



FEBRUARY 2016

## PUBLISHERS NOTE

Dear Reader!

Time flies at the speed of light these days, but it also brings exciting news for European Buyers: It's a great pleasure to invite those of you interested in Meetings in the South of Europe to Heavent Meetings taking place 13-14 April 2016 at the French Riviera in Cannes!

And for our IMEX in Frankfurt & Stuttgart Region Hosted Buyer Programme – there are only 2-3 places left – so please don't hesitate to apply for this programme! And we feature the latest developments around IMEX in this edition: for hosted buyers, around the education programmes, dedicated features and their partnership with UNIECO.

Great news on MICE East Africa Forum & Expo in Addis Ababa: – the official website is now public and we will revert back to all of you who have registered their interest during the next days. The Ethiopian Government has fully committed to support the event on all levels which will facilitate also the visa processing for all of us!

Don't miss the IACC trend report on Meeting Packages and the imago's research "Does the future have room for face-to-face communication". If you're interested in Korea – see their plans for AIME in Melbourne. And in Asia we're also reporting on Kuala Lumpur Convention Centre. In Europe we're introducing the UK's Lane End Conference Centre's Refurbishment programme to be fully completed this summer. And in April, RAI Amsterdam has a new CEO: Paul Riemens and Maurits van der Sluis is the Centre's new COO.

In Latin America, MCI opens its first office in Bogotá, Colombia and thus expands its services in the region.

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](mailto:martina@micemediamarketing.com)

### HOSTED BUYER PROGRAMMES DIRECT LINKS

#### HEAVENT MEETINGS, CANNES

Information: [www.heavent-meetings.com](http://www.heavent-meetings.com)

Application: [kbalcke@heavent-expo.com](mailto:kbalcke@heavent-expo.com)

#### IMEX IN FRANKFURT WITH STUTTGART REGION

Information: [micemm.com/index.php/home](http://micemm.com/index.php/home)

Application: [portal.imex-frankfurt.com](http://portal.imex-frankfurt.com)

#### MICE EAST AFRICA FORUM & EXPO

Information: [www.miceeastafrika.com](http://www.miceeastafrika.com)

Application: [survey.micemm.com](http://survey.micemm.com)

### IN THIS EDITION

#### LEFT COLUMN

INNOVATIVE IDEAS AND INSPIRATION, BUSINESS-BOOSTING CONNECTIONS AND NETWORKING, ALL FIND A HOME AT IMEX IN FRANKFURT

IMEX IN FRANKFURT PARTNERS WITH UNIECO – THE UNITED NETWORKS OF INTERNATIONAL CORPORATE EVENT ORGANIZERS

TREND REPORT: 2016 TOP MEETING PACKAGE TRENDS BY IACC

IMAGO TO PRESENT RESEARCH INTO FACE TO FACE COMMUNICATION AT CHASE

COLOMBIA: MCI EXPANDS SERVICES IN LATIN AMERICA WITH FIRST OFFICE IN BOGOTÁ

KOREA MICE BUREAU AT AIME PROMOTES HOW KOREA GOES BEYOND MEETINGS

#### RIGHT COLUMN

HEAVENT MEETINGS / PALAIS DES FESTIVALS IN CANNES, FRANCE – 13 & 14 APRIL 2016

ITE HONG KONG CELEBRATES ITS 30TH ANNIVERSARY IN 2016

MALAYSIA: A YEAR OF INTERNATIONAL HIGH-PROFILE EVENTS FOR THE KUALA LUMPUR CONVENTION CENTRE

THE NETHERLANDS: PAUL RIEMENS (CEO) AND MAURITS VAN DER SLUIS (COO) APPOINTED BY RAI AMSTERDAM

UK: LANE END CONFERENCE CENTRE COMPLETES £200,000 REFURBISHMENT OF THE PAVILION

## HOSTED BUYER INVITATION FOR EUROPEAN BUYERS IMEX IN FRANKFURT AND REGION STUTTGART, GERMANY 20-24 JUNE 2016

THIS HOSTED BUYER PROGRAMME COMBINES IMEX IN FRANKFURT WITH STUTTGART - ONE OF THE MOST EXTRAORDINARY DESTINATIONS IN GERMANY!

