of time on the show floor with our customers – they are my priority.

WHAT ADVICE WOULD YOU GIVE PEOPLE SO THEY GET THE MOST OUT OF THE SHOW?

Plan, plan, plan! Before you arrive or get on the plane or even if you are already here, dedicate 10 minutes to planning your day, whom you want to meet, what education sessions you want to attend, where you want to play and whom you want to play with – in fact our ibtm world app can help everyone achieve all this very easily!



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INDUSTRY & TRENDS



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Embrace wild knowledge!

Lucky participants in yesterday's Meetings Leadership Summit had the pleasure of listening to keynote speaker **Per Schlingmann**, former Swedish Secretary of State and now a communications expert, trend analyst, political advisor and founder of communications agency Per Schlingmann AB. He shared his insight and useful strategies for navigating today's fast changing and unpredictable world. The Show Daily took the opportunity to talk to him.

YOU COINED THE TERMS "TRADITIONAL KNOWLEDGE" AND "WILD KNOWLEDGE" IN URBAN EXPRESS. CAN YOU EXPLAIN THEM AND THE CONSEQUENCES FOR PROFESSIONALS (AND MEETING PLANNERS)?

Traditional knowledge can be described as something one can assimilate at institutions and universities. Everyone has the same opportunity to benefit from it through study. Wild knowledge or tacit knowledge can only be transmitted between people, based on their experience and instinct: an instinctive feeling that, for example, a doctor may have, based on long experience of treating patients; a parent's ability to interpret their children.

You cannot write down or copy wild knowledge, you have to build it and realise that it comes from within people – and you can acquire it just from being close to people. This is, of course, relevant for professionals. When digitisation makes traditional knowledge open to everyone, wild knowledge will increase in value.

YOU STRESS THE IMPORTANCE OF "EXPERIENCES THAT CANNOT GO DIGITAL" AND THE HUMAN FACTOR, IN THE DIGITAL ERA. WHAT EXPERIENCES ARE YOU THINKING ABOUT?

Today we can see how e-commerce is establishing physical stores in order to build relationships and loyalty. An example is private banking, which is growing, and we see how they are investing in face to face meetings.

The music industry is very interesting. As music is digitised, the value of live experience increases. Great artists travel the globe to enhance the experience of their fans, as

a consequence of music being free and shared on the Internet. We are willing to spend relatively less money on listening to streamed music but more money on concerts.

Another interesting example is Burberry in London, which has created a store that focuses on the in-store experience but is also trying to recreate the feeling of the digital store on site.

And this is obviously good news for the meetings industry: the value of meetings increases and is becoming much more important in value creation.

YOU CHANGED A 100-YEAR-OLD POLITICAL PARTY... HOW DID YOU ACHIEVE THIS (ALWAYS HARD-TO-ACHIEVE) CHANGE?

We made substantial political changes and on this basis we challenged people's perception of who we were and created a curiosity about us. It is absolutely relevant to companies, you have to be in constant transition.

YOU ARE PARTLY AN OUTSIDER TO THE MEETINGS INDUSTRY, WHICH MAKES IT EVEN MORE VALUABLE TO HAVE YOUR INSIGHTS... WHAT SHOULD OUR INDUSTRY CHANGE?

It is a complex question and there are no easy answers but the future offers many opportunities, as the value of wild

knowledge and face to face meeting increases. To offer unique experiences will increase in value.

Physical experiences will become increasingly important but these can also be extended and enhanced digitally. The industry must also have a long-term focus on clarifying the economic value of the meetings industry. It is something you should invest in, to allow people to meet and exchange knowledge. It is important and relevant for any business today.



Meeting's Power

The **Joint Meetings Industry Council (JMIC)** presented James Latham, Executive Producer, International Meetings Review with the 2015 JMIC Profile and Power Award in recognition of his ongoing efforts to advance the concept of the Meetings Industry as a global economic generator using the wide range of resources available to him as a leading industry media figure.

The JMIC Power and Profile Award was established as a way of recognising individuals and organisations who have made significant contributions to advancing the awareness and influence of the Meetings Industry in their respective communities.

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Recreating reality

It is one of the buzzwords of the day: all planners claim to design ever more “immersive” experiences... But **Deborah Armstrong** is going further than most, creating Summerland, a completely immersive summer environment, in winter, in London. It is “a holiday in a day”, with pool and waterfall, tropical atmosphere and video-mapped sky. She guides us through the do’s and don’ts of immersive events. Time to go beyond Oculus...

We all think of 360° AV when talking about immersive events. But as Deborah says: “It goes well beyond audiovisuals, it has to involve all five senses. AV can be stunning but you are always aware that you are standing in front of a screen. If you bring in artists, amazing costumes and decorations, smell, taste and touch – even giant snakes and human monkeys jumping around – you get a fully immersive experience.” And in a time of tech frenzy, she reminds us that immersive experience is about a lot more than just good technology. “You could go hyperreal but for me it is not necessary, the experience has to be deeply engaging, not just technical.”

Still, the technical part will be impressive. For example, “We have more than 1.5 million lumens to create the sky, enabling the whole event atmosphere turn from day to night in four hours. And sound will be amazing: we have fantastic technical partners to make it immersive,” she says, declining to describe the exact com-

« AV can be stunning but you are always aware that you are standing in front of a screen »

ponents ahead of the launch. The place will be directed at a family audience, including many activities for kids but will also include tropical parties at night for around 3,000 people, with a stage next to the waterfall, killer bands, a VIP bar under the waterfall, a DJ and more. The place is not conceived for meetings but will be hosting a select number of corporate events. It is certainly an option “if you want to take your company on a holiday without flying”.

Meet Deborah at the session: What can we learn from Immersive Events?, 13.30 – 14.30, The Garden



The sacred notion of engagement

Engagement has long been aspirational for event professionals. But like many areas of our industry, there’s little consensus on what it really means. How do we find this Holy Grail of our industry? Maestro **Kevin Jackson** (who recently launched The Experience is the Marketing, offering innovative business solutions to optimise growth and potential for brands and agencies), guides you on this quest...

DEFINE FOR US THE SACRED WORD: ENGAGEMENT

True engagement is that ‘lean forward’ moment, when the audience is so captivated they become magnetised, when a message is able to tap into each person individually, not just embrace a crowd. Creating this moment is both fundamental and exciting in events and in this constantly evolving industry there are endless ways it can be achieved: technology, participation, theatre...

WHAT SKILLS SHOULD PLANNERS DEVELOP TO CREATE ENGAGING EVENTS?

To move forward, knowledge about brand communications and an intimate understanding of clients, customers and consumers is paramount. Also, maintain a keen insight into the human mind as we are dealing with people and, this combined with increased communication skills, professionals can create successful, engaging and powerful experience-driven events.

« The key ingredient in any engaging event: making each person feel included and important »

ONE EXAMPLE OF A VERY ENGAGING EVENT?

London-based interactive theatre experience named ‘You Me Bum Bum Train’ springs to mind. It pushes out all boundaries: actors guide audience members individually through an intricate, psychedelic labyrinth of human experience, tailored to the individual, based on information they provided when applying for tickets. YMBBT have captured the key ingredient in any engaging event – making each person feel included and important.

Meet Kevin at the session: What Do We Mean When We Talk About Engagement? – in partnership with ISES, 14.30 – 15.30, The Coliseum

Buyer Talk



Ekaterina Nogaeva, Manager of P&S Services & Marketing, Peugeot Citroen Russia

“ibtm world is an important show for Peugeot Citroen Russia as it gives us the opportunity to meet with the suppliers, DMC professionals and MICE professionals that we identify

as relevant to the direction of our company. I would like to meet some reliable suppliers to organise some creative, good quality trips. I am interested in exhibitors from Armenia, Georgia & Azerbaijan, as these destinations will be our focus in the fall, when we create our network conference P&S and service.”

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Turn your events into great stories

Storytelling has emerged as an effective tool for planners, eager to raise their event from average to engaging. But how do we create a great story that will be passed on to others? Take a look at movies, plays, entertainment parks and even start-ups, and you see storyboard techniques, an effective way to create mesmerising customer journeys. In their interactive session, **Martijn Timmermans**, Partner, and **Tim Corporaal**, Marketing Manager & Co-founder at The Red Line Project, will teach you how to design an event storyboard. For this, they will use the Event StoryBoard Canvas, a design tool that combines existing mapping tools with the creative freedom to design customer journey storyboards.

WHAT ARE THE BENEFITS OF THE ART OF STORYBOARDING IN THE PLANNING PROCESS?

Storyboarding allows you to create memorable event concepts in a short timeframe. It forces you to put people centre stage and focus on the big idea during the design process. It transforms events into unique experiences. Storyboarding gives you a choice: design an edited copy of your last event or create a tailor-made one quickly, easily and creatively.

WHAT TYPES OF EVENTS HAVE YOU APPLIED IT TO?

The first time we used storyboarding was in 2011. A Dutch bank asked for a new and interactive concept for its shareholder conference. With their team, we drew a customer journey for the event. This worked well and we started applying it to every event we designed!

Over the years, we refined our methods and added an ROI. We wanted to share this new way of designing events with the world and that's why we created the Event StoryBoard canvas. We have tested it with diverse groups of event professionals and got enthusiastic reactions.

« The method integrates design thinking, empathy mapping, storytelling, storyboarding... »

DOES IT INVOLVE SPECIFIC CREATIVE TECHNIQUES?

It integrates elements of different techniques, from design thinking, empathy mapping, storytelling and storyboarding to parts of the Lean methodology. You create a storyboard for your event in five simple steps. The most important of these are defining your goals and being able to empathise with your audience, then your ideas spring to life.

Meet Tim and Martijn at the session: **Storyboarding: Design the Story of your Event**
13.00 – 14.00, The Think Tank

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Acquiring networking nous

It has been proven time and again: content is important... but the real linchpin in events, and the chief reason most people attend them, is human contact. And we know your success in ibtm world, as in any event, will come largely from whom you meet. **Juraj Holub**, Marketing Manager and Meeting Designer at sli.do, a networking master, helps you connect.

CAN YOU GIVE US A FEW TIPS ABOUT HOW TO NETWORK BETTER DURING THE SHOW?

At events, I always try to stick to these three techniques, which work like a charm.

- First of all, don't hesitate to approach new people. The longer you wait, the harder it gets. Simply walk up to someone and introduce yourself.
- Second, be interested before you're interesting. That means ask your new acquaintances questions before you start telling them about yourself.
- Third, mirror people's behaviour, gestures, voice tonality and try to unearth the topics that you have in common.

NETWORKING IS ONE OF THE KEY OBJECTIVES OF MOST EVENTS, YET OFTEN NOT REALLY ORGANISED OR PROMPTED. WHY THIS GAP?

Networking is a fluid process that happens spontaneously and is difficult to manage. Moreover, once people leave the room where sessions happen, it is close to impossible to organise them. Event planners should focus on the moment when everyone is in the room. Designing sessions around discussion or conversational activities naturally brings people together. Not only will they learn from one another but they will also establish valuable contacts and the conversations can then be continued naturally during the breaks.

COFFEE BREAKS ARE USUALLY UNMANAGED. DO YOU THINK PLANNERS SHOULD ORGANISE NETWORKING ACTIVITIES OR SHOULD THEY JUST LET DELEGATES RELAX?

Ideally, activities that endorse networking are done during educational events or specifically designed networking sessions. For instance, the EMEC conference by MPI organises a pre-event networking session, where delegates can meet one another and prepare a plan for getting the most out of the conference. It's super-effective! Breaks are then used to continue conversations with those freshly established connections.

« Super effective: a pre-event networking session where delegates meet and plan their conference »

HOW WOULD YOU DESCRIBE THE ROLE OF TECHNOLOGY COMPARED TO MORE TRADITIONAL HUMAN CONNECTION-BUILDING?

Technology can help delegates discover those with whom they share common interests and this can help them maximise their event time. It is easier to start establishing a relationship once there has been contact via an app or social media. But the personal part is crucial in moving the relationship forward and that will never be substituted with technology.

Meet Juraj at the session: **Creating Valuable Networking Opportunities for Your Delegates**
16.00 – 17.00, The Think Tank

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Turn your coffee breaks into meaningful moments

All meetings include it, but many planners do not really put special efforts in managing it. A coffee break should be a key networking moment but often ends up being unmanaged moments in which everyone takes out their phones and looks busy. What a waste! So do not let your audience just sip their coffee, put the break to use! **Hans Etman**, co-founder of Masters in Moderation (which raised awareness of the importance of proper moderation) gives us his views.

YOU SAY WE ALL LOVE TO NETWORK... IS IT REALLY SO? AREN'T PEOPLE RELUCTANT TO APPROACH OTHER PARTICIPANTS IN MEETINGS?

Yes, we all love to network. And we always do during breaks, either by getting in contact with new people at the event or with our existing network that is accessible everywhere by smartphone. But the break can be tweaked to the next level. With a clear assignment, people will still have fun meeting others and they will contribute to the event itself and to their own learning (taking this opportunity to talk to other attendees or even to the speaker). And for a number of people, it will be a welcome excuse to socialise.

