

# mim

MIM Europe Magazine, the meetings and incentives magazine for European corporate planners, in exclusive partnership with EUMA, the European Association of Management Assistants, supported by ECM, European Cities Marketing and Site.



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**Editor in Chief**

Marcel A.M. Vissers  
T. +32 (0)3 226 88 81  
marcel@meetingmediagroup.com

**Managing Director**

Cécile Caiati-Koch  
T. +32 (0)2 761 70 52  
cecile@meetingmediagroup.com

**International Business Development Manager**

Jesús Guerrero Chacón  
T. +32 (0)2 761 70 54  
jesus@meetingmediagroup.com

**International Business Development Manager**

Vivian Xu  
T. +32 (0)2 761 70 53  
vivian@meetingmediagroup.com

**Managing Editor**

Rémi Dévé  
T. +32 (0)2 761 70 55  
remi@meetingmediagroup.com

**Finance & Accounting**

Farhana Khan  
T. +32 (0)3 226 88 81  
farhana@meetingmediagroup.com

**Contributors**

Lane Nieset  
Katie Lau

**Address**

4 avenue des Prisonniers Politiques  
1150 Brussels (Belgium)  
T. +32 (0)2 761 70 50  
F. +32 (0)2 761 70 51  
www.meetingmediagroup.com  
press@meetingmediagroup.com

**Publisher**

Meeting Media Company  
Marcel A.M. Vissers  
Mechelseplein 23, bus 1  
B - 2000 Antwerpen (Belgium)  
www.meetingmediagroup.com

**Design & Print**

Press Point.be  
Guido Gezellelaan 109 - 9800 Deinze  
T. +32 (0)9 362 52 50 - www.presspoint.be



Marcel A.M. VISSERS  
Editor in Chief

# Incentives in 'great lengths'

So far I haven't much used the words 'great lengths' in my editorials, probably because they don't sound all that nice. Yet, today I want to use them because lately the concept of 'incentives' seems to encompass much more than was the case before. And it gets better still. A meeting guru recently wrote: *'Historically, incentive travel (in the strictest sense of the word) used to fall under MICE alongside meetings and corporate events because the final product for the supplier was the same. However, the industry*

*has grown up and started to realise it is about buyers, whose needs are different on an incentive trip than they are for a conference, trade show or corporate event. Conference organisers do not focus on the tourism impact. Tourism is not the driving factor for them. Incentive events may have knowledge-sharing components but their primary purposes are leisure- and reward-oriented, so clients are going mainly for the facilities – not for the knowledge exchange'.*

I can already hear travel organisers protest when they read this. But this is a worthwhile discussion. Whether we're talking about an incentive trip or another form of compensation, this management tool will always be part of a much wider business strategy, a strategy that aims at a 'culture of performance'. Lately we have been seeing the introduction of several 'unexpected' rewards, with a high degree of motivational potential.

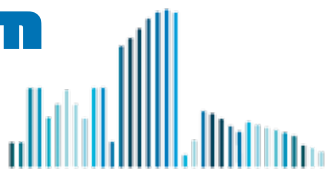
I would advise you to check-out the writings of LevelEleven blogster Kristy Sharrow, who, in no time, created 15 inexpensive sales incentives with no connection to travel whatsoever. Her point of view has the merit of being extremely clear: *'Recycling the same old sales incentives isn't much fun for your team. And more importantly, it doesn't offer optimal motivation. In fact, unexpected rewards trigger dopamine, a neurotransmitter associated with feelings of pleasure that also helps with memory formation, or learning. In other words, surprising your team will motivate them'.*

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IMEX Politicians Forum 2015

# Building & Sustaining the Meetings Industry

## 14<sup>th</sup> IMEX Politicians Forum – Collaboration is key

ECM has put every effort to encourage cities to engage with their politician, government representative or city influencer and help shape the future of the meetings industry.

Since 2002, the Politicians Forum at IMEX has provided the only high-level event to bring together industry leaders with governments' representatives and government agencies. Their understanding and support is critical to the advancement of the meetings industry. Next edition will be held in Frankfurt, 19 April 2016.

While the Forum programme and content have evolved, the one constant has been using the power of knowledge exchange to encourage a better appreciation of the benefits the meetings industry delivers to engaged destinations. Meetings and events can deliver the majority of a city's goals but this requires the meetings industry, city leaders, governments, business and academics to work across traditional organisational boundaries and policy guidelines.

This year, focused sessions, led by industry experts and politicians provided a unique platform for conversation and debate amongst politicians and government representatives at both a national and local/regional level on the topics of:

- Infrastructure and investment - Politics, finance and public investment. How are destinations funding the building and expansion of facilities and infrastructure?
- Measuring and reporting - How destinations measure the indirect and induced economic impact of the meetings industry and how they use this data.
- Destination branding - How are destinations building economies and translating the hosting of meetings and events into strong destination brands?

- Government cohesion - How do destinations achieve good collaboration between ministries within government to secure more meetings and events in targeted areas of growth?

Politicians and government officials and industry leaders addressed the top 5 megatrends shaping the meetings industry over the next 15 years, and shared their strategies for responding to the challenges and opportunities.

The IMEX Politicians Forum is a yearly event organised by IMEX in collaboration with European Cities Marketing (ECM), the International Congress and Convention Association (ICCA) and the International Association of Convention Centres (AIPC), under the auspices of the Joint Meetings Industry Council (JMIC).

[www.imex-frankfurt.com/events/forums/politicians-forum/](http://www.imex-frankfurt.com/events/forums/politicians-forum/)

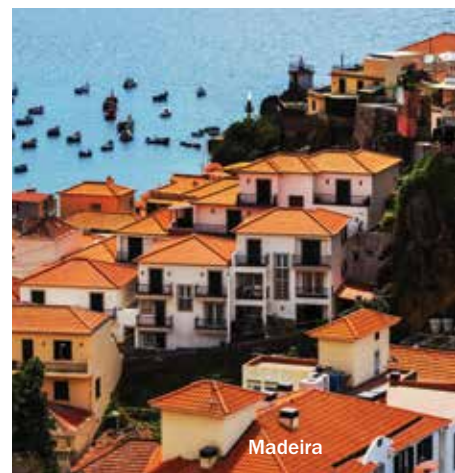
## The Sharing Economy - and how it affects your city - ECM Annual Meeting, Madeira, 8-11 June 2016

Sharing economy is here, it's a fact, and cities need to know how to balance the competition between the established suppliers of transport, experiences and accommodation on one side and the new players of the sharing economy on the other.

How has the sharing economy been positioning itself as a viable hospitality product for business travellers attending large conferences? How is the meetings industry formalising products and partnerships with the sharing economy?

Many questions arise for cities regarding sharing economy. How will they impact tourism in cities? How can cities work with the collaborative concepts and platforms? What

are their pitfalls and negative effects and how to avoid them? Is the sharing economy really just a symptom of more profound changes in consumer preferences in the urban landscape of touristic experiences? What are the demands and aspirations of the millennium travellers piloting the sharing of accommodation, transportation and experiences? All these questions will be addressed, analysed and hopefully answered at the next ECM Annual Meeting in Madeira, 8-11 June 2016, thanks to speakers and presenters from some of the big players in the sharing economy – Airbnb, car sharing, bike systems, dine-at-homes etc. – along with industry experts and academics.



Madeira

Register now on [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)

## 30<sup>th</sup> ECM Summer School & 1<sup>st</sup> ECM Academy put ECM as reference accelerator for industry professionals in Europe and worldwide

### The importance of education to face continuing changes

Since 1987, the ECM Summer School is a programme that sets out the background and context of the industry (key players, exhibitions, press, social media, sustainability, clients, intermediaries, RFP and decision making processes) with a focus on European and international best practices. The set-up of the event enables maximum interaction between students and the experienced meeting professionals that compose the faculty. The format of the school also guarantees participants to meet with as many counterparts as possible whether for challenging speakers in plenary sessions, group work, networking or socialising.

We live in a constant changing world, and the meetings industry is no exception. Ongoing education is a success factor for future business, whether you represent an important or second tiered destination. It's a crucial task for top management in each organisation, whether it is a CVB, tourist office, congress centre, airline, hotel, DMC, PCO or meeting planner, to train every employee continuously.

The faculty are all members/partners of ECM and give their time on a voluntary basis – a way of giving back to the meetings industry: Luca Favetta (Hewlett-Packard International), Paul Flackett (IMEX Group), Elisabeth Hansa (Support & Strategy on demand), Cécile Koch (Headquarters & MIM Magazines), Cain Leathem (GB Fitness), Heike Mahmoud (Visit Berlin, Berlin Convention Office), Christian Mutschlechner (Vienna Convention Bureau), Nicola McGrane (IAPCO), Miguel Neves (IMEX Group), Annalisa Ponchia (ESOT), Olivier Ponti (Amsterdam Marketing), Christine Shimasaki (DMAI), Dennis Speet (ICCA), Anne Wallin Rødven (InspirAR) led by the course leader Pier Paolo Mariotti, CMP CMM (EURAC Convention Center).

### ECM is going global and exports its ECM Summer School education programme outside Europe

Like its big sister the ECM Summer School, the ECM Academy is the bridge for worldwide professionals to a successful career in the meetings industry. Thereby ECM consolidates its position as the educational reference in the sector, counting on 30 years of expertise with the ECM Summer School. The ECM Academy keeps its sister's highest standard of course content, recruiting the best speakers, and giving the latest examples showcasing the most up-to-date trends in the meetings industry. The first edition that took place in Johannesburg, 19-21 February 2016, was fully booked with 74 participants coming from African convention bureaux, convention centres, tourism boards, hotels, travel agencies and event agencies.

The ECM Academy featured an exceptional line up of speakers, including Jonathan Cohen (Azimuth Marketing Communications Ltd), Nina Freysen-Pretorius (ICCA), Barbara Jamison (London & Partners), Amanda Kotze-Nhlapo (South Africa National Convention Bureau), Anja Loetscher (Geneva Tourism & Conventions), Christian Mutschlechner (Vienna Convention Bureau), Esmare Steinhofel (ICCA Africa), Marcel Vissers (MIM and Headquarters Magazines), Anne Wallin Rødven (InspirAR) led by the course leader Pier Paolo Mariotti, CMP CMM (EURAC Convention Center).

### CMP Certification

The ECM Summer School qualifies for CMP certification and every student getting a ECM Summer School diploma also gets 17.75 Clock Hours for their overall CMP certification.

