

the business travel magazine

100

# MICETalk

Meetings • Incentives • Conferences • Events

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HOLLAND**

**CONFIDENTIAL  
MEETINGS**



MEETINGS BY MERITUS



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# editorial

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Dear Reader,

They say summer in India can stop all the work. But for MICE the heat seems to be bringing good news. The first editions of two major exhibitions were held--India Expo Shop summit and Global MICE Travel Mart. Not just roadshows but events and exhibitions are ways of making people aware of India's MICE potential. Convention bureaus work around the clock connecting the dots and promoting MICE.

While Europe has always been a popular destination, India's neighbouring countries are also gaining ground by attracting more groups for conferences and meetings. Holland has always been popular with leisure tourists but now the country is also working at promoting itself as an ideal MICE destination. On the other hand is the island nation of Sri Lanka. The attractive coastline is probably one factor but its government has also kept a separate budget for MICE. There are infrastructure developments too.

And then there's the continent of Africa which has always been known for its wildlife and different tribes. But South Africa is making its mark in the world by holding important conventions such as Meetings Africa. It is hoping to encash on the opportunities brought by the fast growing economies, China and India, in Asia.

Confidential meetings have specific demands and catering to these are luxury properties. All have dedicated teams and sensitise these teams to handle all with care. There are special provisions in terms of technology and other support systems. Discretion, security and confidentiality are maintained. Food and beverage are an integral part of these closed door meetings. Due care is taken on health requirements and special preferences. It's also interesting to note that natural lighting forms an important part so that people don't tire easily.

Besides this we have the latest events and news from across the world. Our expert Shivani Misri Sadhoo talks about balancing work and holidays. She gives some problem solving tips as schools are closed for the summer holidays. And technology expert Darren Edwards cites the importance of session evaluation to measure ROI.

Do share your insights at [micetalk@ddppl.com](mailto:micetalk@ddppl.com) and keep reading.

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Cover Photo:  
Royal Jubilee Ballroom  
IMPACT, Bangkok



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# NEWS

## New charter for events in Paris

■ In May, the Chairmen and Managing Directors of 17 hotel groups representing 661 hotels, more than 76,000 guest rooms all categories taken together in Paris and the Paris region, came together under the aegis of the Paris City Council, the Paris Chamber of Commerce and Industry and the Paris Convention and Visitors Bureau to sign a new Charter for the hosting of major professional events in Paris. This new version of the Charter seeks to attract to Paris major events, bringing together more than 1,000 congress attendees over several days, initiated by non-profit making organisations (learned societies, federations, professional associations).



## Experience Korea at K-Style Hub

■ International visitors to Korea can now discover the best of South Korea's culture at the new 'K-Style Hub' located in Seoul. The centre offers a range of hands-on programmes for visiting incentive groups. The attraction of the K-Style Hub, the Korean Culinary Center, invites visitors to try traditional Korean fare and even learn how to make it themselves. Other areas of the K-Style Hub showcase a variety of information centers and interactive exhibits on themes, including medical tourism, recommended travel destinations across the peninsula and hallyu - the 'Korean Wave'.



## Over 310 overseas buyers at Meitheal 2016 in Ireland

■ Called Ireland's largest tourism trade fair, Meitheal 2016 organised by Tourism Ireland brought together over 310 overseas buyers and 455 Irish tourism businesses for two days of negotiating business deals. There were approximately 12,000 face-to-face meetings.

## Asia Pacific Expo at Singapore



■ The two-day MICE Asia Pacific Expo and Awards is taking place on September 21-22 at Suntec Singapore. The event will be attended by leading event and exhibition organisers, travel professionals, meeting planners, tourism boards, government and MICE professionals from across the Asia Pacific region. Some eminent speakers will be Andy Beales, Global Sales Director, dmg events; Michael Barnett, CEO, InGo; Ben Veechai, Regional Director International Marketing, UBM Asia; Andrew Chow, Media Strategist, IDEAS & CONCEPTS.

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**MEETING**  
AT NOVOTEL

# NEWS

## Upgrades for KrisFlyer members

■ KrisFlyer members can use their miles for upgrades from Economy Class to Premium Economy Class, or from Premium Economy Class to Business Class, from 1 June 2016. The latest enhancements to the KrisFlyer programme are being introduced as Premium Economy Class is progressively being made available on more routes operated by Singapore Airlines. The new cabin class was introduced in August 2015 and is now available on select flights serving about 20 cities. Members of KrisFlyer, Singapore Airlines' frequent flyer programme can redeem their miles for travel in Premium Economy Class with effect from 24 May 2016.



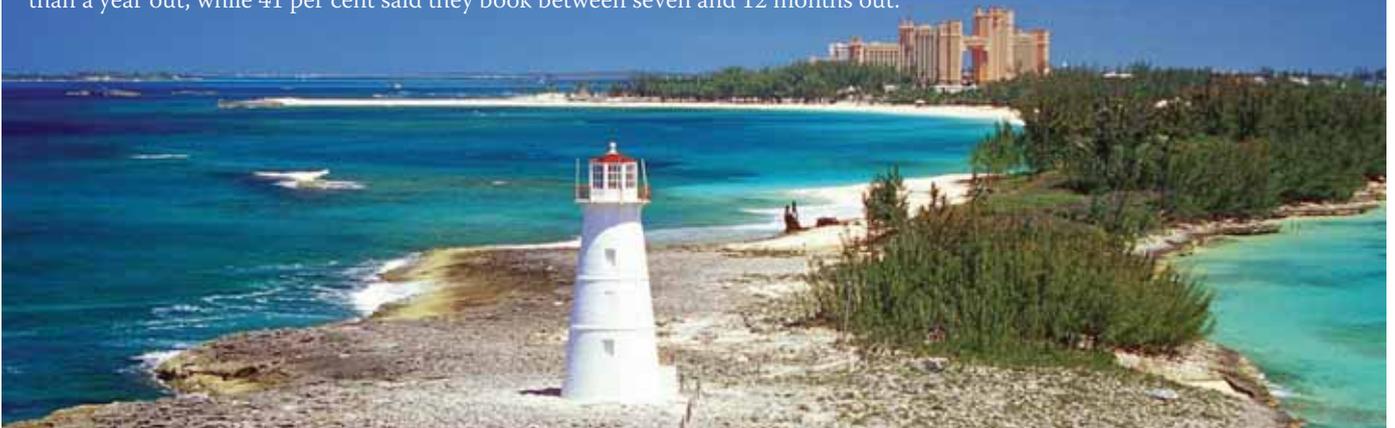
## 'Jet Airways ICICI Bank Business Advantage Card' for SMEs