### Experience Stuttgart!

Considered to be the starting point of the worldwide automobile industry, see the stunning museums of Mercedes Benz and Porsche – both available for your events – along to a full range of selected providers allowing you to create the most extraordinary programs!



Hosted Buyer Programme

IMEX in Frankfurt 20-21 April 2016

21-24 April 2016 Stuttgart Region



## MICE:destination

Download your copy of MICE:destination now!

MICE:destination - the electronic magazine for the MICE industry. [Click here to download edition January 2016 here from our website.](#)

In the January 2016 edition, you will find:

|             |  |
|-------------|--|
| In:Focus    | UAE: Dubai Venue Development Update<br>Down-Under - An Australian Business update<br>ASIA On Promotion: Malaysia, Singapore and Thailand |
| In:Vitation | Hosted buyer Invittion IMEX in Frankfurt & Stuttgart Region<br>MICE East Africa Forum & Expo   |
| In:Show     | Ethiopian Government to Lend a Hand in Meetings Industry   |
| In:Venue    | Manila, The Philippines: WTCMM serves as the International Media Center for APEC 2015  |

**IMEX in Frankfurt** – considered one of the most important shows in our industry. With our programme you may also opt to attend the full length of 3 days at IMEX! To exercise this option please contact us.

**The Hosted buyer programme includes for IMEX in Frankfurt:**

- » 2 (or 3) full days at IMEX in Frankfurt. Meet with up to 16 (or 24) suppliers of your choice.
- » Transportation: Economy class flights or train tickets from selected destinations to Frankfurt;
- » Accommodation one night in 4/5 star accommodation in Frankfurt for your programme dates
- » Selected ground transportation in Frankfurt.
- » VIP Services: Access to the IMEX hosted buyer lounge, free Wi-Fi and complimentary refreshments.

**The Programme to Stuttgart will start smoothly when IMEX ends:**

- » While we enjoy IMEX on Thursday, our bus driver picks-up our suitcases at the hotel.
- » Bus transfer from IMEX to Stuttgart.
- » The 2-day fully hosted programme in Stuttgart Region shows the highlights of Stuttgart region!
- » On Sunday morning the ICE high-speed train will take us in just 1:15 h to Frankfurt Airport for the return flights.

Admin Fee for confirmed buyers: EUR 100. For program details please visit

[www.micemm.com/index.php/hosted-buyer-events/imex-in-frankfurt-and-stuttgart-region-germany](http://www.micemm.com/index.php/hosted-buyer-events/imex-in-frankfurt-and-stuttgart-region-germany)

Click here to apply:

[portal.imex-frankfurt.com/hbreg.php?unique=566ae87605923&type=buyer&exc=0](http://portal.imex-frankfurt.com/hbreg.php?unique=566ae87605923&type=buyer&exc=0)

go to top 

## INNOVATIVE IDEAS AND INSPIRATION, BUSINESS-BOOSTING CONNECTIONS AND NETWORKING, ALL FIND A HOME AT IMEX IN FRANKFURT

An expanded hosted buyer programme, more exhibitors and new educational features will create more opportunities to do business and learn about key trends at IMEX in Frankfurt this year.

### MORE FOR HOSTED BUYERS

European buyers can now extend their visit to IMEX and opt in advance for a three day (two night) programme. This will give them more time to spend at the show, doing business, networking and soaking up the inspiration and new ideas. This new option makes the programme highly flexible and is in addition to the day only and two day (one night) programmes which have become well-established over the last 13 years.

Revised group appointment timings will give hosted buyers more time to explore the show floor - the show will now open at 9.45am, with no group appointments scheduled before 11am or after 4pm.

IMEX is set to welcome more than 20 new hosted buyer groups from around the world including Germany, Poland, China, South Africa and South America, plus UNICEF – the network for corporate event decision makers. ISES (International Special Events Society) is also bringing their Global Event Summit to the show for the first time.

