



April 2015

PUBLISHERS NOTE

Dear Reader!

We're quickly approaching trade shows and congresses in various regions; the biggest upcoming event in Europe is of course IMEX Frankfurt taking place from 19 to 21 May 2015 at Messe Frankfurt. Please find the detailed coverage on IMEX Frankfurt in the right column.

ibtm africa - taking place from April 13-15 in Cape Town Convention Center - confirmed Lynn Baker, Managing Director, Executive Presence as keynote speaker at the ibtm africa Forum on the show's first day.

Two weeks later, the 41st German Travel Mart takes place from 26-28 April 2015 in Erfurt and Weimar, in the German federal state of Thuringia.

Only 2 weeks ahead of IMEX Frankfurt, MITM Euromed 2015 will take place in Calpe, Spain from 6-8 May 2015, and preparations are equally in full swing and about 2 months later, The Meetings Show takes place in London from 7-9 July 2015 and registration just opened for the event, see below.

Of course, we've other news prepared for you as well:

ICC Sydney is scheduled to open in December 2016 revealed key sustainability facts of the venue, see the article below.

New websites for Planners have been announced: the Malaysia Convention & Exhibition Bureau (MyCEB) introduced the new online venue directory for event planners and in the UK Meet Gateway South Wales also launched their new website.

In the UK, Accredited in Meetings (AIM) launched the AIM Expert Scheme to ensure expertise standards among certified agency staff.

Are you interested in Cape Town venues? Cape Grace now offers two stunning new function rooms, see the article below.

Last, but not least, it's our pleasure to lead your attention to the latest edition of MICE:destination, published on March 17.

Find destination coverages on Madrid, Spain and on The Philippines; information about Germany's parades, festivals and events – a magnificent opportunity for incentives or for meeting framework programmes.

Read how the German capital Berlin showcases itself at Meeting Place Berlin ... find the table of content and the download link in the right column or click here to download your copy. Of course you're invited to pass a copy to your colleagues!

As always, we deliver the news into your mailbox and the pdf edition of this newsletter is available for download. Do you think your colleagues and co-workers would be interested in this newsletter? Click here to forward this edition of NEWSFLASH.

Best regards

Martina Warter
General Manager & Publisher
Mice Media Marketing
martina@micemediamarketing.com

REGISTRATION OPENS FOR THE MEETINGS SHOW 2015

Building on the success of last year, visitors to the show will benefit from an enhanced experience from the moment they walk through the doors at Olympia, London, from 7-9 July.

In particular, the education programme will address issues faced by agencies, corporates, associations, PCOs, AMCs, PAs and key sectors such as healthcare and technology. In addition to the dedicated Association Meetings Conference on 6 July, the education will include keynote sessions, seminars and Meet the Expert round tables throughout the three days of the show.

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MICE:destination - the electronic magazine for the MICE industry. Click here to download edition 1/2015 here from our website.

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With a growing exhibitor list, made up of more than 400 exhibiting companies, visitors will be able to meet with the UK's largest collection of meeting industry organisations under one roof including: major domestic and international destinations, venues, hotel groups, DMCs, trade associations and suppliers.

Applications for The Meetings Show's hosted buyer programme are also open. Applicants will be reviewed by a team of expert qualifiers and benefit from scheduled meetings with organisations of their choosing, complimentary travel and accommodation, transportation to Olympia from host hotels and networking venues, as well as a choice of hosted buyer lounges complete with refreshments.

www.themeetingsshow.com

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MICE:destination

In:Social JetBlue and a Very Special Maiden Flight to Port-au-Prince, Haiti

In:IMEX Inspiring Industry Education at Exclusively Corporate

In:Search Increased Focus On Total Cost of Meetings and Trips

Interested?

Don't hesitate to download your copy!

And yes of course, you are welcome to pass a copy on to your colleagues too!