### Registrations

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

*"The ECM Summer School gave us the chance to meet colleagues from 24 countries and this resulted in an interesting exchange of information and a mixture of visions from people that were all busy in the meetings industry."*

Ann-Pascale Mommerency, Advisor,  
Kotrijk Regional Convention Bureau

*"ECM Summer School provided me exactly what I was looking for – insider perspective."*

Lauri Kurs, Sales Manager,  
Nordic Hotels OU/ Tallinn CVB



### Since 1987, ECM Summer School in numbers

- A network of 1,600 students (and as many diploma delivered)
- 27 different hosting cities
- 12,832 coffee cups served
- 783 hours of active learning
- 20 hours of "healthy lifestyle awareness 101"



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# EUMA in Copenhagen



Copenhagen

European Management Assistants (EUMA) will organise its 42<sup>nd</sup> Conference in Copenhagen on 21 October 2016 at Crowne Plaza Copenhagen Towers. The theme? Self-Development - Working in the Eye of the Storm.

TEXT ELSE-BRITT LUNDGREN, EUROPEAN CHAIRMAN, EUMA

## What does Copenhagen offer its visitors?

The capital of Denmark has attractions and sights to suit every taste and interest – and most of them are within walking distance. The three most famous attractions in the city are most likely the more than 100-year old amusement park Tivoli Gardens, the statue of The Little Mermaid, and the free town of Christiansia.

But Copenhagen has a lot more to offer. It was founded in 1167 and the city is full of historic landmarks, significant buildings and interesting sights and museums. A must is to visit Amalienborg Palace – home to the royal family - and walk down the shopping street Strøget. Interesting is that Copenhagen has one of the world's most dedicated bike cultures. In fact, the city has more bicycles than people!

The city also offers many lovely restaurants no matter what sort of food you like - green, eco, gourmet, French, Chinese, Danish. Why not try the

famous Danish “smørrebrød” - a very tasty open sandwich! If you like design you have come to the right place as Denmark has many prominent designers in architectures, furniture and costumes.

## Culture and music festival

Roskilde Festival, just 25 minutes outside Copenhagen's city centre by train, is the largest culture and music festival in Northern Europe. It's a unique and all-encompassing experience, where music, events, food and activities form a unity with the intense sense of community among the audience, also known as the “Orange feeling”. In 2016, Roskilde Festival will take place 25 June

- 2 July. Each year, nearly 200 bands and solo artists play on eight stages during the eight days.

## EUMA in the City

The theme of EUMA's 42<sup>nd</sup> conference is *Self-Development - Working in the Eye of the Storm*. In the fast-changing business world the development of management support professional's performance in the workplace is critical to the success of their companies. The conference organisers have invited great speakers specialised in self-development as, for example, **Dr. Peter Lund Madsen** who definitely knows what he is talking about when it comes to the brain and all things related to the brain. **Jane Møller Kretz**, owner of Produktrelevans.dk, has also an interesting background as a communications designer, which has brought her to Europe as well as to

**In the fast-changing business world the development of management support professional's performance in the workplace is critical to the success of their companies**

USA. Jane's specialty is brand communication, visual identity, design of product wrapping and product innovation. **Mette Højen** is a partner in Network Academy,



© Thomas Nørremark

Cycling with Team Rynkeby

a company that specialises in growing business via networking, PR and executive performance.

The moderator for the conference will be **Deborah Frances-White** from England. Deborah is a founder member of The Spontaneity Shop, co-author of the *Improv Handbook*, a stand-up comedian, screenwriter, corporate speaker and executive coach. She is also passionate about “*helping business women to unlock their personal power*”.

At the conference hotel, **Crowne Plaza Copenhagen Towers**, the business and leisure guests can relax in sustainable surroundings. You will be staying in spacious rooms with Danish design made of recycled materials. The Scandinavian style gives you the perfect setting for a Nordic meal in Brasserie Storm or a drink in Still Bar & Lounge. The metro is right next to the hotel. The hotel is also situated next to Scandinavia's largest shopping mall Fields and close to the Bella Center Copenhagen, right in the middle of the new and exciting district of Copenhagen called Orestad.

#### Fight the Child Cancer

In 2016 EUMA entered a sponsorship with **Team Rynkeby**. Team Rynkeby is a non-profit charity organisation that each year cycles to

from Copenhagen to Paris to raise money to fight child cancer. Several countries have teams in Team Rynkeby and other countries are visited on the way to Paris. EUMA is very lucky to have a Denmark member - Sabine Jagminas - who has been accepted as team member in Team Rynkeby, and she has explained about EUMA during their training sessions.

Team Rynkeby raises money to fight childhood cancer via national fund-raising campaigns in Denmark, Sweden, Finland, Norway and the Faroe Islands. Scientists have made significant progress in recent years and they can now save the lives of 80% of children diagnosed with cancer. Even so, cancer is still the cause of most illness-related fatalities in children aged 1-15. Furthermore, some of the children who survive cancer must live with severe side-effects caused by the treatment they have received. Some are infertile, some have to have limbs amputated, and some suffer brain damage and will therefore never be able to lead normal lives. See and hear more about Team Rynkeby and their tour to Paris at [www.team-rynkeby.com](http://www.team-rynkeby.com).

#### More information

on EUMA: [www.euma.org](http://www.euma.org)

on Copenhagen: [www.visitcopenhagen.com](http://www.visitcopenhagen.com)

#### EUMA with Lyyti

This time EUMA is cooperating with **Lyyti.com** to use their excellent event management software, which takes care of the invitations and registrations. Lyyti does the paperwork and so that we can focus on the most important part of our event: the participants and their comfort. The customized event pages collect and accept registrations automatically online. Lyyti will keep us up-to-date about who's coming with handy online participant lists and notifications. Lyyti create reports showing the most important metrics from our events, track ticket sales and no-shows. EUMA can really recommend Lyyti as the ultimate event management software!

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# Millennials are Redefining Corporate Social Responsibility



Aoife Delaney

**Millennials are a must-engage group when it comes to CSR, but conveying CSR efforts to them requires a unique approach.**

TEXT AOIFE DELANEY, CIS, SITE PRESIDENT-ELECT AND DIRECTOR OF GLOBAL SALES, OVATION GLOBAL DMC

By 2020 Millennials will comprise 50% of the global workforce. According to research from Cone Communications, *“Millennials are universally more engaged in corporate social responsibility (CSR) efforts and are, above and beyond, more likely to participate in CSR initiatives if given the opportunity.”* This means that, more than ever before, we as professional meeting and incentive planners need to ensure that we are creating CSR opportunities that specifically target this group.

## Healthy Lifestyle

I recently read an interesting statistic in a Goldman Sachs study on Millennials' attitudes on wellness. For this generation wellness is defined as so much more than simply being 'not sick' – it's a daily commitment to an overall healthy lifestyle. Millennials preferences for fun, personalised workouts, healthy foods and holistic wellness are fueling trends with far-reaching implications for the travel and hospitality industry.

Wellness is one of the areas that we, as a DMC, have focused on over the last number of years to ensure that we are catering to these preferences in our programmes. For example, at many of our meetings and events we supply

bikes for delegates to get from meeting spot A to B, in addition to the traditional bus transfer. We also provide guides for delegates to walk the route to venues that are within walking distance.

When looking to leave a CSR legacy in an incentive travel destination we like to incorporate a wellness element into a suggested activity. One example is to revisit the traditional 'treasure hunt' experience and instead provide delegates an opportunity to work together towards a positive, common goal of “giving back” to the destination. We supply each team with buckets, spades, seeds, saplings and a GPS unit with co-ordinates that they need to follow. At each of the designated spots there is the opportunity for the team to plant a tree/create a garden along their trail – leaving a beautiful and lasting mark on the local destination.

You need only look to IMEX. Last year, both in Frankfurt and Las Vegas, an early morning fun run was attended by hundreds of delegates that wanted to get up and get active. And, during the SITE Global Conference last year in New Delhi, India, we offered an early morning yoga and meditation session.

## The need to be challenged

Millennials have come of age during a time of enormous economic and social disruption, and this gives them a very different set of attitudes and behaviours than previous generations. As an industry, when we consider CSR effort, we need to focus a lot more on current global issues rather than just localised ones. So many events are now happening that are affecting the world as a whole, rather than being specific to just one destination. One example is the current migrant crisis that speaks closely to the Millennial generation, as they are growing up experiencing this first hand. CSR programmes are now including opportunities for a company to give back to the migrant community by offering 'English as a second language' classes and supporting employees whose relatives are still living in unsafe areas.

Millennials are not looking for tried and tested programmes – they enjoy the unknown, and want to be challenged. So it's up to us, as experiential specialists, to be more creative and unique than ever before.

**To learn more about SITE visit [www.SITEglobal.com](http://www.SITEglobal.com)**



# Corporate Social Responsibility

## Rise of the Regionalisation of Meetings

Imagine sitting down to a gala dinner and with just one bite you'll discover more about the local community than you ever could from a presentation. With a single dish, you can not only tell the story of the city you're meeting in, you can support it at the same time.

TEXT LANE NIESET

As farm-to-table and paddock-to-plate trends sweep through the dining scene across the globe, these concepts are also trickling into the meetings realm as participants become more interested in not only the story behind the cuisine, but the social and environmental impacts of catering as well. If food is flown in from across the continent or even the globe, the notion of sustainability is thrown completely out the window and the event overlooks one of the host city's most rewarding resources.

*"Food may be something that is more of an extra cost if you want it to be sustainable than if you take the cheapest alternatives, but how can you say you're sustainable if none of your food comes from local suppliers?"* asks Karl Pfalzgraf,

Vice President of Sustainability Services at iCompli Sustainability.

ICLEI (Local Governments for Sustainability) Europe's Deputy Regional Director, Ruud Schuthof, also agrees that participants at conferences value locally grown food and are willing to experiment, looking for a variety of options when it comes to catering, making it a *"great opportunity for a host to showcase the richness of the region whilst being creative with its cuisine."*

A diverse menu not only keeps participants engaged throughout the event, it also leaves them with a positive impression by incorporating social projects such as working with caterers that promote job re-integration and social inclusion.

When ICLEI hosts its 8<sup>th</sup> European Conference on Sustainable Cities & Towns in the Basque Country in April, one of the many ways they are leaving a positive legacy for the host cities—Bilbao, San Sebastián and Vitoria-Gasteiz—is through catering, incorporating Basque Country's famous flavors for a menu of local, seasonal and organic products that's heavy on vegetarian items, and, of course, reduces waste by eliminating single-use plastics.

