



FEBRUARY 2019

## PUBLISHERS NOTE

Dear Reader!

This month we're coming up with two hosted buyer invitations for European buyers: IMEX in Frankfurt and The Meetings Show in Olympia London. Please see information below and on <http://micemm.com/index.php/hosted-buyer-events>.

We're featuring IMEX' preview of this year's Exclusively Corporate Programme in Frankfurt and GCB's presentation of the second phase result of 'Future Meeting Space'.

How do you support eradicating human trafficking within the framework of your events? Please see our coverage on PCMA's commitment to combat child exploitation!

Halifax Convention Center celebrates its first anniversary – time for a first review. In Sweden, Åbymässan is the country's latest multifunctional venue making Easyfairs the county's largest venue provider.

In the USA, New Orleans International Airport is set for future growth with the ope banners toeing of its new Terminal in mid-May and Acomodeo opens its new interface for safety monitoring with A3M Global Monitoring to its customers.

Thank you for your time. You are welcome to share this edition with your colleagues using the button at the right side.

Best regards

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### HOSTED BUYER PROGRAMMES

#### IMEX IN FRANKFURT

21 - 23 May 2019  
Frankfurt, Germany  
For European Buyers  
2- or 3-day attendance

#### THE MEETINGS SHOW

26 to 27 June 2019,  
Olympia London, London, UK  
For European Buyers  
1-, 2- or 3 day programmes

PLEASE SEE THE DETAILS BELOW!

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## HOSTED BUYER INVITATION: IMEX IN FRANKFURT

EVENT DATES: 21 TO 23 MAY 2019

EDU MONDAY: 20 MAY 2019

### ARE YOU INTERESTED IN ATTENDING IMEX IN FRANKFURT AS A HOSTED BUYER?

IMEX in Frankfurt is one of the most important shows in our industry. With more than 65,000 appointments, around 3,886 Hosted Buyers; more than 4,942 trade visitors and 3,500 exhibiting companies representing 160+ countries in 2018 and further growth projection for 2019 the event is without doubt one of the must-visit trade show in the meetings industry. We are delighted to invite you to attend apply to our hosted buyer group for IMEX in Frankfurt today.

Click here to apply:

<https://portal.imex-frankfurt.com/hbreg.php?unique=5b9241a3155f2&type=buyer&exc=0>

### QUALIFICATIONS

To be accepted on to the Hosted Buyer Programme, all applicants will be required to demonstrate the international business that they have responsibility for or are looking to place. IMEX Group will then qualify the application based on the established criteria of the IMEX Hosted Buyer Programme.



## EXCLUSIVELY CORPORATE AT IMEX – THE ALL-STAR LINE UP

### ALL-STAR LINE UP - INTERNATIONAL OLYMPIC COMMITTEE BARCLAYS, CISCO, MICROSOFT AND KPMG AT EXCLUSIVELY CORPORATE AT IMEX

The International Olympic Committee Barclays, Cisco, Microsoft and KPMG, are among some of the world's biggest, pioneering companies sharing their approach to events at [Exclusively Corporate](#) taking place on Monday 20 May, the day before IMEX in Frankfurt.

Exclusively Corporate has been carefully created in direct response to feedback from corporate event professionals who have shared the issues and topics they'd like to see covered. As a result, the programme sees heavy hitters in the industry deliver sessions which tap into current market needs.

Please find detailed information about the hosted buyer programme on this webpage:

<https://www.imex-frankfurt.com/attendees/how-the-hosted-buyer-programme-works>

### THE PROGRAMME INCLUDES:

Optional Attendance at SmartMonday for all delegates! Please check Monday's fantastic programme here before applying to the hosted buyer programme!

#### For European Buyers:

- 2 full days of attendance at IMEX in Frankfurt - 22 and 23 May 2019 and the chance to meet at least 16 suppliers of your choice prearranged yourself through the IMEX appointment system;
- Option to extend your attendance to 3 full days at IMEX in Frankfurt - 21 to 23 May 2019 and to meet at least 24 suppliers
- Transportation: Economy class flights from selected destinations or - for delegates travelling inside Germany train tickets - to/from Frankfurt;
- Accommodation one night in 4/5 star accommodation in Frankfurt for your programme dates - two nights for buyers attending all 3 days - and selected ground transportation in Frankfurt
- VIP Services: Access to the IMEX hosted buyer lounge, free Wi-Fi and complimentary refreshments.