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Lumpur Convention Centre Celebrates 10th Year with Clients and Stakeholders

Opened in June 2005, the Kuala Lumpur Convention Centre has grown from the 'new kid on the block' to become one of the leading meetings venues in the Asia-Pacific region, thanks to a service commitment to the delivery of flexible, innovative and value-add solutions to clients; big and small, local and international.

To mark its 10th year, the Kuala Lumpur Convention Centre is celebrating with a host of marketing and promotional packages to thank clients and stakeholders who have contributed to the venue's growth and success to date. These range from discounts on ancillary charges for Day Conference Packages (DCPs) and complimentary mocktails for Banquets to Exhibition Loyalty Value-Add Programme tier upgrades, and much more.

Visit www.klccconventioncentre.com for more information.



IMEX FRANKFURT - SPECIAL COVERAGE

IMEX in Frankfurt takes place from 19 to 21 May at Messe Frankfurt.

www.imex-frankfurt.com



Inspiring education and new exhibitors set to boost business at IMEX in Frankfurt this year

Innovative educational seminars, new exhibitors and hosted buyer groups and a keynote speech by one of the world's foremost business leaders are set to make a powerful impact at IMEX in Frankfurt 2015, taking place from 19 to 21 May.

New exhibitors and hosted buyers

Buyers will have the opportunity to meet a wide range of new exhibitors from every continent and from every meetings market sector. Emerging meetings and incentive destinations in particular will be well represented, with new exhibitors incl. Lithuania, Prague, Ras Al Khaimah, Meet Taiwan, Kaohsiung City and Visit Faroe Islands attending alongside the large established destinations. Exhibitors with expanded stands are also widening including Singapore, China and Macau from Asia, Azerbaijan from Eurasia, Austria and VisitBrussels from Europe, Costa Rica, Peru and Brand USA from the Americas, and Preferred Hotel Group and NH Hotel Group representing the hotel sector.

Around 4,000 hosted buyers will be arriving in Frankfurt from across the world, with 34 new groups from France, UK, Middle East, Asia and the USA. The unique Concierge Service, launched last year, will be further enhanced, there are lounge services such as free luggage storage and Wi-Fi and additional webinars for hosted buyers and intermediaries.

Education – The Inspiration Hub

The IMEX team will again be introducing several engaging new strands to the well established educational programme. The Inspiration Hub will

AUSTRALIA: SUSTAINABILITY FIRST FOR ICC SYDNEY: COMMUNITY-FUNDED SOLAR ENERGY

One of Australia's largest solar arrays within a Central Business District is being erected onto the roof of ICC Sydney to generate power for the venue. Sydney Renewable Power Company is the social venture that will own the array.

ICC Sydney Chief Executive Officer, Geoff Donaghy said the initiative reflected the approach the management team would take once the venue was operational in late 2016.

„The smart design of ICC Sydney delivers a range of environmentally and socially sustainable solutions and we intend to amplify these strategies through our management of the venue.“ Mr Donaghy said. *„International convention centres of our scale have the ability to make meaningful social connections on a variety of fronts.“*

The solar installation is expected to produce approximately 5 per cent of the energy required for the venue, which is equivalent to powering more than 100 homes every year.

Key sustainability facts:

- Darling Harbour Live is registered with the US Green Building Council for LEED (Leadership in Energy and Environmental Design) certification, target Gold (Internationally recognised Green building standard)
- Over 15% reduction in annual greenhouse gas emissions to 2012 NCC minimum requirements
- Target 14% reduction in potable water use
- Solar hot water servicing the commercial kitchens
- Improved east west pedestrian connections between Darling Harbour and neighbouring precincts of Chinatown, Town Hall, Central, Ultimo and Pyrmont
- New 680m long 20m wide Boulevard connecting Darling Harbour to Quay Street
- Encourage cycling with designated bike track and end of trip facilities
- 3000sqm more public space at Tumbalong Park
- 90% construction waste recycling target
- 75% operational waste recycling target.