### Sustainability from the City to the Suppliers

This so-called rise in the regionalisation of meetings grows out of more than just local cuisine. The process starts from the ground up working hand-in-hand with local CVBs and DMCs to bring elements of the community into the conference

in any way possible, from the participant level to the supplier side, for a sustainable event from start to finish.

It's also becoming increasingly common that venues are asked about their sustainability initiatives both by planners as well as corporations, so CVBs are working with local venues, hotels and suppliers honing in on three main areas—energy, waste and water—ensuring sustainability and making the planning process for green events even easier.

Partnering with a CVB is like getting handed the blueprint to a host city when it comes to navigating the best sustainable options for clients and budgets. Coming from a different destination, a convention bureau may be aware of information that you're not, providing insight on everything from eco-certified hotels to mutually beneficial NGO partnerships that can help drive an event's CSR component.

*"The CVBs have the strongest understanding of the suppliers in the market and venues that are recognized with sustainability certifications that can provide local or organic food. They can also point out the local sustainability challenges in the cities you are going to,"* explains Roger Simons, Group Sustainability Manager at MCI Group. *"As planners we often tend to have an agenda that we want to plant trees or paint an orphanage but that may not be what is needed in the host destination."*

Some convention bureaus, such as Vienna, are taking this partnership concept one step further, creating an eco label like Austria's 'Green Meetings and Green Events,' that outlines a set of sustainability standards in order to certify a meeting as 'green.' While planners are saving money on the expenditure side with this type of certification, they're also supporting local and regional suppliers that are stamped with Vienna's green seal of approval. The Vienna Convention Bureau also helps planners arrange community-minded CSR events and reduce meeting waste by coordinating delivery of leftover food to specific charities and hosting nights where groups can partner with grocery stores for supplies to cook dinner for the homeless.

## Legacy-Lasting CSR

When delegates come together for a meeting from different parts of the globe, one of the main interests is experiencing what's taking place outside of the convention centre, venturing into the community and engaging with local organisations through volunteer options.



One word of caution, however, is to keep your CSR components consistent, targeting similar themes instead of throwing in a last-minute activity that just serves as a gap filler in the agenda. *"People want to get their hands dirty versus giving funds but it's important when you're including a CSR activity in an event to be sure it's not going to be more detrimental to that community than anything else,"* says Pranav Sethaputra, Group Sustainability Consultant at MCI. *"Focus on things that help the community but retain part of what your brand is really about."*

Conferences for sports brands promoting healthy lifestyles, for example, could replace these team bonding exercises with something like a hands-on bicycle building session that relates more closely to their brand image, producing items that will later get donated to a community that would otherwise have to walk a few hours to get to the nearest hospital.

Another CSR event trend along the same lines focuses on skill-based volunteering, bringing together the skills of the delegates and corporation to see how they can work to bring a lasting improvement to the host city. For example, a company like Microsoft might be looking at digital literacy and see how they can jumpstart a project in the local community.

The connotation of CSR as a token thing that companies do because they have to isn't the right way to look at it. Instead, mapping out the ways that an event can be as sustainable as possible, which lends itself to plenty of CSR opportunities, is a lot more effective in the long run.

# Where to Splurge & Save at Events

Hosting a sustainable event may seem like it's more expensive, and in some ways it is, but there's a few do's and don'ts that you can follow to help save in some ways and gain in others that will help make a green meeting a good investment in the long run.



## DON'T

- ✓ **Wait until the last minute.** *"It's fundamental to start right at the beginning. Don't try and add something sustainable a week or month out from the event,"* explains Roger Simons, Group Sustainability Manager at MCI Group. *"What clients will say to us is 'sustainable events cost more' and that's because they ignore this piece of advice; they try and add a CSR project on a month before the event and need to rent a bus and buy tools and gloves. If they had integrated sustainability into the whole planning process from day one, they'd have been able to make some smart choices that are budget-saving."*
- ✓ **Go sign-crazy.** Signage at events is one of the largest components of waste, since most of the time they're printed on materials that are impossible to recycle. Look into better alternatives such as interactive banners that not only reduce waste, but can also be easily changed with the click of a mouse. While 3D mapping is a huge trend in terms of signage, another way to spruce up a sponsored event is by playing with food, placing brand logos on top of cocktails or cupcakes for a more engaging way to attract participants' attention.

- ✓ **Buy water bottles.** It seems simple enough since water bottles are the enemy of sustainable events, but by replacing bottles with water stations, you can actually save thousands of Euros that can be diverted into other areas, such as local and free-range food.

## DO

- ✓ **Buy local, quality cuisine.** Throw around terms like "seasonal," "organic" and "free-range" and all you may think of are dollar signs, but this is one element that all experts agree is worth the splurge. *"Being in this industry for 13 years, food is one of the cornerstones of a successful event,"* Simons says. *"Investing in fresh, local, organic, healthy and attractive food is one of the great sustainable things you can do. People like to go to high-class restaurants and eat organic beef and have healthy food, and we can do the same in our convention centers and meetings."*
- ✓ **Team up with local nonprofits.** As the old saying goes, one man's trash is another man's treasure and this really rings true at trade shows and events. Establishing relationships with local nonprofits helps to eliminate waste from all sides, diverting it into the community helping those in need, whether it's with leftover supplies or food.

# 5 Tips for Greener Meetings

## Inspired by 2016 European Green Capital Ljubljana

*As Ljubljana launches its decade-long plan for sustainability strategy Vision 2025—part of its goal as European Green Capital 2016—the city is setting the stage in Slovenia, as well as across the continent, when it comes to hosting the greenest events possible.*

### 1. Look into sustainable transportation options.

Transporting delegates by bus instead of individual cars is one way to reduce your carbon footprint, but what if you took it a step further? Ljubljana is one destination that offers buses that run on compressed natural gas, so the vehicles themselves have sustainable characteristics.

Ljubljana's city centre, once filled with traffic, has also become more pedestrianised and bike-friendly, so visitors can get around easier and safer on options like the public bike-sharing system, featuring 360 bikes dispersed in 36 stations. *“Due to its compact size, the walking element of Ljubljana is very ‘green.’ Many meeting venues, special event locations and attractions are within walking distance,”* explains Tatjana Radovic, Congress Manager at Ljubljana Tourism/Convention Bureau. *“There is practically no need to organise transfers, enjoying instead fuel-free meetings on the spot.”*

If there are those in your group who aren't as mobile, the city boasts a free sustainable option called Kavalir, golf cart-style rides that run on electric batteries.

### 2. Go digital.

Eliminate paper waste from printed programs and floor plans and create a mobile application, so you can seamlessly change the program last minute as well as allow for social networking and audience interaction. Not only will you reduce the environmental impact of the meeting, you'll also enhance the quality of the meeting itself.

### 3. Consider Throwing in Upcycled Elements.

Look into *décor* like abandoned crafts and fashion furniture that add a vintage or creative vibe to the event space instead of buying or renting pieces. One of the city's Green Yourself initiatives, Ljubljana is all about *“breathing new life into old things,”* and even opened a reuse centre where people can donate and peruse through a collection of thrift store-style finds.

### 4. Rely on Sustainable Resources.

In capitals like Ljubljana with pure tap water that doesn't need treatment, the thought of purchasing bottled water is unfathomable. Delegates can make use of water fountains at conferences, as well as fill reusable bottles around town in one of the many public fountains, which they can find using the city's TapWater Ljubljana app.

### 5. Aim for Zero Waste.

*“Creating event apps and using web communication and social media to replace printed materials is an obvious direction, and it's the same for recycling (necessary) materials, from badges to lanyards,”* Radovic says. *“Giveaways could be CSR-minded and local, using bags made from recycled paper.”*



Switzerland  
Feature



Barbra Steuri-Albrecht

# Barbra Steuri-Albrecht

## Switzerland's commitment to innovation and attachment to tradition

Barbra Steuri-Albrecht is Director of the Switzerland Convention & Incentive Bureau (SCIB). She explains what makes the country such a great meeting destination and the benefits planners and delegates can derive from holding an event in Switzerland.

### Can you introduce yourself for those who don't know you?

I've been in charge of marketing Switzerland as a meetings and incentive destination since March 1999. We're part of Switzerland Tourism, and I'm also a member of the Switzerland Tourism management board.

I have a degree from the Ecole Hôtelière de Lausanne. This was the world's first hotel management school, founded more than 120 years ago, and it offers a fine grounding in every aspect of the hospitality industry.

Before joining Switzerland Tourism, I held a variety of marketing and sales positions in the international hotel industry in the UK, North America and Switzerland – and also for the destination of Montreux-Vevey.

I'm an active member of ICCA and MPI, and have won several awards within the international meetings industry.

### According to you, what is the perception of Switzerland among meeting planners? Is it true to reality?

Switzerland works! You can rely on Switzerland. The country has a well-earned reputation for perfectionism and professionalism, so planners know that events will run smoothly.

It's also one of the most attractive travel destinations, repeatedly topping international rankings – one of the reasons why organisers can count on high levels of attendance.

And yes, this image is true to reality. Switzerland is a premium destination that offers the ideal setting for smaller, high-quality meetings and incentives – particularly for companies that have an affinity to Switzerland and have the necessary budget.

### What do you say to those who claim "Switzerland is too expensive for meetings"?

Switzerland is definitely not a cheap destination, and it's not the perfect match for all meetings. But when you evaluate all the pros and cons, you might be surprised at the good overall value you get.

For example, we continuously have record attendance at business events taking place in Switzerland; by choosing our country, corporate meeting planners can be confident they will achieve their targets. They know that they can rely on their Swiss partners, and that participants will appreciate the choice of top destination.

I'll give you a practical example, too. Switzerland's compact size and the country's superb transport system mean that planners and participants can make the best possible use of time available. Transfers from the main airports to city centres take about ten minutes; within the cities, key venues are usually within walking distance.

The transport system is the world's densest, reaching to every corner of the country. Services are fast, punctual and reliable. For longer journeys, you can charter a dedicated railway carriage for a presentation or working lunch, all the way from the airport to your final destination. Every minute of the event works towards its success.

#### **What are Switzerland's assets as a meetings and incentives destination?**

For meetings, one of the great assets is the concentration of expertise within Switzerland that meeting planners can draw on. Switzerland is a pioneer in many fields from the life sciences and IT to nuclear research and clean technology; it is also home to a dense concentration of international organisations, including the headquarters of many UN agencies.

