

SHOW **daily**2

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WEDNESDAY | OCT. 19, 2016 | LAS VEGAS

Meetings industry earns praise for security leadership

The U.S. government is commending the meetings industry for agreeing to provide it with a comprehensive set of event security guidelines and standards.

Speaking to a group of media representatives yesterday at IMEX America 2016, Bruce Davidson, director of the U.S. Office of Support Anti-Terrorism by Fostering Effective Technologies (SAFETY) Act Implementation, said the industry is bringing great value to the task of helping

Homeland Security keep events safe and secure.

"I want to be clear," he said. "I am not successful unless you're successful, and I take that to heart. I applaud your leadership."

The IMEX Daily spoke to the team behind the initiative.

How prepared is the meetings industry currently? Are there any current guidelines in place?

There has been significant work done

see **SECURITY**, page 46

“

I am not successful unless you're successful, and I take that to heart. I applaud your leadership.

Bruce Davidson, U.S. Office of Support Anti-Terrorism by Fostering Effective Technologies (SAFETY) Act Implementation

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Hacking demystified for the masses

One great thing about science is that the results of an experiment can usually be expressed in pure numbers. And numbers can illustrate the phenomenal success of a project by futurist, innovator and proud hacker Pablos Holman. But Holman's overwhelmingly successful project is not really science, it's art — public speaking about science and technology.

One of Holman's onstage presentations at TED Talks Midwest four years ago in Chicago has hit the stratosphere in numbers of YouTube views — a whopping 10,473,590. That's clear rock star status on the paid speaker circuit, earning him a plethora of engagements all over the world, including a spot as MPI's keynote speaker today at IMEX America.

So how does Holman get such a response to his speaking presentations? He calls his talks "kind of fun and terrifying and entertaining all at the same time." The talks are filled with hooks to get the audience's attention.

He opens many of his talks with a show-and-tell about how hackers do their work. He talks about how the TV in most hotel guest rooms is really just a node on a computer network, which he can easily hack into with the aid of an inferred transceiver. Soon, he is not just able to watch free movies and play video games on the TV set in his room, but also monitor what other guests in the hotel are watching in their rooms — even monitoring activity such as using a keyboard and a guest room TV to make cash transfers from their bank accounts (an activity he highly discourages).

Other hacker antics he has displayed onstage include calling audience members with smart chip credit cards forward so he can scan their cards with a handheld device and display their card number and

expiration date on an overhead screen.

Holman's adroit displays of hacking come with cautionary tales; he mentions jail terms hackers have received for this type of thing. The intent is to make people aware of the vulnerability of their computers. "There is already a word for 'criminal,'" he says. "And I am not a criminal."

And there is also a big-picture goal that Holman — whose day job is with the

prestigious Intellectual Ventures Lab of Bellevue, Washington — seeks to accomplish by speaking about computer science to nontechie audiences.

"I think it is really important for me to try to make this stuff accessible," he says. "Because people are living with new technologies; they are reading about them every day. I am really trying to explain these things in ways that the average person can relate to and understand." ■



Pablos Holman

“

I think it is really important for me to try to make this stuff accessible. Because people are living with new technologies; they are reading about them every day.

Pablos Holman, futurist, innovator and proud hacker

”

Creativity and leadership drive revamped Association Focus

“I have listened to some of the best speakers in the meetings industry today and have come away with new ideas that are directly relevant to me.”

Fran Rickenbach from the Association of Destination Management Executives International was one of the many association professionals who enjoyed an entirely new learning experience at Association Focus during Smart Monday at IMEX America.

For the first time this year, IMEX, in conjunction with ASAE, hosted a dedicated leadership stream for senior management to address the challenges facing association leaders, including governance, volunteer management, cyber security, membership engagement and growth.

John Graham, FASAE, CAE, president and CEO, ASAE, introduced a packed afternoon of sessions focusing on different aspects of leadership, designed to help association CEOs and senior executives to empower and motivate their boards, volunteers and staff to achieve growth and to achieve their strategic mission.

“The leadership stream really fits the bill, as I sit on the board of my organization, and the facts and figures gathered today will help inform and support my activities. Essentially, it's free fact-finding from some of the best in the business that also offers a fresh perspective,” said

see **FOCUS**, page 42



Attendees picked up leadership ideas via case studies and examples of best practices at the revamped Association Focus.

“

The interactive element of the meetings and events stream enabled me to share challenges with my peers.

Bruce Smith, World Organization of Martial Arts Athletes

”

SHOW
daily

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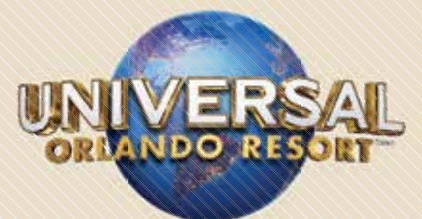


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Auction 2.0 offers luxury travel experiences around the globe

Auction 2.0 is a fundraising initiative to support the SITE Foundation's mission to enhance the awareness and effectiveness of motivational experiences and incentive travel. Proceeds from the auction help fund critical research and educational programs that elevate the knowledge and skills of incentive travel professionals around the globe.

Held in association with the Foundation's premier events, SITE Classic and SITE Nite North America, the online auction opened on Sept. 26 and closes Oct. 24, the Monday following IMEX America.

Participation in the auction is open to the public, so anyone can #bidforit.

Whether you've been longing for a relaxing escape at a luxury resort, or dreamed

about exploring the world on an adventurous holiday, Auction 2.0 features dozens of exciting travel packages to destinations around the world — from the beaches of the Caribbean to historic European skylines and bustling cities in the Middle East.

"This year, the Foundation partnered with Brojure to create an exciting digital portfolio where people can shop by region or experience and imagine their journey. We have also extended the auction dates to enable more time for potential bidders to explore the amazing

travel packages and share the opportunity with their friends and family," said John J. Iannini, CIS, CTC, SITE Foundation vice president, fundraising and vice president, Melia Hotels International. ■

>> **Booth 3203**
>> siteglobal.com/auction



Delta makes industry-first move linking corporate meetings with business travel

When it comes to meetings travel, a simple booking process and flexible pricing are essential. To help corporate travel managers and corporate meeting planners plan and price meeting travel for their companies, Delta recently introduced Delta Edge™ Meetings, the newest addition to the Delta Edge suite of services.

Delta Edge Meetings is designed specifically for corporations to integrate with their Delta Corporate Sales Agreement (CSA). With Delta Edge Meetings, corporate travel managers and corporate meeting planners will be able to easily manage their meetings with full visibility into travel with Delta.

The program will provide a number of benefits, including:

- **Outstanding flexibility:** Delta Edge Meetings gives corporate travel managers and corporate meeting planners the flexibility to use the pricing that provides the most

value, ensuring their companies receive the better of Delta Edge Meetings discounts or CSA discounts for meeting travel.

- **Desired simplicity:** After meetings are registered with Delta via the online registration form, meeting travel can be booked via the same channels used for their day-to-day business travel under the CSA.
- **Valuable benefits:** Delta Edge benefits are now connected to meeting travel, including Corporate Priority benefits like Priority Boarding and access to Preferred Seats for travelers, and the ability for corporate travel managers to use Edge Points for meetings bookings. Plus, corporate travel managers and corporate meeting planners have the option to receive reporting and additional financial incentives.

Stop by the Delta Airlines booth to learn more about Delta Edge Meetings and play Sky Search for a chance to win two round-trip tickets to Europe! ■

>> **Booth 3200**
>> delta.com

Stop by the **Visit Florida Booth #2007** to meet with Monica Smith and Josh Hoge and learn why Jacksonville is the perfect spot for your next Florida meeting.



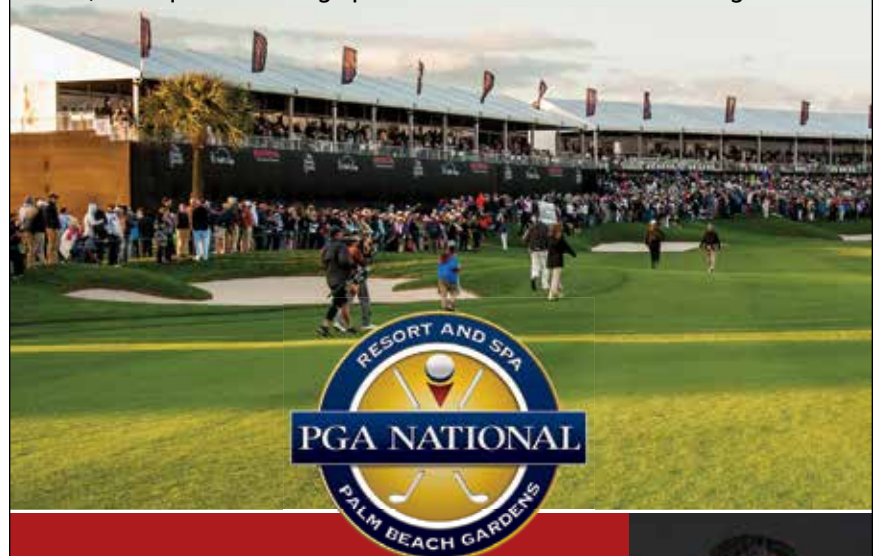
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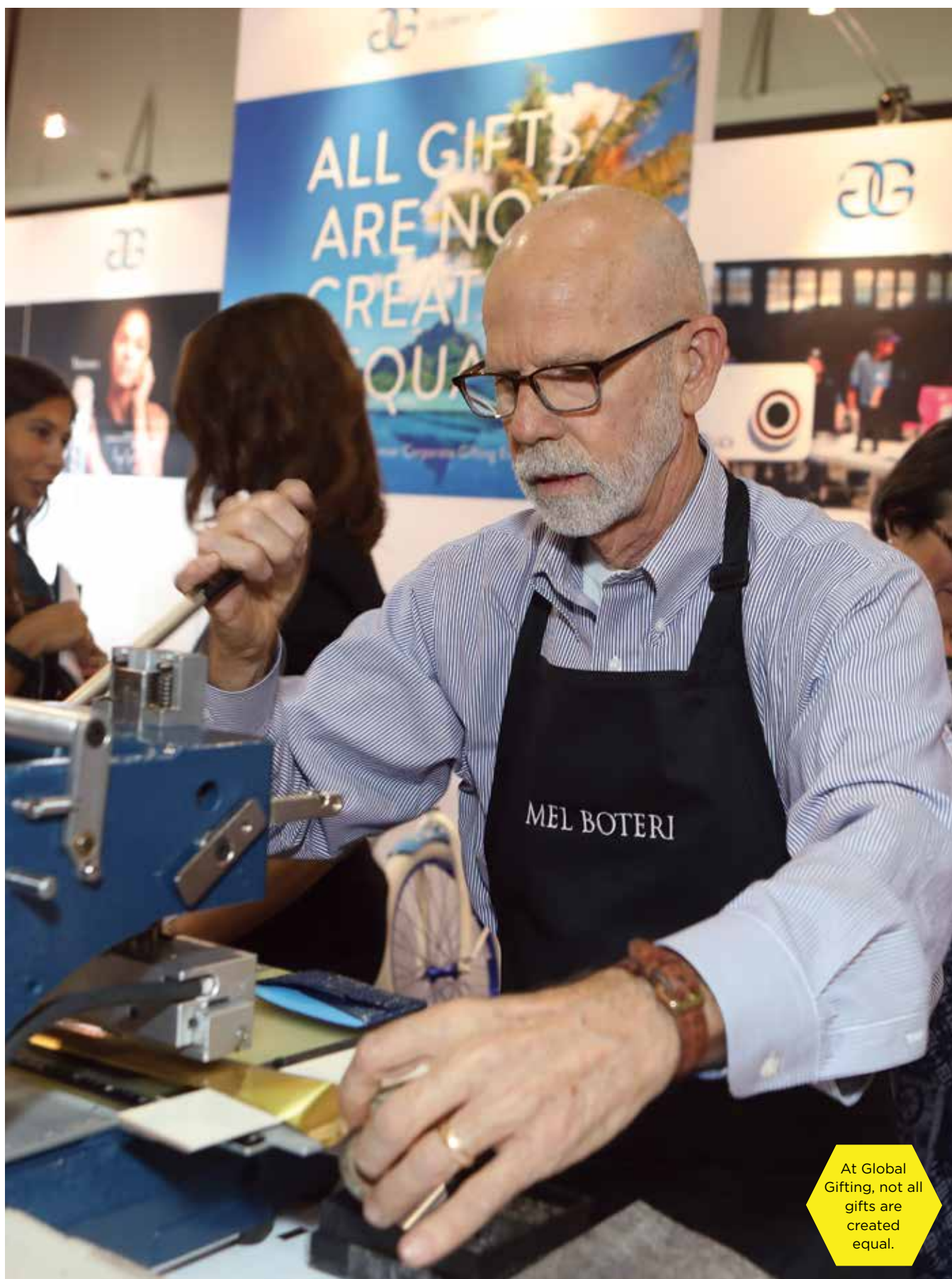
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“

@Kevinlwamoto Everyone who's anyone is here at #IMEX2016. You should be too! @IMEX_Group

”

Grip takes top IMEXpitch prize

London-based Grip has been named the winner of the 2016 #IMEXpitch competition, the third annual showcase of up-and-coming meetings technology companies held at IMEX America yesterday.

