



March 2016

PUBLISHERS NOTE

Dear Reader!

This month, we're bringing you two interesting studies related to the future of meetings and meeting infrastructure. The International Association of Conference Centres (IACC) has announced its vision of the 'meeting room of the future' based on research among their members. In addition to this, the German Convention Bureau (GCB) published their results of a research executed together with the European Association of Event Centres (EVVC) and the prestigious Fraunhofer Institute. Don't miss the 'Future Meeting Space' study!

Both studies point out the importance of technical infrastructure and in particular the availability of high speed connectivity to the Internet. And exactly this - enhanced high-speed Internet access - has been announced by Singapore EXPO Convention and Exhibition Centre and by the Walter E. Washington Convention Center in Washington DC, USA.

Meet Puerto Rico has announced enhanced Social Media Offerings for Planners and the Nice Convention Bureau, France has announced their new website. But enough of technology! At IMEX in Frankfurt's Association Day Solutions are introduced on the important question of 'how to remain relevant'! And - in case you received a Hosted Buyer Invitation for IMEX hand you have not yet applied: the application will close today - so be quick if you wish to register!

World Travel Market Latin America announces a significant growth in visitor and buyer interest: incredible 30%!

In Portugal we see a new Government backing for congresses in Portugal! Don't miss the information about it. The Mobile Convention London will be held on March 10 with a strong focus on mobile engagement strategies! An event not to miss!

Last, but not least here are two new cooperations: cievents acquired the Flight Centre Travel Group Hong Kong and AlliedPRA and venuesworld.com have formed a strategic global partnership.

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

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IMEX IN FRANKFURT: ASSOCIATION DAY - VALUABLE SOLUTIONS TO KEY QUESTION 'HOW TO REMAIN RELEVANT'

Association executives from 40 countries will be discovering and developing solutions to the vital industry question - 'how to keep your association relevant' - to potential and existing members at this year's IMEX Association Day. This unique annual event is taking place on Monday 18 April 2016 at the Sheraton Frankfurt Airport Hotel.

From the packed programme of discussions, presentations and networking they will gain valuable insights from peers and expert speakers about the ways that associations are tackling this issue, including demographic, financial and technological perspectives.

For the first time this year, the Day will open with a keynote session. The engaging speaker will be Charles Leadbeater, a leading authority on innovation and creativity who advises major internationally known organisations such as the BBC, Vodafone, Microsoft and Ericsson.

A number of the sessions have been designed and will be co-delivered by leading industry

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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 Down-Under - An Australian Business update ASIA On Promotion: Malaysia, Singapore and Thailand
In:Vitation	Hosted buyer Invittion IMEX in Frankfurt & Stuttgart Region MICE East Africa Forum & Expo

associations including ICCA and ASAE: The Center for Association Leadership and the programme has been developed in conjunction with the International Association of Facilitators. After a networking lunch and the keynote speech, delegates will choose between four topics in each of the two afternoon sessions. The full day will conclude with relaxed drinks and dinner with invited industry guests at the popular Association Evening at the Marriott Hotel, Frankfurt.

As a result of a new partnership between the Association Management Companies Institute (AMCI) and IMEX, AMCI will for the first time hold a co-located educational programme, 'Association Management Companies – A Focused Look at Challenges & Solutions!', on the morning of Association Day. The programme is aimed at existing AMCI members and potential members.

Tina Wehmeir, CEO of the AMC Institute said, *"We are delighted to have the opportunity to partner with IMEX to provide exclusive association management company-focused education on IMEX Association Day. We have assembled a powerful line-up of thought leaders to facilitate the transfer of knowledge based on years of experience working in the association management company industry."*

More than 300 association professionals who have registered as either a Hosted Buyer or a Visitor for the IMEX trade show are expected to attend the day which is exclusively open to association executives. The event's host sponsors are the Marriott Frankfurt and Starwood Hotels & Resorts and its supporting sponsors are Business Events Australia, Vienna Convention Bureau, Jerusalem Conventions & Visitors Bureau and Your Singapore.