Planners can invite experts from these fields to give talks and share the latest know-how, and can also organise site visits. There are world-class institutions throughout the country; in fact it's Switzerland's long-standing emphasis on education and research that has led the country to top international rankings in innovation, competitiveness, environmental standards and other fields year after year.

Best of all, this same emphasis on quality applies throughout the meetings industry, too. Planners will find their local partners are multilingual, well-travelled and committed to the highest standards.

Another asset is the inspiring setting. Even in the cities, participants enjoy a beautiful natural backdrop to their event. The more secluded locations, meanwhile, guarantee that participants focus 100% on the task in hand;

pristine nature encourages fresh thinking.

For incentive organisers, Switzerland offers a prestige destination that guarantees the highest level of motivation. Because of the country's compactness, groups can pack in a tremendous amount – you can go from glaciers to palm-lined lakeshores in a couple of hours. The choice of team-building and other group activities is endless.

**Switzerland is definitely not a cheap destination, and it's not the perfect match for all meetings. But when you evaluate all the pros and cons, you might be surprised at the good overall value you get**

Plus we have a tremendous variety of spectacular locations for award ceremonies, gala dinners and product launches – everywhere from mountaintops to medieval castles. You can even hire a whole historic village to host an unforgettable celebration!

No other country in the world offers such a wide choice of top meeting venues in such a compact area with such an extraordinary variety of landscapes as a backdrop.



Add Switzerland's reliability, commitment to quality and corporate social responsibility and the high level of safety and security, and I believe you have a destination that's in a class of its own.

**Tell us about your personal favourites of Switzerland as a meeting destination?**

I particularly appreciate Switzerland's combination of commitment to innovation and attachment to living traditions. We have four national languages, four cultures and a tremendous variety of local customs that Swiss people cherish – and which planners can build into events.

I'm also delighted that visitors can experience so much in a short time, thanks to the country's compact size. And it's so easy to move around: the whole transport system runs like clockwork, with timetables for trains, buses, boats and cable cars all interconnecting.

Planners can get an idea of the vast choice on offer, and also the ease of putting together a tailored programme, with our free online Meeting Planner ([www.MySwitzerland.com/meetings](http://www.MySwitzerland.com/meetings)).

With just a few clicks you can create a package including venues, social programmes, transfers and reference rates. You'll instantly receive a professional-looking proposal that you can share with colleagues or clients via a link or as a PDF.

At the same time, you can send a request for a free quote or for free support to SCIB. We have dedicated staff at offices throughout the world, who will be delighted to provide tailored advice. In Belgium, for example, Myriam Winnepenninckx is an expert on every aspect of the Swiss MICE scene.

**Where do you see Switzerland a decade from now? Do you have some kind of strategic long-term plan?**

Switzerland will continue its focus on innovation, investing for the long term with an emphasis on sustainability. This summer, for example, Switzerland will open the world's longest railway tunnel: 57 km long, accommodating trains travelling up to 250 km/h, it's Europe's biggest environmental project to date and just one example of Switzerland's commitment to an eco-friendly future.

Attractive new venues are opening all the time, adding fresh options for planners.

The Chaplin's World museum and the FIFA World Football Museum both open their doors in early 2016, while the next couple of years see the inauguration of venues including the Schindler lift visitor centre and the 900-delegate Bürgenstock Resort near Lucerne.

Strategically, our goal is to expand in Asia and develop new markets with potential. Switzerland is a dream destination in Asia; for meetings and conferences targeting delegates from Asia, this makes for record attendance, while for incentives it promises top motivation for sales forces.

Overall, Switzerland is determined to remain at the top of the game. The country will maintain its commitment to quality, sustainability and corporate social responsibility, promising planners outstanding facilities, full compliance, seamlessly run events – and satisfied clients every time.



**More info**

Switzerland Convention  
& Incentive Bureau  
Myriam Winnepenninckx  
T. + 32 (0)2 345 83 57  
[scib.belux@switzerland.com](mailto:scib.belux@switzerland.com)  
[www.myswitzerland.com/meetings](http://www.myswitzerland.com/meetings)







Lugano



Castelgrande

© Ticino Turismo

# Lugano & Ticino

## Meetings with a view

I'm not going to lie. Lugano had always been a place I wanted to go to. Just seeing pictures of it conjured up heavenly impressions, an ideal combination of scenic landscapes, an enthralling lake, and meetings with a view. On the occasion of the official opening of LAC – Lugano Arte e Cultura – I discovered a fascinating place, both for unusual meetings and attractive incentives.

REPORT RÉMI DÉVÉ

The most important city in Southern Switzerland and the country's third financial centre, Lugano is nestled on the shores of a splendid lake and has over the years become a tourist resort renowned for its wide range of accommodation and numerous activities on offer. No matter what your budget is, you will find something that suits your group's needs.

Of course, I won't be able to list everything that makes Lugano a great meeting destination. But the few places I visited speak for themselves. The **LAC**, first, is the new cultural centre dedicated to visual and performing arts and music, complete with a 1,000 seat concert and theatre auditorium, amazing views of the lake and several spaces, like the Agorà or the Teatrostudio, that can be used for conferences.

Secondly, the **Lugano Convention Centre**, for events up to 1,130 people in its main auditorium, is your straight-forward but efficient venue. Then there are of course a few high-end hotels, all with a view! I stayed at the **Grand Hotel Villa Castagnola au Lac** and took a tour of the **Villa Principe Leopoldo**. With 10 meeting rooms (for up to 120 people), the former is an elegant villa built in 1880 combining the charm of a bygone era with the comfort of a modern hotel. The latter is a former Prussian prince's residence situated in the tranquillity of the exclusive Collina d'Oro – it boasts 7 meeting rooms, the largest of which accommodates 140 pax.

And if you have a little time, don't hesitate to go and discover the surrounding region. I personally could catch a glimpse of history-rich **Locarno**, famous for its Festival del Film Locarno, and

**Bellinzona**, the capital of Ticino, which treasures its three medieval castles – all can be used for very special events. All in all, **Ticino** offers many possibilities for an unforgettable social programme and memorable incentives, from excursions across diamond-like glaciers to wine tasting and cooking lessons to adrenaline-filled sports of all kinds.

### Contact

Sebastiano Lurati  
Incoming Office, Lugano Turismo  
T. +41 58 866 6627  
sebastiano.lurati@luganomice.ch  
www.luganomice.ch

Monica Reggiani  
Ticino Turismo  
Product Manager Meetings  
T. +41 (0) 91 825 70 56  
monica.reggiani@ticino.ch  
www.meetings.ticino.ch

# Go Sustainable in Switzerland

These days, recycling water bottles and reducing paper at meetings isn't enough for attendees. They not only want meetings and conferences to be more energy efficient, they also want to take part first-hand in making a change socially and environmentally. Choosing a destination known for its sustainable initiatives is a great first step toward achieving these goals for both the corporation and its employees. In this regard, Switzerland could definitely be the place.



Davos

## Davos - A World's Sustainable Meeting Place

Davos is the clear alpine leader in the global meeting market with more than 400 events per year. With good reason: Davos has a rich tradition in hosting congresses. Here you will find the most modern congress centre in the Alps, which attracts the World Economic Forum (WEF) every year – this has made Davos a household name in the world.

Davos offers 100 different meeting rooms with a capacity of over 15,000 participants. Thanks to the latest expansion of the congress centre, Davos now has one of the most modern venues in the Alps with 34 rooms for up to 7,000 delegates.

### Champion in sustainability

It is well known that the Swiss are particularly sustainable: A consistent recycling, rigid exhaust emissions standards, good waste

management, carefully controlled landscape planning and strict conditions for construction projects is just part of our everyday life.

### A convention bureau for meeting planners

All members of the Destination Davos Klosters are the leading suppliers of the destination, from hotels to congress centres. Its services make organising events and conventions a surprisingly simple and uncomplicated process. Don't hesitate to take advantage of Davos' know-how and network in the meeting and congress sector and to benefit from the destination's strategic partnerships with Switzerland Tourism, SWISS International Airlines and many more.

### Contact

Convention Bureau Davos  
Markus Schiedeck  
markus.schiedeck@davos.ch  
T. +41 81 415 22 76  
[www.davos.ch/meetingplace](http://www.davos.ch/meetingplace)



World Economic Forum

## Get green in Geneva

Whether they are designed for a few dozen participants or several thousand, conferences, conventions and events in general leave a considerable environmental footprint. The amount of energy consumed, the waste produced, transport, the right choice of venue and destination are just some of the many factors that affect this impact. Geneva is a destination that meets high standards in terms of protecting the environment. The city boasts a huge number of solutions for event organisers who care about the future of our planet. For instance the airport is just 6 minutes by train from the city centre and public transport is free! Another example? Geneva takes 80% of its drinking water from Lake Geneva and 20% from water tables. This water is used both as drinking water and to meet domestic, farming, industrial and hospital needs.

Geneva is also one of the main research, development and planning centres for ecology and protecting the environment. As well as our renowned universities and laboratories, key players and innovative businesses, international organisations and a large number of NGOs including UNEP, WIPO and the WMO all have their headquarters or main offices in Geneva. Geneva's hotels and conference centres are resolutely committed to a policy of sustainable development. For example, initiatives taken by Palexpo include numerous activities involving its employees, clients, suppliers and visitors. Most remarkable is the installation on the roof of the largest bank of photovoltaic solar panels in Switzerland, which each year generates enough electricity to power 1,020 households.

### Contact

Rudy Palacios  
Corporate Sales Manager  
Geneva Convention Bureau  
T. +41 22 909 70 64  
rudy.palacios@geneve.com  
www.geneve.com

## Montreux, committed to green

Centrally located between Lake Geneva and the Alps, Montreux Riviera will seduce the most demanding corporate and incentive planners, with its unique combination of natural beauty, and Belle-Époque architecture. In terms of sustainability, Montreux has nothing to blush about.

Montreux believe events can have a positive impact beyond the meeting room, as today's responsible companies and planners endeavor to give something back to their meeting destinations. At Fairmont Le Montreux Palace for instance, creative planners custom tailor programs to meet the needs of your busy group while at the same time offering unique opportunities to positively impact the local communities.

It comes hardly as a surprise that the World Business Council for Sustainable Development (WBCSD) chooses Montreux every year for its Annual Liaison Delegate Meeting. As an organisation of forward-thinking companies that galvanizes the global business community to create a sustainable future for business, society and the environment, the WBCSD knows they gather at the right place!