« New formats? 'Serve your neighbour' buffet, 'write it on a napkin' brainstorm, picnic coffee box on a four-person table... »

ANY EXAMPLE OF INNOVATIVE COFFEE BREAK YOU HAVE SEEN OR HELPED FACILITATE?

There are loads of examples. We know the 'serve your neighbour' buffet for example. Or the 'write it on a napkin' brainstorm. And a nice and very effective way to get to know strangers is the little picnic coffee box that stands ready on a four-person picnic table.

UPCOMING PLANS FOR MASTERS IN MODERATION?

This workshop on coffee breaks is a fun and ready-to-use little extra we designed for the ibtm world visitors. Our more substantial contribution to the event sector is found in the careful selection of the right moderator for every individual event and in the international courses we give on Mastering Moderation and Non Verbal Communication for event professionals. These can also be found in workshops at ibtm world. And the first upcoming course in Spain will probably be the Spanish version of Mastering Moderation in December 2015.

Meet Hans at the session: Caffeinate Your Coffee Breaks 11.30 – 11.50, The Think Tank



Moving on to higher ground

Strategic Meetings Management programmes (SMMPs) are key to evolving from a planner who manages individual meetings and events to the next level within the organisation. **Jessie States**, MPI's Manager of Professional Development, tells us more about the benefits of these programmes, which are not complex to implement and not limited to cost optimisation.

HOW WOULD YOU DEFINE SMM?

The most widely used definition is that SMM is a disciplined approach to managing enterprise-wide meetings activity, processes and data, to achieve measurable business objectives that align with an organisation's goals and deliver value. However, this definition does not reflect the breadth, depth and variety of SMM programmes, nor the use of these programmes to impact on participant experience. And it makes SMM seem like a solution for large businesses, when it is useful for organisations of all sizes.

« As SMM programmes evolve, "emotional" ROI could become more important than cost savings »

DESPITE ITS HUGE BENEFITS, ISN'T THE ADOPTION OF SMM IN ORGANISATIONS STILL LIMITED?
Adoption of SMM programmes on a wide scale has been stymied by sev-

eral factors, from misperceptions about cost to a lack of understanding of the concept or its benefits. The good news is that most organisations have already implemented elements of SMM, they just don't know it; for example, master meetings calendars, preferred supplier agreements, standardised eRFPs or centralised meetings approval systems. Once they tally their operations, they may find that creating a strategy around and implementing an SMM programme is not as complicated as it might seem.

WHAT DO MEETING PLANNERS HAVE TO GAIN FROM IMPLEMENTING SMM?

Although cost reduction was initially a major driver for SMM, the more compelling focus is now on the longer-term benefits of risk management and increasing business value. As SMM programmes evolve, "emotional" ROI could become more important than cost savings. Meeting professionals who have implemented SMM cite better delegate/participant experiences, as well. From a personal standpoint, professionals who leverage SMM have a greater opportunity of achieving bumps on seats and their roles change from logistic to strategic.

Meet Jessie at the session: SMM: Advancing from Event Planner to Manager of Events 11.00 – 11.30, MPI Stand M20



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Time to get interactive

Attendees clearly want more interactive formats but how do you innovate in scientific congresses when both speakers and attendees are used to traditional formats? To answer this, **Dermot Ryan**, Head of Congresses and Events at the European Academy of Allergy and Clinical Immunology (EAACI) will present a case study in which three sessions at the same congress were set up in a similarly interactive way but with content structured differently. Get ready for (finally!) interactive meetings.

HOW DID YOU CHANGE FORMATS TO MAKE THEM MORE INTERACTIVE?

The common denominator of all three sessions was that we limited the number of slides and corresponding speaking time per presenter, integrated group discussion and feedback, and encouraged the speakers to get out into the audience.

HOW DID YOU CONVINCE SPEAKERS AND ATTENDEES TO PARTICIPATE WHEN, AS YOU SAY, THEY ARE USED TO TRADITIONAL FORMATS?

Although some resistance can be expected, it is important not to underestimate people's willingness, interest in and curiosity about trying something new. The speakers on the whole were enthusiastic and engaged and some sceptics were converted! A few attendees left right at the beginning of the sessions but the vast majority who stayed liked the formats – as our evaluation confirmed.

HOW DID THE PLANNING PROCESS CHANGE? DID YOU TEAM UP WITH NEW TYPES OF AGENCIES OR CONSULTANTS REGARDING MEETING DESIGN?

We partnered with Maarten Van-neste and the Abbit team. We wanted to bring in some external expertise and a fresh pair of eyes, and from a purely resourcing perspective we knew that we needed support – from planning right through to onsite management.

WHAT WERE YOU NOT ABLE TO DO, FOR LACK OF MEANS OR BECAUSE OF RESISTANCE FROM PARTICIPANTS?

We wanted to do “body voting” – getting attendees up and active from the very beginning. Given that attendees slowly drifted in to the session, this was not possible. We were also restricted by the size of the room where a larger room would have helped.

« There is a real appetite for interaction and a diversity of session types in scientific meetings »

WHAT HAS IMPROVED AS A CONSEQUENCE?

Attendees responded positively – you could see people relax as the sessions progressed. It confirmed that there is also a real appetite for interaction and a diversity of session types in scientific meetings. This is very much the beginning rather than the end. We will be doubling the number of interactive sessions in 2016 using the lessons from 2015 to guide us.

**Meet Dermot at the session:
Making Workshops Work
- Innovation in Scientific
Conferences
14.30 – 14.50,
The Innovation Zone**



Got a brain date?

The already mythical C2MTL Montreal event has now reinvented how it connects people. And here comes **Christine Renaud**, whose E-180 Inc. develops matchmaking technology and experiences to connect like-minded people who are interested in sharing knowledge through brain dates. While E-180.com is free to communities worldwide, E-180 | Labs specialises in turning events into peer-to-peer learning hubs. Christine tells us all about it.

CAN YOU EXPLAIN THE COLLABORATION BETWEEN C2MTL AND YOUR COMPANY E-180?

In 2013, C2 Montréal was looking to deliver more meaningful B2B networking opportunities. We created a matchmaking platform designed to foster brain dates among the 4,000 participants and launched our mobile app Braindater to promote spontaneous Brain Dates among event attendees.

WHAT WAS DONE AT C2MTL TO FACILITATE P2P LEARNING?

Much more than just a conference app, we became the event's “engagement department”. We guided organisers through engagement best practice and helped them craft their email and social media strategy to maximise conversion on the brain dating platform. And we sent matchmakers onsite.

To facilitate P2P learning, C2 made Brain Dating part of the event's experience by allocating three slots a day for participants to book a Brain Date. And based on our advice, they also created a physical Brain Dating Lounge (75% of the missed Brain Dates are the result of delegates' not finding each other), responding to the “space design for engagement” best practice we had gathered. For the fourth edition of C2MTL, we had a record 1,400 plus Brain Dates booked.

YOU SAY “HUMAN BEINGS ARE THE BIGGEST ASSET OF ANY GREAT EVENT” BUT CONFERENCES DON'T USUALLY ACTIVELY PROMOTE IT. WHY THIS MISMATCH?

Conference organisers often think that more content is more value. They jam-pack the schedule. We believe teaching is not only about content but also about guiding learners through a meaningful learning experience, where content plays only part of the critical role. Organisers focus on bringing in the most knowledgeable expert but people can learn as much from the person sitting next to them as from an expert on stage and we make sure they learn from valuable strangers.

SHOULD P2P CONTACTS START BEFORE THE CONFERENCE? HOW TO ACHIEVE THIS?

Participants are used to preparing their meetings on the basis of their physical appearance, their interests or whom they know. We want to connect them on the basis of what they know or want to learn because peer learning adds a layer of meaning to a list of people with shared interests. Attendees complete their offers or requests for knowledge before the conference because it enables them to curate their own learning experiences. A directory of titles and names on a mobile app cannot account for the fantastic diversity of human experiences suddenly available when you gather thousands of people under one roof.

**Meet Christine at the session:
Brain Dating: the Next Frontier
for Events
13.00 – 14.00, The Coliseum**

Madrid

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DESTINATIONS



The Hague leads the way

In a competitive bid, **The Hague** has beaten Paris and Belgrade to host One Young World 2018, the main international forum for young leaders. The conference will attract 1,500 future world leaders from more than 190 countries, whose objective is to work towards a better world by dealing with issues such as justice, peace and the environment. The event will be held in World Forum and sister venue Peace Palace.

According to officials, “The Hague put forward a passionate proposal which, coupled with its standing as the International City of Peace and Justice, caught the attention of the One Young World bid committee.”

Delegates are mentored by today’s world leaders such as Desmond Tutu, Bill Clinton, Mary Robertson and Kofi Annan. “By hosting One Young World in The Hague, we can create a legacy for the youth of The Hague, The Netherlands and the world,” said The Hague’s alderman for economic affairs Karsten Klein. “In addition to enabling young people to experience the values of an international city of peace and justice, we can strengthen the role of youth in these areas by giving them a voice and by listening. Hosting 1,500 future world leaders during One Young World’s annual summit in 2018 will greatly benefit The Hague’s international profile.”

Stand F30



For the second year running, **Barcelona** has won Europe’s best destination for meetings and conferences at the 2015 World Travel Awards held in Sardinia. As leader in the European section, the city will go on to compete against other regional winners for the worldwide prize.

Stand C50



Strasbourg struts its stuff

A rally through vineyards, raft building and racing, or less high octane Master Chef style incentives are just some of the options for groups in Strasbourg, and **Strasbourg Convention Bureau** is promoting the colourful range of activities that can be organised by local DMCs.

Alsacexpress from Insolit’Pro is a vintage car rally on the wine route, which can be combined with a treasure hunt or photography competition to introduce delegates to Alsace’s countryside. Seeking out unusual facts, a ruined castle or a photo rally on board a small train can also be part of the day-long activity. Or for a half day, try the more concise Strasbourgexpress.

More hands-on is Maorn’s raft building and racing challenge and if a delegate’s craft proves less than waterproof, canoes can be provided. Or for the cerebrally inclined, Takamaka’s games such as the Taka Culture Quiz, might fit the bill – a remake of Trivial Pursuit that mixes general knowledge questions with a special section about the host organisation to reinforce company culture.

Stand D50



Engineering physics professor Filip Tuomisto has been voted Espoo Ambassador 2015. The professor is from Aalto University School of Science and will act as congress ambassador of **Espoo** in Finland and abroad. He is the seventh person to hold the position.

Stand E05



Bordeaux’s new stadium has opened with a capacity of 42,000 and is the largest arena in south west France. Designed by Herzog & de Meuron, the facility hosted the 2015 Rugby Top 14 in June and will hold Euro 2016 UEFA football championship.

Stand D50



Las Vegas thinks big

Never one to hold back, **Las Vegas** is pulling out all the stops with an \$8.2 billion (£5.3 billion) investment in infrastructure projects, including a 20,000-seat arena, three hotels with an aggregate 4,500 rooms, several entertainment areas that feature shopping and dining, plus upgrades and renovations to many Las Vegas favourites.

In addition, a host of business wins continues to shore up the city’s credibility as a MICE destination, most high profile of which is the final 2016 Presidential Debate on October 19, 2016, to be held at the Thomas & Mack Center on the campus of the University of Nevada Las Vegas.

Attractions at Las Vegas include Caesars Entertainment Corporation, which has emerged from a \$223 million transformation of the Quad Resort & Casino into The LINQ Hotel & Casino with 2,253 rooms and new retail and spa amenities. The Neon Museum has an outdoor exhibition space, the Neon Boneyard, and houses more than 150 vintage Las Vegas neon signs, ranging from the 1930s to the present day.

And Cirque du Soleil continues to dazzle audiences all along the Strip, with eight shows in a number of properties. Bellagio’s “O” – the troupe’s first foray into aquatic theatre, which features a pool containing 1.5 million gallons of water – is a particular draw.

Stand N70



Istanbul has been named Best MICE Destination Europe at the Business Destination Travel Awards, a reflection of time and effort invested by the **Istanbul Convention and Visitors Bureau (ICVB)**. The city also ranked 9th in the recently released ICCA 2014 city and country rankings, maintaining its top 10 position.

Stand E30



Thailand triumphs

After a highly successful 2015, **Thailand Convention and Exhibition Bureau (TCEB)** is to entice European MICE stakeholders to the country with a raft of promotions and packages at ibtm world 2015.

In 2015, Thailand embarked on a series of road shows, trade missions and trade shows to back up the launch of its communication campaign ‘Thailand CONNECT...Our Heart, Your World’ to considerable effect: “The achievements we announce at ibtm world stem in part from the overwhelming response of the European business events market,” said TCEB’s president Nopparat Maythaveekulchai.

“We are building on this strong legacy for 2016, while highlighting the bureau’s proven strategy of establishing public-private-people partnerships, we are stepping up our presence worldwide through our strategic partnership agreement with ibtm events, kicking off in Barcelona, Spain.”

Stand H50



Montréal has ranked first in the ICCA 2014 city ratings, having hosted 79 international events. It holds pole position for the fourth consecutive year. International conventions held at the Palais des Congrès de Montréal during 2014-15 drew 52,000 participants and generated nearly \$106m for the local economy.

Stand N60



Norway is celebrating its popularity thanks to the annual report of the Union of International Associations (UIA), whose survey of meetings held by international organisations kept Norway in the 20 most sought-after destinations.