Carina Bauer, CEO of the IMEX Group commented: *"At Association Day 2015 we asked all participants during the opening plenary session "what is the biggest challenge associations face?" The resounding message was relevancy. Association Day 2016 is a unique opportunity for these dedicated professionals to come together with their peers and share experiences on such a vital subject. The comprehensive, highly collaborative programme will provide valuable answers to help them to tackle this major issue.*

This new partnership with AMCI is an exciting initiative for IMEX and we are very happy that AMCI and many of its international members will be joining us in Frankfurt. I am sure that AMCI members will take away valuable new knowledge and benefit greatly from the experience, not only the superb speaker sessions arranged for the morning and Association Day but also from visiting the IMEX show itself, with its extensive range of suppliers, education and networking opportunities."

www.imex-frankfurt.com

IACC MEETING ROOM OF THE FUTURE - VISIONARY GLOBAL INITIATIVE WILL TRANSFORM MEETINGS

A dynamic new initiative from the International Association of Conference Centres (IACC) is set to transform the meeting experience through a global collaboration of leaders in conference room design and furnishing, audio-visual technology, hospitality, academia and conference management. The project and initial global survey results are being unveiled at IACC-America's Connect annual conference in New York City this April. The IACC Meeting Room of the Future combines innovation and entrepreneurialism with the expertise of meeting industry professionals and planners to create both a physical and virtual meeting environment.

The program's ambitious goal is to predict and showcase a clear vision of what is new for today and what solutions need to be sought for tomorrow's meeting rooms, to deliver what clients want and need for maximum productivity. Collaboration, productivity and inspiration will be at the heart of the 2016 concept, with the plan to build on this annually.

Effective research is at the core of the initiative. IACC is surveying a broad spectrum of the industry to identify and understand needs, track current trends and innovations and determine the kinds of learning environments that foster collaboration, ideas exchange and relationship building. IACC will engage with planners, meeting hosts, delegates, operators and suppliers, and is partnering with Meeting Professionals International (MPI) on a survey involving 1000 of the association's members.

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
In:Centive	Lisbon, Portugal in 2016: New Incentive Options Complement the city's Offerings Berlin, Germany: Event Highlights 2016
In:IMEX	Tailored Business Opportunities at every step of the Way 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!

FRANCE: DESTINATION NICE INTRODUCES NEW WEBSITE

Nice enjoys international attractiveness and high spontaneous awareness abroad, particularly in the field of business tourism, aspects which are enhanced by its quality infrastructure.

The city, located between the Mediterranean and the Alps is ideal for holding conventions and enriches all occasions. Nice benefits from a culture of know-how fine-tuned with the experience of organizing seminars, incentives and other world-class events for which the experience and skills of professionals are at your service.

For more information about Destination Nice visit The New Nice Convention Bureau Site. The site offers a more appealing, more practical and a more responsive design. The official site of the Nice Convention Bureau now adapts to the size of your screen.

Discover the new site from your computer, smartphone or tablet...

www.en.meet-in-nice.com

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PUERTO RICO: MEET PUERTO RICO PROVIDES SOCIAL MEDIA OFFERINGS FOR PLANNERS

Planner feedback to Meet Puerto Rico states that attendance and engagement are two key elements to ensure a successful convention or conference. They regularly cite social media as not only one of the biggest opportunities, but also one of the biggest challenges for the industry. Meet Puerto Rico's answer is

The project will address the most challenging issues facing the meetings industry today while showcasing the most innovative and useful aspects of tomorrow's meeting room. Access to sufficient bandwidth is clearly a critical issue and one that demands thoughtful study and careful investment in equipment and training. As the industry becomes even more global, conference venues must offer first-rate teleconference services. The rapidly expanding number of new mobile devices used by planners and attendees demands powerful, high-speed connectivity that can host any number of devices and any group or number of groups. „Connectivity affects every aspect of the meeting experience,“ Mark Cooper asserts. „Super high-speed Wi-Fi is essential throughout the facility as part of security and privacy, critical communications within the meeting experience and with colleagues beyond, sustainability and guest services.“

www.iacconline.org

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ITE & MICE Hong Kong for MICE & Affluent Travels

International Travel Expo

 香港國際旅遊展

MICE Travel Expo

 商務及會展旅遊展

Co-locating MICE and leisure, ITE & MICE Hong Kong drew over 600 exhibitors from around 50 countries and regions. It highlights affluent travels including themes like Overseas Wedding, Cruise and Sport Tourism etc and FIT travels. Around 2500 of its visitors in two trade days (require registration) are from MICE and corporations, and 6000 regional travel agents. Its MICE seminars include "Corporate Travel / Event Management", "Event Technology" and "MICE Destinations" etc.