Buyers have a wide choice of suppliers to meet, with many established exhibitors having increased their stand space including Croatia, New Zealand, PromPeru, San Francisco and Serbia – and hotel groups – ATA Hotels, Hilton International, Preferred Hotels and Trump Hotel Collection. Taking stands for the first time, or returning to the show, include Bahrain, –Catalunya Convention Bureau, Wyndham Hotels, Uniglobe Travel and Bizzabo – a new technology exhibitor.

|            |   |
|------------|---|
| In:Centive | Lisbon, Portugal in 2016: New Incentive Options Complement the city's Offerings<br>Berlin, Germany: Event Highlights 2016 |
| In:IMEX    | Tailored Business Opportunities at every step of the Way<br>IMEX Highlights Trends to Note in 2016                        |

Interested?

[Don't hesitate to download your copy!](#)

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

go to top 

## HEAVENT MEETINGS / PALAIS DES FESTIVALS IN CANNES, FRANCE – 13 & 14 APRIL 2016

A MUST BE THERE for planners organizing meetings in the South of Europe!

For all meeting/live event marketing decision makers involved in creation, production, organisation, logistics and procurement, the efficient and smoothly running event fair Heavent Meetings in Cannes, focussed on the South of Europe market, is the place to be.

Heavent Meetings is an Event trade fair with approximately 250 French and International exhibitors offering

- » targeted and individual appointments: the agenda software matches both buyers and exhibitors wishes but there is still time to add further meetings
- » business lunches and two networking-evenings in amazing event locations
- » the ceremony of the “Event Awards” taking place in the legendary Palais des Festivals de Cannes. 2016 will be their 10th anniversary.

The Heavent Meetings hosted buyer program for event decision-makers (agencies, associations, corporate) includes travel to and from Cannes, accommodation in a top hotel in Cannes, Lunch & Dinner on both days. The Hosted Buyers are expected to respect their agenda schedule and participate in the networking activities (lunch and dinners, trophy awards).

With 2.500 trade visitors including 500 Hosted Buyers from France and Europe, Heavent Meetings is the influential meeting place for trade professionals.

The exhibitors are providers of event technology and production, local event agencies, hotels,

## ENLIGHTENING EDUCATION

One of the new themes running throughout the show this year is 'Business is personal' with education sessions focusing on personal development, CSR activities and wellbeing, all designed to offer new ideas on how to change old habits of mind, body and spirit. Elevated Leadership: The Roadmap to Unlocking Your Natural Leader, will help attendees to tap into their natural leadership abilities becoming more conscious, confident, and courageous –in turn elevating others. In How Mastering New Habits will transform your life, Pine Communication + Training will explain how to foster new habits to help participants reach their goals more easily and achieve a healthy and successful life. Shawna Suckow, Chairwoman of SPiN, the Senior Planners Industry Network, is set to deliver two Deep Dives for small business owners wanting to learn how to take their company to the next level. The art of storytelling and its power to communicate, capture attention and engage is explored by Gebert Janssen from The Party & Eventarchitect.

Another big theme for IMEX this year is the sharing economy with sessions exploring how it is reshaping the way we travel and do business. With the world of work rapidly changing, these sessions will address what we need to know about this new model for business including a high level panel discussion, due to take place on Wednesday 20 April, which will debate its impact on the meetings industry.

With over 180 education sessions at IMEX in Frankfurt this year, attendees are sure to find a session that matches their needs, both professionally and personally. The Inspiration Hub, home to all the show floor education, will host experts exploring hot topics such as Business Skills, Creative Learning, Diversity, General Education, Health and Wellbeing, Marketing/ Social Media, Personal Development, Sustainability, Technology, Trends and Research. CMP/CEU and ISES Points can also be accrued at a large number of sessions at the show.

Also new for this year is a series of short and snappy talks focused on 'Trends and Future-Think'. These TED-style talks will take place at the Inspiration Hub before the show begins each day and are sponsored by Sweden.

## DEDICATED FEATURES

As part of the show's comprehensive education programme, PCMA Business School is bringing its prestigious Business School to Europe for the first time alongside IMEX in Frankfurt. Hosted by Congress Center Messe Frankfurt, this free of charge programme is open to all and offers executives the chance to develop core business skills and learn from an MBA level professor. An interactive session on The Outthinker Playbook – Devising Disruptive Strategies will be led by Dr. Kaihan Krippendorff, renowned business strategist and consultant who will help participants explore how to cultivate new approaches to business thinking and how to adopt a fresh "outthinkers" approach in response to changes in the business landscape.