ICC SYDNEY

Opening in December 2016, ICC Sydney is Australia's premier convention, exhibition and event precinct. The showcase international venue presents Australia's largest and first fully-integrated convention, exhibition and entertainment centre, underpinning Sydney's place as one of the world's most desirable meeting and major events destinations. ICC Sydney is the epicentre of a 20-hectare transformation of Darling Harbour by the NSW Government to highlight Sydney as the first choice in Australia and the Asia Pacific region for the major events industry. ICC Sydney is being delivered by Darling Harbour Live, comprising Lend Lease, Hostplus, Capella Capital, AEG Ogden and Spotless, in partnership with the NSW Government.

www.iccsydney.com

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**Think Tank Berlin:
The German Capital at IMEX Frankfurt**

[About Berlin](#) [Service](#) [Venue Finder](#) [Event Planning](#) [BCO](#)

Come over to the Berlin Booth (F 100-40) at IMEX Frankfurt and learn why the German capital is one of Europe's largest locations for science. From 19 to 21 May, the visitBerlin Berlin Convention Office and its more than 25 hotel and service partners not only present you the multifaceted options the city has to offer for your perfect event, but also the high concentration of excellent research institutions.

The BCO is your first agency to go to in Berlin. We offer comprehensive support for the organization of your conventions, meetings and incentives. Benefit from our experienced team, our broad network of contacts and the free-of-charge reservation services for hotel allotments. We look forward to seeing you in Frankfurt! Follow us on twitter: [@BerlinMeetings](#)

convention.visitBerlin.com

Visit Berlin
Convention Office

GERMANY: 41ST GTM GERMANY TRAVEL MART STARTS ON APRIL 26TH, 2015 IN THURINGIA

The German National Tourist Board (GNTB) will hold its 41st GTM Germany Travel Mart from the 26th to 28th of April in Erfurt and Weimar. The host of this year's GTM is the Thüringer Tourism Board, with the cities of Erfurt and Weimar.

„The GTM is the most important B2B platform for incoming tourism to Germany,“ explains Petra Hedorfer, Chief Executive Officer of the GNTB. *„Around 1,000 professionals, including more than 600 buyers from the international travel industry and journalists from around 45 countries attend the GTM, with over 340 tourism providers from Germany. In previous years, more than 80 percent of participants have regularly confirmed they were able to conclude business directly at the GTM. I am sure that this year the GTM will once more make a substantial contribution to the outstanding development of Germany's incoming tourism industry.“*

WORKSHOP IS A CENTRAL ELEMENT OF THE GTM

Germany's most important sales event for the tourism industry is organised annually by the GNTB in co-operation with alternating regions and cities. Key Account Managers from all over the world attend in order to learn about Germany's latest travel trends, establish important new contacts, further develop their existing partnerships, conduct one to one meetings and conclude important business agreements.

Through various activities and pre-convention tours, delegates and top journalists from all over the world will be able to learn more about the many facets of Thuringia. Central to this will be the 500th anniversary of the Reformation in 2017.

At the heart of the GTM is the two-day workshop at the Messe Erfurt, where leading providers from Germany's hotel industry, transport firms, plus local and regional tourism organisations, will present their range of products and services to the international travel trade community.

www.germany.travel

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host around 170 education sessions, with 30 of these in German. There will be new early morning sessions on Business Networking and Building Confidence. Two new session formats will be geared specifically towards Young Professionals – for anyone relatively new to the industry - and Senior Professionals.

Also new this year is Creative Thursday featuring interactive sessions from ISES (International Special Events Society) on how to form effective partnerships with suppliers and advice on event design.

As part of the new wellbeing initiative 'Be Well at IMEX', the Inspiration Hub has a new dedicated Health and Wellbeing track.

Special events at IMEX

One of the world's foremost business leaders, Bill McDermott, CEO of SAP, the world's largest business software company, will deliver the keynote speech at the opening ceremony.