**Important:** to attend 3 full days at IMEX, or to attend Smart Monday please choose the Group MICE Media Marketing - Europe and include the request for the extension to 3 days and/or EduMonday in the box below the programme before clicking the NEXT-button! If you attend IMEX during all 3 days, your hotel room will be covered by IMEX accordingly. Additional nights to attend EduMonday need to be covered by yourself.

#### Travel Coordination

European buyers will find the list of available gateways and selected flights in the application. Should you require different travel arrangements, you may opt to arrange your travel yourself and IMEX will refund the ticket. Ticket refunds are limited to your destination's banding amount.

If you wish to extend your stay, please add this information in the text box underneath the group selection box.

**Please note that all seats for buyers outside Europe are already taken.**

#### Exclusions

The arrangement does not include additional expenses such as meals, any personal extras at the hotel. These should be settled directly with the hotel upon your departure, hotel upgrades, taxi fares if arriving / departing outside Hosted Buyer Programme dates, visa application fees, travel Insurance...

You must ensure that you have comprehensive travel insurance to cover your trip to attend IMEX in Frankfurt. Please don't hesitate to ask for details.

An additional hotel night to attend EduMonday is not included in the hosted buyer package.

Please see the IMEX travelling information and terms & conditions.

Application Link: <portal.imex-frankfurt.com/hbreg.php?unique=5a09cc0d5ee7a&type=buyer&exc=0n>

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## HOSTED BUYER INVITATION: THE MEETINGS SHOW, OLYMPIA LONDON

26 - 27 JUNE 2019, LONDON, UK

### EUROPEAN BUYERS - BE PART OF OUR GROUP

Now in its seventh year, The Meetings Show has firmly established itself as the premier event for the UK inbound and outbound meeting industry and is a must-attend event for anyone looking to get inspired, learn about the latest innovations and take advantage of the unrivalled networking opportunities on offer.

The show will once again be located in Olympia London from 26-27 June 2019.

Attending the show as a hosted buyer really is the ultimate way to experience the best of what The Meetings Show has to offer:

- Time efficient: Source and meet suppliers by designing your itinerary ahead of time. Book appointments via your own personalised online diary with the suppliers YOU want to see, when YOU want to see them.
- Flexible attendance options: Choose from 1, 2 or 3 day attendance.
- Most Effective: Benefit from complimentary travel to and from London.
- VIP Treatment: Receive complimentary accommodation in a 4-star London hotel, with access to exclusive lounges and invitations to an array of fantastic networking events.
- Education: Take advantage of a dedicated conference programme with premium content designed to engage and inspire, including our hosted buyer only pre-show conference.

**APPLY NOW! ON [HTTP://TMS19.EVENTREFERENCE.COM/GROUP/MMM/](http://tms19.eventreference.com/group/mmm/)**

Click on the personalised link above to begin your application. Please take the time to fill in the application form carefully. Your registration will then be validated by external qualifiers and the organisers.

For further details on the hosted buyer programme and everything you need to know about attending, please visit [www.micemm.com/index.php/hosted-buyer-events/the-meetings-show-2019](http://www.micemm.com/index.php/hosted-buyer-events/the-meetings-show-2019) or [www.themeetingshow.com/visit/hosted-buyer-programme](http://www.themeetingshow.com/visit/hosted-buyer-programme)

Bob Bejan, Global Head of Events at Microsoft delivers a session 'Experiential marketing...what's next?', detailing how to use technology to connect with customers on a more personal level. Marketing Director of Cisco Systems, Gerd de Bruycker, will share his advice on 'Connecting events with your overall marketing mix' and – in line with IMEX's focus on Imagination this year – Nicola Wedge, head of events at Barclays Bank, will talk 'Innovation and creativity in the corporate world.'

#### TIME. TECHNOLOGY. TALENT

The International Olympic Committee's association director of events and hospitality, Panos Tzivanidis, will focus on the '3Ts – time, technology and talent', looking ahead to the future in his session 'Managing operationally complex global events'.

The [packed programme](#) at the dedicated and free half-day event for corporate meeting, event or travel planners is delivered via case studies, presentations and panel discussions, combined with peer to peer networking. Attendees can then choose one of three streams to best fit their needs – Learning Labs focusing on ROI, engagement technologies or event design.