Exclusively Corporate @IMEX is a dedicated education and networking event solely for corporate meeting and event planners. This year, the event puts the spotlight on career development with the theme: "Choose a job you love – you'll never work a day in your life". The final session of the day develops this theme via a Mock Trial where participants can turn their hand to becoming prosecution and defence lawyers exploring a real, ethical scenario in an authentic courtroom setting in an engaging, entertaining educational session.

Designed exclusively for association executives, Association Day, attracts around 300 professionals from 40 countries each year. Open to all levels of association executive, Association Day offers a free afternoon of education, taking place the day before the show followed by the much-loved networking reception, Association Evening hosted by Marriott Frankfurt. This year's collaborative programme has been developed in response to issues raised by participants at last year's event – how to remain relevant. Charles Leadbeater is set to harness this in his keynote address. As a leading authority on innovation and creativity, he has advised companies, cities and governments across the globe and is regarded as one of the top management thinkers worldwide.

Finally, the renowned Politicians Forum brings together meetings industry leaders, representatives from government and business, professionals and academics to discuss building and sustaining a successful meetings industry. The Hon Minister Stuart Ayres, New South Wales Minister

destinations, congress centres, performances & entertainment agencies, furniture hire & decoration, catering, Event software & technology, tents & structures.

The organizer is the BtoB media group Tarsus France. President of Tarsus France, Romauld Gadrat, and his team provide innovative dynamism, creative presentations, informative conferences, thoughtful preparation, and significant knowledge, combined with top-notch exhibitors, qualified trade visitors and desirable locations characterize the trade show.

Buyers interested in the Hosted Buyer programme, please email Ms. Katja Balcke (English, French, and German): [kbalcke@heavent-expo.com](mailto:kbalcke@heavent-expo.com).

[www.heavent-meetings.com/?lg=en](http://www.heavent-meetings.com/?lg=en)

go to top 

## ITE HONG KONG CELEBRATES ITS 30TH ANNIVERSARY IN 2016

The annual International Travel Expo Hong Kong, ITE, will celebrate its 30th Anniversary in 2016, which underlines its long history. In fact, ITE is among Asia's earliest held travel fairs.

Since taking over from ITE 2005, the organizer TKS has been making significant enhancements such as launching the concurrent ITE MICE in 2006.

Further enhancements include

- » expanding the overall scale from two(2004) to five exhibition halls since 2009
- » re-positioning to a truly international travel fair with 85 percent of its 600+ exhibitors from abroad
- » highlighting travel themes such as Overseas Wedding, Eco and Sport Tourism, etc.
- » drawing more regional buyers and trade visitors

The show's aim is to provide a one-stop platform so exhibitors can conduct trade promotion and channel sales in trade days, and mass promotion and direct sale in public days. The process continues.

ITE & MICE 2016, which combines the 30th ITE (leisure) and the 11th ITE MICE, will be held from June 16 to 19, 2016 at Halls 1A to 1E of the Hong Kong Convention & Exhibition Centre, with the first two days for trade requiring registration, and the last two days open to public. Also, TKS offers optional B2B and B2C

for Trade, Tourism and Major Events is the keynote speaker, beginning a series of focused sessions designed to promote conversation and education among destinations and showcase well-developed techniques to improve competitiveness at a national and local level.

Carina Bauer, CEO of IMEX Group, explains: "We continually consult with our buyers and intermediaries and have made changes to the programme this year to ensure that the show is truly tailored to their needs. We believe that both the buyers and exhibitors will benefit strongly from these. IMEX in Frankfurt promises a host of opportunities for all members of the meetings and incentive travel community. We know that there is no better way to do business or build a network of professional contacts and friends than face to face and we look forward to welcoming the world to Frankfurt this April."

IMEX in Frankfurt takes place at Messe Frankfurt from 19 – 21 April 2016.

For further information and to register as a visitor go to [www.imex-frankfurt.com](http://www.imex-frankfurt.com)

go to top ↩

## Hosted Buyer Invitation: MICE East Africa Forum & Expo 2016 9-11 June 2016, Addis Ababa, Ethiopia



The first MICE industry trade show in East Africa will take place from **June 6-9, 2016** at the Millennium Special Hall in Addis Ababa, Ethiopia. The three-day event will offer 150 hosted buyers the opportunity to meet with more than 100 of the region's top suppliers.