Stand F15



QATAR

فعاليات الأعمال
Business Events



Towering Toronto

MICE bookers and event planners can look forward to a wealth of exciting new hotel and venue options coming online in **Toronto**.

Hot hotel openings include the 29-story, 406-room Hotel X, set to open next spring. In addition to its 11 meeting rooms and two ballrooms the property will be conveniently located for the two convention centres at Exhibition Place and a short hop from Toronto's central business district.

Other companies turning to Toronto include the Chinese developer Greenland Holding Group Co., whose first project in Canada will be a mixed-use development in the city's downtown area including a Primus-brand boutique hotel and a museum alongside residential accommodation.

Meanwhile the recent comprehensive refurbishment programmes at the city's International Centre and Union Station have also created a host of exciting new bookable event spaces; and the new Union Pearson Express is enabling visitors to travel between Union Station and Terminal 1 at Toronto Pearson International Airport in just 25 minutes.

This all follows a bumper year for Toronto which welcomed a record 14.3 million overnight visitors in 2014 and confirmed 665 future meetings and conventions. The latter will bring 463,400 attendees to the Toronto region, generating an estimated 640,345 hotel room nights.

Stand N6o



Houston, Texas has won the bid to host the 2019 ICCA conference. "Never has a bidding city received so much support from members in other countries within their region [North America] and this, coupled with this bid's technical excellence and creativity, meant the Board had no hesitation in making this decision," said ICCA president Nina Freysen-Pretorius, when she announced the win at this year's event in Buenos Aires.

Stand O66



Singapore goes from strength to strength

Singapore continues to hit the MICE mark and has retained pole position as number one meeting and convention destination in Asia, according to the Union of International Associations (UIA) and International Congress and Convention Association's (ICCA) 2014 global rankings. The city state also remained the UIA's top international meeting city for the eighth year running and at the top of Asia Pacific cities in ICCA's rankings for the 13th consecutive year.

Events the city state has won in the past year testify to its success, including International Council of Nurses (ICN) Conference, which comes to Singapore in 2019, and International Union for Physical and Engineering Sciences in Medicine (IUPESM) World Congress for Medical Physics and Biomedical Engineering in 2021.

World Liquefied Petroleum Gas (LPG) Forum, Sibos 2015 (financial services), the European Society for Medical Oncology (ESMO) Asia Congress and West Point All-Academies Asia Summit are just some of the prestigious events Singapore has hosted this year.

Stand G8o



Campus for medical technologies TechMed is the result of cooperation in science, medicine and technology worldwide in public health. Based in **Strasbourg**, its ambition is to create an ecosystem in the market for medical devices and bolster the economic appeal of Strasbourg: 1,000 jobs have been created since TechMed's launch in 2012 and more than 20 start-ups have located on the campus.

Stand D5o



Japan refines its MICE map

Following the launch of meetings & events brand Global MICE Cities in May, cities throughout **Japan** are developing infrastructure and programmes to support meeting planners, including expanded flight options, new convention hotels and venues, and new support programmes.

Yokohama will break ground on a new conference centre and the largest conference hotel in Japan. Kyoto is collaborating with Kyoto University to give further support to academic conventions; and destinations like Chiba, Kobe, Sapporo, Fukuoka and Okinawa have recently established support programmes specifically for incentive groups.

Exciting incentive ideas are also in the air and earlier this year, Meet Japan hosted buyers enjoyed a bespoke performance of Japanese kabuki theatre. After the performance, guests tried on the brightly coloured wigs and attempted traditional kabuki moves.

Last year, participants of IPEC-Hiroshima ECCE-Asia had exclusive access to World Heritage Itsukushima Shrine and Miyajima Island for a party, complete with kimono experience and traditional tea ceremony. The whole island was transformed into a venue specially for the party.

Airports are also upping their game. In preparation for the Rugby World Cup 2019 and the Tokyo Olympic and Paralympic Games 2020, Tokyo's Narita and Haneda International Airports are planning a 50% increase in flight slots by March 2016.

Stand H8o



visitBerlin has launched visitBerlin Convention Partner e.V. to bring together a network of suppliers to the event industry under one banner, from logistics companies and caterers to event agencies. The body will also prepare members for new foreign markets and promote high standards and the exchange of information and experiences.

Stand F5o

★ SWEDEN IS OFFERING INSPIRATIONAL KNOWLEDGE TALKS THREE TIMES A DAY

- Niklas Tyllström, CEO of the Stockholm based GreenhatPeople will talk about Active Learning – a game changer in meetings. GreenhatPeople have for many years actively worked to introduce gamification into meetings. And it does change the outcome of meetings.
- How to work smarter? How to use technology before, during and after meetings? How to be more efficient? Martin Klöfver, CEO of Uppsala based TRIPPUS Event Solutions will elaborate on what to do and how to do it.
- "The sky is not the limit," claims Karin Nilsdotter, CEO of Spaceport Sweden in Kiruna, Swedish Lapland, TED-speaker and thought leader on how to launch products, experiences and careers, inspiring and empowering talent and startups building a new industry.

Knowledge talks in the Swedish **Stand E15**. Join the sessions today:

11.00-11.10

Technology trends in meetings
Martin Klöfver
Trippus Event Solution

12.00-12.30

Destination presentation
Henrik v Arnold
SNCVB

13.30-13.40

Active learning - a game changer in meetings.
Niklas Tyllström
GreenhatPeople

14.00-14.10

The sky is not the limit
Karin Nilsdotter
Spaceport Sweden

14.30-15.00

Destination presentation
Henrik v Arnold

15.30-16.00

Destination presentation
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Peaks of perfection

Combining glamour with first class skiing and hiking trails, **Kitzbühel** is a compelling destination for energetic high achievers. The town's reputation goes before it, with pioneering achievements in winter sports and golf to its name – four golf courses in the town, 30 in the surrounding area, and the celebrated Hahnenkamm mountain, rising 1.7m out of the Kitzbühel Alps and host to the annual World Cup alpine ski races.

In addition, designer boutiques, traditional coffee houses and gourmet restaurants contribute to the allure of the of the 700-year-old town centre. As a result, the Tyrolean capital attracts celebrities and guests from all over the world. In short, the town holds such a variety of appeal that it is suitable for groups of all ages and profiles..

Stand F20



At the heart of London

Thousands of cardiologists descended on **London** this summer for the five-day European Society of Cardiology (ESC) congress at Excel London. The event is expected to have generated more than £100 million for the capital's economy and took place just over a year after Mayor Boris Johnson launched MedCity, an organisation aimed at promoting the life sciences sector in London and the South East.

"We are excited to have hosted ESC's congress this year and to be backing its mission to reduce the burden of cardiovascular disease in Europe," said executive director of Excel London James Rees. "And the heart trail was a perfect way for the capital to show support and help create a legacy of health awareness in London and the UK."

Stand G10



Québec is pushing the boat out to attract new business with the opening of the Graduation Hall or Salle des Promotions Québec at the City Seminary (Le Séminaire de Québec). In addition, Québec City Convention Centre (CCQ) has emerged from a C\$36m expansion and recently won FBI NAA 2018 Annual Training Conference and Exhibition. This will bring 1,100 delegates to the city in July 2018 and is expected to benefit the local economy by C\$2m. **Tourisme Québec** is backing this activity with the launch of online Destination and MICE Planners' Guides and support tools that create a one stop shop at: www3.quebecregion.com/en/meetings-and-conventions.

Stand N60



Located within the life sciences BioRN cluster, **Mannheim** is a magnet for medical conferences and over the next two years, m:Con Congress Center Rosengarten Mannheim will host the 46th Congress of the German Society for Endoscopy and Imaging Techniques (DGE-BV), the 22nd annual conference of the German Society for Radiooncology, the 12th meeting of the European Association of Neurooncology (EANO) and the 31st European Immunogenetics and Histocompatibility Conference.

Stand F50



Distributors drink to success

Newcastle hosted in August a group of delegates Coca-Cola's leading distributors from South Africa, whom the drinks company rewarded with tickets to see South Africa play – and beat – Scotland in the Rugby World Cup 2015.

"As one of the host cities for Rugby World Cup, Newcastle was always on our list of possible destinations," said events and relationships manager for Coca-Cola Sandy Brocklebank. "The support **NewcastleGateshead Convention Bureau** had to offer, together with Peak Incentive Travel, contributed to our choosing Newcastle as the place to bring our guests."

The winners' lively itinerary took them on a tour to soak up the sights of the city after checking in at Newcastle's Crowne Plaza. The evening was spent at the Newcastle Falcons stomping ground, Kingston Park, for the exclusive Newcastle Falcons Legends game, when Falcons' legends past and present came together to compete against players from teams in the south of England.

The following day the group enjoyed fusion food at TigerTiger before the big match, South Africa v Scotland, at St James Park and high on South Africa's victory, celebrated in the city.

Stand G15



Meet Luxembourg 2016 takes place in September 2016 to showcase the unexpected Luxembourg. It is hosted by **Luxembourg National Tourist Board** & Cluster MICE Luxembourg, sponsored by the General Directorate for Tourism at the Ministry of the Economy, allowing MICE professionals to meet key players and experience potential group activities.

Stand F82



Salad days have come to Tokyo's **Chiba** Prefecture, which has launched strawberry picking tours in five areas. And the rewards are instant – you can nibble a few to keep you going. Areas offering this fruity delight are Chiba City, Tateyama City, the Naruto area of Sannu City, Tonosho Town and Kimitsu City.

Stand H80



The **Korea Tourism Organization (KTO)** has launched a K-Smile Friendliness Campaign to encourage friendly interactions with inbound tourists to counteract the impact of the MERS virus outbreak earlier this year and to promote the country's infrastructure.

Stand G60

Everything is in Harmony

Oman is a land of immense beauty, culture and is famed for its outstanding hospitality and friendly people. A symbol of tolerance and neutrality, the Sultanate is known as the peacemaker of the Arabian Gulf. Located less than seven-hours flight from half of the world's population, Oman is a gateway to delegates from around the world.

The Oman Convention & Exhibition Centre will offer over 55 meeting space options including a tiered, lyric-style theatre seating 3,200 and another auditorium which seats 450.

Book your next conference at the Oman Convention & Exhibition Centre now sales@omanconvention.com or visit stand **K50** for more information.



HOTELS & VENUES



Transformation a success for AccorHotels

AccorHotels' name change from Accor signifies the many developments the company is undertaking. In one of these, AccorHotels.com has started to accept independent, non-branded properties, chosen by a number of criteria, including guest reviews. The objective is to offer more than 10,000 hotels in 300 major cities worldwide, increasing the number of properties on the site threefold and driving more business to the website.

Benefits for these properties will include the group's worldwide distribution channel, access to customer data and competitive commission rates.

"Transforming our distribution platform into an open marketplace is a major initiative for the group and the result of a new approach to our business model. AccorHotels is placing its powerful digital tools at the service of independent hoteliers and increasing the choice available to its customers by adding more hotels and more destinations," said Chairman and CEO Sébastien Bazin. "These initiatives and the launch of the new AccorHotels app are designed to enrich the content of our digital ecosystem and reinforce our position as a hospitality industry pioneer and trailblazer."

The emphasis on things digital is supported by Accor's take-over of Fastbooking in April, to promote its B2B digital services. The e-commerce service provides functions from website development and global distribution to SEO marketing.

With the new name also came a new tagline "Feel Welcome", designed to encapsulate generosity and the essence of hospitality.

If there were any doubt as to the success of this strategy, the figures tell the story: half-year revenue is up 5.1% to €2,726 million, EBIT has increased 23.8% to €263 million and net profit is up 68% to €91 million. Full year 2015 EBIT target is between €650m and €680m.

Stand J35



Ten out of ten for Kuala Lumpur

Kuala Lumpur Convention Centre's TenOnCall (TOC) beat 13 finalists to win the International Association of Convention Centres (AIPC) Innovation Award 2015 for the first time.

TOC was created in November 2008 to address low occupancy and under-utilised meeting rooms on what was then the Centre's level 4. It comprises 10 flexible meeting spaces available for short-lead or just-in-time meetings, where clients can walk in, select their pre-set room configuration and execute a same-day meeting for 15 to 150 people.

"Once launched, TOC's unique full- and half-day meeting packages with no hidden costs became a point of difference between the centre and its competitors," said Deputy General Manager Simon Lomas. "The all-inclusive packages comprise complimentary WiFi, use of audio-visual equipment with AV technician on standby, built-in LCD signage in the entrance foyer, plus our signature, innovative all-day dining concept that includes free-flow cuisine and beverages, enjoyed in an open central atrium, throughout the duration of the meeting."

Other incarnations of TOC have since been launched, including TOC Plus, which extends the package to three more function areas.

And more recently, the Centre has invested RM1.8 million on 190 new digital speakers and digital audio processors, which are installed in the Plenary Theatre, Plenary Hall and six other spaces. All audio processors in the exhibition halls have also been upgraded to digital.

Stand H60

♦ You
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on YouTube

www.youtube.com/ibtmworld

★



Dubai Opera is to open with 2,000 seats as opera house and multi-functional venue in the Opera District in Dubai, with leading-edge AV and support systems. The area is intended to inspire global arts exchange through visiting artists and by showcasing local talent.