Bill believes passionately in meetings as a means to drive business growth and profit and is an important industry advocate within the global corporate community.

300 association professionals, more than 100 corporate meetings executives and 40 ministers, mayors and senior government officials from across the world will again gather in Frankfurt for dedicated peer educational and networking events specially created for them by IMEX.

Association Day will feature a new programme developed with the International Association of Facilitators while, at Exclusively Corporate@ IMEX, Kevin Kelly will deliver the keynote address explaining how many organisations' successes is the exceptional execution of an ordinary idea.

The IMEX Politicians Forum will share ways to secure economic, social and reputational dividends, this year under the theme – 'How to Attract more Meetings and Events to a Destination'.

IMEX Group Chairman Ray Bloom comments *„With a wide range of new exhibitors from every continent and meetings market sector, plus a rise in the number of hosted buyer groups and an inspiring education programme, IMEX in Frankfurt is set to make an even greater impact this year.“*

„We are delighted and honoured that one of the world's foremost business leaders, Bill McDermott, will join us as the keynote speaker at our opening ceremony – we look forward to welcoming Bill together with the global meetings industry to IMEX in Frankfurt this May.“

To register please visit www.imex-frankfurt.com

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Trailblazers of tomorrow set to shine at IMEX in Frankfurt

Around 100 students from universities across eight countries worldwide are set to attend the IMEX-MPI-MCI Future Leaders Forum at IMEX

Pre-register for Free Admission to ITE & MICE 2015 HONG KONG

Trade Days: June 11–12; Public Days: June 13–14
Halls 1A to 1E, Hong Kong Convention & Exhibition Center

Co-location of leisure focused ITE with ITE MICE provides a one-stop shop of trade contacts, business opportunities, travel products and ideas. Professionals from travel / MICE industries and corporate travel managers are welcomed register now at www.itehk.com for free admission (save HK\$50) on 11-12 Jun and priority in attending seminar. Besides meeting some 650 international exhibitors (85% from abroad) from around 50 countries all over world, in ITE & MICE, specifically for MICE and Corporate Travel buyers and visitors are seminars with **Highlights:**



- Increasing the ROI of Corporate Travel program by ACTE
- Top 10 tips for successful event management
- MICE support / incentives for holding events abroad
- Value-added services for Corporate Travel
- Marketing Events by Social Media / Online technology to maximize efficiency and convenience, et.

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in Frankfurt this May. Designed to educate and support students studying meetings and conventions, tourism or hospitality, the Future Leaders Forum is held in 13 countries throughout the year, and the event at IMEX in Frankfurt is the largest of its kind.

Since its inception in 2003, the Future Leaders Forum has delivered many success stories such as Jason Zhang, now a Senior Account Manager at MCI Group in Shanghai and Paola Silk, Global Hospitality Leader at Hilton Toronto Airport Hotel and Suites.

The Forum provides budding meeting industry professionals with a packed educational programme including inspirational and interactive sessions from experts on key topics such as building business relationships and creating the right meetings environment. Students will also take part in the popular round table sessions with well-respected industry professionals from venues, CVBs, industry associations and agencies, as well as the opportunity to network and make valuable contacts.

The International University Challenge is set to be the highlight of the Future Leaders Forum at IMEX in Frankfurt. Taking place at selected Future Leaders Forums around the world, the winners of each Challenge are brought together at IMEX in Frankfurt to compete against each other, with the overall winner receiving the MPI Foundation Student Scholarship Award.