Attending the MICE East Africa Forum & Expo will allow you to experience Addis Ababa's MICE infrastructure and the city's top level suppliers and meet with the major Ethiopian tourism offices; the East and Central African country tourism organizations, airlines, hotels and resorts with suitable MICE facilities, local venue providers and vendors, professional conference and event organizers, destination management companies etc.

**The Hosted buyer programme includes** round trip air tickets to/from Addis Ababa, Ethiopia, up to 4 night hotel accommodation during the show, free admission to the exhibition hall, the East Africa Innovation Center, the event's networking functions, food & beverage services of the event, ground transportation and a minimum of 25 valuable business appointments during the 3-day event.

Information on [micemm.com/index.php/hosted-buyer-events/mice-east-africa-forum-expo](http://micemm.com/index.php/hosted-buyer-events/mice-east-africa-forum-expo)

Click here to apply: [survey.micemm.com/index.php/374368/lang-en](http://survey.micemm.com/index.php/374368/lang-en)

go to top ↩

## IMEX IN FRANKFURT PARTNERS WITH UNICEO – THE UNITED NETWORKS OF INTERNATIONAL CORPORATE EVENT ORGANIZERS

IMEX in Frankfurt has partnered again with UNICEO, the network for corporate event decision-makers.

IMEX will partner with UNICEO to support IMEX Exclusively Corporate @IMEX taking place on Monday 18 April prior to the show. This packed event, taking place at the exclusive Villa Kennedy, incorporates education and networking designed specifically for corporate meeting and event planners at all levels to foster valuable relationships and share best practice.

UNICEO, which brings together corporate events organisation professionals in blue chip companies, associations and institutions at an international level, will offer its members the opportunity to attend this programme and will also be organising other member activities in Frankfurt including a VIP dinner, supported by IMEX.

programs to interested exhibitors.

ITE & MICE is supported by the China National Tourism Administration and Hong Kong Tourism Board etc.

[www.itehk.com](http://www.itehk.com) - [www.travelexpo.com.hk](http://www.travelexpo.com.hk)

go to top ↩

## MALAYSIA: A YEAR OF INTERNATIONAL HIGH-PROFILE EVENTS FOR THE KUALA LUMPUR CONVENTION CENTRE

The Kuala Lumpur Convention Centre's 10th anniversary year in 2015 turned out to be a banner one for international high-profile events. The Centre hosted a total of 1,230 events in 2015, which attracted close to 1.8 million delegates. From opening 2005, to 31 December 2015, the Kuala Lumpur Convention Centre has hosted 11,199 events, welcomed close to 19.4 million delegates and contributed over RM6.1 billion in economic impact to the Malaysian economy.

A record-breaking occupancy rate of 98% was achieved in August, which is the highest monthly total ever, as well as the best annual revenue total. According to the Centre's General Manager, Alan Pryor, aside from an excellent location, world-class facilities, gastronomic excellence with a 51-strong award-winning culinary brigade and established industry relationships, the Centre's continuing success could be attributed to its highly knowledgeable and professional team.

The team's commitment resulted in the Centre receiving her highest-ever number of awards in a calendar year for both – the centre's and its culinary outstanding excellences.

Moving forward, 2016 will be an important year for the Centre, Kuala Lumpur and Malaysian business tourism industry. "We are delighted that the annual ICCA (International Congress and Convention Association) Congress is being held in Kuching, Sarawak, Malaysia this year as it offers a fantastic opportunity to showcase the country's improving business tourism offering to thousands of industry professionals from around the world. The recently launched Kuala Lumpur Tourism Bureau is also planning a series of initiatives throughout 2016 which should enhance Kuala Lumpur's reputation as a premier destination for business events," explains Pryor.

Also on the horizon is the Centre's exciting expansion. Groundwork has started on the

Debora Piovesan, Vice President at UNICEO, explains: "IMEX is one of the leading trade shows in the sector and offers interesting education and networking opportunities to our members. With this partnership, our members will be able to combine our Leaders Meeting with the IMEX Exclusively Corporate Programme."