Stand i50

★



The Strategic Alliance of the **National Convention Bureaux of Europe** is likely to add Sweden as a 23rd member and has announced a substantial research project into the Chinese business travel market, focusing on perceptions of Europe as a meeting destination. Results are due in summer 2016.

Stand F50

★

Messe Wien Exhibitions and Conference Center has upped its game with the installation of leading edge IT and communications infrastructure, with two internet lines that allow 1Gb transfers, both incoming and outgoing.

Stand F20



Spotlight on Austria Center Vienna

Flexible lighting has been installed in **Austria Center Vienna's (ACV)** largest hall to allow organisers to adjust lighting to requirement, whether that is mood lighting for a dinner or strong enough to allow delegates to work during an event. An iPad gives central control of the room.

The hosting of a particular event informed the standard of the lighting. "The Lotterien Gala Night of Sport was broadcast live by Austrian national broadcaster ORF and had specific lighting requirements. This formed the basis for the new system," said Managing Director of Austria Center Vienna Susanne Baumann-Söllner. "Our aim is to use

the new lighting – in particular the wall washing effects and the lighting options for the dome – to make Hall A shine with a new, contemporary radiance."

"To make this happen, we brought winner of the 2014 German Prize for Lighting Design podpod design on board."

The replacing of halogen bulbs with LED lights is also in line with ACV's status as a Green Conference Centre and has reduced energy consumption.

In addition, the centre has added a contemporary business lounge and adjacent Café Motto in the main entrance. The lounge opened in March, since then more than 45,000 people have used the facility, which contains small seating areas and large tables for impromptu gatherings.

This investment in 2014 was to shore up the venue's leading position on the international events circuit, which Vienna has led with Paris, Barcelona, Berlin and Madrid (ICCA) for many years. And business in 2015 reflects that: ACV hosted nine large-scale conferences in 2015 and from 2016-2018 it expects to hold 10 such events each year.

"We will continue along this successful path, with various building upgrades and ongoing investment in furnishing and services planned for the future," says Baumann-Söllner.

Stand F20 (VCB)

Incredible India

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Swiss success

Swiss Convention Centres (SCC) is a body of 10 venues with facilities for between 500 and 4,000 delegates in Basel, Bern, Davos, Geneva, Interlaken, Lausanne, Lucerne, Lugano, Montreux and Zurich and all promote high environmental and sustainability standards.

The conferences SCC attracted in 2015 speak for their quality. These included The 9th European Congress on Tropical Medicine and International Health (ECTMIH), the leading European congress in its field, which hosted more than 1,500 scientists and experts of tropical medicine and international health; and the first edition of the World Pancreas Forum, attracting specialists and leaders in pancreatic tumour surgery. The event broadcast live surgery from the Hirslanden Klinik.

SCC is represented by Centre International de Conférences Genève (CICG).

Stand F40



Madrid's appeal endures

European League Against Rheumatism (EULAR) is again holding its annual congress at **IFEMA**, the Trade Fair Institution of Madrid. The 20th edition of the EULAR Annual Congress will take place from June 14th to 17th 2017. The 2013 event brought 14,000 delegates to the city.

EULAR is not alone and other medical associations have also given IFEMA a vote of confidence. Oncology Congress ESMO, organised by the European Society for Medical Oncology, in collaboration with the European Association for Cancer Research (EACR) will take place in September 2017, and FDI International Dental Federation Congress visits Madrid for the first time in August 2017. Benefits from ESMO are proven: when the congress came to Madrid in 2014, it generated €20m and 75,000 hotel nights for the local economy.

Stand C20



Re-birth for HUNGEXPO

Budapest's HUNGEXPO has hosted two big conventions in the past two months. The 1st Congress of joint European Neonatal Societies brought more than 120 experts and 5,000 delegates to the city to discuss a range of related topics, including the findings of recent research and new trends.

In addition, four official partner hotels – three 3-star Ibis properties and the 5-star Sofitel Budapest Chain Bridge – benefited from some 5,000 room nights, plus collateral spend.

Shortly afterwards, ITU Telecom World 2015 also took place at HUNGEXPO, bringing a further 5,000 delegates from public and private sectors from across the world to the city. ITU Telecom is part of the International Telecommunication Union, the United Nations specialized agency for telecommunications.

Stand E70



High point for Hilton

Hilton Dead Sea Resort & Spa is connected to the King Hussein Bin Talal Convention Centre, which is managed by the hotel group. The three-storey centre has 27 conference halls, lounges, foyers and terraces, which together hold up to 3,000.

The hotel is on the north east coast of the Dead Sea and at 410 meters below sea level is the lowest point on earth. The resort is spread across five buildings, which contain the 285 rooms, seven restaurants and bars, Hilton Fitness and a business centre. Eforea: spa at Hilton completes the picture.

Guests can access the Dead Sea via two lifts in a man-made gorge that replicates Siq, the narrow passage that leads to Petra.

Stand i70



A taste of the Orient

Delegates are invited to taste the Flavours of Oman at **Al Bustan Palace**, a Ritz-Carlton Hotel. The journey ranges from the cultural – the souk in Nizwa and Jebel Al Akhdar (the Green Mountain), to the sensuous at the newly opened Six Senses Spa at Al Bustan Palace.

Stand K50



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Guests explore the narrow alleys of the souk and enjoy an assault to the senses from oud and spices to colourful silks and other fabrics. The mountain's rose gardens and fruit and nut plantations make a peaceful alternative or delegates can hike to nearby villages at the heart of the rose essence production industry in Oman.

Flavours of Oman includes double occupancy overnight in a deluxe sea view room, full day excursion with private guide to Nizwa souk and Jebel Akhdar and a 25-minute Signature Scrub per person at the spa.



Tsogo Sun is to build a R680 million 500-bedroom hotel complex in Cape Town's central business district. The property will consist of a 200-room SunSquare hotel and a 300-room new generation StayEasy hotel, offering a choice of affordable and stylish accommodation.

Stand N38



The Oberoi, Mumbai has been voted Best Hotel in the World by Institutional Investor, USA, in The 2014 World's Best Hotels. It is the first time an Indian hotel has achieved the accolade and the property is the only hotel from India to feature in the list.

Stand G90



Just five years after opening, the **JW Marriott L.A. Live** is to benefit from a 755-room expansion. The extended property combined with the Ritz-Carlton Los Angeles will contain 1,756 rooms and more than 18,581sq.m of conference space, creating the second largest hotel in California.

Stand O60



Scottish Exhibition and Conference Centre (SECC) has added Event Space of the Year and Venue Team of the Year – won for the second consecutive year – to its many accolades. The trophies were handed out at Event Awards after one of the most successful years in the SECC's history, when it hosted more than 50 conferences.

Stand G30



Edinburgh International Conference Centre (EICC) celebrates its 20th anniversary this year. Since opening in 1995, it has contributed £500m to the economy and in 2015, the venue showed its strongest year of trading to date. It expects to increase revenue in each of the next three years.

Stand G30



Lancaster London's conference rooms have recently emerged from an £11.5m refurbishment and have a capacity of 3,000 people.

Stand G10



Sofitel Dubai Downtown has celebrated its first birthday with all elements – revenue, occupancy, guest satisfaction and restaurant covers – exceeding expectation.

Stand J35



Scandic is joining the ranks of hotel groups to launch a lifestyle collection. The properties will be outstanding by their character and history and will be marketed under their name plus the tag 'by Scandic'. First two in the collection will be Scandic Grand Central, to be rebranded Grand Central by Scandic on February 1, 2016, followed by the Group's hotel development in the PUB department store building in Stockholm, Haymarket, when it opens in spring 2016.

Stand E05



Guinness Storehouse has won Europe's leading tourist attraction in the World Travel Awards, presented at the European Gala Ceremony in Forte Village, Sardinia. Other attractions nominated included Buckingham Palace, Eiffel Tower and La Sagrada Familia.

Stand G40



Delegates with aspirations to Wimbledon can now practise their competitive edge at **Gleneagles'** new 2,500sq.m indoor tennis and event space The Gleneagles Arena. The £750,000 development comprises four indoor tennis courts, which can also be used as events space, suitable for conferences, product launches and team-building activities.

Stand G30

JAPAN

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Nov. 17 (Tue) 11:00 - 11:20

Nov. 18 (Wed) 15:00 - 15:20

Nov. 19 (Thu) 11:00 - 11:20

Japan Stand: H80



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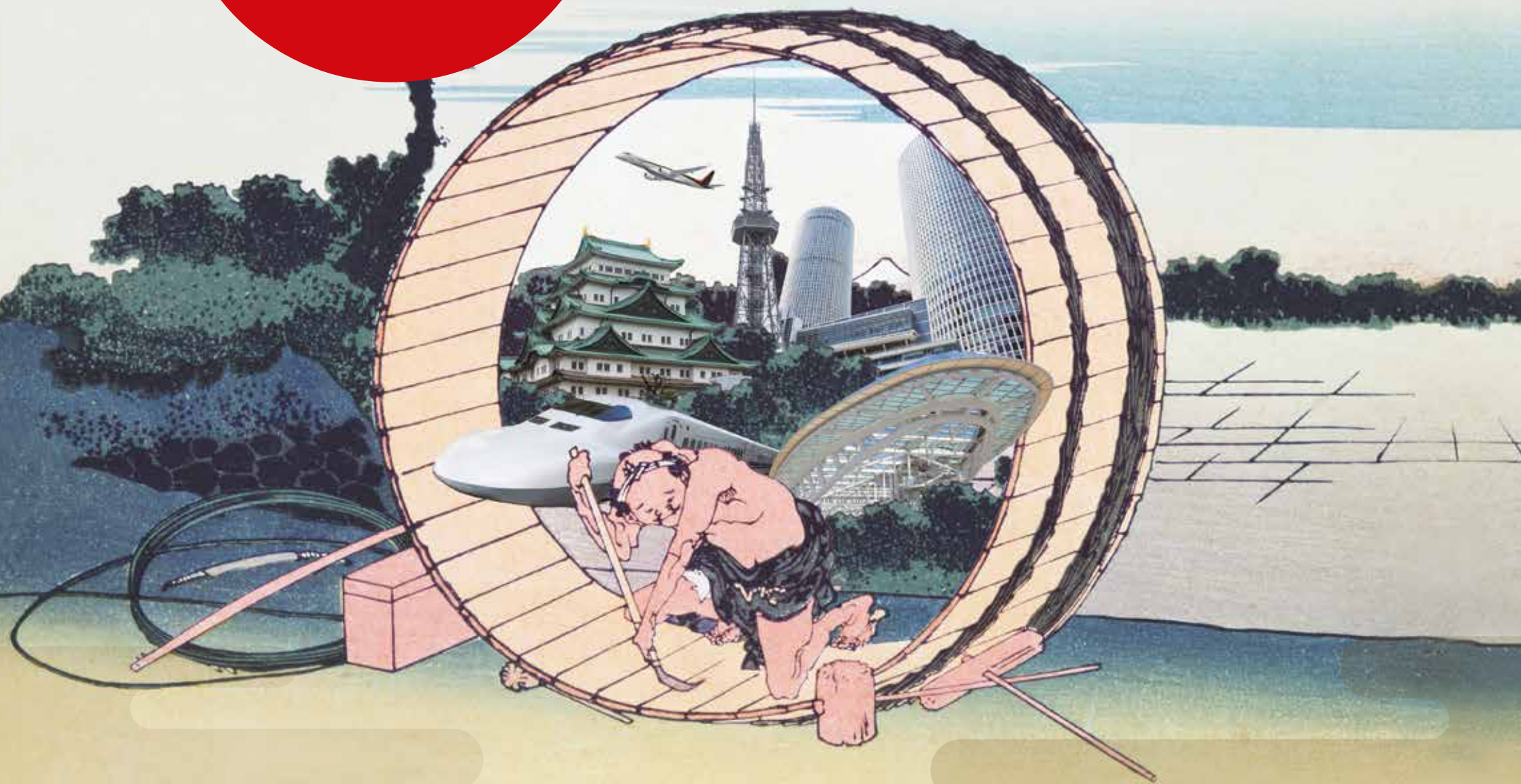
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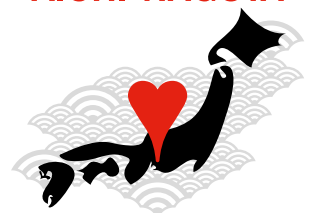
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Everybody's Darling

A A\$200m expansion of **Four Points by Sheraton Sydney, Darling Harbour** will add a third tower and 222 rooms, plus 4,800sq.m of conference and exhibition space, expected to be finished in June 2016 (event space) and October 2016 (hotel). This follows a A\$30m refurbishment of the rest of the property, completed in 2013.

New space will comprise two pillarless ballrooms (largest, 1,100 theatre style), breakout and meeting rooms, dedicated pre-function space and latest AV equipment. The hotel's rooftop Bar Eleven will continue to operate and provide organisers with an alternative outdoor venue.

Stand i40



Conrad Hotel Hong Kong is celebrating the 25th anniversary of its opening in 1990 and to show appreciation to its loyal guests, the hotel has created a raft of events and promotions featuring guest Michelin-starred chefs at Brasserie on the Eighth and exclusive collectibles such as hampers containing the Conrad Bear and Conrad Duck.