■ ICICI Bank launched a contactless business credit card in association with Jet Airways for small and mid-sized enterprises (SMEs) and their employees. Christened 'Jet Airways ICICI Bank Business Advantage Card', this co-branded credit card provides customers opportunities to earn JPMiles on both spends as well as repayments on a list of business expense categories including travel, dining, office stationary, online advertising and vendor payments among others. This card is powered by the 'VISA payWave' contactless technology that enables the cardholder to make payments by simply tapping the card at contactless enabled terminals in over 48 countries including India.

## Incentive travel on an upswing in 2016

■ For the past eight years, the Incentive Research Foundation has surveyed incentive industry professionals on a regular basis. The IRF's Fall Pulse Survey 2015 found that budgets are up, lead times are growing and destinations are farther afield. Around 67 per cent of respondents said they are increasing their incentive travel budgets for 2016. For the first time, the Caribbean is tied with the U.S. as the most popular incentive travel destination, with 50 per cent of respondents saying they will travel to the Caribbean for their programmes in 2016. While 39 per cent of respondents anticipate no change in the destinations they will book for incentive travel programs in 2016, nearly one-quarter said they are shifting from domestic to international destinations. Lead times have increased. A full 45 per cent of respondents said they book more than a year out, while 41 per cent said they book between seven and 12 months out.





## Etihad's premium lounge at Melbourne Airport

■ Etihad Airways has opened a new Premium Lounge at Melbourne Airport, offering guests a stylish, comfortable environment in which they can relax, re-energise, dine, work or be entertained pre-flight. At more than 800m<sup>2</sup> with seating capacity for up to 133 guests, it is the airline's largest Premium Lounge outside Abu Dhabi. A centrepiece of the new lounge is the intimate 26-seat dining area.



## ATPI expands in Chile

■ The ATPI Group has expanded across Latin America with the signing of Intertour Turismo to its network. Having commenced operations in 1977, Intertour Turismo Cia. Ltda. focuses on corporate travel, where they service clients from industries such as mining, universities, construction, film and others. Graham Ramsey, Chief Executive Officer, the ATPI Group, comments, "The team at Intertour has extensive knowledge of the region as well as expertise in the mining sector which is of great benefit to our clients. We look forward to the opportunities that this new partnership will bring to all parties." The recent appointment of Intertour as the ATPI Group's newest network partner in Chile follows the recent appointments of new partners in Iran, Poland and Istanbul during the last 12 months.

  
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# CLOSED DOOR



Tristan Beau de Lomenie  
*General Manager  
Delegate  
Pullman & Novotel  
New Delhi Aerocity*



# MEETINGS

Luxury properties, some bigwigs and 'do not disturb' on the door. And those handling these closed door meetings cite the essentials



Ambica Gulati

While nothing is easy in the world of business, the demands are even higher when the senior management decides to assemble for important discussions. Confidentiality, security and discretion are the need of the hour, besides good technology and some delectable snacks. Special teams cater to special needs, as those who make this happen share what goes into making these meetings successful.

## ESSENTIALS

Having played host to corporates such as Maruti Suzuki, ICICI Bank, Asian Paints, **Vishvapreet Singh Cheema**, General Manager, Radisson Blu Plaza Delhi, explains, "A meeting room must be designed to stimulate engagement, original thinking, creativity and fun."



**Kumar Saswat**  
Corporate Director  
Food and Beverage  
Radisson Blu MBD Hotel  
Noida

And in this engagement, others delve into the importance of natural lighting, privacy and almost no access to public. **Tristan Beau de Lomenie**, General Manager Delegate, Pullman & Novotel New Delhi Aerocity, says, “The hotel should be well equipped in services, both technological and personnel. The meeting space should be private and not privy to public and Press so that the meeting may be conducted in strict confidentiality.” **Kunal Dewan**, Director of Sales & Marketing, Le Meridien Gurgaon too believes that a meeting room, besides being comfortable, should succeed in keeping discussions private.

Stressing upon detailing, **Kumar Saswat**, Corporate Director Food and Beverage, Radisson Blu MBD Hotel Noida, says, “Since access to the meeting is restricted and should be kept as minimal as possible, all related requirements—food, beverage, AV and stationery has to be placed well before the meeting gets started. It’s critical that all meal timings are adhered strictly and also

in many cases security cameras in the hall have to be covered to limit the external access.”

### GOOD FOOD, GREAT PERFORMANCE

Nothing works on an empty stomach, especially not the brain. And catering to this during the brainstorming discussions, Cheema is of the opinion that successful closed door meetings should also be accompanied by great food or snacks. “We have designed the innovative Brain Food: an innovative and responsible food and beverage solution, developed by expert chefs and nutritionists to optimise performance.”