Grip is the world's first artificial-intelligence (AI)-powered event networking solution, using its AI software to act as a meeting participant's own personal matchmaker. The application combines social and behavioral data with advanced algorithms to recommend the right people and present them on an easy-to-use swiping interface. This factored strongly into the app being chosen as winner by a distinguished panel of judges, all event technology industry experts. Each finalist in this techno "battle of the bands" vied for victory by delivering a live pitch to the judges and a standing-room-only audience of attendees at the show's Inspiration Hub.

#IMEXpitch enables event technology startups to showcase their products at no cost to an audience of event professionals, while giving IMEX America attendees an opportunity to learn about new event technology products. Following its successful launch in 2014, the competition has attracted crowds of people keen to discover the technology hotshots of the future.

The other finalists were:

- **EventCollab:** an online-based application designed specifically for planning and producing events, conferences, tradeshows and meetings.
- **EventGeek:** an event marketing platform built to manage event logistics, track budgets and measure ROI.
- **Invite the Media:** an online platform to invite local press and specialized media to an event.



Tim Groot celebrated his company's status as winner of the 2016 #IMEXpitch competition. Grip is the world's first artificial-intelligence (AI)-powered event networking solution, using its AI software to act as a meeting participant's own personal matchmaker.

- **Showslice:** a platform allowing event buyers to easily share similar infrastructure and save up to 70 percent on venue and event setup costs.

The panel of judges included Greg Bogue of Maritz Travel; Brandt Krueger of brandtkrueger.com; James Morgan, PhD, CSEP, Event Tech Lab; Tara Thomas, The Meeting Pool and IMEX Group's Miguel Neves, CMP.

The winning product is set to benefit

from publicity across IMEX America media and PR channels as well as free-of-charge exhibition space on the Technology Pavilion at IMEX America 2017.

The past winners of IMEXpitch (previously referred to as the IMEX Event Technology Startup Competition) are Speechco (IMEX America 2014); InitLive (IMEX 2015); Loopd (IMEX America 2015) and eventbaxx (IMEX 2016).

When asked why meeting professionals

should use the product, Grip CEO Tim Groot said that 84 percent of the people that attend an event indicate their primary reason for doing so is to meet new people.

"We make sure they meet the right ones," he said. "Fifty-five percent of the people that have used our product say they have met someone they would not have met otherwise. We also deliver per-user networking intent and ROI calculations in our insights dashboard." ■



Jan Zandboer, Select Group Marketing (right) accepted the award on behalf of Kelly McDonald.

Ovation names Kelly McDonald winner of the 2016 Huggability Award

Ovation Global DMC named Kelly McDonald as the winner of the 2016 Huggability Award on Tuesday. McDonald is with

Fraser & Hoyt Incentives, a leading Canadian incentive company based in Halifax, Nova Scotia, that develops customized employee rewards programs to motivate employees and other strategically targeted groups.

The Huggability Award traditionally goes to individuals who are recognized as icons within the meetings and events space. The nominees traditionally step outside their corporate roles to lend support, education and enthusiasm to other members of the industry. In being selected from a field of other high-performing meetings and events professionals, McDonald clearly

delivered on these qualifications.

According to Ovation Switzerland, which nominated McDonald, Kelly has been a stalwart of the industry for more than 12 years and is a shining light at every big trade show annually.

"Kelly and the FHI team are the go-to incentive travel experts in Halifax, Canada, for both inbound and outbound. Her outgoing personality is a real asset to the FHI team and is a major factor in their success," the nomination stated.

McDonald was unable to accept the award in person. Jan Zandboer with Select Group Marketing accepted the award on her behalf. ■

>> Booth 2627

>> ovationdmc.com

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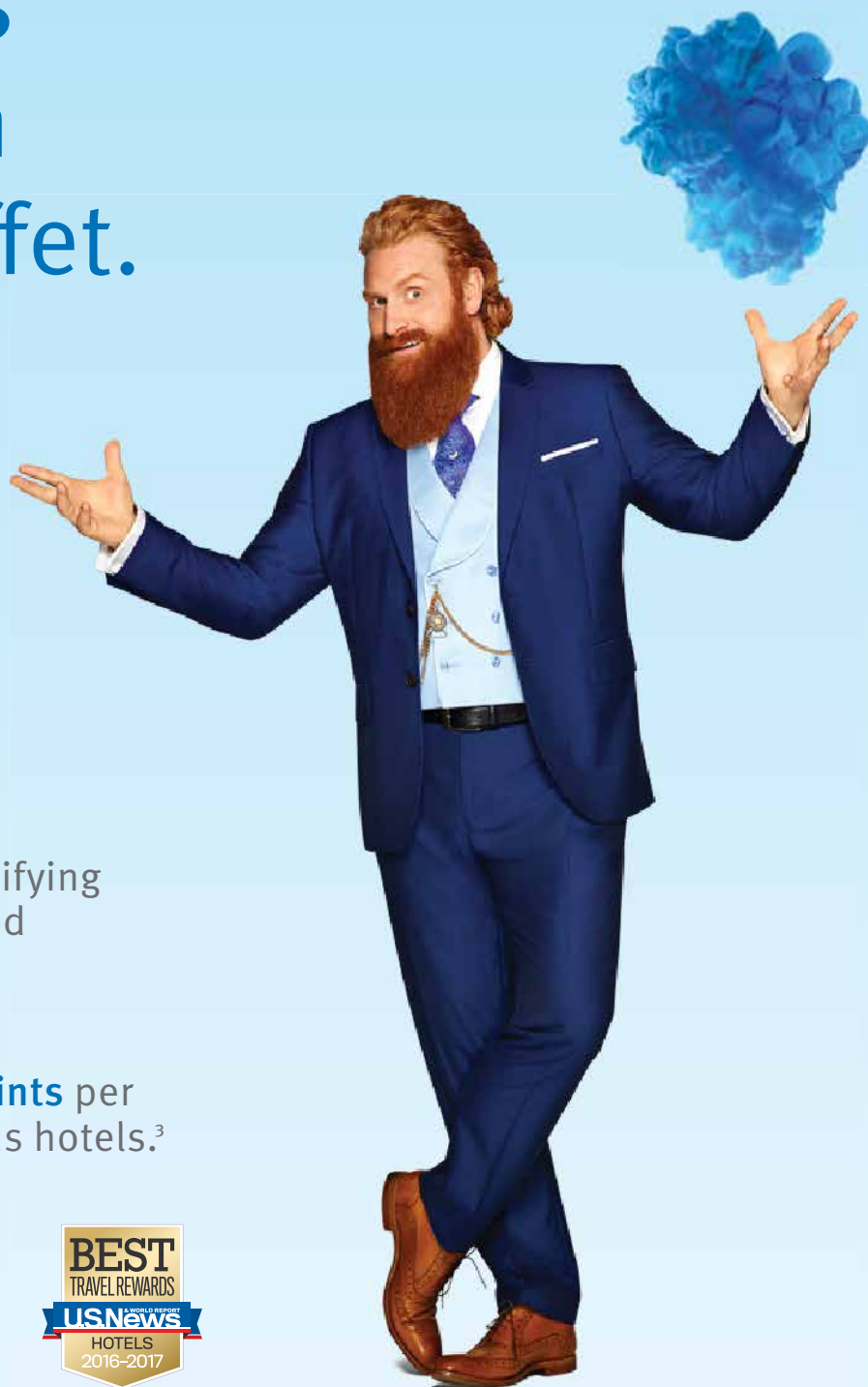
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Top entertainment, complimentary bars and a prestigious location are more reasons why you should attend. Most importantly, your attendance through ticket sales will help the MPI Foundation fund important educational grants, scholarships and pan-industry research benefiting the meeting and event industry.

Tickets are available at mpiweb.org/rendezvous-imex or at the Rendezvous counter, Level 2, Sands® Expo. ■

>> mpiweb.org/rendezvous-imex

Help stop human trafficking — with an app on your cell phone

Human traffickers routinely post photographs online of their victims posed in hotel rooms. Now a new, free app, TraffickCam, is

helping to create a national database of hotel room images that law enforcement can search as part of an investigation.

Prevue Editor Barbara Scofidio introduced TraffickCam today in the Inspiration Hub. She sat down with Michelle Guelbart, director of private sector engagement at ECPAT-USA, to share how the app works and to clear up misconceptions about the prevalence of trafficking in the same hotels where we hold our meetings.



Michelle Guelbart

Scofidio: How does TraffickCam work?

Guelbart: It matches features such as patterns in the carpeting, furniture, room accessories and window views against the database of traveler images to provide law enforcement with a list of potential hotels where the photo may have been taken. Early

testing has shown that the app is 85 percent accurate in identifying the correct hotel in the top 20 matches. It's a great new tool.

Scofidio: Are there still misconceptions around human trafficking within the meetings industry?

Guelbart: There are, and they are fed by the media and popular culture. Movies and news reports focus on extreme cases, in developing countries, involving low-budget hotels and locations. It's hard for people to accept that the same hotels they stay at or hold their meetings at can be used as venues for abuse.

We're still in a phase where we need to continue to educate the general public about the issue through awareness cam-

paigns and media. I know that sometimes this issue is hard for people to talk about, but if everyone would get past that discomfort and spread the word, we would move forward much more quickly.

Scofidio: How do you suggest planners bring up the issue with their hotel partners?

Guelbart: It's very important to ask questions about what the hotel is doing to fight human trafficking and not initially accuse them of not doing enough work. Planners can also bring training material and resources with them. ■

>> ecpatusa.org/hotel

“Early testing has shown that the app is 85 percent accurate in identifying the correct hotel in the top 20 matches.”

Michelle Guelbart, director of private sector engagement, ECPAT-USA

question OF THE DAY

How do you make sustainability a priority at your events?



Kim Shand
Malachite
Management Inc.
Vancouver,
Canada

“We like to work with venues that have LEED policies, are doing their thing to recycle and are being socially responsible.”

“We're working on focusing more on sustainability. It is a good incentive when hotels have green policies with their linens and water usage.”

Charney Robinson-Williams

The Protein Society
Blackwood,
New Jersey



Marcelo Bere Rangel De Freitas
TGK Travel
Sao Paulo,
Brazil

“Sustainability is a great point, and we as an industry need to focus more on it.”

“We look at hotels that have green policies with linen usage, but it's even better when we can support the local community. I'd rather take all those unused soaps and lotions from the hotels and donate them to local groups that can use them.”

Matt Cuele
H&R Block
Kansas City,
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Contextualize to personalize the attendee experience

By Julie Bevacqua, CMO

If “location, location, location” is real estate’s gospel, then “context, context, context” is the tenet of attendee experience. It’s

all about creating content and moments tailored to individual interests that compel attendees to engage — to share and connect and learn from not only the speakers, but from each other.