And the good news is there's always interesting additions to Montreux's portfolio of meeting space. Chaplin's World By Grévin, for instance, offers an exciting mix of entertainment and culture, where you can enter the world of Charlie Chaplin, as you meet one of the 20<sup>th</sup> century's most celebrated artists. Opening April 17, the Museum can be rented out in whole or in part for private events – it includes a 4-hectare park suitable for large receptions, and a 150-seat cinema.

### Contact

Nicolas Baour  
Head of Montreux Riviera Convention Bureau  
T. +41 21 962 84 25  
mice@montreuxriviera.com  
www.montreuxriviera.com



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Geneva



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Roof of Palexpo, Geneva



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Montreux Riviera



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Manoir de Ban, Montreux



# Marseille

## Making Waves In The Meetings World

Before arriving in Marseille, I envisioned the clichéd views of a city steeped in bouillabaisse, pétanque and plenty of Pastis. And I was partly right, but quick to discover that Marseille is a city that doesn't rest on its laurels or tradition. It's constantly on the move, modernizing both old and new quarters and buildings, taking the role of 2013 European Capital of Culture to heart, proving that it can offer more than just sunny terraces and seaside views when it comes to meetings.

REPORT LANE NIESET

People in Marseille are proud of their city, and they have plenty of reasons to be. The second largest city in France, Marseille is lined with 57 kilometers of coast that leads into the Calanques National Park, a rarity to have such a site sitting so close to a city of almost a million.

### What's Old is New Again

Step off the port and into the Panier and the scene changes entirely, as you're transported back 2,600 years in time strolling the streets of Europe's oldest village. While natural beauty and the history of the Phoenician City are certainly draws for planners, what's really making waves across the continent is the change that's been underway in the past few years as over 660 million Euros has been invested in Marseille to position it as a thriving metropolis on par with Europe's booming capitals.

As Maxime Tissot, Marseille Events & Convention Bureau's general manager, puts it: *'Marseille is positioning itself as a city ready for a challenge that always wants to compete, be ahead and win. For 10 years now, the Marseille Convention*

*Bureau has been working hand-in-hand with its partners to promote the destination and ensure that each event is unique and unforgettable.'*

Marseille has brought in some of the best names in the biz to spruce up its landmarks, choosing high-profile British architect Norman Foster to pedestrianize the Vieux Port. From there, you can stroll to the MuCEM, linked by a super-modern footbridge to the 17<sup>th</sup> century Fort Saint-Jean, brought back to life by local architect Roland Carta, the man behind the renovations at the Silo, a one-time grain storage facility that's now a premier event venue with an Italian theatre seating up to 1,700.

### Designer Business District

As the city gears up to host this summer's European Football Championship and will hold the title next year as European Capital of Sports, Marseille is positioning itself as an attractive place for both sports and events. In 2014, the city hosted 563 events (almost double the number in just a decade), coming in second in France after Paris in the ICCA ranking. Investors are

taking notice and infrastructure is at an all-time high as Marseille is under-way developing its new business hub, the Euroméditerranée district, which will act as a "city within a city" once it's complete. One of the largest urban developments in southern Europe, the 480-hectare zone will feature the city's new skyline dominated by skyscrapers designed by architecture royalty like Jean Nouvel, Yves Lion and Zaha Hadid.

### Getting Here

- ✓ Third largest airport in France with 125 direct flights to 25 countries
- ✓ 200 daily trains, including 15 TGV between Marseille and Paris (a three-hour ride)
- ✓ Three highways connecting Marseille with northern Europe, Spain and Italy
- ✓ Largest port in France and second largest in the Mediterranean, serving 450 ports around the globe

### Contact

Marseille Events and Convention Bureau  
**Corinne Fréani** -  
**cfreani@marseille-tourisme.com**  
**T. + 33 (0) 91 13 89 02**

# Four Questions to Maxime Tissot

Over the past 15 years, Maxime Tissot, Marseille Events & Convention Bureau's general manager, has been one of the proponents of change in a city on the rise, as Marseille showed off its new look on a stage for all the world to see as Europe's 2013 Capital of Culture. From the Vieux Port to the multi-million Euro development of the Euroméditerranée business hub, Maxime tells us just how Marseille is reinventing itself both as a meetings destination and as a leisure one.

It seems every corner of the city is seeing change. How will these changes attract more groups to the city? Those who knew Marseille before are curious to discover these changes, and the others want to check out what they've read in different magazines. The city has completely changed over the last few years with tons of new offers, from upscale hotels to the refurbishment of the congress centres and addition of new venues, giving it a competitive edge when it comes to hosting international events like the 2024 Olympic Games (sailing competition) and the World Exhibition 2025.

## What is one thing about meetings in Marseille that may surprise European planners, or even planners from other parts of France?

They can organise an event at the Château d'If, the island off the coast of Marseille that Alexandre Dumas made famous in his novel "The Count of Monte Cristo," with Croisières Marseille Calanques, or they can discover the National Park des Calanques, which is unique in Europe.

## Can you talk about some of the advantages of hosting meetings in Marseille?

Marseille is a trendy city with top-notch facilities and is quickly and easily accessible from major European

capitals. We have plenty of beautiful hotels with sea views that offer excellent amenities, in addition to unusual and outstanding venues and high-quality congress centres that have been completely renovated. It's an authentic, lively and dynamic city that also has plenty of nature and 57 kilometers of coastline.

## There are a number of mid-range hotels opening up in the next few years, from AC Hotel by Marriott Vélodrome (which opened in January) to the Golden Tulip Marseille Euromed, debuting in spring. Can you talk about what's pushing this growth in infrastructure?

Since the 1998 Football World Cup and the title of European Capital of Culture 2013, the city has been attracting more and more event organisers from France, Europe and recently from the U.S. Large-scale public works have led to the renovations along the Old Port, the creation of the MuCEM, the development of the J4 esplanade (a former dock on the port) and the renovation of the Pharo Palace, therefore new brands have decided to invest in the city and set up their hotels. The new districts like Euroméditerranée and the Nouveau Stade Vélodrome are very attractive with new shopping malls and event spaces.



Maxime Tissot



New Velodrome Stadium



le Degaby



La Cité Radieuse Le Corbusier



# “Only in Marseille” Meetings

Palais du Pharo

With over 300 days of sunshine per year and a prime waterfront locale, Marseille knows how to position meetings taking full advantage of the views for an experience unlike any other in the Mediterranean.

Even conference centres aren't the typical sprawling blocks of concrete here. I arrived just in time to attend the fifth edition of MICE PLACE Marseille, which focuses on events held in the South of France and Mediterranean Basin, held at the stunning **Palais du Pharo**. Walking up to the palace Napoleon III built for his wife Eugenie, it feels like you're really stepping back to another era in Marseille. The imperial grandeur extends from the green grounds into the regal meeting rooms, with the capacity to host 1,000 in the dining area and covered terrace. Its prime position on a 5-hectare park sitting right at the entrance of the Vieux Port makes for some of the most picturesque views of the water, as well as the Fort Saint-Jean, MuCEM and Cathédrale de la Major. Sea-facing meeting spaces like the 200-person Empire-style lounges and ancillary rooms, seating anywhere from 10 to 300 guests, prove the palace can host much more than congresses.

## Revamping all over

Just off the Vieux Port at the foot of the Jardin des Vestiges and old town, the 3,000m<sup>2</sup> **World Trade Center Marseille Provence** is undergoing a 4.5 million Euro renovation, slated to reopen in full capacity in July 2017. Attached to the four-star hotel **Mercure Centre Vieux-Port**, boasting 200 rooms and 20 meeting spaces, the WTC is conveniently located just five minutes from the Saint-Charles train station and 30 minutes from the International Airport Marseille Provence.

When the revamped WTC debuts, it will offer 12 adjustable, high-tech rooms holding up to 380 people, designed with pops of red and purple, as well as a new 450m<sup>2</sup> space and 250m<sup>2</sup> terrace. Even the entrance is changing completely, taking the welcome hall from the first floor and bringing it down to ground level, transforming the staircase leading up to the conference centre into a place where delegates can sit and mingle in between

meetings in more informal fashion.

In April 2018, its second project will debut in the Euroméditerranée business district inside the Jean Nouvel-designed **La Marseillaise** tower, taking over the top two floors with a 1,300 m<sup>2</sup> business centre and the 900 m<sup>2</sup> **Provence Business Sky Lounge** on the 30<sup>th</sup> floor, sitting 135 meters high with 360-degree views of the sea and gardens below.

## Regal Receptions

Marseille is exploding with tons of modern new venues, but there's nothing wrong with sticking to tradition and there's no better place than the **Palais de la Bourse** at the Marseille Provence Chamber of Commerce, the oldest in the world. Inaugurated in 1860 by Napoléon III, the 630m<sup>2</sup> grand hall makes for a grandiose gala dinner full of Old World feel for parties up to 500. Even better, its isolated location in La Canebière, just steps from the WTC, means no neighbors, so parties can carry on late into the night.

# Offsite Venues

## Stylish Spots to Meet & Play in Marseille

When it comes to places to meet and party in Marseille, your wish is the city's command. From sleek city lofts to panoramic rooftop terraces overlooking the sea, there's no shortage of stand-out spots in France's second-largest city.

### Night at the Museum

One of the city's newer gems that blends elements of modern and medieval Marseille is the **MuCEM**, connected to the 17<sup>th</sup> century **Fort Saint-Jean** by a 1.15-metre long footbridge floating over the sea. Crossing the bridge is one way to make an entrance, but you can also pull up by boat for an evening in the Salon VIP, a completely private glass-encased space for up to 90 with sweeping views of the sea and dock.

Also born in 2013, the **Musée Regards de Provence** is a museum that's housed in a rather unique setting—Marseille's former sanitary station—with a collection of over 800 pieces of art revolving around one theme: Provence. Groups of up to 200 can dine or meet amongst the artwork of the Ecole Provençale or take cocktails to the panoramic terrace looking out at MuCEM.

### Head to Market

A quick stroll away from MuCEM lies one of Marseille's trendiest markets, **Les Halles de la Major**, tucked underneath the Cathédrale de la Major. Once used as stock rooms for merchants, the two-story 600m<sup>2</sup> market and terrace can be divided up by floor, accommodating groups of up to 200 for sit-down dinners or 600 for cocktails.

A bit further down at the foot of the Euroméditerranée district lies one of Marseille's newest set of shops, **Les Docks Marseilles**, in a building dating back to 1856, originally modeled after the London Docks. The nautical-themed **La Capitainerie** room can transform into a brunch or cocktail spot for up to 60 people standing, while the 450m<sup>2</sup>

covered market, **Le Marché des Docks**, can host events for up to 500.