Besides global cuisine, Crowne Plaza Today Gurgaon offers finger foods or healthy food options. “Sometimes we serve plated meals with faster service; customisable offering makes the attendees feel more comfortable,” says **Shuvendu Banerjee**, Executive Assistant Manager, Crowne Plaza Today Gurgaon as the hotel asks for special needs/dietary requirements when making



**Charles Korth**  
 Director Business Centre  
 The Imperial  
 New Delhi



**Vishvapreet Singh Cheema**  
 General Manager  
 Radisson Blu Plaza Delhi

“Most places offer secretarial services, projectors, video-conferencing, good connectivity with wi-fi, teleconferencing facilities, expandable rooms with large TV screens”

arrangements for the meetings. “Teresa Cuttor, one of Australia’s leading authorities on healthy cooking, and in partnership with InterContinental Hotels Group, has created a collection of 60 healthy recipes,” elucidates Banerjee.

At Pullman & Novotel New Delhi Aerocity exclusive menus are made by the chefs after consultation with the client. And special brands of soft beverages as requested by the guests are also offered. “Tea, coffee, home-made cookies and snacks are provided in the meeting venue so as not to disturb the flow of the meeting,” explains Beau de Lomenie.

**TRAINING AND SERVICES**

As dedicated personnel are allocated for organising the meetings, there is also special training for the staff which helps in the meetings. Cheema says, “The team is trained in soft skills including people handling skills, handling technical aids like audio visual set-ups, laptops, printers.”

Along with this, most places offer secretarial services, projectors, video-conferencing, good connectivity with wi-fi, teleconferencing facilities, expandable rooms with large TV screens, scanning, faxing, printing (B/W and colour),



**Kunal Dewan**  
Director of Sales & Marketing  
Le Meridien Gurgaon

“With around eight to 30 people in such meetings, hotels do offer special day conference packages”



**Shuvendu Banerjee**  
Executive Assistant Manager  
Crowne Plaza Today Gurgaon

copying (B/W and colour), comb binding, CD/DVD writing, stationery and flower décor.

With around eight to 30 people in such meetings, hotels do offer special day conference packages. “These packages start upwards of `30,000 plus taxes, depending on the event,” comments Saswat on what Radisson Blu MBD Hotel Noida offers.

At Pullman & Novotel New Delhi Aerocity, clients

can even get a butler service on demand and the facilities have Bose speakers. And Le Meridien Gurgaon offers spider phone for uninterrupted calls, e-Whiteboard, collar mics and there is a F&B associate, IT associate and operations lead around to troubleshoot.

### HERITAGE PULLS

Located in The Imperial New Delhi, One Imperial Place has seven plush private meeting spaces designed with a capacity of four to 20 people. There are three European-style boardrooms with a capacity of eight to 12 guests. **Charles Korth**, Director Business Centre, The Imperial New Delhi, says, “It contains a high tech video wall for presentation and built in video conferencing. It boasts of a full length glass wall for natural lighting overlooking a stunning reflective pool. We have hosted some of the world’s largest companies such as General Motor Corporation (GMC), Alibaba, Facebook, JCB, Mastercard, Pearsons Education, Siemens, Walmart and Citi group to name a few. All business centre associates wear uniforms which reflect the Indian heritage of The Imperial. We have built in smoke and heat detectors and fire sprinklers.”

To sum it up in Korth’s words, “The goal is to provide a memorable experience and make it a venue for future meetings too.”



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**Jos Vranken**, Managing Director, Netherlands Board of Tourism & Conventions (NBTC Holland Marketing), says India offers a huge MICE potential for Holland

# CONVENTIONS IN HOLLAND



Jos Vranken

### Nisha Verma

#### **How is India as a MICE market for Holland?**

What we have learnt is that there exists a huge business community between India and Holland. A number of brands have their international sales meetings, conferences or product launches.

The conferences and meetings market is particularly interesting for us, especially the scientific conferences. We have a very strong position for the meetings and conventions

market, which is helped by Amsterdam Airport Schiphol. With the hub like that, Holland is connected to most of the places in the world.

#### **How do you think the new connectivity from India to Amsterdam would be an advantage for both the countries?**

The Jet Airways partnership with KLM and Delta and the announcement of daily flights from Mumbai and Delhi to Amsterdam is



“  
*Last year we saw 95,000 Indian guests travelling to Netherlands. And we are anticipating the number to increase to 120,000*  
 ”

just in time with the spring season, when the tulip garden opens. Destination Holland is doing very well with 15 million international guests coming to Netherlands, which is equivalent to almost one guest per Dutch person living in the country.

India has long been a very promising source market, and we are confident that through the increased connectivity with Jet Airways and its partners—KLM and DELTA—there will be acceleration of growth. Last year we saw 95,000 Indian guests travelling to Netherlands. And we are anticipating the number to increase to 120,000, which would translate into a 26 per cent growth from the Indian market to

Holland. With this percentage India will be the fastest growing inbound market to Holland.

**Do you think Holland is very late in having a tourism office in India as compared to other European countries?**

Yes, but we were waiting for the connectivity to come in to play because we believe that if there is no flying convenience, the marketing euros are not very effectively spent. When we learnt that Jet Airways was considering a partnership with KLM and Delta, we got together with Amsterdam Airport Schiphol and Jet Airways, resulting in an alliance which is now being used to kick off the new connectivity between India and Holland. We were present in India before, but it ended because connectivity fell apart. However, India is a sleeping giant for Holland tourism, and with the new connectivity, we have a wonderful opportunity in hand.

**Amsterdam promotes itself as a separate entity as well in India. Are you going to work together with them in India?**

In Holland, we have a decentralised model, with the national tourism board as well as separate tourism boards for city, district or a region in the country. We have a very strong business relationship with them. We are considering having a Holland alliance in India with Schiphol airport, KLM, Jet Airways, Amsterdam city and NBTC Holland. It would help us grow together and increase our competitiveness and marketing budgets.