Julie Bevacqua,
CMO

In EventMB’s e-book, “Engaging Events,” Kevin Jackson comments that in the space of ten years, audiences have gone from “make me listen,” to “make me care,” and now to “make me part of the story.” Attendees crave individualized, hyperper-

sonalized experiences in which they are not just participants but co-creators of the experience. By contextualizing the attendee experience, event planners can deliver relevant, tailored experiences that meet individual user needs by combining historical, behavioral and profile data with real-time situational feedback. And the secret weapon for delivering a contextualized attendee experience? The mobile event app.

As the foremost live interaction tool for events, the mobile app fosters engagement by involving attendees in a continuous, interactive stream of communication. Whether it’s live Q&A, gamification or discussion forums, live interaction fosters participation and creates conversations and relationships that continue long after the closing session. And event planners are taking notice of the long-lasting benefits

of the immersive attendee experience.

Indeed, attendee networking and live polling — both interactive and experiential elements of an event — have come to light as the most important mobile app features.

Mobile apps bring events to life; they help create an attendee experience that values attendees as participants, as co-creators of the experience or even co-creators of content. And by using the mobile app to gather implicit data — the digital footprints left behind by attendees’ live interactions — event planners can leverage data-driven marketing to shape future events and personalize content in alignment with individual interests and needs. ■

>> Booth 259

>> quickmobile.com

“

The secret weapon for delivering a contextualized attendee experience? The mobile event app.

”

Keep your meetings powered up

Technology continues to shape the meetings and events industry landscape in a profound manner. Integrating technology into spaces

without sacrificing aesthetics while maintaining functionality is a struggle many meeting and event planners face. From touch-screen monitors to mobile apps that help facilitate and encourage engagement, providing access to information in a convenient way allows attendees to focus on learning and networking.

Keeping guests connected requires battery power and plenty of charging areas. From tablets to cell phones, it’s crucial for clients to stay connected when attending meetings and events. Attendees expect to find a relaxing place to charge their devices at events, meetings and conferences, while still being able to engage with other attendees and presenters.

A seamless integration of comfort, style and charging capabilities, CORT Event Furnishings, the leading national provider of rental furniture, lighting and accessories for the meetings and events industry now offers an extensive collection



CORT offers a range of powered solutions that incorporate charging into furniture for every event.

of Powered furniture to suit every need. Enable your guests to stay connected while maintaining the desired look and feel of your event or meeting.

The Powered Endless Collection is a proprietary modular seating system designed specifically for events of any size with the flexibility to suit any space. Ottomans become chairs and chairs become sofas, which, in turn, become high-back

banquettes — all with charging units integrated seamlessly into the furniture.

Whether it’s powered G30 communal tables or the Endless powered sectionals, there’s a range of powered solutions that seamlessly incorporate charging into furniture for every event. ■

>> Booth 3459

>> cortevents.com/powered

Planners: Be aware of VAT reclaim

In some countries in Europe, North American and other non-EU based entities may reclaim VAT on business expenses such as hotel rooms, food and beverage, venue rental, AV, entertainment, transportation and professional services. Not every expense type is eligible in every country. Each country has its own documents and eligibility requirements, deadlines and applicable legislation.

Corporate planners should become aware of VAT reclaim opportunities.

Here’s why:

1. If eligible, your end-user corporate clients have a right to pursue a refund.
2. It’s a value-added service for you to offer your clients.
3. It should be part of your European destination due diligence.
4. It may benefit you in a competitive bid situation; you should include this information.
5. Your client may be able to afford a more expensive destination or add events.
6. It reduces program costs to clients without affecting their spend with you.
7. You present the refund check to the client, who can put it toward next program.
8. The client can’t blame you later for not pursuing a refund opportunity.

Head to the Inspiration Hub, booth 3403, at 2 p.m. today to hear CEI’s Nancy Eide explain further. ■

>> Booth 3009

>> cei-vat.com

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Better team-building inspires attendees

Effective team-building can inject a can-do spirit into any meeting. On the other hand, team-building events short on innovation can leave attendees feeling flat.

Yesterday at the Inspiration Hub, events expert Sharon Fisher shared the keys to innovative team-building with a group of IMEX America attendees as part of her “No More Eye Rolling” seminar presentation.

“People want new ideas,” Fisher said. “And when they show up at a team-building event that’s been done before, they sigh and say, ‘ugh,’ because there’s no sense of excitement. What we need to do is change that image, because things have changed dramatically in the past few years in terms of what

team-building brings to the table.”

When it comes to innovating how meeting professionals build teams, Fisher said the three biggest trends are timing, program length and collaboration.

“It used to be that you would go to a meeting and the team-building would be a two-hour event in the last segment of the program right before the attendees leave to go home,” she said. “That always flabbergasted me. Why wait until everyone is ready to go home?”

Kicking a meeting off with a team-building event is the way to go, Fisher said.

“You do it at the beginning of the meeting, or at least before or immediately after the general session, and you see a lot more out of the investment,” she said. “Attendees immediately build relationships and get to know one another at the start of the program, rather than after it is too late to really get anything creative on-site.”

The length of the event is also at issue. Gone are the days where every meeting planner has two hours set aside for a team-focused exercise. Instead, Fisher said, impactful team-building has evolved to allow for shorter sessions — from 15-minute huddles performed during a

see [TEAM-BUILDING](#), page 39



Events expert Sharon Fisher, center (purple), leads attendees through a perspective exercise during her “No More Eye Rolling” presentation.



Lausanne, Switzerland, is home to the International Olympic Committee.

Lausanne, the Olympic Capital

Situated on the shores of Lake Geneva, Switzerland, the “Olympic Capital” of Lausanne is home to the International Olympic Committee and some 55 other international sport associations.

A lively university city in the French-speaking part of the country, Lausanne is located 38.5 miles north-east of Geneva and southwest of the Jura Mountains in a noted wine-growing region across the lake from the French town of Évian-les-Bains.

The city, which was a diocesan town for more than 1,000 years, is dominated by a cathedral regarded as Switzerland’s most impressive piece of early Gothic architecture. It boasts Switzerland’s only metro, a 28-station rapid transit system that connects the city’s various parks and other attractions to grand palace hotels like the Beau-Rivage Palace in Ouchy and the Hotel de l’Angleterre, where Lord Byron once stayed. ■

>> Booth 2209

>> lausanne-tourisme.ch

Jammin’ on Jamaica’s rivers with Island Routes

Island Routes Caribbean Adventures offers guests professionally run and efficiently executed tours that are authentic and fun.

This past year, the certified incentive specialist introduced a well-known international architectural and engineering firm to the uniquely Jamaican pastime of river rafting. The group embarked on a customized rafting adventure along the historic Martha Brae River in the parish of Trelawny, birthplace of famed sprinter Usain Bolt.

With handmade 30-foot bamboo rafts ready and waiting, the group of 60 boarded the rafts and, with the assistance of their skilled captains, navigated the glistening jade waters of the river.

Red Stripe beers in hand, the group was given a brief history of the island and was able to witness the colorful birds native to Jamaica’s forests and take in the exotic flowers that line the river’s banks.

The Island Routes experience isn’t complete without something extra special, and for this group, that meant their very own floating bar, equipped with cold beers, fresh rum punch and a local Mento Band playing the best in traditional Jamaican folk music.



Island Routes Caribbean Adventures offers guests river rafting tours along the historic Martha Brae River in the parish of Trelawny, birthplace of famed sprinter Usain Bolt.

The seamless delivery of an experience that celebrated the group, as well as the natural environment and local community, were fitting rewards for this firm of geotechnical engineers and are indicative of Island Routes’ commitment to deliver-

ing creative solutions and unforgettable adventures for all of its incentive group customers. ■

>> Booth 1646

>> islandroutes.com



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ON Event Services, a GES company, offers high-end A/V solutions for events ranging from small, intimate meetings to large conferences.

GES acquires ON Event Services

In August, GES announced the acquisition of ON Event Services, which expanded its already comprehensive range of services and technology. ON Event Services, which now operates as ON Services, a GES Company, was selected for its expertise in high-end, audio-visual (A/V) production and impressive arsenal of A/V technologies. ON Services offers A/V solutions for events ranging from small, intimate meetings to vast conferences.

An excellent fit for GES, ON Services shares the same customer service and hospitality focus. Keeping in mind that customers don't want to worry about what goes on behind the scenes of an event, the ON Services team of A/V professionals is there every step of the way, from conception to completion.

The company's ONsite division is where hospitality meets technology. With a keen focus on general sessions and breakouts, the ONsite team has an extensive experience in managing the specific needs of presenters. Understanding that needs can change on a dime, ONsite handles room schedule changes and complex special requests with agility and the right equipment.

Every facility is unique, and ONsite makes the effort to tailor services to each property. That means responding with the right technicians and the right equipment. The ONsite team is experienced in aligning procedures with property standards and works seamlessly with facility departments to ensure an outstanding event, from pre-planning to execution.

With more than 800 clients, ranging

from nonprofits to Fortune 500 companies such as Coca-Cola, World Financial Group, Marriott, Hilton and Sheraton, ON Services supports more than 1,000 annually. The company also serves as the preferred vendor for 30 venues and six major concert facilities.

Through considerable investments in cutting-edge A/V technology such as multiscreen routing and widescreen blending, ON Services has the resources to support any general session. The team's logistics coordination expertise makes simultaneous breakouts a breeze. In addition, the company manages trade show exhibit floors and booths, offering A/V, lighting and staging equipment. ■

>> Booth 3427

>> ges.com

Society of Independent Show Organizers announces 2017 event dates

Society of Independent Show Organizers (SISO) membership is a combination of large corporations and small entrepreneurial enterprises that do business around the world. SISO's more than 175 member companies produce thousands of events each year. SISO's mission is to meet the common needs of members by providing peer networking opportunities, education, industry information, streamlined business processes and best practices in the industry.

If you are a for-profit show organizer, produce or provide full-service management of trade shows, consumer shows, expositions, conferences and/or similar events as a substantial part of your business, then plan to attend the 2017 SISO CEO Summit, which will take place March 27-30, 2017 at the historic Biltmore Hotel Miami-Coral Gables.

The SISO Leadership Conference will take place Aug. 1-3, 2017 in Philadelphia, Pennsylvania, hosted by the Philadelphia CVB.

If you are a for-profit show organizer and wish to become a SISO member, go to siso.org/become-a-member. ■

>> siso.org

SITE Foundation releases SITE Index 2016 study

By Denise Dornfeld, CIS, SITE Foundation President & Chairperson, AlliedPRA

What an exciting, productive year it has been for SITE, and the SITE Foundation has been in the heart of it! The Foundation continues to advance its mission to enhance the awareness and effectiveness of motivational experiences and incentive travel by funding and conducting critical research and developing educational programs that elevate the knowledge and skill of incentive travel professionals around the globe.

Over the past three years, the Foundation has invested \$500,000 in research to

strengthen the business case for incentive travel and more than \$150,000 to support the development of competency-based, incentive travel training and certification programs. We have also invested in a global advocacy campaign to collect and share case studies from around the world that showcase why companies invest in incentive travel to drive business results.

At the beginning of the year, we released the results of SITE Index 2015, and the news was positive, but cautious. The incentive travel business is healthy and budgets are growing, but supplier consolidation is becoming even more competitive



Denise Dornfeld

and global events have the potential to impact future growth of the industry, more negatively than positively.

During the "Smart Monday" session, Tina Weede, CRP, SITE Foundation vice president, research and education, shared the results of SITE Index 2016, conducted in partnership with J.D. Power and IMEX Group. If you missed the session, you can view the Executive Overview and full results at SITEglobal.com/siteindex.

Also, before the end of the year, we will release "Participants Viewpoint India" — a study that looks at what makes incentive travel meaningful, motivational and memorable for the Indian marketplace and compares the results to the same study conducted in the U.K. in 2015 and in the U.S. in 2011.