### Popping Soirées

From the 1,250m<sup>2</sup> **LE ROOFTOP R2** on top of the new mall **Terrasses du Port**, you can look out at 360-degree views over the Mediterranean Sea and Frioul Islands, watching ferries pulling in and out of port while throwing sit-down dinners for 500 or cocktails for up to 1,500. During summer here the place really pops, with DJs spinning as the sun sets over the sea.

### Loft Living

Marseille is not the kind of place I expected to find sleek, New York-inspired lofts, but one of the chicest apartments in the city sits tucked away in an old building just behind the port. The vintage-themed, two-story **Le Loft du Vieux Port** is known to host more offbeat parties like silent discos for up to 250, where guests sport headsets tuning in to their DJ of choice.

### Portside Parties

Nestled along the Vieux Port underneath the symbolic Notre-Dame de la Garde sits the **La Criée** theatre, named after the cries at the fish market, which the building served as in its former life. The contemporary space just received a refresher a few months ago and features expansive port-facing windows for views that really can't be beat while hosting cocktail parties for up to 100 on the mezzanine. If you want to take over the theatres themselves, there are two options to choose from: the 788-seat Grand Théâtre and the 262-seat Petit Théâtre.

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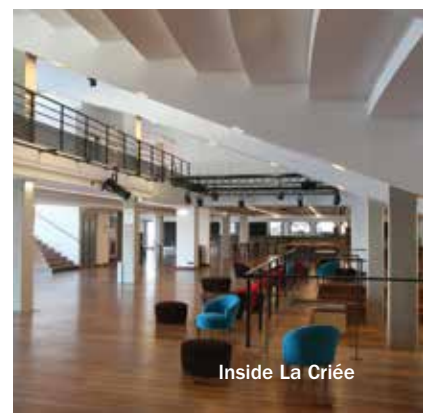
Musée Regards de Provence



Lofts du Vieux Port



Le Marché des Docks



Inside La Criée



AC by Marriott



New Hotel of Marseille



Golden Tulip



Intercontinental Marseille



Sofitel, Lounge Le Carre



C2, Lounge

# Hotels in Marseille

## Rooms with a View

As the city grows at exponential speed, so does its hotel landscape, with four- and five-star options sprouting up right along the port.

As soon as I arrived in Marseille, my first view of the city was on the 750m<sup>2</sup> terrace at the **InterContinental Marseille — Hotel Dieu**, tucked right behind the port in prime view of the city's iconic Notre-Dame de la Garde basilica. In fact, the hotel itself is a landmark, an 18<sup>th</sup> century classified historic monument, the former Hôtel Dieu, Marseille's old hospital. While the grand façade shows off elements of the city's past, the inside has been completely modernized with 194 rooms and suites and a 1,000m<sup>2</sup> conference center featuring 10 meeting rooms.

Looking out at the **New Velodrome Stadium**, the **AC by Marriott** is the newest four-star hotel to open in Marseille, with 126 contemporary rooms; a Mediterranean restaurant with a terrace for groups up to 80; and a small conference room for 12 people. You can also take events across the street to the **New Velodrome Stadium**, with 8,500 m<sup>2</sup> of meeting space for gala dinners and conferences hosting up to 67,000, making it Marseille's largest venue. To get the full feel of this symbolic spot, the Salon Panoramique shows off some of the most stunning views of the playing field with space for up to 2,000.

### Keep an Eye Out

**-4-Star Golden Tulip Marseille Centre Le Port opens April 2016**  
**-2-Star Toyoko Inn set to open in 2016 as the first in Europe for the Japanese hotel chain**

One of the benefits of meeting in Marseille is the selection of top-notch hotels located within walking distance of conference centres like the **Pharo Palace**, such as the four-star **Newhotel of Marseille**, a 100-room hotel set in the 19<sup>th</sup> century building that once belonged to the Institut Pasteur. The hotel now acts more as an art gallery with rotating exhibits by up-and-coming artists displayed on its walls, plus a vibrant bar and pool scene and four meeting spaces that can host up to 120 for cocktails.

Nearby, the 134-room **Sofitel Marseille Vieux Port** is one of 27 **Accor Hotels** in Marseille and Aix-en-Provence and features a panoramic terrace and restaurant showcasing glistening views of the Vieux Port and Pharo Palace, as well as nine meeting rooms holding up to 220 guests.

### Accommodation in Marseille

**Hotels:** 122

**5-Star:** 4

**4-Star:** 16

**Total Rooms:** 7,923

**Number of Rooms**

**by 2017:** 8,423

At the 140-room **Golden Tulip Villa Massalia** near the Prado beaches and English-inspired **Borély Park**, six meeting rooms take on a Silk Route theme with ancient names like Kusi and Kaskazi, the largest hosting up to 300 people. When sister hotel **Golden Tulip Marseille Centre Euromed** opens near the port this spring, it will up capacity for groups with an additional 210 rooms.

To see how the other half lived once upon a time in Marseille, just step inside the jaw-droppingly beautiful **Hôtel C2**, a 20-room, five-star boutique hotel set inside a 19<sup>th</sup> century private mansion. Small meetings for up to 25 can take place in the Red Bulle Business room or lounge, but the real draw here is a trip by private boat to the fortified Île Degaby, where you can host intimate meetings for up to 20 on covered terraces.





# Marseille by Land & Sea

With over 2,600 years of history, it's no surprise this Mediterranean destination is a treasure trove of cultural activities, each bursting with personality showing off the various sides of Marseille's signature style.

It's hard to grasp just how sprawling of a city Marseille is when you're strolling along the old port. To get a true sense of its size, set off on a two-hour train tour of the town starting on the Vieux Port winding up the hill to Marseille's shining landmark—the towering **Notre-Dame de la Garde** basilica, sitting 154 metres above the Mediterranean Sea with the best panoramic view in town. The little white train can carry up to 60 people on a guided tour, or delegates can set off by coach and cruise along the seaside **Corniche Kennedy**—known for having the longest bench in the world that's soon to be covered in mosaics.

While the basilica is one of the city's most treasured landmarks, delegates can't leave Marseille without experiencing some of the other cultural attractions over teambuilding exercises in the historic **Panier**, the oldest village in Europe dating back 2,600 years. Event company **Isy Provence** showed us how to live like the locals—at least for an hour—with a friendly game of pétanque followed by an apéritif Marseillais and navettes de Marseille, fleur d'oranger boat-shaped biscuits that are one of the city's specialties. Groups from 10 to 300 people can play pétanque in teams at the Panier's Place de la Pétanque court, or even set up an impromptu court in the Calanques. Here you can also learn how the famous *savon de*

*Marseille* is made, with demonstrators setting up a station right next to the court.

You can experience the heart of Marseille through its food and historic center, but the city looks completely different from the sea. **Team Winds** offers a fleet of 20 identical sail boats that are easy for beginners to handle, each holding up to seven people plus a skipper, for a hands-on teambuilding activity for groups up to 150. Spend either a half or full day sailing around the bay and Frioul islands, which can also serve as a starting point for a welcome meeting and briefing before hitting the water. *"When you consider doing a seminar in Marseille, consider doing an activity at sea because it's a great place for maritime activities. Sailing is good in itself, but in Marseille with the islands and If-Castle, it's an even better environment,"* explains Team Winds director Loïc Fournier-Foch. *"Since our fleet of boats are the same, it becomes a question of teamwork on the water and it's motivating for everyone."*

Groups of up to 27 who want to explore the **Calanques National Park** by boat can hop on board the beautiful two-masted 1930s sailboat **Le Don du Vent** and spend the entire day cruising on the water or go whale watching during the summer months.



Notre Dame de la Garde



# 2016

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TIME FOR **ANTWERP**

# Antwerp

## Looking to the future

Antwerp MAS



Inge Marstboom

With the opening of many new and renovated venues, it looks like hosting events in Antwerp has never been more exciting. Inge Marstboom, business development manager of Visit Antwerp, explains what makes the diamond city a perfect destination for corporate and incentives planners.

### **Everything is looking bright for Antwerp thanks to its new convention centre. Yet isn't Antwerp also an ideal city for corporates?**

Antwerp has always been a very desirable destination for corporate clients. The city has always offered a wide selection of options for this client segment, a profile which is not expected to change over the coming years. On the contrary, Antwerp is a city in perpetual movement and new projects are in permanent supply. It's a creative and innovative city where many different sectors have found a place to thrive. These are key factors that will continue to link business to the city.

### **What are the city's current incentive strengths?**

Antwerp is a creative city, a metropolis that has maintained human dimensions, a city by the river and above all an innovative city. These assets are key breeding grounds for successful incentives. The new Diamond Experience Museum, which is expected to open in 2017, will

### **Antwerp will always be in a position to offer a wide and varied range of incentive options because of the city's versatility**

further embed the diamond trade and industry in the city's DNA, giving it prime presence and visibility. A new Comic Strips Museum arriving in the fall of 2016 will present yet another opportunity for new and creative incentive programmes to hinge onto, not to mention the new FMCCA Convention Centre around which more incentive activity will inevitably cluster.

### **DMC's and agencies are key players in this field but is there sufficient supply for the corporates?**

Local suppliers are definitely aware of the importance of our city for corporates and respond well to their requirements. They know what the city has to offer and can deliver the right response with

made-to-measure packages. The city's wide choice of alternatives will always allow a DMC to present an unusual recommendation.

### **What does the future hold for Antwerp as an incentive city?**

Antwerp will always be in a position to offer a wide and varied range of incentive options because of the city's versatility. The many new projects currently in the pipeline - from the Diamond Experience Museum over the Comic Strips Museum to the new Convention Centre and the new Harbour Centre - represent the backbone for new incentive development. What's exciting about these new projects is not only the idea on which they are based but also the locations in which they are planned as in turn this will further open up the city and introduce new territory for discovery to its visitors.

### **More info:**

[www.visitantwerpen.be](http://www.visitantwerpen.be)

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# Going for the extra mile in Antwerp

FMCCA

Is Antwerp already an attractive MICE destination with its unique combination of city chic, fascinating history and modern infrastructure? Certainly yes. However, the star of Antwerp seems to shine brighter this year as the constantly evolving destination will be unveiling a number of new attractions and facilities in the near future, including the eagerly anticipated new convention centre in Antwerp Zoo later this year.