Stand K48



The **Nürburgring** may be best known for its high octane racetracks but the venue offers an impressively diverse collection of facilities with an attendant variety of event options such as presentations in the pit lane, team building at the Offroadpark, VIP receptions by the start/finish straight and company celebrations in the drivers' paddock.

Stand F50



Street food has reached **Hotel Amigo**, whose new event concept Belgian Street Food Evening brings this lively Belgian tradition to the Ambassador Ballroom, with seven food stands that include Pistolets bread rolls, main courses, friture specialities, Belgian chocolates and desserts, and Belgian beer tasting.

Stand G50



New **Maritim Hotel Amsterdam** opens in 2018 on the IJ Waterfront, close to the old town centre, Overhoeks Park, the harbour and Schiphol Airport. The 579-room property also has good access to transport infrastructure.

StandF50



Meliá Hotels International is building Inside Bandung, its 13th property in Indonesia, which is expected to open in 2017. The 233-room hotel will have gym, swimming pool, restaurant and gardens and a second tower will house residential apartments, alongside an annex with ballroom, meeting rooms, heliport and an infinity pool on the roof terrace.

StandJ48

Three **Palace Resorts** properties in Cancun have achieved an American Automobile Association (AAA) Diamond Award. Moon Palace Golf & Spa Resort, Beach Palace and Le Blanc Spa Resort are the successful trio, for the third, fourth and fifth consecutive year respectively.

Stand L60

Lufthansa Training & Conference Center Seeheim has more than 80 meeting spaces and can host events from 10 to 100 people. Transparent materials and pale colours ensure abundant daylight, which is intended to promote wellbeing and facilitate learning.

Stand F50

China World Summit Wing, Beijing, a Shangri-La hotel, is offering commercial and sightseeing helicopter flights to guests in conjunction with Beijing International Business Aviation Club. The service operates directly from the helipad on the 330m tower.

Stand M37

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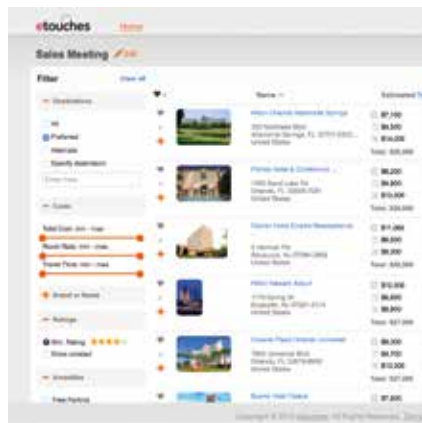
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INNOVATION



A touch of improvement

Cloud event management solution provider **etouches** has been shopping and extended its services through acquisition. Its purchase of TapCrowd will add event mobile app creation and marketing data for global businesses and associations to its portfolio. TapCrowd is known for its data-centric approach to apps.

This will allow etouches to enhance delegate engagement and networking at events, improve productivity for event planners and sponsors, and help them generate and manage data analytics and ROI.

Not content with that application, the company has also purchased hotel and venue sourcing platform INEVENTION, an SaaS organisation that focuses on user experience and ROI. This meets etouches' desire to provide a one-stop shop that covers the entire event technology cycle.

INEVENTION cuts the price of travel by finding hotels in the best location, based on the criteria planners enter, taking into account events happening in the area, weather, air fare trends; it then provides the best all-in cost options. The site aims to offer event planners a fast and easy-to-use interface to manage RFPs.

And finally, etouches has partnered with ROCME (Return on Conferences Meetings and Events) to provide event registration and online event management services. Together with the above facilities, etouches has extended its portfolio to provide holistic event services.

Stand O131

★
IFEMA has installed VENUETOUR on its website, allowing 3D, virtual visits of the event facilities at the Madrid fairground with a 360-degree view. The technology is dedicated to convention centres and trade fair complexes.

Stand C20



App-ropriate for delegates

EventPilot is a conference app that has been developed from a delegate's perspective. It is designed to work in airplane mode, so no WiFi is necessary. The multi-tasking app brings the disparate elements of a large convention to users' fingertips.

Delegates can build a schedule, visually plan their day, browse authors, find rooms with animated interactive maps, map indoor positioning, plan their expo visit, receive location-based notifications, take notes, CME (continuing medical education) tracking or using Boolean searches (advanced search with exact matches and exclusions) to find relevant sessions in massive medical and scientific meetings with more than 10,000 presentations and research abstracts. "With WiFi, additional functionality is nearly limitless, ranging from private in-app networking and commenting to engaging meeting delegates with gamification," says Founder and CEO Silke Fleische.

The Heart Rhythm Society (HRS) has been using EventPilot at its conference for several years to provide easy access to more than 1,000 poster presentations. High quality combined with offline functionality made it possible for HRS to eliminate the printed programme for its 12,000 participants, saving more than \$200,000 each year, while reducing carbon footprint by nearly 100,000lb.

"In addition to helping us achieve a positive environmental and financial impact, our attendees were able to rely fully on the app to browse and schedule sessions easily, locate exhibitors and network with other delegates," said Vice President of the Heart Rhythm Society Tim Gregory.

"And the mobile conference app even made it simple for participants to track certified education credits."

Innovation Zone



Collaboration hub

EventCollab is an event project management software developed by event producers, filling a need for more seamless cooperation between staff and vendors working on events. It is a central online place to collaborate and share schedules and documents, track time, assign tasks and chat. It helps cut down on email and better version control of documents (i.e. constant updating of file changes, etc.) such as budgets and schedules, with Google apps integrated inside the EventCollab app.

Event planners & managers, audio-visual equipment providers, creative teams, technical directors, lighting designers, venues and more will save time, money and temper using this tool. For example, a graphics team can share progress or get approval from several parties – event organiser and client alike; or if someone needs to take over a budget, it can all be done inside EventCollab in real time using the document storage, to-dos and discussions. "This is event project management re-invented for events people, by events people," says Marketing Director Megan Powers.

Innovation Zone

★
Meeting organisers can now arrange events in Switzerland via MySwitzerland.com/meetingplanner, launched by the **Switzerland Convention & Incentive Bureau**. The tool is free and users can search according to location, hotel, entertainment programme, arrival in Switzerland and transfers, plus rates, to make a checklist before converting this into a PDF or link.

Stand F40



The bigger picture

A virtual 360-degree tour of facilities is the latest service available at The Hague's **World Forum**. The technology also provides comprehensive seating options and floor plans of each auditorium and a search function allows organisers to find the best room for their event.

Stand F30

★
Marriott's platform MeetingsImagined.com provides tips, latest meeting trends and images to spark creativity, selected according to the objective of the meeting. Customers can collaborate online with hotels to design custom experiences or view events featured at the participating properties.

Stand K38

★
Among improvements to the **KölnKongress** website is the addition of 3D technology to the details of the Gürzenich and Flora venues. The tool allows a 360-degree virtual tour of the venues' facilities, including possible seating arrangements.

Stand F50

★
London's **Business Design Centre** (BDC) has launched a robust Wifi system that supports more than 10,000 devices simultaneously. The venue has a capacity of more than 5,000 people and now has the capability for delegates to connect multiple devices.

Stand G10

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- 32% of the nation's technology businesses occupy Toronto, making it Canada's centre for technology research and development.³
- Toronto has proved to be a dynamic and versatile city and has been ranked the "Most Resilient City in the World".³

¹City of Toronto

²Toronto Financial Services Alliance

³Grosvenor Research Report 2014

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Management platform centre stage

Slidebox is an onsite presentation management service provider for conferences and events. Its online data exchange tool, CDEP, enables independent suppliers providing services to the MICE industry such as registration, slide management, conference apps, etc., to exchange event data easily and safely.

In May 2015, Slidebox provided presentation management services for medical conference ISA2015, which took place at RAI Amsterdam Convention Centre in the Netherlands and consisted of three days of lectures in 11 rooms, with 450 presentations. Slidebox worked alongside two other technical service companies: Parthen, which handled delegate registration and programme, and Conference Compass, which supplied the delegate app.

Maintaining three accurate programme databases for the respective suppliers would be labour intensive and time consuming, so ISA2015 asked Slidebox to come up with a solution that would coordinate the data between the three technical providers, eliminating two-thirds of the work needed for maintaining the databases.

Before the conference, all data was collected at registration provider Parthen and shared with Slidebox and Conference Compass on a daily basis. Once the conference started, Slidebox became the source of the data because it was adjusting the programme, when needed, in the Slidebox management portal. Data was transferred several times a day to Conference Compass, resulting in a delegate app that was always up-to-date with programme and speakers' background information.

After this event Slidebox decided to expand on the service, which has resulted in the first open data-exchange protocol for the MICE industry, whose beta version will be officially launched at ibtm world 2015. Slidebox is encouraging other technical providers to join this open protocol for universal data exchange.

Innovation Zone



No longer tongue-tied

Interaction is a mobile simultaneous interpretation vehicle that replaces traditional equipment at live events, allowing delegates to listen to translation using their phones or tablets.

Vilnius innovation forum Innovation Drift is the biggest high-level meeting in the Baltics and aims to bring together entrepreneurs, business and public policy decisionmakers, scientists and researchers to discuss the state of innovation in Europe and beyond. The organisers use **Interactio** in their events.

Participants were not only able to listen to translation on their phones, – quicker and more convenient than picking up the hardware – but also had a chance to walk around the venue, look at the start-up fair, have a cup of coffee in the hall and still listen to what was happening on the main stage.

Innovation Zone

STAND EVENTS

Together we rock at the **Hard Rock Café!** Join the networking event
17.00 - 18.00
Stand K30

Have some drinks and canapés at **Hyatt**, 15.00 - 17.00
Stand L48

Enjoy themed canapés, 'shaken not stirred' cocktails and participate in the James Bond London experience prize draw with **London and Partners**. Five package prizes to be given away.
17.00
Stand G10

Stop by the **Slovenian** stand and savor a scoop of the world's best ice cream as SoolNua presents the Slovenian team with the award for winning the SoolNua World Icecream Index. 12.30 - 14.30
Stand i20



Inside the loop

Loopd is an Internet of Things, Bluetooth platform for corporate events consisting of Loopd Badge, Loopd Analytics and Loopd App. The Loopd Badge is a small wearable device that allows dele-

gates to exchange contact information, collect marketing materials and check in to speaker sessions. Although badge holders exchange information automatically, the wearer controls what and how much information is shared.

The Loopd Analytics platform collects session metrics, booth metrics and traffic heat maps in real time, so that event organisers can analyse connections made between participants and exhibitors, for example. The Loopd App enables participants to control their Loopd Badge, discover nearby attendees and view event information.

Loopd also helps event marketers select the right speakers, partners and products for their event; understand traffic flow to gauge best venue layout; identify and connect with opinion leaders to deliver stronger messaging; and validate key event campaigns to improve the overall return on investment.

Innovation Zone

★ INNOVATION, A KEY THEME AT IBTM WORLD

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- A showcase of the latest technology products, innovative and revolutionary solutions identified to impact and change the industry today and in the future.
- Innovation means Inspiration and Knowledge. Industry experts offer their viewpoints and insider insights on innovation and their impact upon the meetings and events industry.
- The platform to meet innovators and big thinkers, leading decisionmakers and influential advisors.
- A great opportunity to connect with talented people, open your mind to new possibilities and feel inspired.

Innovation Zone programme:

10.00 - 10.50

Sense and Emotions: New strategies for new consumers
Carles Casas, Marketing Director, Emotion Experience

11.30 - 12.00

Top ten tech and innovations: The showcase

12.30 - 12.50

Story Time: From the ashes of the meeting planner rose the meeting designer
Maarten Vanneste, President, The Meeting Design Institute

13.30 - 13.50

Harnessing the power of wearables and location-aware computing for your event
Corbin Ball, International Speaker, Consultant and Writer, Corbin Ball Associates

14.30 - 14.50

Making workshops work: Innovation in scientific conferences
Dermot Ryan, Head of Congresses and Events, European Academy of Allergy and Clinical Immunology (EAACI)

15.30 - 15.50

Make it personal! Using Big Data for Context-aware communication
Niko Nelissen, Vice-President of Mobile, Data and Engagement, etouches

16.30 - 16.50

Analogue Social Media Platforms
Liliana Castro, Founder, Press Pause

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SERVICES



SkyTeam goes from strength to strength

SkyTeam continues to provide enticing, comfortable lounges for customers and the latest to open are in Sydney and Hong Kong, giving passengers a peaceful respite from the hubbub of the airports. And its new app improves red-carpet services for SkyPriority members, who can download it from the Apple App and Google Play stores.

Given this continued focus on clients, it is not surprising SkyTeam was voted 2015 Airline Alliance of the Year in the annual Air Transport News awards and Best Airline Alliance in Latin America in Latin Trade Magazine's Best of Travel Annual Awards 2015 – a great birthday present in the year of the alliance's 15th anniversary.

SkyTeam has 20 airline members, which fly to 1,057 destinations and has 636 airport lounges.

Stand D35



Athens-based travel agency **Cosmorama** has opened in Thessaloniki with a view to expanding the inbound tourist market in Northern Greece with new packages and improved services.