On behalf of the Foundation Trustees, I would like to thank all of our sponsors and guests for their generous support of our three primary fundraising events: SITE Nite North America, SITE Nite Europe and SITE Classic. In addition to providing unique incentive-quality networking experiences, these events provide for a majority of the Foundation's annual fundraising. If you are looking to grow your brand's visibility in the global incentive travel market and be positioned as a thought leader, check out our new Sponsorship Prospectus that highlights many valuable opportunities and benefits for 2017 and 2018 at siteglobal.com/page/sponsorship-2017. ■

>> Booth 3203

>> SITEglobal.com



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دبي

From big top to the boardroom

For more than 30 years, Cirque du Soleil has been known for pushing the boundaries of superhuman acrobatics, unparalleled

creativity and for being able to create unique, alternate worlds within its theaters. In Las Vegas alone, Cirque du Soleil features seven shows that total more than 3,700 performances to millions of

spectators in a single year, which means each production must operate exceptionally. The recently unveiled SPARK Sessions program invites the corporate world for an exclusive look into how to harness the

creative powers and extraordinary talents of one of the world's foremost entertainment brands.

"SPARK Sessions are our way to bring people into the Cirque world and create some of the most interactive and educational team-building experiences in the world right onstage. It's our hope that SPARK Sessions ignite innovation, curiosity and creativity in everyone who participates," said James Guilford, SPARK program manager at Cirque du Soleil.

Companies such as Google, Adobe and Life Time Fitness have experienced SPARK Session's custom-tailored programs since its launch in October 2015. Within Cirque du Soleil's dynamic spaces, participants can work one on one with expert instructors, learn team-building activities from cast and crew of various Las Vegas productions and even take the stage with equipment, props, makeup and wardrobe. Considered a bucket-list-worthy item, SPARK Sessions are exclusive products, limited to only 20 per year. ■

>> Booth 1620

>> cirquedusoleil.com



Cirque du Soleil's SPARK Sessions inspire creativity in the corporate world by giving participants an insider's view of Cirque's dynamic shows.

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Booth 712

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MYSTÈRE



ZUMANITY





From left to right: Michael Walsh, Director of Strategy and Innovation, Melbourne Convention and Exhibition Centre; Nicola McGrane, Managing Director, Conference Partners Ltd; Anne Jamieson, Director of Sales and Marketing, Melbourne Convention and Exhibition Centre; Jurriaen Sleijster, President and COO, MCI Group

IAPCO is moving beyond logistics

Conference logistics are about no more than getting delegates and speakers in the same venue. Right?

Well, not really. This was the message of a session that took place on SMART Monday. By looking for organizers and planners who are more than just logisticians in smart clothes, attendees heard, clients can create events that define their organization and promote success far beyond the end of the conference.

Speakers for the event were IAPCO representative and MCI Group president Jurriaen Sleijster, along with Karen Bolinger, the chief executive of the Melbourne Convention Bureau. Their message to the audience was simple: See the event as just a staging post in the life of the organization, and recognize that it is often held in support of a much larger goal. Doing this can help organizers improve what they offer to potential clients, and the clients themselves will be inspired to look for more than just people who can book hotel rooms and conference centers.

As the session continued, the idea of the truly innovative organizer was explored in more detail. The person who started to emerge for a team would help the company summon its members to the conference and drive increased membership, but also look further afield. Perhaps partnership agreements can be made with companies where the conference is being held, or the company could use its presence to argue for more favorable legislation to help it do business.

Proceedings drew to a close with one of the things that IAPCO does so well: looking at best practice at conferences around the world, where hosts have been helped to build bridges with the surrounding business and legislative communities. The session may well prove to be a stepping stone toward helping to bring in a revolutionary new approach to the previously dry subject of conference logistics. ■

» Booth 3621
» iapco.org



Global Cynergies collaborates at IMEX America

Offering clients the opportunity to leverage their purchasing power and collective knowledge, Global Cynergies (GC) team members have assisted in sourcing hotels and venues in more than 850 destinations in 150-plus countries. The group is comprised of diverse nationalities and personalities from all over the world, with a collaborative mission to achieve the best results for its clients. From Toronto to Budapest, GC team members have firsthand experience with destinations across the globe.

Kalahari makes a splash with meeting options

Increased competition for budgets, attention and resources, paired with the need to prove return on investment, provides a unique set of challenges for the meetings and conventions industry. Kalahari Resorts & Conventions understands this and, for more than a decade, has provided unparalleled hospitality in a vacation-style setting to thousands of groups.

More than 22,000 groups have selected Kalahari as their venue of choice (resulting in more than 1.4 million group rooms) since opening.

Kalahari offers a unique, all-under-one-roof experience so guests can maximize their time on-site with great meeting space, delicious dining options, award-winning indoor/outdoor attractions, retail shopping, Spa Kalahari and more to cater to meeting attendees and their families.

A meeting held at Kalahari Resorts & Conventions transforms the experience from an obligation for one person to attend to an opportunity for the whole family to have fun.

Kalahari has a proven ability to consistently increase meeting attendance by more than 20 percent, with an average block pickup of 108 percent. Kalahari Re-



Kalahari has a proven ability to consistently increase meeting attendance by more than 20 percent, with an average block pickup of 108 percent.

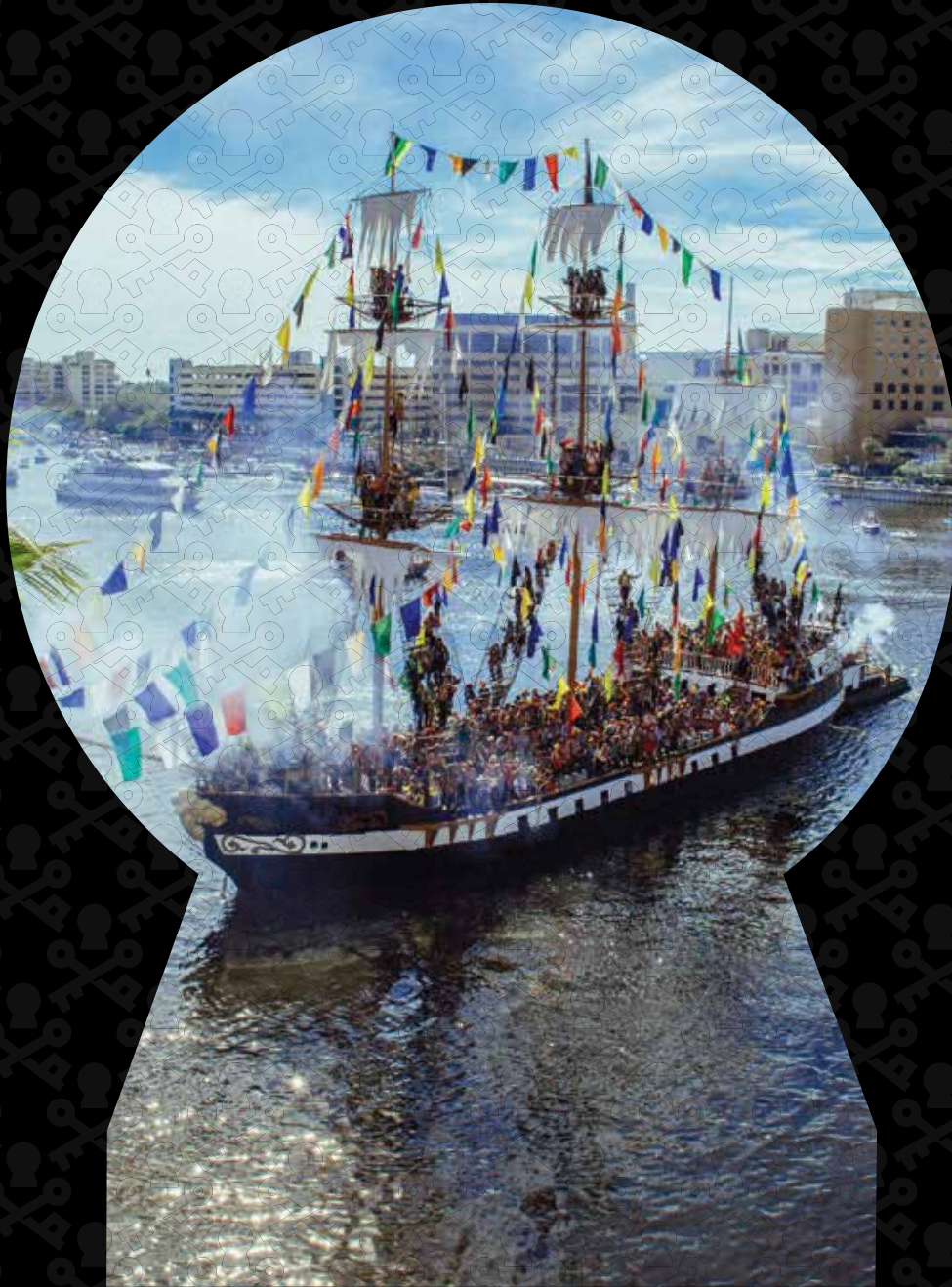
sorts & Conventions has properties in Sandusky, Ohio; Wisconsin Dells, Wisconsin; and Pocono Mountains, Pennsylvania.

The company has announced its intention to locate its newest property in Round Rock, Texas, with an open date projected for 2020. The expansion will mark the company's first resort and convention center in the Southwest and its fourth destination overall. The Round Rock

location will mirror Kalahari Resorts & Conventions' existing properties, will be authentically African-themed and will include up to 1,000 guest rooms, indoor and outdoor waterparks, restaurants, a family entertainment center, spa and convention center. ■

» Booth 311
» kalaharimeetings.com

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TampaMeetings.com

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Safety first in the meetings industry

In today's world where anything can happen, meeting and event planners know that safety is a No. 1 priority. Pacific World, a leading DMC operating in 36 countries and over 100 destinations, makes safety a primary focus in all of its events.

Safety is an integral part of operations, as many meeting planners are responsible for a large number of delegates and clients across different markets. Pacific World has a detailed emergency response plan and contingencies for every scenario; yet, the company still encounters situations that are unprecedented.

"These are uncertain times, and an increase in the number of security incidents has been

headline news. As a global DMC, we want to help the industry face the issues and ensure that their processes are transparent, consistent and up-to-date, just one of our IMEX America themes this year," said Selina Chavry, global managing director of Pacific World.



Selina Chavry

Top tips for safety planning at large-scale events

- Face the tricky questions.
- Schedule pre-event training.
- Have open communication channels.
- Prepare incident planning for events that are on the move.
- Work with local authorities.
- Establish clear roles and responsibilities.

Tips for building a crisis management checklist

- Do we have the means to communicate with someone in the office? Is there a process to ensure this?
- Do we have all the facts (as opposed to speculation)?
- Do we have a working relationship with the authorities? Which are the parties involved?
- Are transport companies checked before hiring?
- Are guests monitored during their journey?
- In case of an emergency, are drivers aware of the predetermined evacuation routes?
- What are the roles and functions of all security personnel? ■

>> Booth 2030
>> pacificworld.com

Private Safaris eyes aggressive growth with new leadership

Private Safaris plans to reinvent itself, using its parent structure and new leadership to drive aggressive growth, while also entering new markets.

Private Safaris' parent company, Kuoni, recently came under the ownership of Swedish private equity group EQT. Kuoni sold its tour operator activities in Europe and overseas.



Kuoni, the new parent company to Private Safaris, has a full-fledged meetings and events team as well as sister DMC companies operating in the Middle East, Asia, Australia and the U.S.

"The changes over the last few months, both from a parent-company structure perspective as well as a leadership perspective, have opened up massive opportunities for us to really reinvent ourselves," said new CEO Monika Iuel.

Instead of viewing this as a lost distribution link, Iuel views it as an opportunity to deepen what would now be a voluntary relationship with a customer base that was no longer married to Private Safaris.

Iuel also suggested that Private Safaris would position itself for more meetings and events business, relying on the global Kuoni brand to back its growth strategy. The company has a full-fledged meetings and events team as well as sister DMC companies operating in the Middle East, Asia, Australia and the U.S. ■

>> Booth 3023
>> privatesafaris.com

Intelligent, one-on-one business introductions

Time is precious, and face-to-face time is invaluable when networking your business. Zenvoy is the business matchmaking platform that, like a dating site, introduces people who should meet. Users complete a profile and a proprietary algorithm takes charge to cultivate valuable one-on-one connections that are a good fit for business interests. The platform focuses on associations, conferences and professionals.