Organized by TKS Exhibition Services Ltd, ITE & MICE is supported by China National Tourism Administration and Hong Kong Tourism Board etc. ITE & MICE 2016 is from June 16 to 19, 2016 at Hong Kong Convention & Exhibition Centre, and optional B2B and B2C programs available. For enquiry of exhibiting and visiting, please send email to travel@tkshk.com or contact the Organizer, TKS at +852 3155 0600 or visit www.itehk.com

GERMANY: GCB LAUNCHES NEW RESOURCE FOR PLANNERS - SHARING ECONOMY, PERSONALISATION AND TECHNOLOGY: THE FUTURE OF MEETINGS AND CONGRESSES

New formats, virtual spaces and digitalised services are all set to make an impact in meetings of the future according to a new study. The German Convention Bureau (GCB) along with the European Association of Event Centres (EVVC) has partnered with the renowned Fraunhofer Institute, Europe's largest application-oriented research organisation, on an extensive research project, creating a compelling new toolkit for meeting planners.

This free toolkit is the first outcome of the "Future Meeting Space" study, examining trends, innovations and developments in society as well as their potential influence on the events sector.

The results so far of the two year study have been compiled into an innovation catalogue highlighting 30 key innovations that are of vital importance for meetings and events. These include trends which are set to impact the industry immediately as well as insights that will shape the future:

SHARING ECONOMY this increasingly impacts on the way people travel and do business. This shift towards a more collective mindset has resulted in delegates wanting to share experiences and interact, with networking no longer a fringe activity but increasingly becoming the main focus of events.

PERSONALISATION traditional programme formats don't cut it, participants at meetings and events expect the programme and content to be tailored to their individual needs along with opportunities for participation. For example, delegates want to input into the choice of speakers and follow a personalised schedule at the event, helping to boost both professional and personal development.

Eleventes a suite of social media services making outreach simple and affordable for today's busy planners and a way to build attendee engagement.

Eleventes Offering Details

Eleventes guides conference organizers to select the tools that are just right for their needs. They can choose from more than 200 tactics to better leverage social media before, during and after an event. The goal is to create new content that resonates with the audience, building higher attendance by leveraging the social media connections of already registered attendees, and boosting sponsorship values. It also provides up to a full year of social media support, starting when the event is still in the planning stage with pre-event promotion to on-site engagement and attendee networking through its completion and beyond.

The activities include:

- » Attendance boosters - Drives attendance by using social media - one of the most cost-effective ways - to create buzz and excitement for your event.
- » Attendee Engager - Higher attendee engagement increases value for all parties involved. Eleventes allows the planner to use social media to create more memorable events and foster more meaningful connections, better mobile experiences and higher attendee productivity.
- » Membership Maximize - A social media presence is critical for any association that wants to stay connected with members, especially millennials. Eleventes will help associations boost membership.

Sponsor Enhancer - Social media connects sponsors with the planner's audience, helps create brand awareness or drive traffic to the trade show floor providing value.

Destination Marketing Organizations (DMO's) also recognize social media as a significant opportunity -- in the DMAI Destination Next study, social media was named as the number one trend to have an impact on marketing a destination.

www.meetpuertorico.com

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SINGAPORE: NEW COMPLIMENTARY, HIGH-SPEED WI-FI SYSTEM FOR FASTER, SEAMLESS CONNECTIVITY AT SINGAPORE EXPO

The Singapore EXPO Convention and Exhibition Centre has raised the benchmark in Asia's

MULTI-GENERATION CONTENT SHARING the inter-generational exchange of information and experience between industry veterans and newcomers is becoming increasingly important in order to maintain the existing level of knowledge and foster new ideas.

TECHNOLOGY technological innovations will continue to shape the meetings and events sector: 3D presentations, digital interpreters and holograms all enable communication and co-operation across vast distances, create virtual spaces and expand the reality that people can experience.