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## TRADITIONAL ICONS

The Netherlands (or Holland) may be a small country, and its icons include tulip fields, windmills, cheese markets, wooden shoes, canals of Amsterdam, masterpieces of Old Masters, Delft Blue earthenware, innovative water-management and millions of bicycles.

Holland has nine traditional Dutch icons and one of them is clogs or wooden shoes. Contrary to popular belief, most Dutch people don't wear clogs anymore. The only group of people that still wears them is rural workers and tourists. Today, most clogs are sold to tourists.

“

*If an Indian group is interested, they can benefit from increased connectivity*

”

### **What are you doing to facilitate or incentivise bigger groups?**

We have an extensive programme both for the meetings and conventions market. We haven't rolled it out in India as yet. But if we get the signals and they become a little more substantial, we may roll out this programme in India as well.

However, if an Indian group is interested in the Netherlands, they can benefit from this increased connectivity and also, our teams in

Holland are ready to facilitate and help them in finding the right venue.

### **How are you working with the Indian travel agents to promote Holland?**

For us, the travel trade in India is very important since it holds a vital position in the whole customer journey. With the help of Buzz Travel Marketing we will be targeting the tour operators and the travel agents through Fam trips to Netherlands to create more visibility and awareness on what the country can offer.



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# Business in the CITY OF NAWABBS

Hyderabad International Convention Centre (HICC) hosts large events, says **Gorav Arora**, Director-Sales & Marketing, Novotel Hyderabad Convention Centre and HICC



Gorav Arora

#### What special packages are there for groups?

With a 24X7 lifestyle, business delegates tend to combine work with pleasure and travel along with their family. One factor that has significantly contributed to our success has been the integration of local highlights, tours and culture experiences. No matter what overall theme or request the guest comes up with for a particular event, our in-house event management team is glad to assist with the execution and deliver cherished memories for every single event we host. We also offer various facilities for the disabled, be it a ramp access, wheelchair assistance or providing a handicapped room for their convenience. All the guests in our premier floor have an access to premier lounge and 24-hour hotline service as well.

This aside, HICC offers packages for small meetings as well. A good number of meetings held at HICC involve less than 100 people. HICC has ideal hall space settings on all its levels, supported by able event managers dedicated to ensuring that your small events of up to 100 delegates are able to make the best use of the amenities and infrastructure offered by the world-class convention centre.

#### What are the facilities of the centre?

Well located in HITECC, the tech hub of Hyderabad, and spread across 15 acres, HICC has a massive internal hall, a pillar-free architectural wonder measuring 6,480 sqm that can hold a 5,000 delegate strong plenary and can be partitioned



## Ease OF TRAVEL



### VENUES

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### ACCOMMODATION

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Just a 45-minute drive from the Rajiv Gandhi International Airport

into six smaller halls. HICC boasts of 32 breakout rooms, including specialised meeting rooms, speaker preparatory rooms, boardrooms, and VIP lounges which are equipped with world class Audio-Visual and Wi-Fi. Adjacent to HICC is a 5-star, 287-room, Novotel Hyderabad Convention Centre hotel, built to suit the requirements of the modern business traveller.

### Best known events held at HICC...

HICC has been host to some of the best events and international conventions and is playing an important role in developing 'Brand Hyderabad'. To name some—World Congress on Biotechnology, International Conference on Hotel & Business Management, PravasiBharatiya Divas, Asian Development Bank Meeting, 62nd World Newspaper Congress, 16th World Editors Forum, International Astronautical Congress, International Congress of Mathematicians 2010, 20th International World Wide Web Conference.

Between December 2015 to January 2016, HICC has hosted and managed two international events, six medical conferences and several larger corporate gatherings catering up to 7,500 delegates. Over this period, it has recorded over two lakh footfalls and 60,000 registered delegates have attended the same. HICC has created history by hosting a corporate event that included catering a buffet for over 9,000 attendees in a day.

### What technology does the centre offer?

HICC is equipped with best in class technology, equipment and banqueting services to host prestigious national and international conferences, conclaves, meets, conventions and exhibitions that attract delegates from the country and world over. The hall has 18-ft. x 16-ft. screen capacity along with the latest sound systems built into the roof to provide an ambient, concert-like experience. The facility also has service pits every six metres with power, water, air-conditioning, internet with 100 per cent in built power back up.

### What kind of F&B facilities are in place, for instance Jain food?

Whatever be the nature of the event, from intimate dinners for 10 to fork buffets for 100, from stand-alone banquets for 3,000 to conference catering for 6,000, HICC offers a professional catering service. HICC is dedicated to sourcing fresh, seasonal, local produce. Trained to deliver five-star services, HICC's hospitality team ensures guests receive a complete fine-dining experience at Hyderabad's iconic convention venue.

For conference catering, we offer a range of healthy options to keep your delegates feeling alert and refreshed, including grab-and-go lunch boxes with customised menus, refreshing fruit punches and nutrient-rich fruit platters. Our chefs assist you with group preferences when it comes to scripting menus, while keeping in mind dietary preferences for specific religions, allergies or others.

Novotel Hyderabad Convention Centre is connected internally with HICC, and the hotel guests can enjoy sumptuous dining experiences with a chic and friendly atmosphere that explores the nuances of the finest cuisines around the world. Its signature multi-cuisine all-day restaurant, The Square with its lavish international buffet spread and exciting a la carte options are favourites amongst families. The Square Alfresco the open air extension of The Square offers live barbecues along with Pizzeria. For a treat from Mexico, La Cantina the only authentic Mexican restaurant in town, set against a serene poolside ambience offers a wide variety of soul-searing Mexican delicacies that would delight any gourmet. The Bar, with live band and a wide selection of wines and spirits offers the perfect ambience to unwind and Le Café, our European styled side-walk café.