"Research shows that one-on-one networking is more beneficial than 'working a room' at an event," said Bill Webster, co-founder and COO of Zenvoy. "If you live and die by referral-based business, Zenvoy can supercharge your networking value by bringing targeted business introductions right to your email inbox."

To get started, users join Zenvoy by answering a few simple questions about their professional specialty, industry, age, experi-

ence and location. The algorithm's primary goal is to then match users with mutually beneficial needs. A middle-market clothing company CEO might be matched with an apparel-space investment banker, for example.

Zenvoy for professionals

Users can join Zenvoy's premium networking community as individuals or be invited as members of a private group. In both cases, users adapt their profiles to fit their networking needs and receive email notifications when an introduction is appropriate.

Zenvoy for associations and conferences

Almost 80 percent of conference organizers polled say networking is their attendees' most valued benefit. The difficulty lies in adequately supplying enough networking value to each person, which is exactly where Zenvoy excels.

Zenvoy offers groups the ability to

create, manage and invite members to join their private or public networking communities. Zenvoy can be "white labeled" so groups own their members and branding.

"Zenvoy is a game changer," said Carina Bauer, CEO of the IMEX Group, an early adopter of the Zenvoy platform. "In a show that's as large and busy as IMEX America, we're clear that it's our duty and pleasure to bring people closer together for long-term mutual gain."

Planning events through Zenvoy allows attendees to conduct purposeful networking. Administrators are able to organize the timing of introductions within their networks for maximum efficiency.

The platform has 3,500 organizations and 1,300 cities in its network, including major markets such as Los Angeles and New York. ■

>> Booth 765
>> zenvoy.com

“

If you live and die by referral-based business, Zenvoy can supercharge your networking value by bringing targeted business introductions right to your email inbox.

Bill Webster, Zenvoy co-founder and COO

”



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- ▶ 31,590 sq. ft. grand ballroom; subdivides into three sections

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AMResorts is offering a collection of five fabulous new resorts launching in late 2016.

AMResorts offers five new luxury locations

Pennsylvania-based AMResorts is offering a collection of five fabulous new resorts launching in late 2016.

Opening in October in La Romana, Dominican Republic, the 391-room Dreams Dominican La Romana resort will be the ideal beachfront retreat. Its Italian-style architecture is surrounded by lush gardens reminiscent of a Mediterranean oasis. Four nearby championship golf courses, a spa, a PADI-certified diving center and excursions to the Dominican Republic's popular Saona Island all add to its appeal.

When it launches in November, Secrets Cap Cana Resort & Spa will bring the highest level of luxury to the private, gated

community of Cap Cana, Dominican Republic. The resort will feature 457 suites with sophisticated decor and stunning views of the white-sand Juanillo Beach and crystal-blue waters of the Caribbean.

Also opening in November, Now Onyx Punta Cana is an all-suite resort situated on a palm-studded beach on the Dominican Republic's northeastern coast. With 502 finely appointed suites to choose from, groups will enjoy luxurious amenities including a Jacuzzi on each private balcony or terrace. No matter the room choice, unlimited gourmet dining and premium brand beverages are served at the resort's nine dining options and six bars.

Dreams Playa Mujeres Golf & Spa Resort will debut in November within the

private gated community of Playa Mujeres, Mexico, located about 35 minutes from Cancun International Airport. The 502-suite resort is located on a white-sand beach, offering groups spectacular views of the Caribbean Sea.

Jamaica's five-story, adults-only Breathless Montego Bay Resort & Spa will open in December. The property's 150 suites each feature private balconies and terraces touting mountain and bay views in addition to floor-to-ceiling glass doors and marble bathrooms — not to mention dedicated butler service. ■

>> Booth 743

>> amresorts.com



Hotel ICON ranks among Hong Kong's most symbolic landmarks.

Hotel Icon = Hong Kong creativity

Hong Kong's Hotel ICON is an upscale haven in the heart of Tsim Sha Tsui East that represents the combined efforts of the city's most creative talents.

Offering exceptional Asian hospitality in 262 guest rooms ranging in size from 118 to 263 square feet, Hotel ICON ranks among Hong Kong's most symbolic landmarks. The hotel was designed by celebrated Hong Kong architect Rocco Yim, while William Lim of Hong Kong's CL3 Architects designed the contemporary interiors, including the guestrooms, the Silverbox ballroom and the lobby's grand, sweeping staircase.

Standing as a stylish testament to Hong Kong's creative energy and vibrant arts scene, the hotel showcases work from the city's celebrated designers and visionaries. Renowned Hong Kong designer Freeman Lau curated the hotel's eclectic art collection, which currently includes works of art by some of Asia's best talents.

Hotel ICON also houses three restaurants: Above & Beyond Chinese restaurant, The Market and GREEN.

Angsana Spa is a tranquil oasis devoted to indulgence and pampering. Within this private retreat, professional therapists from the world-famous Banyan Tree Hotels and Resorts offer a range of relaxing and rejuvenating treatments. ■

>> Booth 2641

>> hotel-icon.com

Headquarters promotes growing Latin American meetings and events market

With more and more destinations improving their positions in international rankings every year, Latin America is certainly no stranger in the meetings industry. The region continues to attract more regional and international business events than ever, and Headquarters magazine is keeping a close eye on the numerous destinations showcasing their developments in the

association market.

Over the last years, Latin America has made great progress in the meetings industry. It's worth highlighting the efforts carried out by local convention bureaus, such as the ones of Bogota or Medellin in Colombia, which have transformed not only its cities,



Jesus Guerrero, business development manager, Headquarters

but also the international perception of the country, by educating and including the local communities in their projects.

Additionally, Lima occupies the first position in the 2015 ICCA rankings of meeting cities in the Americas, along with Buenos Aires (host city of the 54th ICCA Congress in 2015). However, Peru's capital is leading if we look at the number of attendees. As to Brazil, the latest developments include a desire for cooperation instead of competition. UNEDESTINOS

(National Union of Convention Bureaux and Destination Entities), for instance, has brought together Brazilian convention bureaus for the joint promotion of the destinations.

Headquarters magazine constantly works to better understand the association market in the region and to better promote its destinations. ■

>> Booth 3520

>> meetingmediagroup.com



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Vila Vita Parc completes five-year renovation plan

Vila Vita Parc, Algarve, Portugal, finished its five-year renovation plan this year, which transformed the seaside property including a dramatic reimagining of Ocean Restaurant, Chef Hans Neuner's two-Michelin-starred gastronomic dining concept.

Inspirational new concepts and stylish new looks also include Bela Vita and all the clubhouse restaurants: Whale, Atlantico and Aladin Grill, Japanese Mizu, Whale Pool Lounge & Bar, Garden Bar and the V-Club disco — all of which were remodeled by interior designer David Archer.

Vila Vita Parc also looks forward to hosting major events in 2017, including the third Vila Vita Fine Wines & Food Fair, May 16-21, which showcases award-winning chefs and

wine producers from around the world.

The resort, celebrating 25 years next year, most recently collected awards as the 2015 World Leading Green Hotel, 2016 Europe's Leading Hotel Villas and 2016 Portugal's Leading Spa Hotel.

In addition, next spring, Vila Vita Parc will add Villa Compass, its new clifftop villas in the Masterpiece collection, each of which will have access to three pools and feature four to five bedrooms, private gardens and panoramic views over Armação de Pêra Bay.

The Vila Vita Collection also will extend to nearby Salema with five off-property luxury self-catering villas and residences for tranquil, beachside living. ■

» Booth 2605

» vilavitaparc.com



Vila Vita Parc, Algarve, Portugal, finished its five-year renovation plan in 2016, offering a major facelift to the seaside property.

Thank You for Ranking us **NUMBER ONE**

Watkins Research Group recently published its Meeting and Convention Planners Survey – and the findings reinforce Vancouver's exceptional reputation. It's all thanks to clients like you, and the dedication, professionalism and unity of our city's tourism and service industry.



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New-look Gleneagles is unveiled

Gleneagles, Scotland's famed hotel and golf resort, has completed the first phase of redevelopment, unveiling a remodeled Century Bar, the addition of a new bar and dozens of renovated luxury bedrooms.

Gleneagles' main bar, which houses one of Scotland's finest collections of old and rare whiskies and has served as the social hub of the hotel for nearly 100 years, has relaunched as The Century Bar. David Collins Studio was tasked with creating an elegant and contemporary space that would enhance the guest experience, while celebrating Gleneagles' heritage and Scottish identity. Updates include restoring the original paneling and art deco-style lighting.

"The hotel's main bar is an important room within the property," said Simon Rawlings, creative director at David Collins Studio. "Its transition to The Century Bar needed a respectful approach — one



Gleneagles updates reflect elegant, contemporary spaces merged with Scottish heritage.

that references the art deco grandeur, while making a charming, light-filled room by day, and a cozy intimate room by night. Our design has resulted in a bar which is wonderful at any time, for any

occasion — a bar that feels very Scottish, and extremely Gleneagles."

The Century Bar's new look is accompanied by a new menu that reflects country pursuits — hunting, shooting and fishing

— that established Gleneagles as a key social destination in the 1920s.


A new bar, Auchterarder 70, named after the hotel's original telephone number, has been unveiled in the Dormy Clubhouse. The 1920s-style space has striking views of the 18th hole of the King's Course and serves an outstanding range of locally sourced craft beer and snacks.

The new venue features an oak-paneled bar, chesterfield sofas and vintage furnishings. A wall-mounted crank telephone allows guests to place orders. The social hub is ideal for golfers, families, couples and friends.

Gleneagles also worked with design house Goddard Littlefair to revamp 35 luxury bedrooms and suites and linking corridors. The new designs connect guests to Gleneagles' past through antiques and art, but also reflect contemporary luxury. ■

>> Booth 2519

>> gleneagles.com



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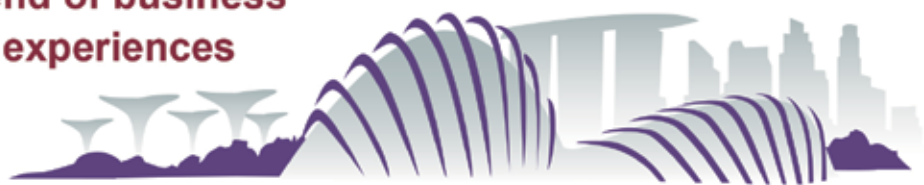
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Hilton Sedona Resort at Bell Rock offers stunning views of the Red Rocks, expansive suites, a spa, three outdoor pools and an 18-hole golf course.

Hilton Sedona Resort: The business of wellness

Mixing business with wellness is Hilton Sedona Resort at Bell Rock's forte. The property is ideal for inspirational team-building retreats as Sedona, Arizona, is a geological wonderland world-renowned for wellness, energy and outdoor Red Rock adventures. Sedona was designated by Conde Nast Traveler as The Top Destination to Make the Best First Impression.

Inspired by this unique location, Hilton Sedona Resort at Bell Rock offers a

selection of restorative wellness breaks for groups and attendees alike. From meditation breakouts to energy attunements, chair massages and gentle yoga classes, specialized instructors lead groups of any size through mindful being. Discover inventive team-building activities and ancient restorative rituals proven to increase blood flow, oxygen intake and brain functions.

Combine fresh ideas and restorative wellness breaks with the Yoga and Yogurt breakfast, an al fresco Cut and Create lunch or a variety of other healthy menus.

Hilton Sedona Resort at Bell Rock provides deluxe amenities and dedicated team members to ensure an inspirational meeting and a rejuvenating experience. Featuring stunning views of the Red Rocks, expansive suites, a spa, three outdoor pools and an adjacent 18-hole golf course, there are endless opportunities for team-building and outdoor activities, both active and tranquil. ■

>> **Booth 708**
>> hilton.com

Peruvian superfoods: Nutrition and health benefits

In recent years, Peru has become an internationally recognized gastronomic epicenter for fusion cuisine, named South America's leading culinary destination by the World of Travel Awards. Also, Peru has been recognized for having great biodiversity, offering authentic, unique and high nutritional value superfoods.