SECURITY participants at events will give greater consideration to the issue of security in the future, both in virtual and real settings.

MOBILITY alternative mobility concepts and means of transport, for example car-sharing, electric mobility (including public transport) or even drones, are set to make an impact.

INFRASTRUCTURE sustainable materials and designs, remote area Wifi access, innovative payment systems and entrance controls will play a major role in the future in the infrastructure for events.

Matthias Schultze, Managing Director of the GCB, explains: *“In order to build on our expertise and continue to provide a relevant offering for meetings and congresses, it is vital to look ahead to trends and developments that will affect our sector. Our extensive study has delivered some truly insightful results which will prove to be a valuable resource for planners, enabling them to build new thinking and best practices into their upcoming programmes.”*

EVVC President Joachim König adds: *“‘Future Meeting Space’ has gathered comprehensive material which event professionals can put into practice straight away as well as provide them with ideas for future planning.”*

The parties involved in the innovation network include the consortium leaders GCB and EVVC, the project manager Fraunhofer Institute for Industrial Engineering IAO as well as research partners KFP Five Star Conference Service (event management and AV leadership), SevenCenters of Germany (marketing alliance between the seven largest conference centres in Germany including Berlin, Cologne, Dusseldorf, Frankfurt, Munich and Stuttgart), visitBerlin Berlin Convention Office, the National Tourist Board of North Rhine-Westphalia and Drees & Sommer (architecture).

Further information and highlights of the innovation catalogue *“Future Meeting Space”* are available at www.germany-meetings.com/future

www.germany-meetings.com

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PORTUGAL: NEW GOVERNMENT BACKING FOR PORTUGUESE CONGRESSES

Portugal’s business tourism sector is to receive a two-pronged Government-backed boost to its future development.

The 200 industry specialists attending the 4th APECATE Congress enjoyed a positive opening session when Secretary of State for Tourism, Ana Mendes Godinho, announced the creation of a specialised team to capture congresses and events and Government plans for the introduction in 2017 of a new tax package for the tourism sector.

Almost 200 specialists from across Portugal’s conference, incentive travel and outdoor events sector gathered in Ilhavo for two days of intensive conference sessions dedicated to examining a wide-ranging array of ways of “Capturing New Business”.

The event, took place at the historic fishing town’s recently-opened Montebelo Vista Alegre Hotel, tackled a provocative programme featuring international and nationally-recognised speakers.

Issues covered included:

- » Conditions and demands involved in company internationalisation.
- » The challenge of territorial planning when growth in tourist demand makes the task of achieving compatibility between visitors’ and inhabitants’ interests more complex.
- » The new promotional tools and the capture of business in a fiercely competitive world dominated by the volatile interests of consumers who see proposals from business executives only to the extent the latter are able to capture their attention.
- » The sector’s financial resources -- different objectives set amid its imbalances, problems

MICE industry by introducing *Wi-Fimax*, a new high-speed Wi-Fi system following an extensive upgrade to its infrastructure. With this enhanced system, all visitors to Singapore EXPO and its convention wing MAX Atria will enjoy a complimentary Wi-Fi service of up to 2Mbps with immediate effect.

Working with its telecommunications partner, M1, Singapore EXPO is now able to offer seamless connectivity to more than 15,000 concurrently active devices, the highest in Asia -- to all 10 exhibition halls at Singapore EXPO and 32 meeting rooms at MAX Atria. The infrastructure upgrade includes two high-speed fibre broadband connections for redundancy and the most advanced wireless access points, both designed for optimal performance due to continuous operation; and workload generated from concurrently active devices.

Wi-Fimax is a highly resilient system and has been future-proofed to meet the demands of mega events that require flexibility and scalability. The enhanced system also supports premium connectivity access such as customisable bandwidths for special events and event organisers looking for additional connectivity.

The complimentary Wi-Fi service is suitable for webmail, social media and normal internet browsing. Event organisers who require higher bandwidth over 2Mbps have the option to increase the bandwidth according to their requirements.