### How many events can you hold in one go at the centre?

The main hall of HICC can be partitioned into six modular halls, which can hold as many events within themselves. We allocate these halls for events only after ensuring that there is no clash in sounds between the events. Three levels of breakout halls can cater to over 15 parallel sessions at the venue.



*Between December 2015 to January 2016, HICC has hosted and managed two international events, six medical conferences and several larger corporate gatherings catering up to 7,500 delegates*





# Meeting SPECIAL NEEDS

**Akarsh Kolapath**, Director, 7M Tours, awarded Best Destination Management Company Americas in West India Travel Awards 2015, speaks about the best in the MICE world



Akarsh Kolapath

## SERVICES AND USP

We are an Inbound Destination Management Company for USA, Canada, and South America. Services offered are related to tours and travel. We do reservations for hotels, events, transportation, flights, tours, cruises, meals, university visits and student travel. Our Outbound division specialises in tours and travel in other countries such as China, Australia, New Zealand, Russia, Scandinavia, South Africa and many more. Representing ourselves as a counterpart of the India Travel Agencies, with our Group and FIT's, we have a dedicated team that gives personal attention to each and every traveller and fulfill their individual needs. USA is a leading travel destination and we are very proud to be the best inbound DMC for Indian travellers.

## SPECIAL FOR MICE GROUPS AND CORPORATES

We do not directly work with any corporate. We are strictly a B2B company and handle corporate business for PAN India travel and tour companies. To be able to cater the special needs of MICE and event groups, there is a specialised team to take care of them.

## TREND 2016

For 2016, MICE industry is interested in looking for unique venues for award functions and theme nights such as events on cruises, yachts, beaches, national parks and 5-star hotels.

## FACTORS TO CHOOSE TOP DESTINATIONS IN 2016

- Tourist and family friendly
- Accessibility of direct flights
- Year-round travel—Four seasons weather
- Wonders of the World
- History, Culture and Heritage
- Special Educational programmes

## TRENDS IN MICE

Luxury travel with unique themed events, branding and exotic food.

## TOP DESTINATION IN 2016

**Inbound:** USA, Canada and South America

**Outbound:** Australia, New Zealand, Russia, and Scandinavia

**Destinations gaining popularity in 2016:** USA, South America and Mexico



*To cater to the special needs of MICE and event groups, there is a specialised team*



the business travel magazine

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*For further details, please contact:*

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# Meetings in **SRI LANKA**



Prema Cooray

With big MICE business coming from India, Sri Lanka Convention Bureau (SLCB) is now looking at tapping the tier II and III cities, says **Prema Cooray**, Chairman, SLCB

**Nisha Verma**

**Please tell us about Sri Lanka Convention Bureau (SLCB).**

The Sri Lanka Convention Bureau is run under the aegis of Sri Lanka Tourism. We take care of the MICE business and generally function separately. We get the funding from Sri Lanka tourism and drive the conference market in the country. We are hosting the Annual General Meeting (AGM) for almost 500 French travel agents. We have a big TATA conference planned in the near future. We have the resources to do big corporate as well as medical conferences. Even travel trade associations in Sri Lanka do conferences with our assistance. In Sri Lanka we have an association of

MICE agents called SLAPCEO, and its president is on our board as well.

**You held a roadshow in India recently. How was the response?**

SLCB held joint promotions with AMCHAM Sri Lanka and SriLankan Airlines for two days in Gurugram and in New Delhi last month. The two-day event had over 100 corporates meeting with the travel planners and tour operators mainly for MICE related travel. SriLankan Airlines have a very good base of MICE travel agents as well as multinational companies. For approaching the corporate sector, we deal with the various



## POPULAR MICE VENUES

### CONFERENCE AND CONVENTION CENTRES

- Bandaranaike Memorial International Conference Hall (BMICH), Colombo
- Eagles' Lake Side Banquet & Convention Hall, Mount Lavinia
- Excel World, Colombo
- Magam Ruhunupura International Convention Centre, Siribopura
- MIMT, Thulhiriya

### HOTELS

- Cinnamon Grand, Colombo
- Taj Samudra Hotel, Colombo
- Ceylon Continental Hotel, Colombo
- Avani Bentota Resort & Spa

chambers in India. Agents from Sri Lanka too get in touch with tour operators and MICE agents and corporates in India.

#### How important is the Indian market for you?

India is the biggest market for meetings and conferences. For incentives we get the maximum numbers from Europe. However, we are trying to increase incentive business from India as well. In fact, the major share of tourists coming from India to Sri Lanka is MICE driven.

#### What are your plans to boost the MICE business further from India?

We have plans to travel the whole of India. In Delhi, we had a tremendous response, which has instilled confidence in us that we can look at India in a comprehensive manner. There are many advantages, including great connectivity. We have almost 100 flights to India and if

demand increases, there will be more flights.

#### What kind of MICE related developments are happening in Sri Lanka?

In the last budget, the government sanctioned a huge amount for a convention centre. We are currently identifying the location. There are many new hotels coming up from brands like ITC, Hyatt, Shangri-La which have huge convention facilities.

#### What are the incentives for big MICE groups coming in Sri Lanka?

According to the size of the group, we offer transfers and provide hosted dinners. Hotels also offer good rates. Colombo hotels have a minimum rate policy as well. Also, companies can choose hotels in other locations like Bentota. One can negotiate the rates depending on the size of the group. There are many possibilities.