When it comes to all-natural superfoods — hardworking functional foods that far surpass basic nutritional content — Peruvian superfoods are the cleanest, most powerful, antioxidant-rich, phytonutrient-rich, anti-aging foods. The benefits of consuming Peruvian superfoods are astonishing:

They boost energy and endurance, increase longevity, improve brain health, strengthen immunity, detoxify your body and even help you lose weight.

Internationally recognized, award-winning dietitian-nutritionist Manuel Villacorta, MS, RD, will introduce the findings of his research, which inspired him to write two books on the topic of Peruvian superfoods, *Peruvian Power Foods* and *Whole Body Reboot: The Peruvian Superfoods Diet*. Also, this work led to his latest contribution as the leading



Manuel Villacorta

nutrition expert for a series about Peruvian superfoods with National Geographic.

Stop by the Peru booth where Villacorta will discuss four Peruvian superfoods, from nutritional content, health benefits and usages to delicious recipe suggestions. He is the author of three books: *"Eating Free," "Peruvian Power Foods"* and his latest bestseller, *"Whole Body Reboot: The Peruvian Superfoods Diet"*. Stick around after the presentation today and tomorrow at 3:30 p.m. for delicious Peruvian superfoods ice cream. ■

>> **Booth 1033**
>> promperu.gob.pe

Riu Plaza Panama chosen to host Business Forum of the Americas

Located in the heart of Panama City's financial district, the Riu Plaza Panama Hotel offers a unique urban experience in more than 600 rooms over 34 floors with amenities including a pool, gym, conference rooms and a spa.

As the pioneer of RIU Hotels & Resorts' urban line, the Riu Plaza Panama was chosen to host the Inter-American Development Bank's (IDB) 7th Summit of the Americas in 2015, as well as its second annual Americas Business Forum.

According to RIU, all of the Panamanian hotel's 23 conference rooms were reserved for the IDB event, accommodating more than 2,000 people. Bearing in mind the security and logistical requirements of the delegations, the top 15 floors of the Plaza Panama were reserved for IDB event guests, with each country lodged in the hotel getting its own floor.

In addition, 12 heads of state from all over the continent visited the Riu Plaza Panama for the second Americas Business Forum, including U.S. President Barack Obama, his Mexican counterpart Enrique Peña Nieto and Brazilian President Dilma Rousseff, as well as Panamanian President Juan Carlos Varela. The event was also attended by Secretary General of the United Nations Ban Ki-moon and Facebook founder Mark Zuckerberg.

The conference facilities reserved for the event held significant business meetings. One of the most noteworthy — between the CEO of Copa Airlines, Pedro Heilbron, and the Managing Director of Boeing, Jim McNerney — led to a \$6.6 billion agreement in which Copa Airlines acquired 61 of Boeing's 737 aircraft. ■

>> **Booth 733**
>> riu.com



The Riu Plaza Panama Hotel has hosted several heads of state at its events, including U.S. President Barack Obama.

EventMobi: The 'WordPress' of event apps

EventMobi's new, revolutionary App Design Studio empowers event organizers and designers to create custom designs for their apps in the same way they'd create a custom website with tools like WordPress.

EventMobi is currently the only event app provider on the market offering the ability to build custom event apps in real-time. App Design Studio is a standard offering as part of EventMobi's suite of products, and Advanced Designer is available as an add-on. ■

>> Booth 459

>> eventmobi.com



Scientific research meets romance in Heidelberg

Heidelberg is one of the most popular tourist magnets in Germany, boasting visits by some 12 million tourists, 1.4 million overnight bookings and more than 7,000 hotel beds in 2015. Who can resist attractions such as the world-famous Heidelberg Castle, the romantic Old Town and the picturesque location of this beautiful city on the Neckar River, surrounded by hills and forests?

Heidelberg is also a city of modern science, an important center for life sciences, which includes its university, the European Molecular Biology Laboratory, the German Cancer Research Center and the Heidelberg Max Planck Institute. Each

ranks among the world's leading research institutions. Heidelberg boasts core competencies in environmental management and information technology.

Heidelberg is the epitome of the German Romantic period. The majestic Heidelberg Castle towers over the Old Town and is the jewel in the crown, in ruin for more than 300 years. Nepomuk Terrace at the Old Bridge is the place for romantics. There, lovers can attach a lock as a symbol of their undying love. The Old Town features picturesque squares, churches, museums and numerous other sights. ■

>> Booth 2223

>> heidelberg-kongresse.de/en



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Multimillion-dollar investment puts Aberdeen on the map

Aberdeen, the Granite City on the northeast coast, is Scotland's third largest city. Known for its prominence in the energy industry, it has so much more to offer the meetings, incentive travel, conferences and events market, including an incredible

\$514 million of new investment in venues, facilities and infrastructure.

Work is now underway on a \$440 million transformation of the Aberdeen Exhibition and Conference Centre (AECC). Relocating to a site near Aberdeen International Airport, the venue's facilities for conferences, exhibitions and meetings will be enhanced by a state-of-the-art performance arena, hotels, restaurants and leisure facilities.

There has never been a better time to travel to Aberdeen. Icelandair's new flight routes via Reykjavik have opened up a more flexible travel schedule to visitors and cut travel time. Aberdeen International Airport is undergoing its most extensive development in its history. The project includes new passenger lounges, baggage claim and security services. ■

The Aberdeen Exhibition and Conference Center (AECC) is undergoing a \$440 million transformation.

>> **Booth 2519**
>> visitabdn.com

Puerto Rico islands awarded as top 10 destination

Puerto Rico's islands of Vieques and Culebra have each secured a top 10 spot in Travel + Leisure's annual "World's Best Awards," outranking more than 700 islands that make up the Caribbean in the Best Islands in the Caribbean, Bermuda and the Bahamas ranking.

Representatives from Vieques's W Retreat & Spa are represented at the Meet Puerto Rico booth. The W is an oasis, perfect for small or large meetings with 10,000 square feet of indoor and outdoor event space, and is just one of the many properties represented by Meet Puerto Rico.

Puerto Rico continues to position itself as an ideal destination for meetings and conventions, offering a state-of-the-art convention center, a wide variety of hotels, strong infrastructure and unique attrac-



Representatives from Vieques's W Retreat & Spa will be represented at the Meet Puerto Rico booth.

tions with the added advantage of being on a tropical island in the Caribbean. One in four rooms occupied in hotels that can accommodate large-scale meetings belongs to the groups and conventions segment. ■

>> **Booth 749**
>> meetpuertorico.com



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PACIFICO YOKOHAMA

Launch of Flying Clipper will mark Star Clippers' anniversary

Star Clippers is marking its 25th anniversary with the addition of a fourth tall sailing ship. The Flying Clipper is expected to launch in late 2017.

Swedish yachtsman and entrepreneur Mikael Krafft had a vision to make sailing ships commercially viable again. The company launched its first ship, the Star Flyer, in 1991. That ship was a recreation of the classic sailing ships of the 19th century.

Flying Clipper will be the biggest and the most ambitious of the Clipper fleet to date, with room for 300 passengers. The new ship, which will have 35 sails, is a near replica of the France II. When that ship was ordered in 1911, it was the largest square rig sailing ship ever built. Thus, Flying Clipper will be the world's largest square rigger and the largest ship of its kind afloat today.

Flying Clipper will have three pools as well as a water sports platform in the stern for use when the ship is at anchor. The ship has a variety of cabin grades, including 34

suites with balconies and four luxury suites. The ship also features a restaurant, bars and a library and evening entertainment. The ship will be equipped with high-tech engines, but, like its sisters, it will rely on wind power and sails when possible.

The two smaller ships, Star Flyer and Star Clipper, carry 170 passengers each, with a crew of 74, while Royal Clipper carries 227 with a crew of 106.

Star Clipper ships sail in Mediterranean waters in the summer and relocate to the Caribbean for the winter. However, Star Clippers has consistently sought new and adventurous destinations for its guests, many of whom sail time and time again with the fleet. The repeat guest rate is more than 60 percent. A new route in Asia starts in December, and next summer, Star Clippers will sail into Indonesian waters for the first time with 19 departures between May 6 and Oct. 14. ■

» Booth 1849

» starclippers.com



The Flying Clipper will be added to the Star Clipper fleet in late 2017.

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www.meetingstexas.com

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www.austintexas.org

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HOUSTON, THE CULINARY AND CULTURAL CAPITAL OF THE SOUTH

America's fourth largest city is a cosmopolitan destination, home to world-class arts, shopping and nightlife. In Downtown, the convention district renovation transformed the area into a pedestrian friendly hospitality and cultural district. Sure, the oil industry, medical sector and NASA remain big business, but now they share the spotlight with a crop of rising-star chefs and arts and culture groups. Houston is home to a 19-museum district, a dynamic arts community and award-winning culinary scene reflecting the city's diversity with more than 10,000 restaurants.
www.visithoustontexas.com

IRVING: ONE CLEAR CHOICE

Adjacent to DFW International Airport and just minutes from Love Field Airport, Irving, Texas is a perfect meeting and event destination. Located in the heart of Dallas and Ft. Worth, Irving boasts more than 75 hotels with something to fit every taste and budget. The Irving Convention Center at Las Colinas opened in 2011, adding almost 100,000 square feet of meeting and exhibit space. On the horizon, an adjacent 350-room Headquarter Hotel and the Irving Music Factory, an 8,000-seat indoor/outdoor concert hall, and over 25 restaurants, retail and entertainment options.
www.irvingtexas.com

UNFORGETTABLE SAN ANTONIO

Named by Forbes as one of America's fastest growing cities, San Antonio offers a culturally diverse and walkable downtown featuring nearly 14,000 hotel rooms, an exploding culinary scene and the world-famous River Walk. Not only will you be charmed by this unforgettable city, but you will also be amazed by the beautiful and spacious Henry B. González Convention Center, which has transformed to offer 514,000 square feet of contiguous exhibit space, as well as a new 54,000-square-foot ballroom and 86,500 square-foot column-free multipurpose room.
www.meetings.visitsanantonio.com

FRISCO, RISES ABOVE THE REST!

Located 20 minutes from both Dallas-Fort Worth International Airport and Love Field Airport, Frisco offers more than 2,300 hotel rooms and a total of 150,000 square feet of meeting space, including a 90,000 square foot conference center. Home to The Star, Dallas Cowboys World Headquarters and training facility, along with four other professional sports teams and more than 9 million square feet of retail and dining, Frisco is the ideal location for your next meeting or event.
www.visitfrisco.com

FORT WORTH MAKES MEMORABLE MEETINGS

Just minutes from DFW International Airport, Fort Worth's walkable downtown was recently voted as one of the top 10 in the United States by Livability.com. For a true "Texas Experience" visit the Stockyards National Historic District; explore great works of art in our world-renowned museums; experience the thrill of NASCAR and Indy Car racing at Texas Motor Speedway; or cheer on the home team at nearby AT&T Stadium and Globe Life Park. Whatever your plans, Fort Worth is a modern meeting city, where fun and function meet.
www.fortworth.com

GRAPEVINE UNCORKED

Historic Grapevine, Texas is the premier go-to destination when planning a meeting in North Texas! Grapevine, centrally located between Dallas and Fort Worth and home to DFW International Airport, provides attendees with more than 1,000,000 square feet of meeting space and 11,000 hotel rooms within 15 minutes. Don't miss Grapevine's stylish boutique shopping, locally-owned restaurants, one-of-a-kind winery-tasting rooms, enticing nightlife options, 81 holes of golf, the Grapevine Vintage Railroad and a host of other wonderful attractions!
www.grapevinetexasusa.com

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SAN ANTONIO



Attendees were swinging at SITE Nite.



There's nothing like a ribbon-cutting to kick off a show, this one at the Mexico booth courtesy of IMEX Group Chairman Ray Bloom.

“

@Suziqmarie3 Presidential #Debates2016 @IMEX_Group 2016 and the @RollingStones all in ONE night! Some call that crazy, we call it Wednesday @vegas.com

”



Finding old friends — and photo bombing others — at SITE Nite



Snapping a quick portrait at SITE Nite.