From now until 31 March 2016, all new business event bookings confirmed at Singapore EXPO and MAX Atria will be extended a complimentary, customised landing page for the event, along with an increased bandwidth of up to 10 Mbps.

www.singaporeexpo.com.sg

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USA, WASHINGTON DC : EXPANDED FREE WI-FI SERVICES AT THE WALTER E. WASHINGTON CONVENTION CENTER

Events DC, the official convention and sports authority for the District of Columbia, announced substantial expanded complimentary Wi-Fi services across the 2.3 million-square-foot Walter E. Washington Convention Center available this spring. As a world-class convention facility in our nation’s capital, Events DC will work with Smart City, its exclusive technology services partner, to enhance its Wi-Fi service. This enhancement will allow Convention Center attendees to stay

and delays.

- » Portugal's position in the world of Adventure Tourism and the importance of sustainable policies for the development of the sector.
- » And finally, the vexed matter of taxation as it impacts tourism, explained in a session which proved too short given the many doubts raised by delegates.

Summaries of all sessions are to be placed on the Congress website:

www.congresso-apecate.com

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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 9-11, 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 cities 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

Click here to apply: survey.micemm.com/index.php/374368/lang-en

UK: MOBILE CONVENTION LONDON RETURNS TO CHURCH HOUSE

CM Telecom is bringing Mobile Convention London back to Church House, with the event expected to attract an even bigger audience.

The one-day event will be held on March 10 and focusses on mobile engagement strategies. It was held in London for the first time last year following on from the success of previous Mobile Conventions held in Amsterdam and Brussels. It attracted world-renowned brands including Google, Blippar, Unilever and MobileGroove with even more organisations and attendees expected to support the second edition of the event.

Mobile Convention London offers broad insights into the future of mobile landscapes and showcases the business possibilities of new technologies and application, with Church House providing the backdrop for interactive presentations and panel discussions with international speakers, networking and a high tech playground.

Hodny Benazzi, General Manager of CM and founder of Mobile Convention London, comments: *"Since Mobile Convention was first held in 2010 it has grown substantially. Our first Mobile Convention London at Church House was a huge success and we anticipate it will be even bigger this year, featuring an exclusive conference program with mobile visionaries and best practice cases combined with the invaluable opportunity to participate and network."*

www.churchhouseconf.co.uk

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connected on the go.

This expanded service will enable attendees visiting the Convention Center a level of complimentary Wi-Fi service to complete routine tasks such as checking email, utilizing social media tools and navigating online platforms and applications, hassle-free while enriching the guest experience. This enhanced Wi-Fi capability will also allow attendees the ability to get online with ease without depleting their personal mobile data.

This technology upgrade creates the opportunity for Events DC and its attendees to communicate and engage effortlessly with real-time information exchange inside any space across the bustling halls of the Convention Center - while further building an environment to tap into client and attendees ever-evolving digital needs. Upgraded Wi-Fi options will still be available for purchase.

Events DC also remains focused on additional long-term technology enhancements within the Convention Center including the placement of additional digital signage, interactive wayfinding kiosks, and digital transit displays. Respective additions are expected to be unveiled throughout 2016.

The Convention Center; located in the heart of Washington, DC; is equipped to handle events of all sizes up to 42,000 attendees. It is defined as one of the most energy-efficient buildings for its size and includes a range of mixed-use exhibit spaces, including 198,000 square-feet of flexible meeting space, 77 break-out rooms, and the largest ballroom in the Mid-Atlantic region.

www.eventsdc.com - www.smartcitynetworks.com

HONG KONG: FLIGHT CENTRE TRAVEL GROUP ENHANCES CIEVENTS NETWORK

The Flight Centre Travel Group (FLT) is expanding in Hong Kong after acquiring one of the leading local event management and production company, Maya Events - established 2005 and further expanded in 2011 - to its Greater China operation to boost its presence in the rapidly expanding Meetings, Incentives, Conferences and Exhibitions/Events (MICE) sector.