Carina Bauer, CEO of IMEX Group, adds: "It's vital for the meetings industry to sustain its strong connection with the corporate community that UNICEO represents. The success of our Exclusively Corporate @IMEX programme shows that there is an appetite in this community for connecting and developing - building peer-to-peer relationships with other corporate meeting planners and sharing best practice. We are delighted to be working with the UNICEO members and hope to support them for many years to come."

[www.imex-frankfurt.com](http://www.imex-frankfurt.com) - [www.uniceo.org](http://www.uniceo.org)

## TREND REPORT: 2016 TOP MEETING PACKAGE TRENDS BY IACC

Useful tips for meeting planners and meeting venues contribute towards better meetings and conference experiences

Following research among the 378 members of IACC, the association released its Top Meeting Package Trends for 2016, which are influencing meeting planners and venue operators across the globe.

The concept of meeting packaging is one where the required components provided by a venue are included in a per person package. The concept carries different names in different parts of the world (such as Complete Meeting Package, Day Meeting Package, Day Delegate Rate, 24-Hour Rate etc), but the concept is the same throughout IACC's membership in 22 countries.

An IACC-certified meeting venue must offer a package which includes food and beverage, meeting room hire and basic AV). See IACC's Guide to Quality Standards for more information on what it takes to be an IACC-certified venue.

Mark Cooper, IACC's CEO, commented, "Meeting Planners not only prefer easy-to-manage delegate packages for their meetings, they also expect delegate packages to be creative and fit their specific meeting objectives. Venues that specialize in meetings, also understand that planners need to be able to buy in transparent and easy-to-budget ways." Cooper continued with, "We are seeing some very innovative meeting packages available at IACC member venues in 22 countries across the globe."

Trend: 95% of IACC member venues surveyed have offered non-traditional, creative and flexible meeting packages for over 5 years. As a result, they have developed packages over time which meet the specific needs and requirements of planners and delegates. They are now experts in customising packages.

Trend: Innovative packages developed by venues and clients. Two-thirds of delegate packages were crafted and developed by the leadership at IACC-member venues, using their specialised knowledge in selling meeting space in this way. At the same time, a third of those surveyed reported that their planner clients directly contributed in developing a package that was unique to them and their needs. 55% reported that meeting planners want to tailor their package. Being able to influence the way a venue customizes services and products is a true demonstration of collaboration between venue and client.

Trend: 65% reported that planners are starting to request new inclusions. A significant number of members surveyed reported that clients are starting to ask for packages beyond the normal meeting room, F&B and tech inclusions. The top additional items requested were teambuilding, local cultural trips, coaching and facilitation. Although many IACC venues offer free delegate WiFi, the inclusion of high bandwidth WiFi to support the use of collaborative technologies was highlighted as a growing trend. The survey also indicated that the inclusion of collaborative technologies such as audience participation and meeting apps, had potential for future packaged pricing.

Trend: The top components included in customized packages. Food & beverage enhancements

adjacent Lot 91 development with completion scheduled for 2018. The extension will provide an additional 10,000 sqm of flexible and multi-purpose space, which means more room to comfortably accommodate larger international association meetings and concurrent events, and the opportunity for many current clients to grow their activities and/or events significantly.

[www.klccconventioncentre.com](http://www.klccconventioncentre.com)

go to top 

go to top 

## THE NETHERLANDS: PAUL RIEMENS (CEO) AND MAURITS VAN DER SLUIS (COO) APPOINTED BY RAI AMSTERDAM

Paul Riemens (53) will be the new CEO of RAI Amsterdam from 7 April 2016. Together with Maurits van der Sluis (50), newly appointed to the position of COO, they will form the new statutory board of the Amsterdam exhibition and convention organisation. Riemens will assume the role of chairman within the statutory board. On 1 May, Hans Bakker will retire at 65, after 14 years as CEO of RAI Amsterdam.

Paul Riemens has made his career in the aviation sector. He has been CEO and chair of the board at Air Traffic Control the Netherlands (LVNL) since 2008, during which time he successfully converted the organisation into a results-oriented, open company. Riemens has proven his capacity to operate in an international arena in which stakeholder management is critical to success. In addition, the supervisory board considers him a passionate person who connects people and ideas.