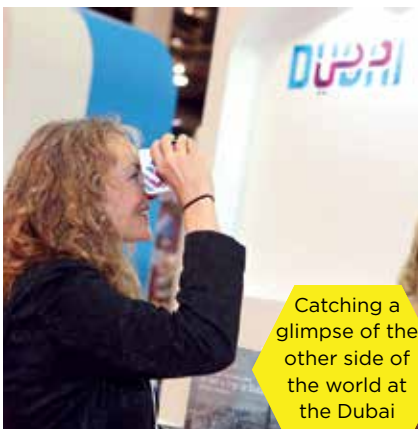


Attendees pay for a treat with a tweet at the London and Partners booth.



The Pacific World team took time to celebrate at SITE Nite.

“
@mdbyrne5 Hard to imagine more destinations I'd love to visit than what's under the roof at #imex16 #bcvsocial
”



Catching a glimpse of the other side of the world at the Dubai booth.

“
@DeborahLaHaela Love #IMEX16! My favorite travel trade show.
”



Networking was at its best at SITE Nite.

'We're going to Kansas City; Kansas City, here we come'

Visit KC, the region's leading hospitality and tourism organization, has announced eight major convention bookings for future years in Kansas City, Missouri. These groups represent the sports, religion, education, multicultural and multilevel marketing segments. Together, these meetings will generate a combined total of more than \$32 million into the local economy.

First up, Scentsy Inc., the direct-selling company of home and personal

fragrances with consultants in more than 11 countries, will bring 7,000 consultants to Kansas City in July 2017, generating nearly 7,500 room nights and an economic impact of more than \$6.6 million.

"Our initial attraction to Kansas City is its central location to a large population of our prospective attendees, abundant meeting space and hotel options and competitive rates," said Eldon Gale, director of events at Scentsy Inc. "Perhaps more importantly, what sealed the deal was the abundance of dining, nightlife, entertain-



ment, shopping and Kansas City's overall atmosphere. Kansas City is on the move, and we are thrilled at the opportunity to showcase its riches to our attendees."

Other conventions announcing their selection of KC for future years include

USA Weightlifting, Privilege Institute, LIFE Leadership, Enactus and the United Methodist Church. ■

>> Booth 212
>> visitkc.com

TOURISM VANCOUVER



The Vancouver meeting and convention industry celebrates and gives thanks to its clients and partners for this honor.

Meetings industry report ranks Vancouver No. 1

When international associations and corporations select cities in which to host their meetings, most rely on evaluations and recommendations from their industry colleagues, and the Watkins Research Group's biennial Meeting and Convention Planners Survey is considered the most comprehensive and authoritative source. This year, out of 40 North American cities the research group surveyed, Vancouver was ranked top convention city in Canada and second in North America — and it's all thanks to the dedication, professionalism and unity of the city's tourism and service industry.

Watkins' rankings are based on re-

sponses from nearly 900 industry planners and decision-makers from around the world. Their collective positive evaluation of Vancouver showcases the city's global reputation as a leading meetings and conventions city, an impressive response given the competitive nature of the industry.

Vancouver was awarded a No. 1 ranking for its Client Advocate Score, a calculation indicating whether respondents would advocate or promote the destination to peers planning future events (the higher the ranking, the more advocates); superior convention center facilities and services; being a safe and secure destination; and for having a superior convention and visitors bureau. ■

>> Booth 1027
>> tourismvancouver.com

Access DMC wins awards, kicks off new program

ACCESS Destination Services is raking in the accolades.

The San Diego-based DMC was recently named to Inc. Magazine's Top 5,000 Fastest Growing Private Companies in America list for the fourth consecutive year. In addition, ACCESS was also named one of the Top 25 Destination Management Companies in the world by Special Events Magazine for the twelfth year in a row.

For the Special Events list, DMCs were selected based on their annual revenue, quality of service and number of events produced annually. ACCESS has been on the Top 25 Destination Management Companies list for 12 consecutive years and is one of the only DMCs to earn a spot on the list every year since its inception.

In addition to the awards, ACCESS has also announced the launch of its

Global Client Experience Program. Part of a strategic partnership with Pacific World, the program is designed to deliver a globally integrated relationship between clients and all ACCESS and Pacific World offices wherever event stakeholders need support/services/resources. The program offers clients a global client account team spread across the world's major destinations, a "unique experiences program," global financial assurance and global compliance and sustainability.

Through its global alliance with Pacific World, ACCESS serves over 100 destinations throughout 30 countries. With global reach and local expertise, ACCESS meets client objectives and exceeds expectations for corporate, incentive and association groups. ■

>> Booth 1930
>> accessdmc.com



ACCESS's Global Client Experience Program offers clients unique experiences at locations around the globe.

ILEA Purple Paper discusses future of global events industry

With the aim of creating the beginnings of a globally engaging conversation on the future of the live events industry, the first ever ILEA Global Event Summit brought together 28 industry leaders from all over the world for two days of dialogue. The summit, which was a collaboration between the International Live Events Association (ILEA), Visit Scotland and IMEX

Group, with support from technology provider Cvent and Events are GREAT Britain, was hosted across multiple venues in Scotland, including Gleneagles and the EICC in Edinburgh and preceded by a visit to IMEX in Frankfurt.

During the event, delegates tackled questions about the impact the live events industry has that needs to be leveraged more effectively; how science and technology provide both opportunities and threats to the live events industry; how the collaborative, or sharing,

economy is shaping the way we do business; risk management concerns in today's global economy; and how social responsibility is shaping the way that events are produced.

Conversations like these are important first steps as the industry begins to tackle these issues, because they promote action. But, moving these conversations forward takes involvement and industry-wide buy in to gain traction. To help broaden the potential audience able to participate in this ongoing conversation, the summit's talking points, comments and their implications are outlined in the resulting ILEA Purple Paper. The ILEA Purple Paper, which can be found at ileahub.com, provides an opportunity for every member of the industry to play a part, to continue the conversation and use the takeaways as the basis from which to enhance the live events industry.

Take a moment to consider what you, and your businesses, can do to contribute to these conversations or reach out to ILEA to get involved in the ongoing dialogue. ■

► Booth 3127

► ileahub.com

TEAM-BUILDING

continued from page 14

coffee break up to the longer-form 2-hour events.

Then there's the rise of collaboration.

"Projects that used to focus on competition — win-at-all-costs events where one team is the clear winner and others the clear losers — are now becoming much more collaborative," Fisher said. "These events focus so much more on how we can all work together to accomplish a goal, rather than how we compete."

Fisher said that one way her company, Las Vegas-based Play With a Purpose, capitalizes on the collaboration trend is its Mousetrap-inspired game, Rat Trap.

"The pieces are six feet tall, and we instruct the participants to put together the trap. In the end, we trap a rat," she said. "Every piece needs to work in order for the group to be successful. So they have to work together, because no one wins if everyone is not successful."

Fisher wrapped the session up by reminding her students that the best events always have a clear goal.

"Think about what you want people to walk away with," she said. "Everything is easier to achieve with a clear objective in mind." ■



The first ILEA Global Event Summit brought together 28 industry leaders from all over the world for two days of dialogue.

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Cape Town International Convention Centre



The Gwangan Bridge is one of many fantastic sights and sounds to be experienced in Busan, Korea.

Busan: A beautiful mix of old and new

Busan, Korea, was designed as an official “international meeting city” by the Korean government in 2005, and its meetings and events business has been prosperous since that time.

The city possesses a wide variety of excellent meeting and exhibition facilities, easy international accessibility, plenty of hotels, tourist attractions, food, entertainment, business connections and a pleasant

climate. In Busan, this combination of the old and the new abounds at every turn. First-class convention facilities sit minutes from sandy beaches and historic mountain trails. Serene, thousand-year-old temple sites sit alongside some of the tallest residential skyscrapers in Asia.

Busan’s meetings infrastructure is quickly gaining a reputation as being among the best in the world. Centered on the world-class BEXCO Convention

Center and the historic Nurimaru APEC House, Busan’s flexible and dynamic facilities helped it garner ninth place on the 2013 Union of International Associations list of convention cities. Whatever your event, Busan has the ideal facilities and the full range of support services to make it perfect. ■

>> Booth 2439
>> english.busan.go.kr

Grand Hôtel relauches most impressive suite in Sweden

The Grand Hôtel in Stockholm is carrying out an extensive renovation of all rooms and suites in the Burmanska Palace section of the hotel this year.

Located on the top floor is the hotel’s premier Princess Lilian suite, which has a completely new interior following the renovation.

The Princess Lilian suite, featuring more than 1,000 square feet, is one of a kind. The suite houses a roomy lounge area, two bedrooms, a spa section with new exercise equipment, a private cinema, a kitchen and two terraces with spectacular views of the waterfront and the Royal Palace. All floors in the suite have been replaced with parquet flooring, with the exception of the bedrooms, which feature handwoven, wall-to-wall carpeting. The color palate is light and subdued and the furniture has been sourced from

all over the world, with several specially designed pieces. A large portrait of Princess Lilian by artist Fabian Edlestam highlights the connection to the suite’s namesake.

Other rooms and suites in the Burmanska Palace are decorated in contemporary overtones, in a classic framework that is Scandinavian. The materials are a blend of marble, white- and black-stained wood and velvet-meets-silk curtains, along with exquisite leather, wool, linen and brass details. Fine-art photography bolsters the color schemes. Classic chandeliers complement contemporary lighting fixtures.

“Following the renovation, the Burmanska Palace part of the hotel will be a contemporary version of the Grand Hôtel, while preserving the hotel’s unique historic allure. This part of the hotel differs from the main building, with a more contemporary Scandinavian style, while



Renovations feature contemporary overtones in a classic Scandinavian framework.

retaining the Grand experience. The hotel rooms at the Grand Hôtel are in great demand and therefore, it is important for us to continuously update and renovate our rooms in order to maintain the very highest of international standards, now and in the future,” says Pia Djupmark, CEO, Grand Hôtel.

The Grand Hôtel houses the stylish Cadier Bar, Mathias Dahlgren’s Michelin-starred



Key staff from both regions met recently in Berlin.

Kuoni Destination Management integrates European and US operations

Kuoni Destination Management has integrated its European and U.S. operations, leveraging top-tier, local talent and unique, tailor-made solutions across the two regions.

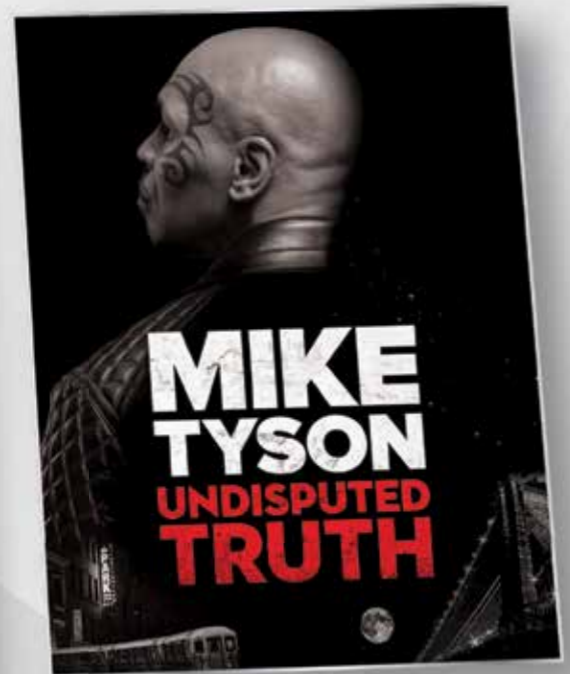
With its businesses now in lockstep, and with the commitment and deep financial backing of Swedish private equity firm EQT, the wholly owned DMC is positioned to serve its client family in a manner unparalleled by any other multinational DMC organization.

In an effort to refine processes and procedures that the now adjoined European and U.S. operations will adopt, key staff from both regions met recently in Berlin.