TEXT KATIE LAU

*“Antwerp is a metropolis that has maintained human dimensions, a city by the river whose key word could be ‘creativity’. These assets make the diamond capital a very successful incentives destination,”* said Inge Marstboom, Business Development Manager at Visit Antwerpen. The expected openings of Diamond Experience Museum in 2017 and a new Comic Strips Museum this fall will no doubt provide more opportunities for new and creative incentive programmes. The timing seems right for these new attractions as the upcoming opening of the Flanders Meeting and Convention Centre Antwerp (FMCCA) is going to generate a higher demand for incentive programmes among delegates.

## New venue already in high demand

Despite its scheduled opening this November, the FMCCA is already booked

for five international conferences including the prestigious 3<sup>rd</sup> International Strawberry Congress. It’s not hard to understand why the venue is quickly embraced by event planners and delegates. Its unbeatable location in Antwerp Zoo, just a stone’s throw away from the Central Station, serves as a perfect base to explore the best that Antwerp has to offer: its diamond trade communities, a charming historical centre, a vibrant fashion culture, a flourishing port, and of course the astonishing Antwerp Zoo itself.

Stretching out over 25,000 m<sup>2</sup>, with 30 rooms and a capacity of 2,500 guests, the FMCCA is an impressive landmark in its own right, housed in an ultra-modern, energy-efficient building that makes extensive use of natural light sources in a charming historical

setting. Its versatile 2,000-seat Elisabeth Auditorium can easily host a keynote speaker in the afternoon and a symphonic orchestra in the evening. The nearby Antwerp Zoo is also a marvelous setting for incentive activities, be it a gastronomic dinner or a meeting in a historical garden close to wildlife.

## A wide range of hotels on offer

The FMCCA is best served by the Radisson Blu Astrid hotel, ideally located just across from Antwerp Central station and about 30 minutes from the airport. With its 18 flexible meeting rooms for up to 600 guests, the hotel offers inspiring meeting facilities and packages for every budget. Aside from flexible meeting rooms with soundproof air walls, the hotel also offers an extensive health centre with gym and swimming pool.



FMCCA



Central station



Radisson Blu Astrid Antwerp



To ensure delegates a comfortable stay, the Radisson chain came up with “Experience Meetings”, a concept for meetings and events that harmonizes breakout rooms, food and connectivity with service, satisfaction and sustainability. The package features Brain Box, a breakout room designed to enhance efficiency and creativity; Brain Food, which offers innovative and responsible food and drinks developed by skilled chefs and nutritionists; and of course, free wifi for all delegates.

As work on converting the former 16<sup>th</sup> century Stock Exchange (‘De Handelsbeurs’) building into a five-star hotel is underway, Marstboom said hotels are definitely aware that visitors want more than just overnight accommodation. *“Experiencing a city is of equal importance for them. They pay considerable attention to the many options they can choose from in Antwerp. That’s why local partners, important ambassadors in the field, need to be informed as much as possible about what’s going on in the city,”* she said. It’s no surprise that the authorities make a constant effort to keep local partners updated about new projects, exhibitions and new venues.

### Inspiring venues

Over the past few years, funky and vibrant venues have mushroomed all over the city and beyond. De Koninck, famed for its iconic amber-coloured ‘bolleke’ beers, has a brewery right in the heart of the city ideal for meetings in a lively, interactive setting. Its innovative experience centre offers a tour that takes you behind the scenes through the brewing process with an expert guide sharing the history and story of this incredible tippable plus a sampling session in the end.

Not far from the Central Station in the Bergerhout neighborhood, Red Fish Factory boasts meeting spaces with a focus on art and design. Formerly a nightgown factory, the building now offers a total area of 1,100 sqm surrounding the central patio, featuring inspiring spaces ideal for exhibitions and meetings. Located on the ground floor, ‘The Gallery’ is a multifunctional industrial-design indoor space and patio of 166 m<sup>2</sup> indoor, good for exhibitions, receptions and private dinners, while ‘The Loft’ on the upper floor offers a homely atmosphere for up to 60 people.

Located in the south of Antwerp, Platform by Bernaerts is a reputable auction house that offers some of Antwerp’s most inspiring meeting spaces. From its stylish and sleek interior to smartly decorated multifunctional rooms to the professional infrastructure, Platform by Bernaerts is an ideal choice for those seeking an exclusive and artistic touch in their events. Its fully equipped auditorium, where auctions usually take place, serves as a unique location for business seminars with a capacity of 120 guests. The venue also offers flawless service and event support that makes it incredibly easy to incorporate gourmet food and drinks as well as live music into the events.

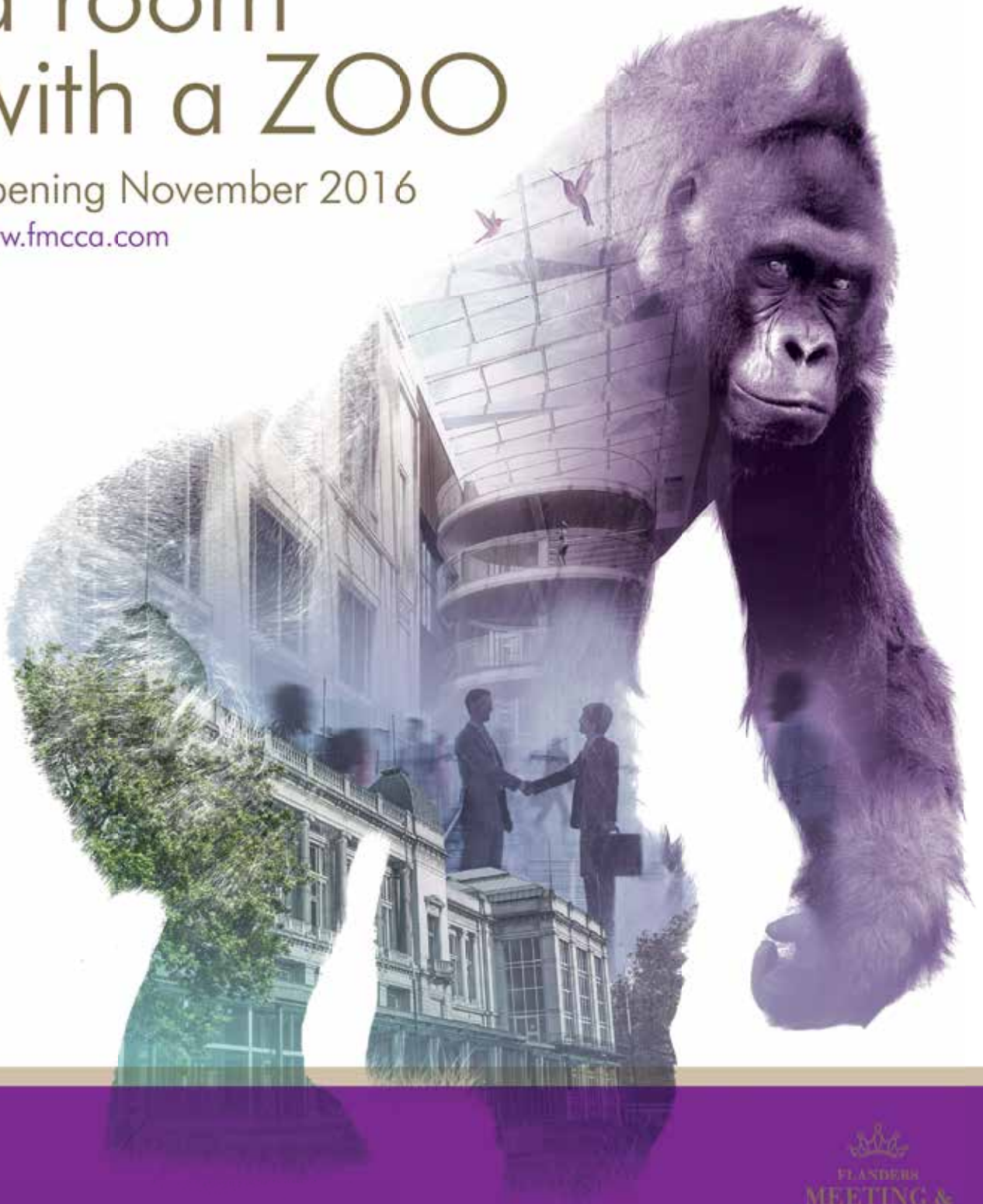
It certainly helps that local suppliers are sensitive to the needs of the corporate clients. *“Local suppliers know what the city has to offer and can deliver the right response with made-to-measure packages. The city’s wide choice of alternatives will always allow a DMC to present an unusual recommendation,”* Marstboom said.

It seems the future of Antwerp as a MICE destination definitely looks bright!

# a room with a ZOO

opening November 2016

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



  
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# A Tale of Three Cities

## Old, Modern and Future Dubai

There aren't many cities that can look as different as day and night from one year to the next, but Dubai is one of them. Landmarks like the Burj Khalifa stood tall when I first visited a year and a half ago, but since then, Dubai has broken ground developing a theme park complex, city-within-a-city, and even a Ferris wheel to rival the London Eye, in an effort to attract and accommodate 20 million visitors to the city by 2020.

REPORT LANE NIESET

Dubai aims to be the number one most visited city in the world and it's not far off. Last year it came in as fourth with just over 14 million visitors, and this number keeps growing as travelers around the globe become more interested in the latest, tallest and biggest happenings the city of superlatives can offer. Modern Dubai already boasts the tallest buildings and busiest airport, and it will soon become home to the world's largest indoor theme park and tallest Ferris wheel, the Dubai Eye.

In November, the new "city-within-a-city" development, Al Habtoor City on Sheikh Zayed Road, opened the first of three interconnecting five-star Starwood hotels, the 234-room St. Regis Dubai. Once the W Dubai and Westin Dubai open their doors later this year, Al Habtoor will harbor over 1,400 rooms, plus plenty of meeting space and

attractions, including a 1,400-seat Las Vegas-style theatre.

### A Look at the Past

While there's plenty to gain from the city of the future, there's also a lot to learn by looking at its past. The city in the desert started booming thanks to oil nearly half a century ago, but the Emirati people are eager to share just how they got from then to now by showing off centuries-old traditions. One way to "open doors open minds," as the Sheikh Mohammed Centre for Cultural Understanding's motto says, is with an Arabic brunch in an old wind tower house. Groups of up to 120 can dine on traditional cuisine while discussing and crushing stereotypes about Islam and local culture.