Irina Nikolayenko was the overall winner last year, receiving the MPI Foundation Student Scholarship Award. She explains: „My experience at the International University Challenge at IMEX was second to none. To be able to meet with experts sharing their experience in the industry and mix with fellow students – many of whom I'm still in touch with - was invaluable. I'm now sharing the benefit of that experience with other students, preparing them to take part in forthcoming International University Challenges.“

Carina Bauer, CEO, IMEX Group comments: „The Future Leader Forums are now well-established and widely respected by employers, for whom they provide a prime opportunity to identify and nurture the most passionate and talented students and interns. In collaboration with MPI and MCI, our goal is to support the development of the future generation of meeting and events industry professionals by delivering a programme of valuable insight and education. We look forward to meeting future trailblazers at IMEX in Frankfurt!“

The IMEX-MPI-MCI Future Leaders Forum is a year-round programme which is jointly run by IMEX, Meeting Professionals International (MPI) and MCI. Final year students studying meetings and conventions, tourism or hospitality at university or college are invited to attend a Future Leaders Forum. Forums typically take place as part of a larger meetings industry conference or trade show in 12 or more locations around the world every year.

Over 110 Forums have taken place and around

MALAYSIA: MYCEB INTRODUCES ONLINE VENUE DIRECTORY FOR MEETING AND EVENT PLANNERS

Malaysia Convention & Exhibition Bureau (MyCEB) is pleased to introduce a new resource for event planners looking to host their event in Malaysia, an online venue directory.

The venue directory provides an essential guide to the large variety of venues available across Malaysia with all the details needed for each venue.

Zulkefli Haji Sharif, Chief Executive Officer of MyCEB, said „We have a strong track record of hosting successful international events in the country, and event organisers have often been searching for world-class venues and facilities in Malaysia. As such, we are delighted to be able to unveil this event directory to fully showcase Malaysia's unique offerings that can meet the needs of any event programme. We certainly hope that meeting and event planners will find this resource useful, and that our industry partners will continue working with us to keep the directory up-to-date so we can continue to successfully attract world-class meetings and events.“

The venue directory provides a complete profile of each venue, including a description of the space, floor plans, accessibility, amenities, photos, and contact information. Meeting and event planners will be able to search for venues by the type of venue space, location, and event category.

To find out more about the venue directory, please visit venue.myceb.com.my

www.myceb.com.my

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SOUTH AFRICA, CAPE GRACE IN CAPE TOWN DEBUTS TWO ELEGANT NEW FUNCTION SPACES

Cape Town is an ideal location for business meetings and events because of its pristine and diverse natural setting, favourable exchange rates and thriving business and cultural centres. It's the perfect pairing of the exotic and the practical. Event planners looking for a sophisticated Cape Town venue with local charm and character may consider the independent 5-star Cape Grace, which has recently converted its restaurant conservatory into two stunning new function spaces as part of its refashioning project in the Signal restaurant and outdoor Pool area.

Nestled in Cape Town's famous Victoria & Alfred Waterfront and backed by Table Mountain, its central location, quick and easy access to the airport, luxurious facilities and remarkable personalised service make Cape Grace the perfect choice for executive retreats, bespoke meetings, conferences, intimate functions. The property was recently announced to be Tripadvisor's #1 ranked 2015 Travelers' Choice, Top 25 Hotels of South Africa.

The two new meeting rooms, Leeward and Windward, are an extension of the hotel's award-winning Signal Restaurant. Leeward features direct street access and a floor-to-ceiling glass wall which can be opened towards the also recently refashioned outdoor pool terrace, creating a seamless indoor-outdoor function space for evening receptions for up to 80 guests. The Windward room offers stunning views of Signal Hill and Cape Town's international yacht basin.

www.capegrace.com

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SOUTH AFRICA: KEYNOTE SPEAKER LYNN BAKER HEADLINES IBTM AFRICA FORUM 2015

„Raising Your Game, Competing in a Globally Competitive Environment“

ibtm africa has confirmed Lynn Baker, Managing Director, Executive Presence and certified public speaking coach as keynote speaker at the ibtm africa Forum, which will take place on the first day of ibtm africa 2015.