Carina Bauer, CEO of the IMEX Group, explains: *"Talking to corporate meeting and event planners around the world, we're aware that they're under pressure to create and deliver imaginative and impactful events - time and time again. We've therefore worked with them to research and create a highly topical and relevant programme which meets their needs. Exclusively Corporate is a unique opportunity for truly bespoke learning and networking, with the aim of arming in-house executives with the tools to craft fresh event experiences."*

Exclusively Corporate at IMEX is for all corporate executives where meeting and event planning forms part or all of their job. The programme combining expert-led education, informal discussion and peer to peer networking has been designed to spark the imagination and help planners create events that challenge, excite and inspire real change.

Following Exclusively Corporate, planners can then meet exhibitors from across the world and do business at IMEX in Frankfurt, taking place 21 – 23 May. With 3,500 exhibitors from 150 countries under one roof, the show enables attendees to dive into the heart of the global meetings industry, meeting destinations and suppliers and to trial latest technologies.

For further details about Exclusively Corporate and to register (no charge!) [click here](#).

IMEX in Frankfurt 2019 takes place at Messe Frankfurt from 21 -23 May, with EduMonday, its pre-show day of learning and insights, on Monday 20 May.

Are you interested in the hosted buyer programme? We still have seats available for EUROPEAN buyers!

To apply as a EUROPEAN hosted buyer, please click the partner event button:

**Hosted: Buyer  
Partner Event**

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

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**EVENTS AS TRENDSETTERS FOR  
KNOWLEDGE TRANSFER:  
INTERNATIONAL RELEASE OF**

We hope you can join us at The Meetings Show 2019 as part of the MICE Media Marketing hosted buyer group. If you have any queries, please do not hesitate to contact the hosted buyer team on [hosted@themeetingsshow.com](mailto:hosted@themeetingsshow.com)

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## PCMA AND BUSINESS EVENTS TO HELP ERADICATE HUMAN TRAFFICKING

PCMA has committed to combat child exploitation by signing The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. In partnership with ECPAT-USA, The Code is the only voluntary set of business principles that companies and organizations in the travel, business travel and tourism industries can implement to prevent and eradicate the trafficking and exploitation of children.

The initiative forms part of the association's new vision that business events drive social positive transformation. Its commitment to The Code and partnership with ECPAT-USA, which engages with the private sector to drive innovation in protecting children around the world, will see the world's largest network of business events strategists advocate, build awareness and act on the issue.

The signing of The Code was announced by PCMA Foundation Chair and President of Maritz Global Events, David Peckinpaugh, during the association's annual Convening Leaders conference, taking place from Jan. 6-9, 2019 in Pittsburgh, Pennsylvania.

"As an industry, currently worth over \$150 billion, we have the power of advocating and raising awareness of the human trafficking epidemic, and have a stronger voice for the vulnerable, whose opinions and opportunities have been taken away from them", said Peckinpaugh. "Together with ECPAT-USA and other participating organizations, we are committed to doing everything in our power to end human trafficking."

Alongside other industry experts, Peckinpaugh will present a session at Convening Leaders taking an in-depth look at the human trafficking epidemic.

"One of ECPAT-USA's main focuses — and essential tools for ending child sex trafficking — is engagement with the private sector, including ensuring as many associates in the travel industry are educated about this urgent issue", said Michelle Guelbart, director of private sector engagement at ECPAT-USA. "This new collaborative partnership with PCMA helps expand that mission to thousands more and will help protect countless more children from exploitation."

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## ONLINE: SAFETY MONITORING - ACOMODEO'S NEW INTERFACE TO A3M GLOBAL MONITORING

[www.Acomodeo.com](http://www.Acomodeo.com), the world's leading digital provider of serviced apartments, will offer its business travel customers maximum security in the future. Together with A3M, the company has created an interface to the global monitoring system of the Tübingen-based expert for crisis early warning systems. The interface already went into operation with the first joint DAX customer — more to follow.

The integration of Global Monitoring will enable an automated comparison of travel data from the booking system with sources of imminent danger. The A3M team continuously records emerging risks from more than 500 news sources worldwide, ranging from news agencies and social media to earthquake and hurricane monitoring centers. If, for example, an employee is staying in a city where political unrest is imminent, the Global Monitoring system automatically informs the employee and their employer about the source of the danger via e-mail or SMS and provides corresponding tips on how to act further. With the new function, Acomodeo is once again noticeably expanding its comprehensive service package and responding actively to customers' needs with its duty of care tool. Through the newly developed interface other providers such as np4 and iSos can also be connected, in order to accommodate the needs of large clients better.