### Dinner Party Desert Safari Style

Dubai may be sitting on the largest

sand desert in the world—the Sahara—but only 4.7 percent of the city's landscape is devoted to preserving this "empty quarter." With Platinum Heritage, groups of up to 100 can cruise the dunes of the Dubai Desert Conservation Reserve (riding in everything from 1950s Land Rovers to vintage Bentleys) on a desert safari. The destination is a pop-up dinner party in a Bedouin-inspired camp run entirely on solar power, where the evening is spent riding camels, watching falcon shows and sampling authentic cuisine like chicken and lamb grilled over coals.

### More info

Dubai Business Events – The Official Convention Bureau  
T. +971 600 55 5559  
askdbe@dubaitourism.ae  
www.dubaibusinessesvents.ae



# Durban breaks through

In South Africa, Durban is clearly making headway with building a reputation in corporate meetings and incentive travel. During a visit to the Meetings Africa trade show in Joburg I went to explore a few highlights.

REPORT MARCEL A.M.VISSERS

## More African than this is just not possible

Durban and Pietermaritzburg are two major hubs of the province of **KwaZulu-Natal**. This South African province has an incredible cultural heritage. Known as 'South Africa's Miami', Durban a favourite spot for local holidays but also for incentives, with loads of sun, sea and sand. The city has a host of fantastic restaurants, pubs, clubs and world-class hotels spread out across its Golden Mile and Durban's Florida Road is the spot for fun and entertainment into the wee hours of the morning.

Heading away from the bright city lights of Durban along the North Coast you'll find the Big 5 game reserves and wonders of the iSimangaliso Wetlands Park (a UNESCO World Heritage Site).

## Unforgettable Helicopter Flight

One of the magical flights starts with an adrenaline-filled low-level helicopter trip up the Umgeni River Valley to pop up over the Inanda Dam wall and climb up past Top's Needle to the Valley of a Thousand Hills. Then you can enjoy a picnic in real style on top of the plateau with a 360° view of the city, the

ocean, the stadium and the Valley of a Thousand Hills.

You can also explore the Durban coastline in spectacular style. This exciting tour takes in the beachfront from the Umhlanga Lighthouse to the vast Durban Harbour with a birds-eye view of Umhlanga Rocks, Virginia Airport, Blue Lagoon, Suncoast Casino, uShaka Marine World and the Golden Mile.

## Warwick Market

Warwick Market is fascinating and good for many hours of sightseeing. It includes between 5,000 and 6,000 vendors trading in 9 distinct markets. Currently this is the only informally structured market in a public space. The products available vary from beadwork, traditional arts and crafts, traditional cuisine, fresh produce, music and entertainment merchandise, clothing, accessories and traditional medicine.

## Moses Mambidha Stadium

There is a major appeal that emanates from Moses Mambidha Stadium, especially when you're crossing the bridge together with hundreds of children. The adventure starts with a two-minute SkyCar ride up the stadium arch, before

you step onto the platform and take in the unparalleled 360° views of Durban and beyond.

The SkyCar gives you the chance to discover Durban from a 106m-high vantage point. Look one way and take in the ocean views as far as the eye can see, look the other way and you'll see the city living for miles.

## uShaka Marine World

An incentive trip without an event in uShaka Marine World hardly stands a chance of success. Opened in 2004, uShaka has fast positioned itself as a key attraction on Durban's Golden Mile. Entertainment is non-stop, extending from the daytime operations of Sea World, Wet 'n Wild, and uShaka Beach, to the night-time festivities of the Village Walk. It's definitely worth mentioning that there are several nice restaurants catering for groups: Cargo Hold is one of them. Havana Grill and Beluga Gateway are some of the other restaurants in Durban that welcome larger groups.

**For more info go to**  
**[www.durbankzncb.co.za](http://www.durbankzncb.co.za)**



# London: The Capital of Cutting Edge

London is home to world-leading industry clusters including technology, finance, life sciences, retail and the creative industries. With each of these thriving business sectors located a stone's throw from one another, disruptive, cross-sector innovations like fintech, adtech and medtech are springing up. This is especially valuable for corporate and incentive event planners whose choice of destination is often influenced by their business requirements.

Here's a snapshot of the latest high-lights in London's cutting edge sectors.

## Technology

Jostling for space alongside edgy east London's ramshackle bars, independent shops and graffiti-clad brickwork is startup cluster Tech City. London has the largest technology ecosystem in Europe, home to digital giants like Amazon and Google, and producing billion dollar 'unicorns' such as JUST EAT, TransferWise, Shazam and Rightmove. In 2015 London welcomed major conferences such as Tech Crunch Disrupt, returning to the city for a second year running, as well as the annual London Technology Week – Europe's largest festival of technology events.

## Finance

There's a lot squeezed into the Square Mile, London's bustling financial district. The majestic dome of historic St Paul's Cathedral sits a short walk from the new London icon The Gherkin, with the cluster extending further east to the brightly lit towers of Canary Wharf. The area's architecture reflects perfectly how the old meets the new in London, with major banks and financial

institutions now making way for emerging fintech companies disrupting the industry in areas such as mobile payments and digital currencies. London's status as a major financial and fintech centre were instrumental in winning banking event Sibos in 2019, with an anticipated 9,000 participants from 140 countries.

## Life sciences

With world-class academic excellence and research, a rich ecosystem driving innovation, and access to global networks, life sciences in London has reached a level of momentum that looks unstoppable. For medical events, London is a natural host, with its five leading medical schools as well as sites like the Royal Society of Medicine and the Wellcome Collection, as well as the Francis Crick Institute which will open in 2016. This world-leading biomedical research centre will sit in the fast-developing area of King's Cross, home to cultural institutions such as Central St Martins and Kings Place, as well as Google's new headquarters, and a short walk from the Eurostar terminal connecting to Belgium and France.

In 2015 London hosted the European Society of Cardiology's 32,773-delegate-strong record breaking congress, and September 2016 will see the launch of New Scientist Live at ExCeL London – a new festival of science, technology and innovation featuring Professor Brian Cox and Sir David Attenborough.

## Partnering to deliver winning events

As London's official convention bureau, London & Partners offers a free service to help event planners access the wealth of knowledge that exists in London. With unrivalled access to top speakers, venues and event services London & Partners can help deliver engaging events with compelling content that provide real ROI.

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# Take your corporate clients to the circus

Generally speaking one could say that incentives include all activities which motivate staff to perform better. Along the same lines one could contend that incentive travel is an excellent means to achieve this objective. Yet today the definition of 'incentive' has evolved. Suddenly it's all about experiences and these can take many forms. A circus performance for instance!

TEXT MARCEL A.M. VISSERS

## Europe has a rich circus tradition

In Europe there are many schools and associations training and promoting (young) circus performers. A good example of an organisation with an enviable international reputation is the Brussels Circus School, a member of the European Federation of Professional Circus Schools.

The European Federation of Professional Circus Schools is a network composed of 41 professional circus schools and 14 circus organisations. Its objective is to promote the development and harness the evolution of training for circus artists. Today the circus sector has to cope with many challenges and is looking for support from the corporate sector. In turn, there are trainers/coaches who use the magic of the circus to help businesses forward. It seems to me that this is

clearly an area of opportunity for cultural incentives. Here are two examples.

### Salto Humano

Father and son team Roland and Tom Vermeyleen are top notch circus experts. They literally invade companies with the circus. Do you sometimes think when arriving at the office in the morning: 'It's about time to bring in the circus?' If so, then you should get to know the Salto Humano people.

Tom Vermeyleen explains what a company can learn from life in the circus: "It is remarkable but when observing how things are managed in quality circus we tend to come to the same conclusions regarding the evolution of organisational patterns as those determined through academic research. Not so much because the circus people have a theoretical approach to things but more

so because they tend to rely on a process of learning-by-doing.

*The circus truly relies on individual strengths. Everything is possible. There are no limits on anything that has development potential. There is no manual, no detailed script. This is not a textbook learning environment but rather more a hands-on learning experience.*

*On the basis of this knowledge we have designed a dedicated workshop entitled 'appreciative co-creation'. The key to doing this successfully is to use the circus as a metaphor as well as a leverage factor. What we do is to ask a team to create a full blown circus show under the supervision and with the help of professional circus artists in just one and a half hours." It's definitely quite an experience!*

[www.saltohumano.be](http://www.saltohumano.be)

The circus truly relies on individual strengths.  
Everything is possible. There are no limits on anything  
that has development potential

### Have you ever considered renting a circus?

A circus performance can also be organised on a company's premises. There is a lot of young talent in Europe. They are experimenting with new artistic expressions for the circus format. A promising group in Belgium (often performing outside of the country) is Collectif Malunés. They perform in a brightly coloured tent that can be set up in the company grounds. One of their most popular shows is Sens Dessus Dessous which means upside down, inside out and confused... all at once.

[www.collectifmalunes.be](http://www.collectifmalunes.be)

Booking office: Frans Brood

Productions: [www.fransbrood.com/hel](http://www.fransbrood.com/hel)

### Financial incentives for the business sector

Just like the TV and movie sectors, the circus will now also be able to benefit from a taxshelter scheme. A fiscal 'cherry on the cake' that should appeal to investors. Companies committing money to the sector can claim 310% of their investment in tax deductions. As a result productions ranging from a circus show to an opera can now be financed in this fashion. However, for the time being this is only a bill that still needs to be approved by Parliament.



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More exhibitors, new educational features and a dedicated event for corporate meeting and event planners will create even more opportunities to do business and network 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.

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 Catalunya Convention Bureau, Wyndham Hotels, Uniglobe Travel and Bizzabo – a new technology exhibitor.

## Enlightening education

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.

## Exclusively Corporate @IMEX

Exclusively Corporate @IMEX is a dedicated education and networking event solely for corporate meeting and event planners, taking place the day before the show. 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”. In a panel discussion, “What’s Not to Love”, experienced corporate meeting planners from across the world reflect on their careers, the highs and the lows, the successes and the failures, and the vital importance of their contribution as meetings professionals to their company’s aims and objectives.

There are dedicated sessions for Young Professionals while more experienced professionals can take part in facilitated discussions on their key issues, sessions on professional development and as well as receive advice on how to demonstrate their value and contribution to their organisation.

New this year at Exclusively Corporate is the 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. Attendees can turn their hand to becoming prosecution and defence lawyers and cross-examine the witness on both the supplier and the corporate side, while real life meetings industry lawyer Jon Howe presides over proceedings providing important legal commentary along the way.

**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)**

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**Victoria Lee,  
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