*We had a tremendous response at the roadshow in Delhi which has instilled confidence in us that we can look at India in a comprehensive manner*



**Rohan Karunarajah**, Sector Head, Cinnamon's city hotels, Sri Lanka, speaks on the brand's strengths and services

# CINNAMON

## Meetings

### Ease OF TRAVEL



**VENUES**  
inside the hotels and resorts



**ACCOMMODATION**  
11 properties of Cinnamon Hotels and Resorts



**AIRPORT**  
Bandaranaike International Airport is the international airport serving Sri Lanka





Rohan Karunarahaj



**T**he brand 'Cinnamon' is an indigenous brand, with originality as it a nucleus to offer an inspired living experience to our guests. At the inception of the brand itself, 'Cinnamon' was positioned to revolutionise the Sri Lankan hospitality industry and to transform the quality of service. We did this through a focused strategy to expand the business base locally and regionally. In our dream to achieve this, we have made innovation our core strength, introducing products, services

and processes that have enabled us to stand apart from competition. This, I believe makes 'Cinnamon' a preferred brand for MICE. To enable this, our flagship property, the five-star Cinnamon Grand has been designed as a venue of multiple dimensions with 10 conference and meeting venues, inclusive of the elegant wood panel Oak Room and the elevated architectural masterpiece that is the Atrium. These alone can accommodate 1,500 guests. Eight other meeting rooms also offer state-of-the-art

# MICE simplified

**Sunimal Senanayake**, Sector Head of Cinnamon's resort properties speaks on what makes the properties a MICE destination

**Tell us about the MICE facilities that Cinnamon hotels offer.**

The large outdoor spaces provide picturesque views of ocean, lake or flora depending on the location. Cuisine is among the best in the country with our team of culinary experts.

**What support does the brand/ hotel give to put events together? Are there any activities possible after work hours/ conferences?**

Cinnamon is the only brand with a centre team geared to handle the end-to-end process from conceptualization to execution, offering a total solution including strong PR support. Among the recently concluded mega events

are Marco Pierre White's tour of Sri Lanka, TBC Asia Conference and Nigel Barker tour with Cinnamon + Fashion photography workshop.

**Has there been a change in the MICE industry in the past few years? And do you think the Sri Lankan government can help in this?**

There is an active focus by the government of Sri Lanka to promote MICE travel. Among many of the measures taken was, permitting application of business visa online, and the facilitation of the entire process.

**For details, contact: +94 (0) 112 161 161**



conferencing facilities for those who are looking for the ideal MICE destination.

Cinnamon Lakeside, known as the five-star urban resort in the country is equally equipped for events, both large and small. With two ballrooms, three meeting rooms, three boardrooms and one flamboyant pontoon on the lake, the hotel offers facilities to accommodate both indoor and outdoor events. All this together with our signature Cinnamon service and delectable fare, makes the city properties ideal MICE venues.

### THE EVENTS

In terms of putting events together, the hotels provide end-to-end services when putting events together. These include floor plans and layouts, assistance in placements and requirement identification of Audio-Visual needs, menu

planning and conceptualisation, décor planning and production and personalised coordination throughout the pre-event and during the event. We have networking session packages available as well for conferences or meetings. We also have the option of having full cocktails either at the same venue of alternate spaces depending on the number of attendees.

### POST EVENT ACTIVITIES

Cinnamon Hotels and Resorts owns and manages 11 properties within Sri Lanka alone. These hotels are located in all parts of the country, with properties in commercial Colombo, down south and the north east where there are pristine beaches, in the central city of Kandy and the cultural triangle in the north central area of Sri Lanka. Soon, we will open in the north as well. This enables us to tie-up with other properties to offer our MICE clientele

**SPECIAL OFFERS**

Special commissionable room rates, attractive conference packages, discounts at the hotels (for dining and rejuvenation) and tailor-made excursions.



interesting packages that would enhance their experience in the country. If you want to engage in water sports, we would recommend Bentota Beach by Cinnamon; if you would like to explore the country while attending an event here. We can customise the package as well. If you rather be in Colombo, we offer a range of excursions within the city that promotes our culture, places of interests, shopping, nightlife and authentic Sri Lankan experiences and more.

### CLOSE COMPETITORS

Our competitors include Taj Samudra, The Kingsbury, Galle Face Hotel and the Galadari.

### TREND 2016

For the past few years, Sri Lanka Tourism worked at achieving 2.5 million tourists by the year 2016. However, last November, the governing body of hospitality, Sri Lanka Tourism Development Authority retracted this and eased their numbers to 2.2 million visitors with 26 per cent annual growth, contributing to generate total tourism revenue of US\$ 2.75 billion. The body is also set to uplift the 'Sri Lanka' brand value with US\$ 80 million worth tactical marketing campaigns. While this is Sri Lanka's stance, according to WTO estimates, outbound tourism including MICE and luxury tourism is estimated at US\$ 19 billion (AED 70 billion) for an approximate 37 million tourists this year. The trends anticipated in the MICE segment is an increase of nature-based experiences, exclusivity, individualised time, social media influences and high service standards. Being market-specific, in 2015, a major component of the Indian

arrivals to Sri Lanka was MICE, followed by FITs and families. India is currently one of Sri Lanka's leading source markets in South Asia and has large outbound MICE activity. To encourage the growth of this segment, Sri Lanka will conduct road shows and workshops in India between August and December 2016, to educate the travel trade on Sri Lanka's MICE facilities. In addition, SriLankan Airlines has also unveiled a MICE brochure for the Indian market and rolled out airfare discounts for both MICE and leisure tourists. All this will support our vision for the Indian market, and the tourism industry as a whole.