In her session, *„Raising Your Game“*, Baker will talk from first-hand experience and share useful knowledge around ways in which meetings industry professionals can succeed in today's competitive business environment.

During her varied business career, Baker has crossed the divide of working for corporate companies and creating her own successful businesses. Her experience has given her valuable insight into the complexities of both worlds. It is from this base that she will deliver her presentation including practical hints and tips on how to rise up the ranks of the corporate ladder.

ibtm africa will take place in Cape Town from 13-15 April at the Cape Town Convention Centre. The show is part of Africa Travel Week.

To find out more about ibtm africa, please visit www.ibtmafrica.com

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UNITED KINGDOM: AIM LAUNCHES AIM EXPERT SCHEME

Accredited in Meetings (AIM), the UK's only nationally recognised quality standard for the meetings and events industry is focusing in 2015 on enhancing venue bookers' knowledge of the accreditation. AIM Expert, is a brand new programme targeted directly at booking agencies, and focuses on and demonstrates why AIM venues and suppliers are good business choices for their clients.

To become AIM Expert, agencies need to include AIM knowledge within their staff induction programme and appoint an AIM Champion to provide internal training and include AIM as a criteria check within RPS's and enquiry details. Expert is endorsed by the HBAA.

Jacqui Kavanagh, Chair of the HBAA said: *„We're strong advocates of AIM as we believe this is a must have industry accreditation. For booking agencies, venues holding the AIM hallmark means placing business with venues that we can immediately trust as we know they meet the 50 point CODE agreed by venues and are legally compliant. Agents benefit from the great value of being able to demonstrate their specialism from the outset and leverage M&E's suppliers, committed to deliver nothing but excellence and professionalism.“*

AIM Expert workshops are free of charge to any booking agent committed to the programme and who is able to verify the ability, following the workshop, to include AIM in the RFP processes and the ability, following the workshop, to display the AIM Expert brand. Agents unable to meet these two essential criteria will be retrospectively charged £150 per workshop attendee.

The next AIM Expert Training is taking place March 23rd, 12:30-16:30, at the Holiday Inn London, Bloomsbury. For more information please visit www.mia-uk.org/event/the-mias-aim-expert-training

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UNITED KINGDOM: MEET GATEWAY SOUTH WALES PARTNERSHIP LAUNCHES NEW WEBSITE

A new website has been revealed by Meet Gateway South Wales showcasing the very best the region has to offer the MICE industry and providing the latest news from the area.

Meet Gateway South Wales encompasses the local authorities of Newport, Monmouthshire and Torfaen who joined together following a grant from the regional tourism partnership, Capital Region Tourism, to generate additional business tourism spend within the region.

„The new website allows us to provide a stronger service for our clients“ comments Lynne Richards, Tourism Officer of the 'Meet Gateway South Wales' partnership. *„Our aim is to show*

6,500 students have passed through the programme since its launch in 2003. 90% of students surveyed have said they are „likely to enter the industry as a result of attending“ a Forum.

Locations for 2015 include Brazil, Africa, Slovenia and China, including MPI's WEC in San Francisco. The largest Forums take place during IMEX in Frankfurt and IMEX America in Las Vegas, with over 100 students participating in a two day programme.

The Future Leaders Forum programme was developed by IMEX in 2003 to encourage the best and brightest university and college students to plan for a career in the global meetings and events industry.

For further details visit www.imex-frankfurt.com/events/forums/future-leaders-forum/

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Volunteers Needed In Frankfurt! Get Creative In The Kitchen for IMEX Legacy Charity

Visitors to IMEX in Frankfurt 2015 once again have the opportunity to support the host city community by taking part in a special charity cooking event. Taking place on Monday 18 May 2015, the day before IMEX opens for business, volunteers can donate a few hours of their time to cook a lunch for the residents of the „Haus Lichtblick“ shelter.