Stand L22



Adventure Travel World Summit by **Advantage DMC** has won Best Business Tourism Innovation at the inaugural Irish Tourism Industry Awards 2015. The event is organised by the Irish Tourist Industry Confederation (ITIC), Fáilte Ireland and Tourism Ireland and there were 330 entries for the 12 categories.

Stand G40



Ship ahoy!

MSC Cruises is celebrating cutting the first steel of MSC Seaside, which will be based in Miami, arriving in 2017. The 154,000-ton ship will accommodate 4,140 guests and have modular connected state rooms holding up to 10 people, as well as luxury suites with hanging gardens and Jacuzzis.

"MSC Seaside represents a key pillar in a \$5.8 billion, seven-ship investment plan that will double our capacity by 2022," says Executive Chairman of MSC Cruises Pierfrancesco Vago. "It also steps up our investment in Italy and marks our return to a partnership with shipyard Fincantieri, which makes me particularly proud."

The ship will have notably high environmental standards, including Advanced Water Treatment (AWT) to remove pollutants and hazardous substances from waste water, garbage treatment plants, reduced emissions, antifouling paints and optimised hull lines, propellers and rudders to reduce drag and fuel consumption.

Stand L16



Rainbow Tourism Group Limited has received the Zimbabwe Council for Tourism (ZCT) Achievement in Marketing award at the inaugural Havergal Marketing Tourism Achievers Awards. One of the key reasons for Rainbow's success was the company's dedication to and investment in the promotion of domestic tourism.

Stand N42



DMC Phoenix Voyages Group has joined Traveller Made, a European network of travel agencies that specialises in bespoke programmes. Phoenix is well established in Asia and plans to expand its market through the group.

Stand i30



St. Petersburg hosts legal forum

St. Petersburg International Legal Forum was organised by **Business Event to Business** in the General Staff Building, St. Petersburg, in May this year. More than 3,500 participants from 84 countries, including 20 delegations headed by ministers and deputy ministers of justice, took part in the 70 business events of the forum. These were broadcast live online and had more than 20,000 unique page views. The event included an award ceremony, featuring the Prime Minister of the Russian Federation, and the signing of a number of international treaties by Ministries of Justice. More than 400 journalists took part in the business programme and 30 plus press events.

This year, the forum was rebranded on its first anniversary and the Plenary Session convened on a purpose-built stage in the Eastern Wing of the General Staff Building. The cultural programme included traditional opera and ballet performances and a series of themed parties organised by legal firms, partners of the Forum, in 10 bars and restaurants located on one street in St. Petersburg.

To celebrate the anniversary, forum delegates were given Legal Forum Cuflinks made by Conti & Vannelli for the occasion and these were presented at the 1920s inspired gala dinner, which took place in one of the oldest Russian factories, Arsenal.

Stand F10



A cut above

At Leipzig Interventional Course (LINC) at Trade Fair Leipzig in January this year, 4,800 vascular specialists from more than 70 countries discussed the latest medical findings and watched ground-breaking operating techniques transmitted live from hospitals worldwide. This was possible thanks to technical service provider **MediAVentures**, which deployed a crew of 120 cameramen, audio engineers, video and uplink/downlink engineers at exhibition centre Trade Fair Leipzig and at hospitals in São Paulo, Sapporo and Singapore.

Alongside the live broadcast, X-rays of the vascular system were shown, giving the audience a close-up view of the surgeons' operating techniques, while participants communicated with the doctors via a moderator, who directed the most urgent questions.

MediAVentures coordinated more than 90 transmissions from 13 medical institutions, which required feeds from remote live sites, satellite dishes outside the building in Leipzig, plus Wifi and microwave antennae on the roof to connect the Leipzig hospitals. "We had 17 trailers full of equipment that were loaded into the Messe hall," says CEO of MediAVentures Wim Samyn.

The company is owned and managed by Samyn, a qualified doctor and engineer, plus his brother Arne, CFO, and his brother-in-law Peter, who takes care of graphics and multimedia – inside knowledge which clearly aids the process.

Stand P125



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Inspiring new ways



Bananas are the theme of a new programme launched by Canary Islands event management company **Teamfactory**. Not only does the nutritious fruit play a major role in the banquet but also in the environment – tables are laid among banana trees and flowers in the plantations, giving guests an opportunity to learn about the plants. This activity is available for up to 400 people in Tenerife and Gran Canaria.

Stand B40



Explore modern Shanghai on vintage bicycles through Cycle Shanghai, a new programme from **DMC China a la Carta**. The activity can act as an icebreaker at the beginning of an event or be used for team building in a scavenger hunt.

Stand B01c

Buyer Talk



Christina Bernauer, Event Planner/ Assistant to Managing Director, Fossil (Europe) GmbH

“

This is my first ibtm world show and I am very happy to have the opportunity to attend. As I am always looking for new destinations and activities, ibtm world is perfect for my future projects. I hope to be inspired by new destinations for future meetings and meet with some of the leading hotel chains attending the show, so that I may improve my professional network. I am focused on meeting with exhibitors from the EMEA Region, Maldives, Morocco, Mauritius, Croatia and hotel chains with good business centres.

”



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Special activities, selected restaurants and exclusive experiences included a panoramic drive along the windy Amalfi Coast Road in Italian Vintage Cars and a cookery class, where participants had the chance to learn how to make mozzarella cheese, Limoncello and pizza, which they also ate. The group had fun doing the activity and it was an important opportunity for them to spend time together.

There was also a sweet Dolce Vita experience on a private sailing ship cruising around Capri. Participants were able to relax and sunbathe while listening to Italian music and sipping cocktails.

The gala evening featured a Martini cocktail served on a terrace with a panoramic views, live music and top models wearing 1950s clothes, with vintage Vespas to complete the picture.

Feedback from participants and managers alike was positive and everyone was happy with the programme. “MDS is really proud to have helped them to renew their inspiration,” said owner, Falvia Magnano.

Stand L25



Slovenia's great outdoors

DMC Intours is offering an exciting range of activities in Slovenia and Croatia. Groups can take a trip down memory lane in old Citroens, departing the capital Ljubljana and heading off through Karst villages to taste local delicacies before enjoying dinner in a private square in a fishing village.

For an adrenaline kick, take a 4 x 4 racing programme through rough terrain, either blind driving, abseiling or following a treasure hunt. Or enjoy Slovenia's reputation as Europe's outdoor adventure playground, with sailing, kayaking, canyoning, biking and white water rafting as some of the options.

Stand L20



Smarter education

IAPCO has revealed web-EDGE at ibtm world, the virtual incarnation of its worldwide seminar programme, launched as EDGE earlier this year. The webinars on key EDGE subjects allow meeting professionals at all levels – PCOs, convention bureaux, association clients and venues – to learn at their convenience. The web-EDGE package is live and visitors to IAPCO's stand will receive a discount code to purchase the first six webinars.

Stand M35

Sweet life for Spanish group

One of the greatest challenges for a DMC when organising an incentive is to design programmes that are tailor made to the clients' requirements and that, in many cases, have never been done before. Originality is all.

In June 2015, **MDS Italia** organised a four-night incentive to the Amalfi Coast for 90 employees of one of the leading Spanish insurance companies. The theme of the event was La Dolce Vita and participants stayed in a 5-star deluxe hotel.



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SUSTAINABILITY / CSR



A green first for Finland

Forging a path for the environment in **Finland** are Sokos Hotels and Radisson Blu, whose properties have achieved the first Green Key awards in the country's hotel business. Green Key is an international eco label that promotes sustainable travel.

The S Group, parent company of Sokos Hotels, has 21 Green Key hotels in Finland, and all Finnish Radisson Blu hotels have achieved the certification.

"At S Group, our goal is to be a pioneer in responsibility. Our stakeholders expect us to pay attention to energy consumption, renewable forms of energy, minimising food waste and promoting recycling," said Director of Corporate Responsibility at SOK, Lea Rankinen. "We have been able to use an increasing amount of the waste produced at hotels and have reduced our energy consumption. We will continue to improve our operational efficiency and raise environmental awareness in our customers."

Stand E05



Düsseldorf venues in green triumph

The international Green Globe Certificate has been given to four Düsseldorf event venues: **CCD Congress Center Düsseldorf**, Mitsubishi Electric Hall, Esprit Arena and ISS Dome. This is the third consecutive time for CCD Congress Center Düsseldorf.

The four Düsseldorf Congress Sport & Event venues were assessed under ecological, social and economic criteria, including resource-efficient operations and sustainable energy policies. Environmentally friendly lighting, energy and waste management are all policy for Düsseldorf Congress Sport & Event.

"Sustainability is playing an ever-increasing role in our industry," said the company's spokesman Hilmar Guckert. "For many international event organisers, responsible use of resources has become a major selection criterion for choosing venues. Certification has put Düsseldorf in a strong position for the future."

Stand F50



Hall of fame

Helsinki's **Finlandia Hall** has augmented its environmental credentials by gaining certificate ISO 14001, which complements the venue's contribution to Nordic sustainable development in accordance with ICCA's (International Congress and Convention Association) Scandinavian Sustainable Meetings Accord. In addition, Finlandia Restaurant has achieved the Ecocompass Certificate, which reflects its commitment to local sourcing and organic ingredients.

"When organisers of international congresses and events are looking for a venue, responsibility is one of the deciding factors," said CEO of Finlandia Hall Johanna Tolonen. "We promote environmental work and sustainable development in the congress and event organisation industry."

Finlandia Hall recycles all its waste, and heating, air conditioning and lighting are individually controlled for each space. The hall's use of energy efficient and LED lighting has decreased consumption of district heating by 45% and electricity consumption by approximately 30% in recent years, despite the expansion of the venue. "These renovations have led to savings of hundreds of thousands of euros," said Tolonen.

Stand E05



Key to success

Belgian **Thon Hotel Group** is flying high with environmental accolades thanks to the triumph of the Thon Hotel EU and The Stanhope Hotel, which have both achieved Green Key status. The award combines environmental performance and management, covering areas such as water, energy and waste disposal management, cleaning, eating and drinking, management of green spaces, administration and office space. Buy-in from staff and clients is also crucial to the endeavour.

Thon Hotel EU has been committed to environmentally high standards since its opening and is now intent on achieving the Green Key eco-dynamic category. This and other initiatives throughout the year will keep the property's green team busy.

The Stanhope Hotel has two out of three possible eco-dynamic Green Key awards and because it is an older building than its sister property, it has had to make adaptations. Doing this for water and waste, for example, while continuing to provide the standards guests expect has been difficult.

It has included replacing 75% of light bulbs with LED lights and supplanting plastic bottles with glass. In addition, a treated water fountain serves conference rooms, the restaurant and room service, and buffet waste has been reduced.

Stand G70



Union Hotels group is now proud to own a team of electric scooters, ideal for guests who are looking for a speedy way to navigate the heart of Ljubljana.

Stand i20



Costa Rican travel agency Travel Excellence, parent company of **TE Incentives**, has been recognised for its contribution to the government's carbon-neutral programme. The award was given at the II Environmental Congress and reflects the standard of the company's greenhouse gases reporting, which meets ISO 14064-1 and the GHG Protocol.

Stand N50

DMC Pacto is proud to support the 'keep running' campaign to raise money for social, education and health for Indonesian children. The event has raised 3.2 billion rupiah (US\$355,556), which will be distributed by Yayasan Cinta Anak Bangsa (YCAB), a national organisation that provides children with educational assistance and Mary's Cancer Kiddies (MCK).

Stand J10



Clarion Hotels in the Nordic region have banned products that contain palm oil, having seen the widespread destruction of rain forests and people's lives as the manufacture of palm oil increases. Palm oil is hidden in food ingredient lists as 'vegetable fats' and some investigation has been necessary to elicit where this refers to palm oil.

Stand E15

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WELLNESS



Clinging to a mountainside overlooking Lake Geneva and Lausanne, The **Royal Hôtel - Evian Resort** has a spa that is as regal as the property. Spa Evian Source centres on balance and beauty through treatments that re-energise, relax, reveal a radiant complexion and produce a toned, hydrated and restructured body. La Prairie Royal Caviar Body Treatment gives an indication of the luxurious standards.

Stand i35



High performing delegates being rewarded at Dorchester Collection's **Coworth Park** can enjoy some hard-earned relaxation with the new de-stress treatment at the hotel's The Spa. The 25-minute scalp, neck, back and shoulder massage is delivered using Aromatherapy Associates De-Stress Mind massage oil. And to ensure enduring calm, guests go home with a complimentary sample-size bottle of De-Stress Bath Oil and Revive Morning Shower Oil.

Stand L19



Terre Blanche Spa has won France's Leading Spa Resort at the 2015 World Travel Awards for the third year running. The tribute was awarded by travel and tourism industry pundits and customers.

Stand D50



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IT'S ALL WORK BUT ALSO ALL PLAY! COME AND HAVE FUN NETWORKING AT THE SHOW:

The Cava & Seafood Plaza and The Tapas Plaza

Network and connect with colleagues over seafood and Cava, Catalonia's sparkling wine, or a selection of tapas, of course. These Plazas are located along the central aisle. Don't miss them!