"Nowadays, security is a major factor for business travelers and their employer", comments Isabell Ernst, Head of Sales at Acomodeo. "We are very happy to be able to offer customers the highest level of security in the future and allow them to even better integrate Acomodeo into their process. A3M, with its expertise and years of experience in the field, is the ideal partner."

A3M is one of the leading providers of early warning systems. Its users originate from the business travel sector of small and medium-sized businesses as well as large companies and groups. In addition to customers in the business travel segment, the Tübingen-based company also provides crisis alerts for major tour operators in the leisure travel sector — including TUI, Thomas Cook, FTI and Dertour. The German Travel Association (DRV) even declared the company as the industry standard.

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## CANADA: HALIFAX CONVENTION CENTRE CELEBRATES ONE-YEAR ANNIVERSARY

The Halifax Convention Centre is celebrating its one-year anniversary since its first client event was hosted in January 2018. Since opening in December 2017, the Halifax Convention Centre has hosted over 140 events and over 90,000 guests, including 44 national and international conventions. These events have generated an estimated \$60 million in new money for the province.

The centre worked with local organizations and partners to create a full Nova Scotia experience for their clients and guests. This included a partnership with Tourism Nova Scotia to feature a Visitor Information Centre and a Taste of Nova Scotia pop-up booth available for national and international conventions. The

## "FUTURE MEETING SPACE" RESULTS

THE GCB GERMAN CONVENTION BUREAU TODAY PRESENTED THE RESULTS OF THE SECOND PHASE OF ITS "FUTURE MEETING SPACE" RESEARCH PROJECT AT THE 2019 PCMA CONVENING LEADERS CONFERENCE IN PITTSBURGH TO AN INTERNATIONAL AUDIENCE. THE RESEARCH WAS FUNDED BY THE PROFESSIONAL CONVENTION MANAGEMENT ASSOCIATION AND PROVIDES INSIGHTS INTO ATTENDEE TYPES AND SUCCESS FACTORS AS WELL AS RECOMMENDATIONS FOR ACTION. MORE INFORMATION ON [FUTURE-MEETING-SPACE.COM](http://FUTURE-MEETING-SPACE.COM)

Frankfurt am Main/Pittsburgh, January 8, 2019: "How to create successful events?" – this was the core question of the second research phase of the "Future Meeting Space" innovation alliance. The answer, in a nutshell: to satisfy attendees, event planners should focus on knowledge transfer as well as surprising or disruptive elements that bring about a change, plus individually respond to the requirements of different attendee types.

Based on the data from an online survey that was conducted between September 2017 and June 2018, the Fraunhofer Institute for Industrial Engineering IAO that is part of Fraunhofer Society, Europe's largest application-oriented research organisation, as project manager and the GCB and European Association of Event Centres (EVVC) as lead managers developed attendee types, success factors and recommendations for action. Other research partners were KFP Five Star Conference Service GmbH, Panasonic Europe GmbH, Sennheiser electronic GmbH & Co. KG, SevenCenters of Germany, Tourismus NRW e.V. and VDE Konferenz Service in cooperation with m:con - mannheim:congress GmbH.

### SIX ATTENDEE TYPES AND SIX SUCCESS FACTORS

Socio-demographic facts as well as a range of indices were clustered and resulted in six event attendee types. They represent different degrees of tech-savviness, they differ in their communication behaviour, they are either more or less career-focused and can be found in different levels of their organization. Depending on the attendee type, age and gender also come into play.

The Fraunhofer Institute for Industrial Engineering IAO used the survey data to identify six success factors for events that are correlated and interact. Above all, satisfaction as the "meta" factor is largely influenced by the two other factors knowledge transfer and disruption: attendees are happy with events if they learned something new that they can apply in their everyday work and if events surprised them or triggered changes. Networking, interaction and use of digital technologies are further success factors.

### RECOMMENDATIONS FOR ACTIONS: CHECKLIST FOR MEETING AND CONFERENCE PLANNERS

Based on the attendee types and success factors, the research partners developed precise

in-house culinary team also worked closely with local suppliers to feature their ingredients throughout the menu.

*"It has been an outstanding first year of operation for the new Halifax Convention Centre and its partners,"* said Business Minister Geoff MacLellan. *"Having a vibrant, modern convention centre is helping us welcome more visitors, drive economic growth and attract investment, for the benefit of all Nova Scotians."*

*"The Halifax Convention Centre is welcoming the world to the heart of our vibrant downtown – showcasing the food, drink, entertainment and legendary hospitality that turns delegates into return visitors to our growing city,"* said Mayor Mike Savage.