A non-profit organisation run by Sister Sigrid Ehrlich, the shelter has been extended to accommodate over 50 people. For over 25 years, Sister Sigrid has devoted her life to helping the poorest and most helpless people in society and has succeeded in helping more than 300 people to move onto an independent life by providing assistance in the search for their own housing as well as their reintegration back into their families.

The Sheraton Frankfurt Congress Hotel will partner with IMEX for the charity cooking event, sponsoring the fresh ingredients for the lunch and providing their Executive Chef to oversee the cooking, plus a staff team. Volunteers will join the Chef and Sheraton team to both make and serve the lunch to the homeless, followed by enjoying lunch all together.

The event takes place from 11:00-14:00 on Monday 18 May 2015. For those interested in getting involved, please contact Sarah Skavron at cooking@imexexhibitions.com. Spaces are limited to 20 and will be allocated on a first come first served basis.

Charity Cooking Event at „Haus Lichtblick“ The „Haus Lichtblick“ shelter is also one of the charities supported by IMEX's Badge Back scheme. At the end of each show attendees are asked to vote for one of IMEX's legacy charities by depositing their show badge in the collection box for their preferred charity. All badges received are recycled and a financial donation made to all charities, the charity with the most badges receiving a greater donation. The donation to „Haus Lichtblick“ last year was used to host the residents on a boat trip on the Rhine.

[See more details!](#)

the industry that this special corner of South East Wales has an amazing scope of venues and places for events, conferences and incentives, and the website is a key tool moving forward for us as we look to benefit the region and its venues."

The new website encompasses a wide range of key venues across the region including The Celtic Manor Resort, St. Pierre and Chepstow Racecourse and Conference Centre, as well as incentive offerings such as team building, outdoor activities and more than 20 golfing venues in the region.

Meet Gateway South Wales offers a free objective advisory service to work closely with clients. This can be sourcing venues to advise on organising a major event to source the perfect venues and accommodation as well as offering to help plan events themselves. The new website makes the whole process of sourcing these services simple whilst highlighting the beauty and promise that Newport, Monmouthshire and Torfaen have to offer event and meeting professionals.

www.meetsouthwales.org.uk

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Skills, networking and marketing – IMEX helps with business through education

Buyers at IMEX in Frankfurt will acquire many valuable business skills and extensive marketing knowledge through the show's wide ranging education programme at The Inspiration Hub.

New early morning deep dive sessions on Business Networking and the other on Building Confidence are among the latest additions to the vast choice of business skills seminars and workshops at the event, which takes place on 19 to 21 May.

Effective Negotiating, Ten Business Skills that Never Go Out of Fashion, Engaging Today's Audiences Differently, You Don't Want a Meeting You Want an Outcome and Cultural Differences Beyond Behavioural are some of the 30 engaging and inspiring business skills sessions.

The Marketing and Communications programme is also extensive and will cover key subjects such as increasing the ROI of marketing events, content marketing, audience engagement and using storytelling techniques.

The overall Inspiration Hub programme covers all aspects of business with 10 tracks and more than 170 sessions designed for the meetings industry, from Technology & Social Media, Risk Management & Compliance, Trends & Research, Health and Wellbeing, Diversity and Sustainability, Creative Learning and General Education to Business Skills and Marketing & Communication. The education sessions, 30 of them in German, will also be divided into strands for the Young Professional and Senior Professional.

Creative Thursday is another innovation within the education programme this year and the sessions will be delivered in a variety of formats including interactive hands-on workshops, seminars, campfires, the research pod, hot topic tables and meet the expert.

Carina Bauer, CEO of the IMEX Group says: „While business meetings on stands are the centre point of IMEX, education is an essential element as we aim to inspire buyers and exhibitors and fulfil their needs. The comprehensive Inspiration Hub programme will be valuable to buyers whether they want to refresh their knowledge, or acquire CMP/CEU and ISES Points or are looking for new ideas.“

To find out more about the educational tracks, please search portal.imex-frankfurt.com/events.php

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