November 17th-19th
10.00-17.00
ibtm world Show Floor



Networking Hour

Celebrate a successful day of business. Connect with colleagues at the show, while enjoying the exciting exhibitor events on the show floor.
Wednesday, November 18th
18.00-19.00
ibtm world Show Floor



Club Night

Party and dance the night away at one of Barcelona's most exclusive night clubs Opium Mar. Head to the beachfront for a happening night!
Wednesday, November 18th
22.00-02.00
Opium Mar – please bring your ibtm world badge. Cash bar.

Welcome Reception – Let's Play

Tuesday, November 17th
18.30-20.30
The Fira Exhibition Centre



Get ready to play! This year's reception is not just offering great food and music but it will be transformed into a sports park, as Barcelona lives up to its sporting reputation. Here's a chance to indulge in some of your favourite sports, while networking at the same time.
Football: Challenge your colleagues to a game of table football. Are you ready to play Barça style?
Golf: With 19 renowned courses in the province of Barcelona, golf fans will be able to practise their swing on a simulator.
Water sports: Hang loose baby and

let's go surfing. A surf simulator will pay homage to all water sports, combining fun and rivalry.
Motorsports: For speed lovers, get behind the wheel and burn some rubber on screen.
Tennis: in tribute to the prestigious Conde de Godó tournament, try out your virtual tennis skills.
Cycling: enjoy a bicycle exhibition and get your camera ready for some great shots.
The reception is hosted by the Barcelona Turisme Convention Bureau and organised by Apple Tree Communications.

STAND EVENTS

Join **Cyprus Tourism Organisation** at their stand and taste delicious local bites made of fresh Cyprus apples such as apple delights (loukoumia), apple brittle (pastellaki), apple...
Stand B45

Have your first drink just before the official welcome party starts. Enjoy **Estonian** drinks and other specialities and get a firsthand experience of this eco-friendly country. Catch up and say Terviseks! 17.00 – 18.00, **Stand D10**

Enjoy delicious snacks and unbeatable **South African** wine, while networking with the top brass in the South African MICE Industry. 17.00, **Stand N38**

Learn about MICE in **India**. 14.30 – 15.00, 15.30 – 16.00, **Stand H70**

Drop your business card at **London Marriott Hotel County Hall** and win afternoon tea for two. 09.00 – 16.00, **Stand K38**

One of Indigo **Travel & Events** social corporate responsibility projects, Art For All In The World is launching a campaign called "Walls Of The World". Artists will transform one of 100 walls around the world, culminating in an event with the projection of the 100 walls together on a giant surface. See the walls before and after. 11.00 - 12.00, **Stand C15**

Have a taste of delicious **Bordeaux** wines just before lunch and discover a surprising MICE destination. 12.00 – 13.00, **Stand D50**

Win Alsatian goodies at the **Strasbourg Convention Bureau**. 16.00 – 16.10, **Stand D50**

Enjoy the chic outlet cocktail reception at **Bicester Village**. 13.30, **Stand B16**

Enjoy a French Aperitif with **Nantes Convention Bureau**, 11.00 – 13.00, **Stand D50**

Join professional bartenders at **VisitEngland**, mixing English flavours to deliver specialised cocktails from regions of England. Shaken not stirred? Celebrate with a Martini or PIMM'S cup, relax and enjoy the entertainment! Enter the prize draw to win a trip for 2 to the picturesque North of England! 16.30, **Stand G15**

Join **ExpoForum** at its MICE hockey bar to share the ethos of sports with a Russian touch. 16.00, **Stand H30**

Enjoy drinks and sweet delicacies from Catalonia with **Fiestalona Milenio**. 12.00 – 13.00, **Stand B60**

Grab a drink and say hello at the **NYC & Company** with free-flowing beer and wine. 16.30, **Stand O50**

Enjoy excellent South African wine and cuisine with **South Africa National Convention Bureau**. 17.00 – 18.00, **Stand N38**

Stop by **ics Scandinavia** and drop your business Card and participate in the competition to win two nights stay in Copenhagen, including special site visits and a lot of fun. 10.00 – 18.00, **Stand i30**

NEW EXHIBITORS 2015

We welcome these new exhibitors to ibtm world. Visit them and let them show you how they can make your meetings unforgettable:

Albatros Travel **Stand E01**
 Basque Tours **Stand D05**
 C&R Solution Ltd **Stand G64**
 Casinò di Venezia **Stand B01a**
 China a la Carte **Stand B01c**
 Comune di Napoli **Stand B30**
 Convention Bureau Italia **Stand B32**
 Dorchester Collection **Stand L19**
 Etüd Event Technologies **Stand O116**
 Europalco **Stand O153**
 Eventtia **Stand O113**
 Glowbl **Stand P135**
 Go2Armenia **Stand B63**
 GOAPP **Stand O124**
 Grimaldi Euromed SPA **Stand J28**
 Happinov **Stand O150**
 Ibiza Convention Bureau **Stand B19**
 India Tourism **Stand H70**
 Italy Lab **Stand B01b**
 JPM Guides **Stand O142**
 Los Angeles Tourism & Convention Board **Stand O60**
 Luxembourg National Tourist Office **Stand F82**
 M.R Reisebüro GmbH **Stand F104**
 Maas Travel **Stand M15**

mediAVentures **Stand P125**
 MICE Marketing Services **Stand K46**
 Ministry of Tourism of the Republic of Bulgaria **Stand i25**
 Normex **Stand D79**
 Padcelona **Stand P130**
 Prague City Tourism/Prazska Informacni Sluzba **Stand H11**
 Prelude Events **Stand D101**
 Roc Me **Stand O140**
 Sandals & Beaches Resorts **Stand K21**
 Sardinia Region **Stand B33**
 Scancoming Spain **Stand B62**
 Secretaría Nacional de Turismo de Paraguay **Stand L82**
 Sli.do **Stand O143**
 Sri Lanka CVB **Stand i80**
 STI - Servicios Turisticos Integrales SA **Stand L74**
 TailorMade Group SrL **Stand L26**
 TapCrowd by etouches **Stand O128**
 Virgin Limited Edition **Stand J42**
 Visit Florida **Stand N66**
 World Hotels AG **Stand M28**
 Zimbabwe Tourism Authority **Stand N42**

STAND EVENTS

Visit **Cosmorama** and win 3 days, 2 nights in Athens. Participants must be tour operators or travel agents. (Outbound To Greece). **Stand L22**

Enjoy canapés & cava in a friendly atmosphere. Come to rediscover our Villages while having a break on your tight schedule at **La Roca Village**, 13.00 - 15.30, **Stand B16**

Artist Colm Mac Athlaoich will be doing live caricature illustrations at **Meet in Ireland** throughout the day using the humble potato as his inspiration! What a great souvenir to take home from ibtm world 2015! 10.00 - 17.00, **Stand G40**

How to work smarter? How to use technology before, during and after meetings? How to be more efficient? Martin Klöfver, CEO of Uppsala-based TRIPPUS Event Solutions will examine what to do and how to do it. 11.00 - 11.15, **Sweden Stand E15**

Join **VisitFlanders** for a Belgian beer and network with top quality suppliers from Flanders. 16.30 - 18.00, **Stand G50**

Meet in Ireland has decided to ship over lots of handmade Murphy's Irish ice-cream. Meet the team and choose from flavours that include a ridiculously chocolatey sorbet, Irish Coffee, Brown Bread or Dingle Sea Salt, made with salt from the wild Atlantic Ocean. 12.00, **Stand G40**

Put your taste buds to the test at **Pacific World** Refreshing Happy Hour where there will be themed cocktails relating to destinations across the globe. 17.00 - 18.00, **Stand K35**

Live a French gourmet experience with **So Toulouse Incentives**. 12.30 - 13.30, **Stand D50**

Win your brussel toolbox at **Belgium - visit.Brussels Convention Bureau**. 16.00, **Stand G70**

HOME OF MEETINGS

VISIT TURKEY STAND E30

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All the education sessions will take place in the ACS Knowledge Village which is located in Row P on the show floor. **The village theatres are:**

The Coliseum
The Garden
The Bistro
The Think Tank
The Innovation Zone

This year, seven key themes underpin the ibtm world Knowledge Programme:

● **Connections mean everything**

Everything that we do in the meetings and events industry comes down to the connections that we make. 'Connections mean everything' is the strap line and ethos for ibtm events and is a theme that can be brought to life through networking and sales to social media, communities and engagement.

● **Inspiration from outside**

Thought leaders, economists, high achievers and motivational speakers will inspire you with their outside view from beyond the meetings, events and incentives industry.

● **Leading lights from leading events**

International and regional speakers who have organised the biggest and best events globally will share their insights and expertise.

● **Innovative events**

Learn different approaches to event planning as we explore the variety of different and successful event formats from secret cinema to festivals organised by non-traditional event organisers.

● **Putting meeting design into practice**

Interact and engage with the psychology of events, from meeting formats, set-ups, venue and space use, along with meeting and learning concepts and the science of objective-led learning.

● **Tools for meetings productivity**

Equip yourself with the right tools for the job from innovative apps to new technology and learn from our productivity experts and software gurus.

● **Industry engagement**

Insightful research and trends will help you shape your growth strategies and keep you informed with what's going on in the regions and international markets.

Legend:

⊕ Must Attend Session

🇪🇸 Sesión en Español

◆ f
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10.00

Exhibition Floor Opens

10.30 – 10.50 The Innovation Zone

Senses And Emotions: New Strategies For New Consumers

Speaker: Carles Casas, Marketing Director, Emotion Experience

11.00 – 12.00 The Bistro

Connections Mean Everything: The Communications Internet

Facilitator: Damian Oracki, Managing Director, Showslice UK Ltd.

Panellist: James Morgan, Founder, Event Tech Lab

Christine Renaud, CEO, E-180

Richard Waddington, Chair, EMA-UK (Event Marketing Association)

11.00 – 11.30 MPI Stand M20

SMM: Advancing from Event Planner to Manager of Events

Speaker: Jessie States, Manager of Professional Development, Meeting Professionals International (MPI)

11.30 – 11.50 The Think Tank

Caffeinate Your Coffee Breaks

Moderator: Hans Etman, Owner-Moderator, Trainer, Masters in Moderation

11.30 – 12.00 The Innovation Zone

Top Ten Tech and Innovations: The Showcase

11.30 – 12.30 The Coliseum

The ibtm world Industry Trends Watch 2015

12.00 – 13.00 The Garden

How To Turn Your Attendee Community Into A Fanbase

Speaker: Jennifer Otter Bickerdike, Rock N Roll Cultural Historian & Fandom Expert, Senior Lecturer, Buckinghamshire New University

12.05 – 12.25 The Think Tank

Events Uncovered TV: live at ibtm world with Ciara Feely Cahalane

Facilitator: Silvia Pellegrini, Vlogger, blogger and reporter, Events Uncovered TV

Speaker: Ciara Feely Cahalane, Conference Change Catalyst, Facilitator, Speaker, Author, Conference Converter

12.30 – 12.50 The Innovation Zone

Story Time: From The Ashes Of The Meeting Planner Rose The Meeting Designer

Speaker: Maarten Vanneste, President, The Meeting Design Institute

12.30 – 13.30 The Bistro

Reputation And Relationship

Management For Incentive Travel

Speaker: Krzysztof Celuch, Head, Poland Convention Bureau

13.00 – 14.00 The Think Tank

Storyboarding: Design The Story Of Your Event

Speakers: Martijn Timmermans, Partner, The Red Line Project; Tim Corporaal, Marketing Manager & Co-founder (Event Storyboard Canvas), The Red Line Project

13.00 – 14.00 The Coliseum

Brain Dating: The Next Frontier For Events

Speaker: Christine Renaud, CEO, E-180

13.00 – 13.30 MPI Stand M20

Designation Drill Down

Jessie States, Manager of Professional Development, Meeting Professionals International (MPI)

13.30 – 13.50 The Innovation Zone

Harnessing The Power Of Wearable And Location-aware Computing For Your Event

Speaker: Corbin Ball, International Speaker, Consultant and Writer, Corbin Ball Associates

13.30 – 14.30 The Garden

What Can We Learn From Immersive Events?

Speaker: Deborah Armstrong, Creative Director and Event Producer, Strong and Co.

14.00 – 15.00 The Bistro

Cvent Connect Case Study: A Conference For Meeting & Event Professionals

Speaker: Rachel Andrews, Senior Manager, Meetings and Events,Cvent

14.00 - 15.00 Knowledge Village

Around The World In 60 Minutes: The ibtm world Treasure Hunt

14.15 – 15.00 The Think Tank

Help, My Moderator Doesn't Understand Me!

Speaker: Jan-Jaap In der Maur, Owner-moderator, Masters in Moderation

14.30 – 14.50 The Innovation Zone

Making Workshops Work – Innovation In Scientific Conferences

Speaker: Dermot Ryan, Head of Congresses and Events, European Academy of Allergy and Clinical Immunology (EAACI)

14.30 – 15.30 The Coliseum

What Do We Mean When We Talk About Engagement? – in partnership with ISES

Speaker: Kevin Jackson,Vice President EMEA, George P. Johnson; and President, ISES UK

15.00 – 16.00 The Garden

Conectando Con La Audiencia: Eventos Con Gancho, Casos De Éxito

Speaker: Raimond Torrents, Founder, Event Management Institute

15.15 – 15.35 The Think Tank

Events Uncovered TV: live at ibtm world with Sallie Coventry

Facilitator: Silvia Pellegrini, Vlogger, blogger and reporter, Events Uncovered TV

Speaker: Sallie Coventry, Portfolio Director, ibtm events

15.30 – 15.50 The Innovation Zone

Make It Personal! Using Big Data For Context-Aware Communication

Speaker: Niko Nelissen, Vice President of Mobile, Data and Engagement, etouches

15.30 – 16.30 The Bistro

Content Boosting!