FLT Hong Kong managing director David Fraser said the acquisition would add scale to the company's existing cievents operation in Hong Kong and complement the services that cievents currently offered locally. Maya Events specialises in conferences, exhibitions, galas, charity functions, parties, private functions and

WTM LATIN AMERICA 2016 SEES 30% INCREASE IN VISITOR AND BUYER

INTEREST

WTM Latin America, which takes place between 29 -- 31 March alongside the 45th Brazil Business Meeting, has seen phenomenal visitor and buyer interest with pre-registered figures almost 30% up on 2015. This increase in interest will result in WTM Latin America 2016 becoming the best event yet, taking place for a second year running at the Expo Centre Norte, which is conveniently located in the vibrant city centre of Sao Paulo.

The event which is expecting 8,000 visitors and buyers will also exceed the US\$363 million in business deals and contracts that were signed both during the event last year and in the months that followed. The increase in visitor and buyer interest can be accredited to the number of significant initiatives which have been improved and perfected over the last four years of the event.

Among them is the Business Tourism area hosted by ALAGEV (Latin American Association of Event Managers and Corporate Travel). The area was added to the exhibition floor last year to host global travel management companies (TMCs), airlines, hotels and technology suppliers.

A variety of networking events are available for delegates to take advantage of, including the WTM Buyers' Speed Networking and WTM Hosted Buyers' Speed Networking sessions, where exhibitors have the chance to meet with the top quality travel buyers from the industry. Additionally there is a dedicated session solely for Exhibitors to meet with leading Latin American media outlets and Bloggers.

The vast seminar and conference programme, which is free to attend, is also key to this huge increase in registrations for the show. Delegates are given the help and guidance to keep up-to-date with all the latest industry trends, forecasts and breaking news.

There will also be many new exhibitors attending WTM Latin America for 2016 including El Salvador Tourism Board, Culture and Tourism Ministry of Bolivia, Israel Government Tourist Office, Visit Orlando, Visit Florida and Visit California.

www.wtmlatinamerica.com

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ALLIEDPRA FORMS STRATEGIC GLOBAL PARTNERSHIP WITH [VENUESWORLD.COM](http://venuesworld.com)

AlliedPRA, Inc., global DMC, has announced its new strategic global partnership with venuesworld.com, a local venue-finding and DMC in more than 25 countries across Europe, Middle East and Asia. AlliedPRA Chairperson Denise Dornfeld, CIS announced that AlliedPRA will serve as the preferred DMC in North America while partnering with venuesworld.com as one of its strategic partners for international program requests.

The partnership is designed to provide cross-promotional opportunities to effectively service clients seeking program operations in the international market, covered by the two companies. Through its online portal and strategic destinations offerings, venuesworld.com provides a simple gateway for international companies to connect with local expert knowledge and event support for corporate meetings and conferences, with the added value of local supplier relationships and rates.

venuesworld.com serves as the single point of contact and provides uniformity in service quality and delivery across all destinations. The partnership offers a centralized and streamlined delivery of service offerings with direct oversight at the destination level. This model allows for client and event knowledge to seamlessly transfer from one destination to another. In addition to the DMC services, venuesworld.com also serves as a local venue sourcing service for clients.

The combined global reach of destinations and programs operated makes the partnership one of the leading sources for destination management services worldwide. The new strategic partnership positions AlliedPRA on an expanded global front to serve the various needs of its international client base, while continuing to dominate the North American marketplace.

<http://alliedpra.com> - www.venuesworld.com

globalsales@AlliedPRA.com

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product launches and has customers spanning the corporate, government, and not-for-profit sectors.

The company's core services include:

- » Event management and coordination
- » Decoration and production
- » Creative services and content production
- » Design and printing
- » Audio-visual, lighting and special effects
- » Entertainment
- » Onsite and other wide ranging support

cievents global general manager Natalie Simmons said: "Maya gives cievents a stronger presence in an important market and also a platform for further growth in Asia. As a full service agency for the corporate market providing specialised services in logistics and creative services the Maya acquisition is an important step in our growth strategy ensuring we are delivering on our client value proposition in all markets in which we operate. The Maya acquisition complements all of our current offerings enabling us to instantly provide added value to our already existing strong & growing customer base."

cievents was founded in Australia more than 30 years ago and has now offices in Australia, the USA, Canada, the UK, New Zealand, South Africa and Hong Kong. Further expansion is planned this year, with a Singapore office set to open in April 2016.

www.cievents.com - www.flightcentre.com

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MICE:destination



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IN OUR ARCHIVE.