Major events the centre will host in 2019 include the National Metropolis Conference on Immigration (750 delegates), Operating Room Nurses Association of Canada (800 delegates) and the Canadian Association of Emergency Physicians national conference (800 delegates).

For the full calendar of events, visit [HalifaxConventionCentre.com/Events](http://HalifaxConventionCentre.com/Events).

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## SWEDEN: EASYFAIRS OPENS ÅBYMÄSSAN – BECOMES SWEDEN'S LARGEST VENUE PROVIDER

Easyfairs announced the opening of a new venue serving Sweden's economically dynamic Gothenburg metropolitan area. With a perfect location just a few minutes from the city centre, Åbymässan is Sweden's latest and most innovative facility for exhibitions, trade fairs, congresses and conferences. It offers 10,500 square metres / 161,459 square foot of highly customisable floor space and the facility can be expanded with the use of 20,000 m<sup>2</sup> / 215,278 ft<sup>2</sup> of outside space. In addition, there are 18 meeting rooms that can cater for 20 to 1,100 people. Plenary capacity up to 2,500 delegates and full catering, technical support for event organizers, simple logistics for exhibitors, and convenience for all visitors.

"The launch of the Åby facility is another important milestone in the strategic development of Easyfairs Nordic," commented Easyfairs President and Founder Eric Everard. "We now manage high quality venues serving Sweden's three largest cities, Stockholm, Malmö, and now Gothenburg. We look forward to hosting our own events at Åbymässan, as well as those of other organisers and entrepreneurs who would like to take advantage of the excellent facilities here."

Easyfairs has taken a strategic decision to develop venues that can host multi-format events and provide a wide range of full-service offerings to ensure an exceptional experience for a broad range of consumer and professional communities. With Åbymässan, Easyfairs now has a network of 10 venues across Belgium, the Netherlands and Sweden, hosting a very broad spectrum of events: trade shows and exhibitions, conferences, congresses, seminars, conventions and product shows, as well as concerts and sports tournaments.

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## USA: LOUIS ARMSTRONG NEW ORLEANS INTERNATIONAL AIRPORT OPENS NEW TERMINAL IN MAY 2019

Louis Armstrong New Orleans International Airport is on track to open the new 972,000 square-foot / 90,302 square meter facility on 15 May 2019.

This new, world-class terminal complex will completely replace the current facility.

The \$1 billion project includes in-line baggage screening, a consolidated security checkpoint to three concourses and 35 gates, a 2,200-car parking garage and more concessions options located down the center of aisle.

Food and beverage concessions and news, gift and specialty treat retail concessions will feature a mix of local brands representative of Louisiana and New Orleans as well as national brands that appeal to both the local and visiting passengers, including Shake Shack, Mondo, Leah's Kitchen and Midway Pizza.

The new facility is expected to increase the airport's economic impact by approximately 20% in the next five years and will support 64,000 jobs and \$6.4 billion in local spending.

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

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**LOOKING FOR INFORMATION ABOUT TRADE SHOWS AND EVENTS FOR THE MICE INDUSTRY?**

**CHECK OUR CALENDAR ON [MICEMM.COM/INDEX.PHP/INDUSTRY-TRADE-SHOWS](http://MICEMM.COM/INDEX.PHP/INDUSTRY-TRADE-SHOWS)**

recommendations for action to successfully realize events. These include, for example, dedicated support for more introvert or less tech-savvy attendees as well as tips for creating events that strike a balance between time spent on organization and what is gained from them. The research partners also recommended the use of new and innovative formats and technologies as well as visualisation aids and interactive formats to foster knowledge transfer. One interesting result of the study is the importance of disruptive elements: events that change CVs and organizations create lasting memories.

*"The study has identified realistic attendee types as they currently exist. It also highlights the most relevant success factors and reviewed some common assumptions about the effects of certain factors,"* says Dr. Stefan Rief, who heads the research unit for organizational development and work design at Fraunhofer IAO. EVVC president Ilona Jarabek adds: *"Our partners in the event sector can now identify and focus on factors that are the most relevant ones for their target group."* Matthias Schultze, GCB managing director, stresses: *"As our analysis has proven, knowledge transfer is important for events. Building on that, the planned third 'Future Meeting Space' research phase will look at the primary role events play as trendsetters for business and science."*

<https://gcb.de>

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