### GREEN STANDARDS

Cinnamon Grand has been certified continuously with ISO 14001 Environmental Management System through SGS Lanka since the year 2006, and is also Green Globe certified since the year of 2011. Cinnamon Lakeside has been continually receiving the Green Globe certification since 2010. Moreover, the hotels work on strict environmental policies and conduct various initiatives throughout the year in eco-sustainability.

### GOVERNMENT HELP

This segment has received special focus, including the 2016 national budget. Sri Lanka Tourism (SLT) is promoting the country as a destination for MICE travel. During this year, Sri Lanka will host the largest French travel agent's congress SNAV, by attracting 600 travel agents from France. The country has also won the host country status for PATA 2017 which provides similar exposure to the destination.



*Both Cinnamon Grand and Cinnamon Lakeside have a dedicated team for MICE and banquet events. This enables us to talk to our clients, identify their objectives, wants and needs and deliver them successfully*



# Meetings in AFRICA

Promoting business opportunity, Meetings Africa at the Sandton Convention Centre in Johannesburg highlighted Africa's potential as a sought after business destination



Derek Hanekom



Seema Datt

“

*We are doing Meetings Africa to showcase the best of Africa to the world. India and China are the fastest growing markets*

”



Positioned as Advancing Africa Together, Meetings Africa is a platform hosted by the South Africa National Convention Bureau (SANCB), a unit of South African Tourism. The SANCB has over the past few years, increased and continued its investment in utilising Meetings Africa as a strategic vehicle to unearth opportunities for the country and the rest of the continent.

At the opening of Meetings Africa 2016, **Derek Hanekom**, South African Tourism Minister, said, “This is not just another trade show. South African Tourism has gone all out to make Meetings Africa 2016 a genuine one-stop shop, packed with insightful discussions and opportunities to network with industry players. The team ensured that buyers will be exposed to products and services, creating a better future for generations of Africans that will follow us.”

Talking about the MICE potential of South Africa, **Amanda Kotze-Nhlapo**, Chief Convention Bureau Officer at the South Africa National Convention Bureau (SANCB), added, “Johannesburg is the corporate headquarters for Africa. Big retail companies have shops all over the continent. The link between the corporate and the potential businesses is huge. Our currency makes it a really value for money destination. There remains a huge potential among the BRICS countries as well.”

She added, “We have convention bureaus around South Africa as the National Convention Bureau, we are part of South Africa Tourism, as we are linked with our 15 offices around the world, but specifically through our representation companies. We go to all the international trade shows, we go to road shows, international sales missions. We are doing Meetings Africa to showcase the best of Africa to the world. India and China are the biggest and fastest growing





**Amanda Kotze-Nhlapo**  
*Chief Convention  
 Bureau Officer  
 South Africa National  
 Convention Bureau  
 (SANCB)*

potential for us. There are more MICE groups especially in the incentive segment than the leisure tourists that are coming in."

### UNUSUAL MEETINGS IN EXTRAORDINARY LOCATIONS

South Africa has many conference and exhibition facilities, ranging from international convention and expo centres in the major cities to small, intimate venues in remote bush locations. Conference Facilities are also available at hotels in South Africa and educational institutions throughout the country. Settings can range from beach resorts to exclusive golfing estates or game reserves. South African tourism expects thousands of visitors from India to South Africa in 2016.

According to the latest figures, South Africa witnessed 86,000 visitors from India in 2014 and 59,000 in the first nine months of 2015. In a report published in 2014, a 125 per cent

growth in MICE tourism was recorded from 2009 to 2011. Another 86 per cent increase was observed in 2012 followed by a moderate rise in 2013. South Africa is ranked number one in Africa and the Middle East by International Congress and Convention Association (ICCA).

For large conferences and exhibitions in South Africa, the Sandton Convention Centre in Johannesburg, International Convention Centre Durban, Cape Town International Convention Centre, and the East London International Convention Centre in the Eastern Cape are the venues of choice.

### JOHANNESBURG SHOWCASES MICE

The biggest city of South Africa and capital of its inland Gauteng province, Johannesburg is famous for its gold and diamond exports and has a flourishing tourism industry with special focus on MICE tourism. A must see is Satyagraha House, commonly known as Gandhi House, commemorating the active role played by Gandhi in the political uprising in South Africa's struggle for independence. There are a number of Indian restaurants too.

### POPULAR CENTRES

A fully equipped temporary structure has been erected at Sun City's Front Entrance Car Park. This is called Sun Sky Village and can accommodate conferences as the reconstruction of the conference centre goes on. The 'Leading Hotel of the Wild', part of the lu brand Sun International's Sunlux Collection, The Palace of the Lost City is built on a crater. Bakubung Bush Lodge game reserve is a luxury property close to the Pilanesberg National Park and ideal location for off-beat events.

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# LUFTHANSA ECONOMY,

Lufthansa's Premium Economy is the latest product from the airline and promises a higher level of comfort with spacious legroom and seat pitch. According to the airline, the new cabin offers around one-and-a-half times more room than Economy Class to passengers as well as upgraded services including two pieces of baggage of 23 kg each, enhanced in-flight services like welcome drinks, high-quality amenity kit and meals served on porcelain tableware.

This new cabin class has seen huge success on the Dubai route and those traveling to Frankfurt and beyond from other GCC gateways since October of 2015. Premium Economy passengers can also access the Lufthansa Business Lounges prior to departure for a fee of 25 euros. The airline flies to Mumbai, New Delhi, Bengaluru and Chennai from its main hub in Frankfurt and Munich. With a valid ticket for Lufthansa Economy Class passengers have the opportunity to upgrade at all stages of their long-haul journey.

For corporate customers, the airlines offers a programme called 'PartnerPlusBenefit' that allows passengers to collect BenefitPoints on flights with Lufthansa, Air Canada, Austrian Airlines Group, United Airlines and SWISS and the Partner airlines. Lufthansa will then reward the loyalty with awards, which can also be transferred for other colleagues' business trips.