Speaker: Stefania Conti-Vecchi, Founder and CEO, EVENTagist

16.00 – 17.00 The Think Tank

Creating Valuable Networking Opportunities For Your Delegates

Speaker: Juraj Holub, Marketing Manager, Slido

16.00 – 17.00 The Coliseum

Sector Mice: De La Economía De La Eficiencia A La Economía De La Creatividad – ession en asociación con MPI España

Moderator: Raúl Fernández Sobrino, Vice presidente de Educación, Meeting Professionals International

Panellist: David Sanchez Bote, Director General, MIK; Raúl del Moral, Fundador y CEO, IBEVENTS; Maria Reguera García, Sales and Events Coordinator, NH COLLECTION CONSTANZA

16.15 – 17.00 The Garden

How Can Women Thrive In The Meetings Industry?

Speaker: Rosa Garriga Mora, Marketing & Communications Manager, My Qaa

16.30 – 16.50 The Innovation Zone

Analogue Social Media Platforms

Speaker: Liliana Castro, Founder, PRESS PAUSE

18.00

Exhibition Floor Closes

18.00 – 20.00

ibtm world Welcome Party

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Essential Information

Fira Gran Via Barcelona

Recinto Gran Via
Avenida Juan Carlos I, 58-64
Hall 3, 08908 L'Hospitalet de Llobregat
Barcelona, Spain

Customer Service Helpline:

+44 (0) 20 8271 2127

Exhibition Opening Hours

Tuesday, November 17th 2015

09.00 ibtm world knowledge seminars commence
10.00 Exhibition floor opens
10.00 Opening ceremony on the exhibition floor
18.00 Exhibition close
18.00 – 22:00 ibtm world Welcome Reception - "Let's Play", located in Hall 3, Fira Gran Via, accessed by block A.
Admission: Open to all ibtm world badge holders.

Wednesday, November 18th 2015

09.00 ibtm world knowledge seminars commence
10.00 Exhibition floor opens
18.00 Networking Hour on the exhibition floor
19.00 Exhibition close
22.00 ibtm world Club Night - Opium Mar, Barcelona, Passeig Maritim de la Barcelona, 34.
Admission: Free entrance to all ibtm world badge holders (cash bar)

Thursday, November 19th 2015

09.00 ibtm world knowledge seminars commence
10.00 Exhibition floor opens
17.00 ibtm world 2015 closes

Access

Wheelchair access is available from the Accés Sud entrance of the venue to the exhibition hall via lifts from the main foyer. Toilets accessible by wheelchair are available within the main toilets at the venue.

Accommodation

For details of accommodation in Barcelona please visit our official DMC, Pacific World, in the Coach Station entrance or call +34 93 482 7163. Alternatively, visit www.ibtmworld.com/travel-discounts where you can browse the directory of official ibtm world hotels with discounted rates.



ACS Knowledge Village

We've teamed up with ACS audiovisual solutions and Eventresult to bring the ibtm knowledge programme onto the show floor in the new ACS Knowledge Village. Located near block Q, with four purpose built and themed theatres, learn from leading industry experts and experience meetings design in practice!



Admissions Policy

To view the ibtm world Admissions Policy please visit www.ibtmworld.com/admissionspolicy

Cafés and Restaurants

There are many dining options at ibtm world including cafés and restaurants offering light snacks, beverages, buffets or full dinner service, located around the exhibition floor and throughout Hall 3.

We also have the Tapas Plaza (Block C) and Seafood and Cava Plaza (Block P) located on the main aisle of the show.

Car Parking

There is an underground car park at the venue; the entrance is at the front of the Fira. The cost of parking is Payable onsite (at the car park) Build-up/dismantling and Show period: €3 per hour. Pre-paid tickets should be purchased at the Customer Service desk, located inside the venue premises: €24.10 per day (show period), last day of build-up + 3 days of show: €53.85 A combined ticket of build-up and 3 days of show and breakdown: €73.85, Please note that all these prices include +21% VAT

Cash Point

There is a cash point located in the registration area at the Accés Sud entrance.

Cloakroom and Luggage Storage

There are two cloakrooms available with luggage storage facilities. Cloakroom A is located at the Central Coach Station and Cloakroom B is located at the Accés Sud entrance. Please note that these areas will be busy at peak times.

First Aid

The First Aid point is located on Block C. If the First Aid point cannot be reached, please go to the organiser's office located behind the media centre.

Global Media Partners Lounge (Central Welcome Plaza)

Pick up complimentary copies of the industry's leading trade publications on display in the Global Media Partners Lounge situated at the Central Welcome Plaza.

Hosted Buyer® Lounges

All Hosted Buyers have special access to two Hosted Buyer Lounges on the exhibition floor sponsored by Argentina and oneworld events. The lounges will provide the opportunity to relax and network with colleagues between appointments. A complimentary buffet lunch will be available every day in the Argentina Hosted Buyer Lounge between 12.00 and 15.00, provided by Fira de Barcelona.



ibtm knowledge programme

The ibtm knowledge programme offers a range of cutting-edge education delivered by leading industry experts. View the event programme for more information. Seminars take place in the ACS Knowledge Village.

ibtm world Technology & Innovation Watch Award Winner 2015

Meet InitLive, the Technolgy and Innovation Watch Award Winner and see the winning technology presented at 14.30 on Wednesday November 18th at the Innovation Zone.

Innovation Zone

The Innovation Zone provides a unique and interactive showcase of the latest innovations impacting the meetings and events industry. See the Top 10 Innovations who were shortlisted from over 60 Technology and Innovation Watch award entries and selected by an independent panel of judges.

Media Centre

The ibtm world Media Centre, sponsored by Meetings & Events by Club Med, provides dedicated resources for the international media. Located on the show floor in block A it's the one stop shop for all press inquiries and press conferences at ibtm world.



Networking Events

Strengthen existing relationships and meet with new contacts, friends and colleagues. Come join us at our Welcome Reception, Networking Hour or Club Night.

Organiser's Office

The Organiser's Office is accessed through the hall doors located by Block A.

Reed Travel Exhibitions

Come along and meet the team at stand i45 and discover more about Reed Travel Exhibitions and ibtm events.



Show Daily

The Show Daily is the official ibtm world newspaper which is produced and published daily by our media partner Grupo Eventoplus. The Show Daily will reveal updates and highlights from each day and report on activities and news at ibtm world, including interviews with experts, visitors and exhibitors; and results of polls and surveys conducted during the show. Make sure you pick up your copy each day, available at the entrances, Hosted Buyer lounges or at the Show Daily Office located in the Media Centre.



Stand Awards

The ibtm world Stand Awards will recognise and highlight the best and most effective exhibitors and their stands. Winners will be notified on the second day of ibtm world and featured in the Show Daily.

Technology and Services Zone

Located in Block O and P, event planners will find the latest technology and event services to help manage their events including event management software, networking products, audience response systems, evaluation tools, promotional items, entertainment, audio-visual and webcasting.

Tourist Information

Visit the Barcelona Tourism desk situated in the entrance hall at Accés Sud for information on places of interest, restaurants, shopping, entertainment and local amenities to enjoy during your stay in Barcelona. You can also purchase tickets for travel around Barcelona. Alternatively visit www.barcelonaturisme.com.



Travel

There are two entrances to the Gran Fira for ibtm world. Those travelling on the official ibtm world coaches will be dropped off and picked up at the Central Bus Station. Everyone travelling by Taxis/ Metro should access ibtm world through the Accés Sud entrance on AV. Joan Carles I. Registration and cloakrooms are available at both entrances.

Opening Times & Shuttle Bus Timetable

Show Opening Times

Tues November 17th 2015: 10.00 to 18.00
Wed November 18th 2015: 10.00 to 19.00
Thurs November 19th 2015: 10.00 to 17.00

Airport Shuttle Buses

Airport to Fira Gran Via & Fira Gran Via to Airport

Daily every 15 minutes between these times:
Tuesday, November 17th 08.00 to 19.00
Wednesday, November 18th 08.00 to 20.00
Thursday, November 19th 09.00 to 18.00
All airport shuttles depart from the Central Bus Station, Hall 4.

Official Shuttle Bus Timetable

Hotels to the Fira Gran Via

Tuesday, November 17th 08.00 & 09.00
Wednesday, November 18th 08.00 & 09.00
Thursday, November 19th 08.00 & 09.00

Fira Gran Via to Hotels

Tuesday, November 17th 17.00 to 21.00
Wednesday, November 18th 17.00 to 20.00
Thursday, November 19th 16.00 to 18.00

All hotel shuttles depart from the Central Bus Station, Hall 4.

Get Social at #ibtmworld

Download the official ibtm world app from www.ibtmevents.com/app and select ibtm world. Use the app as your mobile show planner. Features include an exhibitor directory, interactive floorplan, local guide and much, much more!



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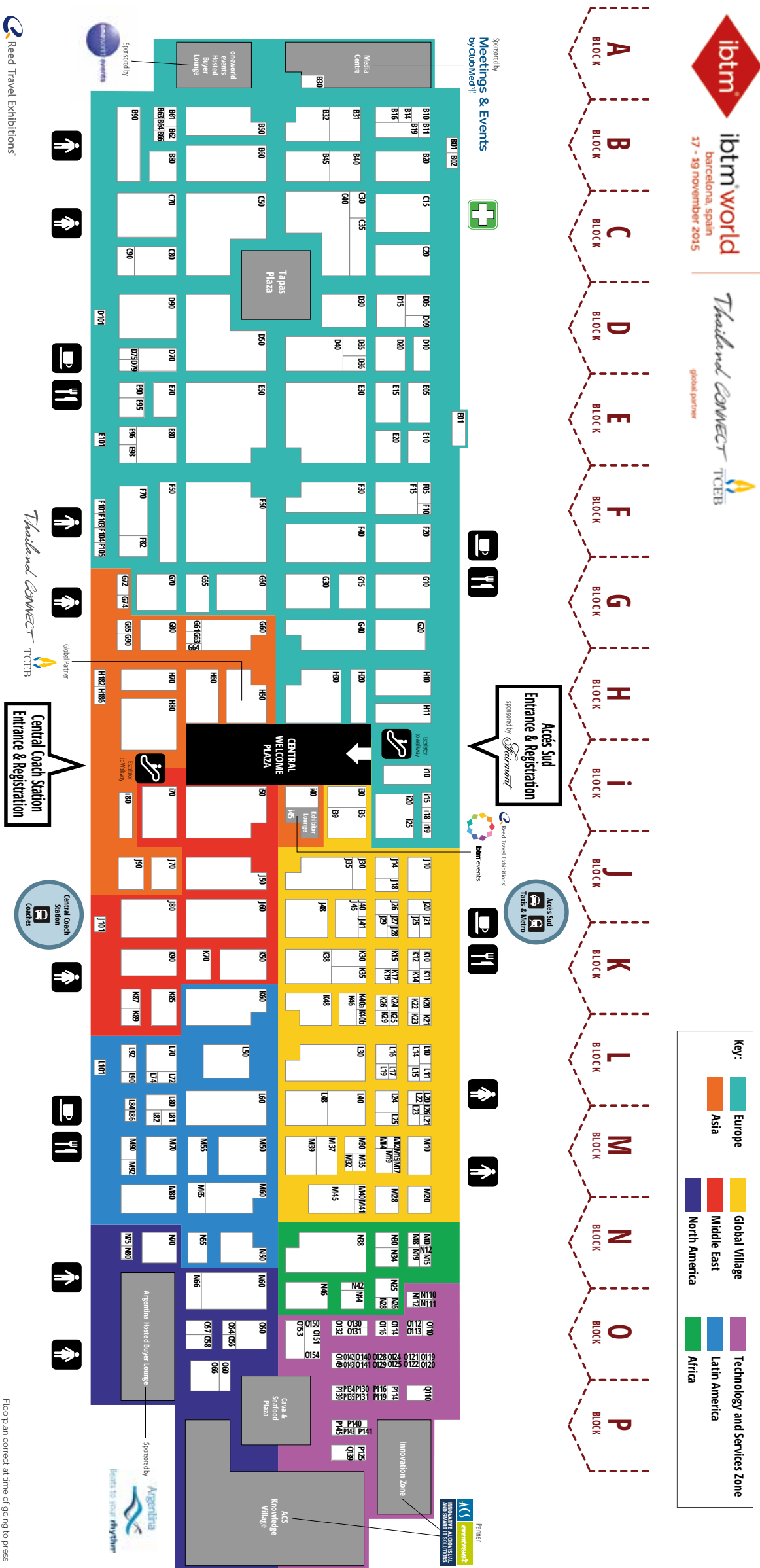
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