Maurits van der Sluis has held various commercial positions within RAI Amsterdam since 1996, most recently as commercial director of RAI Convention Centre. With his 20 years of experience in the business, he has an unrivalled awareness of the relevant markets and customers and is a respected figure in the international exhibition and convention industry.

With the appointment of Riemens and Van der Sluis as statutory board, the supervisory board of Amsterdam RAI is linking executive experience and broad stakeholder management to knowledge of customers, markets and the RAI as an organisation. Together they will provide a fresh impetus and strengthen the position of RAI Amsterdam as a leading exhibition and convention organisation in Europe.

[www.rai.nl](http://www.rai.nl)

go to top 

lead the list of inclusions, with 76% of those surveyed reporting they tailor packages with non-standard F&B items. Indoor teambuilding and meeting room configurations were second at 70% and outdoor teambuilding was fourth. Also included in the list of components used to customise delegate packages were AV, WiFi and culinary teambuilding activities.

Trend: Delegate packages make good business sense for 3rd parties as well! Thirty-five percent of the venues surveyed reported that third party booking agents could consider all components of the delegate package as part of their commercial terms with the venue.

Trend: Flexible meeting packages are here to stay. Although flexible meeting packages -- where the client can build a package that fits their needs exactly -- have only become widespread amongst IACC venues since the economic downturn, all surveyed believe that this is a concept that is here for the long term and demonstrates that they are true partners to their clients and understand their needs.

[www.iacconline.org](http://www.iacconline.org)

go to top 

## IMAGO TO PRESENT RESEARCH INTO FACE TO FACE COMMUNICATION AT CHASE

imago, the conference and events arm of Loughborough University, is once again exhibiting at the leading third sector exhibition where it will be presenting its findings into the value of face to face communication.

The 24th Charities and Associations Event - CHASE 2016 - will take place on 16 and 17 February at the Business Design Centre, London, where imago will also be showcasing why its portfolio of venues are ideally suited for events organised by charities and associations.

The research "Does the future have room for face-to-face communication" measured the value of meeting face to face amongst a sample of more than 750 event organisers, delegates, graduate and undergraduate students. imago will be discussing the results to see if its findings match the thoughts and requirements of meeting planners in the third sector.

Emma Boynton, head of sales and marketing at imago comments: "CHASE brings together senior decision makers from one of our target markets and is an ideal platform for us to discuss the importance of face to face communication. It will also allow us to gain further insight into what is important for event organisers in this area in relation to the value of meetings."

Key findings from the research included:

- » 96.6% of meetings attendees cited small face to face meetings of fewer than 10 participants as their favoured form of communication.
- » Group interaction and discussion is considered the top benefit of face to face communications by 78.4% of delegates and 69.4% of students.
- » On a scale of 0 to 100, delegates ranked engagement during face to face meetings at an average of 85%, with students at 73%.
- » An interactive format as a tool to retain information was most favoured by both delegates (81%) and students (72.1%).

The research was undertaken by Loughborough University and imago. The Right Solution provided methodology, analysis and validation of the research which was conducted using a mixture of focus groups, online and face to face questionnaires.

imago unifies Loughborough University's conference and events venues under one brand offering high quality meeting spaces, venues and accommodation along with excellent sports and leisure facilities. Its venues and services have achieved industry wide recognition, including achieving AIM Gold, the highest level of venue accreditation - and are widely acknowledged as some of the best academic facilities for meetings and events in the country.

[www.welcometoimago.com](http://www.welcometoimago.com)

go to top 

## UK: LANE END CONFERENCE CENTRE COMPLETES £200,000 REFURBISHMENT OF THE PAVILION

A GBP 200,000 / Euro 263000 / USD 285,000 refurbishment of Lane End Conference Centre's The Pavilion has been completed and hosted its first event in January.

The refurbishment has been part of GBP2.2million / Euro 2.893million / USD 3.134million investment plan set in motion across the entire venue since 2012 which is due for completion later this year. Other areas of development have included structural improvements to all meeting and training rooms as well as the creation of The Cedar Club, a brand new leisure space, in August 2015.