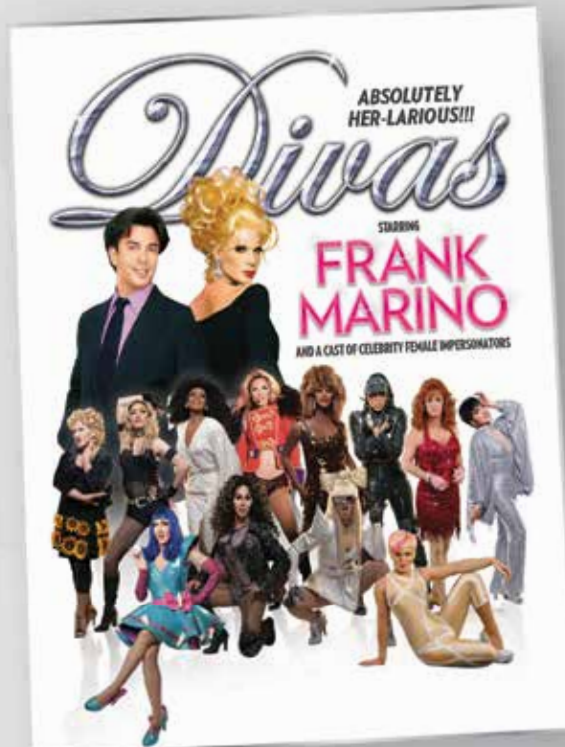
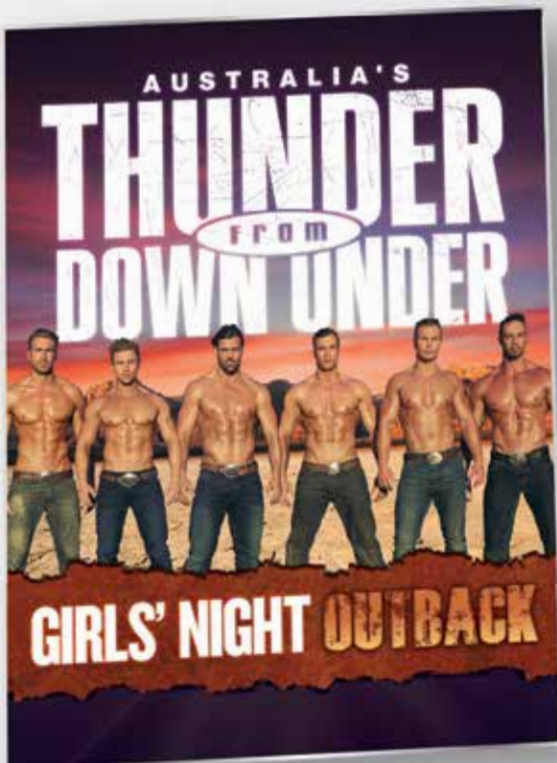
Fritz Lehman, chief sales officer in the United States, and Lars Ingelius, vice president of sales and marketing in Europe, led two full days of meetings, comparative exploration and informational exchange. ■

>> Booths 1830, 2219
>> kuoni-dmusa.com

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How to get a second date ... with a planner

Planners will probably hear more than 100 pitches this week. How can you stand out in the haze of all the other exhibitors who are competing for the planners' attention and feel their venue, their destination is the perfect match?

The answer, according to Ciara Feely, is to ask killer questions. Stop talking about your hotel or your destination and ask the kind of questions that will get planners really thinking about their events and feeling emotional. It's key to tap into the emotions behind the sale, as that is where the decisions are made — not based on rate, if you have done a good enough job.

Feely suggests asking questions such as:

- How would you define the success of your meeting?
- What are the main objectives or results you need to get from organizing this event?

Pulling out all the photos and doing all the talking won't get you a second date with the planner. It won't help you to get into the



Ciara Feely is the author of "Steps To WIN In the Meetings Market."

all-important realm of being considered a partner instead of being a supplier.

Ciara Feely is the author of "Steps To WIN In the Meetings Market" and was a

speaker for the first exhibitor focus Smart Monday session — one of which was standing room only. Connect with Ciara on StepstoWINbook.com. ■

FOCUS


continued from page 3

Esther Banike from the World Federation of Tourist Guide Associations.

Planning and organizing association meetings and events involves numerous challenges involving clever negotiation, a sensitive approach to cultural differences and a creative flair to keep formats fresh and engaging for members. Case studies and examples of best practice were shared in the meetings and events stream of Association Focus. Martin Sirk, CEO, ICCA, introduced a series of in-depth and interactive 40-minute sessions covering sponsorship, creativity and innovation and building relationships with convention bureaus.

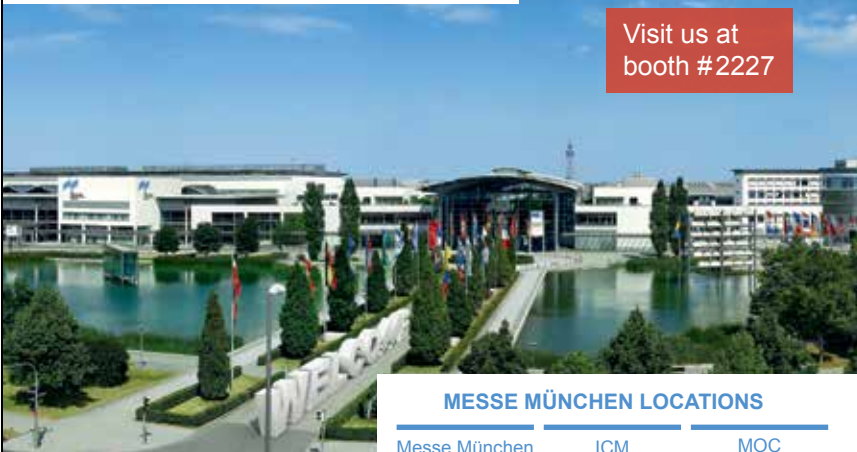
"The interactive element of the meetings and events stream enabled me to share challenges with my peers. Even though our experiences are different, there is plenty of common ground, and I made some useful connections. The topics discussed in the sessions have been very relevant to my business," said Bruce Smith of the World Organization of Martial Arts Athletes.

Attendees and exhibitors could relax and network after the day's education at the Association Evening cocktail reception, which took place at the glamorous Foxtail outdoor nightclub (SLS, Las Vegas). ■



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IMEX Group Chairman Ray Bloom and Greek Minister of Tourism Elena Kountoura.

“

Conventions and meetings are key to expanding the tourism industry in Greece and will play an important role in our future growth as a destination. We offer many special and beautiful choices for both pleasure and doing business and will be taking on a larger presence at meeting industry events like IMEX America. We are finding the show to be wonderful and will be back in Las Vegas next year with a bigger booth.

Elena Kountoura, Greek Minister of Tourism

”

All shook up with all the fixin's.



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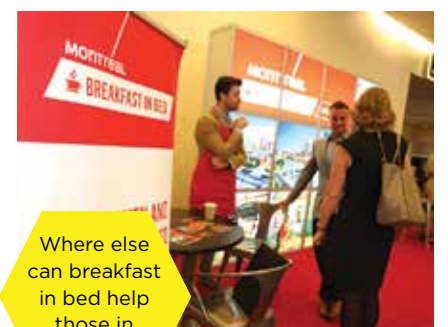


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“ @ecimktg Amazing to see a world of incredible destinations under one roof #IMEX16 ”



Where else can breakfast in bed help those in need?

SECURITY

continued from page 1

throughout the industry to elevate the security preparedness for venues, hotels and organizers alike. And there are many professional and well-respected companies doing good work in servicing our industry's needs.

The Exhibition and Meetings Safety and Security Initiative (EMSSI) has been launched to establish industrywide guidelines and recognition with the intention of enhancing those preparations and smart practices. EMSSI is planning a public/private partnership that aligns convention center security guidelines with federal programs and the Department of Homeland Security (DHS) Safety Act Office. Risk management levels will be developed and facilitated at each U.S. convention center, and our goals are to support the strengthening of those efforts.

When was the Safety Act launched, and what does it entail?

In the aftermath of the 9/11 attacks, Congress enacted the Support Anti-Terrorism by Fostering Effective Technologies (SAFETY) Act. The goal is to ensure that the threat of liability does not deter potential

manufacturers or sellers of antiterrorism technologies from developing, deploying and commercializing technologies that could save lives by providing liability protections for providers of "qualified anti-terrorism technologies."

What prompted IAEE, IAVM and ESCA to come together to take the lead on safety and security in our industry?

IAEE, IAVM and ESCA have been in conversations about convention center safety and security for many months. Keyway, a consultancy launched by industry veterans Kevin Olsen and Eric Rozenberg, brought the concept to David DuBois, president and CEO of IAEE in June at MPI's World Education Conference.

DuBois quickly brought together a broad group of industry leaders for review and feedback to a formal presentation by Keyway and their security team of former DHS, FBI and CIA officials. Industry veteran Rick Vaughan was also introduced as the strategic and operations lead for the initiative.

It quickly became clear that IAVM was the most strategic fit, and Brad Mayne, IAVM's president and CEO, embraced the

initiative and has committed his organization's full resources to operationalize the initiative upon "designation" from the DHS.

Larry Arnaudet, executive director of ESCA completed the "Triad" bringing deep industry initiative experience following the launch of WIS, the industry's first Worker ID System.

How will these guidelines be developed?

A strategic element of EMSSI is to ensure the guidelines and smart practices are developed "for the industry and by the industry." That concept is now the Industry Security Council (ISC), made up of a broad coalition of industry leaders including meeting planners, show organizers, supplier partners and security professionals along with representatives from the DHS, which has committed to be the "voice" of the industry as these guidelines and smart practices are created.

What will the smart practices/guidelines look like? Can you give us an example?

These guidelines, in process of being established, will reflect the reality that the "managed risks" for convention centers when empty, are very different than when

that same center has a group/show/convention in-house, either public or private. EMSSI will submit guidelines/smart practices for convention centers when there are no groups in-house and then event-specific guidelines that require show managers/conference organizers to engage and support to have their specific show fall under that convention center's Safety Act Designation.

Will the guidelines just be applicable to venues — or will they cover the entire meetings industry?

EMSSI guidelines will initially apply only to U.S.-based convention centers. The designation will be scalable to accommodate centers of all sizes (tier 1, 2 and 3). It will not apply to hotels or other venues that are not "convention centers" as defined by the industry.

Where will the smart practices/guidelines be available — how will the meetings industry access these?

The final aspect of EMSSI is to develop a "portal" that would house the EMSSI guidelines/smart practices, and provide online support for convention center management teams that pursue Safety Act Office designation. ■



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Thon Hotels constantly adapts its breakfast selections according to seasons. Pillars of the menu include fruit, yogurt, cereal and bread.

At the Stanhope Hotel, most products are chosen from local producers. Thon Hotel EU boasts a wide selection of fresh products, including whole fruits that change according to season and home-made jams. The hotel also offers a large selection of organic breads and hypoallergenic products.

Thon Hotels also offers breakfast for meetings, saving time, optimizing the focus and involvement of the participants and fostering a good environment. ■

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TCEB launches 'Your Vibrant Journey to Business Success'

The Thailand Convention and Exhibitions Bureau (TCEB) has launched its latest and most ambitious global communication campaign, "Thailand Connect Your Vibrant Journey to Business Success," aiming to attract more meetings and events from North America to Thailand. The campaign launched at IMEX America 2016 to international meetings and events delegates and media representatives from all over the world.

The 2017 brand communication campaign builds on the success of last year's campaign, "Thailand Connect ... Our Heart, Your World." It aims to further strengthen recognition among the international business community of Thailand's status as a premier destination at the heart of the Association of Southeast Asian Nations (ASEAN) and a leading global meetings and events destination with high standards of service, venues, facilities and leisure opportunities.

"We launched TCEB's latest Thailand Connect campaign here at IMEX to build awareness of the diverse opportunities,



Attendees at the Thailand press conference yesterday observed a moment of silence to recognize the passing of King Bhumibol Adulyadej.

world-class standards and cost-effectiveness of Thailand as a global meetings and events destination," said Supawan Teerarat, vice president for strategic and business development for TCEB.

"Thailand Connect Your Vibrant

Journey to Business Success" continues to build on the strong legacy of the three fundamental pillars of Thailand's meetings and events industry: (1) destinations; (2) business; and (3) people.

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experiences such as umbrella painting, and watch the Thailand 360-degree virtual reality video. ■

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