Major developments in The Pavilion include:

- » Completely re-modelled entrance including lift access and seating areas
- » The bar has seen walls removed to create a more open space with an exposed staircase and open plan lounge and free-flowing coffee bar
- » The main room has been re-decorated and refurbished providing a new capacity for up to 150 theatre and 84 cabaret style. Upgraded 8-hour conference chairs have also been added to the space.
- » The upstairs space has been completely remodelled to include three syndicate rooms with space for up to 18 boardroom style with wall-mounted plasma screens, flipcharts and reliable Wi-Fi access
- » A dining room that can seat up to 60 guests for a hot and cold buffet lunch, or up to 100 for a finger/fork buffet lunch. The dining room, which is based upstairs, makes The Pavilion completely self-contained for meetings and conferences.

"The Pavilion has been a huge project as one of our most important event spaces here at Lane End," comments Heni Fourie, Director of Sales & Marketing at Lane End Conference Centre. "The Pavilion is a self-contained building that provides the perfect setting for meetings and conferences. Everything from a projector to name cards is provided in the main conference room meaning all an organiser could possibly need is provided under one roof including catering. We're excited to showcase the latest developments here with a week-long training event already underway."

Ongoing improvements include bedrooms in both Wycombe Lodge and Wycombe Court

## COLOMBIA: MCI EXPANDS SERVICES IN LATIN AMERICA WITH FIRST OFFICE IN BOGOTÁ

MCI, a key driver of innovation in global meetings, events, association and congress industries, has announced the opening of its first office in the Colombian capital city of Bogotá.

The company has expanded in Latin America since it made its debut in 2009 and today, serves a growing client base with six other offices in Argentina, Brazil and Chile.

From creative strategies to seamless events and congress logistics, MCI Colombia will offer unique and innovative solutions to multinational and local companies and associations to enhance their performance, drive business results and grow both locally and globally.

“MCI Colombia will bring unique solutions to companies, brands and associations based in the country, nearby region and the Caribbean” said Mariano Castex, Managing Director of MCI Latin America.

“By adding to our ten other offices in Canada, Latin America and the USA, this will enable us to tap into new and diverse areas, while reaffirming our commitment to the region.” said Richard Torriani, Chief Operating Officer of MCI Americas.

The MCI Latin America team has over 180 employees. MCI Colombia aims to boost employment and build on the team by creating 40 full time positions in the future.

[www.mci-group.com](http://www.mci-group.com)

go to top 

## KOREA MICE BUREAU AT AIME PROMOTES HOW KOREA GOES BEYOND MEETINGS

Attendees of this year's AIME will not want to miss the opportunity to discover Korea's impressive MICE capabilities when the Asia-Pacific business events expo returns this February 23-24 in Melbourne, Australia. The Korea booth will be operated by the Korea Tourism Organization's Korea MICE Bureau division, who will be on hand to introduce visitors to the many services and support the bureau provides for international events hosted in the country.

The Korea Tourism Organization booth will serve as a one-stop destination for all event organizers planning a future event in Korea. Along with one-on-one consultation with Korea MICE Bureau staff, the booth will offer traditional Korean culture programs for AIME attendees. Also present will be 13 prominent convention bureaus, destination management companies, hotels, and PCOs from all across Korea.

Korea is currently the top-fourth ranked convention country worldwide according to Union of International Associations criteria. Recent major events hosted in the country include this year's Rotary International Convention in May and last year's World Water Forum in April. In 2018, Korea will host the 23rd Winter Olympic Games in Pyeongchang, Gangwon-do Province, one of the nation's rising MICE destinations.

Attendees will find the Korea booth just near the entrance to the show floor at stand 3400.

Later in the year, the Korea Tourism Organization will also attend other large MICE industry trade shows, such as IT&CM China, 6-8 April 2016; IMEX in Frankfurt, 19-12 April 2016; IT&CMA, 27-29 September 2016; IMEX America, 18-20 October 2016 and IBTM world 29 November – 1 December 2016.

[www.koreaconvention.org](http://www.koreaconvention.org)

go to top 

which are due to be completed in the summer of 2016 with more than GBP 690,000 / Euro 907,500 / USD 983,000 invested.

Lane End Conference Centre offers a unique modular design with five distinct and completely self-contained conference buildings -- each offering bedrooms, meeting facilities, bar, lounge and dining room -- available for exclusive use.

[www.lane-end-conferences.co.uk](http://www.lane-end-conferences.co.uk)

go to top 