With PartnerPlusBenefit, corporates can take advantage of an extensive bonus programme. Lufthansa, Air Canada, Austrian Airlines Group, United Airlines and SWISS and the Partner airlines offer the most destinations worldwide.

On its website they will have 24-hour access to their BenefitPoints account and up-to-date information about the programme. PartnerPlusBenefit will also help them manage travel within their company. As a member of the frequent flyer programmes, the executive and their colleagues will also earn miles for their personal mileage account.



Karsten Zang

“

*For the first time in Lufthansa's history, we are offering four comfortable cabins—Economy, Premium Economy, Business and five-star First Class with the quality service we are known for*”

Karsten Zang  
Regional Director (Gulf, I.R. Iran, Afghanistan & Pakistan) for Lufthansa German Airlines





German airline Lufthansa's new Premium Economy seats promises to offer a range of benefits for passengers with more space than the regular economy seats

Hazel Jain

# BUT PREMIUM



**Saru Kaushal**, Country Business Head, Global Corporate Payments, American Express explains why corporates will be spending more on business travel in 2016

**The Global Business Travel Association in its recent report 'Global Travel Price Outlook' states that corporates will be spending more on business travel in 2016. What do you have to say about this?**

The cost of business travel is increasing and many companies are taking a more critical review of their expenses. In India T&E is one of the second largest controllable expenses. Smarter organisations are increasingly realising that controlling business and travel related costs does not mean cutting down on business travel. Whether in the midst of a recession, emerging from one, or indeed in a growth market, business travel is essential in securing new business and maintaining existing contacts. The challenge for senior management is how to balance the tightening of costs while extending the effectiveness of the business travel and expenses budget. Towards this, they are looking to invest in T&E expense management solutions. Companies around the world use our products and services to help them streamline processes and save expenses.

**What are your business travel solutions?**

The American Express Corporate Card programme is designed to assist companies (both large and mid-sized) in managing their travel and related entertainment expenses. Through the Corporate Card programme, companies can eliminate costly cash advances, monitor travel, ensure adherence



# INCENTIVE TOOLS



to company travel policy by every employee and improve negotiating leverage with suppliers. Additionally, American Express offers a central platform—Business Travel Account which captures all airline travel both domestic and international on a single card. Both the BTA and Corporate Card solutions come with extended payment terms, seamless integration into ERP systems, complete visibility on expenses incurred by employees including average air ticket spends by route.

**What is the deciding factor to choose an outbound destination?**

Corporates look at many factors while selecting a destination. Cities which are well connected, offer a great range of budget options across accommodation, inter-city travel, dining, sightseeing, safety are usually on top of the list for organisers.

**Are long haul destinations as attractive as short-haul destinations? Why?**

Most organisations encourage travel as a performance incentive tool for sales teams and hence prefer shorter travel time destinations. This not only comes at a more reasonable cost but also allows for less time away from work thereby optimising sales productivity. With airline alliances, we also see organisations planning conferences for leadership teams and prospective clients take-up long haul destinations.

**What are the challenges faced while setting up your travel plans?**

Ensuring that each traveller, especially if travelling in a large group, enjoys the experience many aspects need to be managed. On our meeting card platform we are able to help companies track all key areas as identified in the itinerary in a single place and also enjoy some great deals on hotel booking, transportation, dining and other expenses.

**Tell us about some travelling trends.**

According to industry reports, almost 40 per cent of the outbound trips by Indians are for business travel. Destinations such as Thailand, Malaysia, Singapore, Dubai and Abu Dhabi have emerged as popular destinations.

**Tell us about your expectations from the booking agents.**

They should be able to managing end to end travel arrangements. Many conference planners specialise in offering services to corporates including car pool for airport transit, visa processing, foreign currency counters, packed meals, medical insurance.

“

*Almost 40 per cent of the outbound trips by Indians are for business travel. Destinations such as Thailand, Malaysia, Singapore, Dubai and Abu Dhabi have emerged as popular destinations*

”

# All for MICE

The India Convention Promotion Bureau works around the year boosting meetings, incentives, conventions and events



## GLOBAL MICE TRAVEL MART (MAY 19-21, 2016)

ICPB supported FICCI's GMTM (Global MICE Travel Mart) at The Lalit New Delhi. It was inaugurated by Suman Billa, I.A.S., Joint Secretary (Tourism) and Chairman, ICPB. The panel session 'Furthering MICE Tourism into India-Rejuvenating the Road Map' was also chaired by Suman Billa.

Other panelists were Amaresh Tiwari, Hony. Secretary-India Convention Promotion Bureau (ICPB) and Managing Director-A T & Seasons Vacations Travel Pvt. Ltd.; Sunit Suri, MD & CEO, SDU Travels; Naveen Rizvi, Executive Director, Integrated Conference and Event Management (ICE); Ananya Sinha, Director of Sales & Marketing, JW Marriott New Delhi Aerocity; Abinash Manghani, Area Manager & Head Travel Industry Sales, ITC Hotels; Rakesh Mitra, General Manager, The LaLit, New Delhi and Saurabh Bhargava, Associate Vice President-Sales, North India from Taj.

Majority of the exhibitors were members from ICPB in this first edition of GMTM. During the two days exhibition potential buyers/delegates including domestic and international visited the ICPB booth.

## FIRST TRAINING PROGRAMME FOR THE YEAR

Entry Level Management MICE Training Programme has been designed for new entrants to the industry. The two-day training programme will be held on 17-18 June 2016.

**Venue:** Hans, New Delhi, Hansalaya Building, 15, Barakhamba Road, Connaught Place, New Delhi 110001, 2nd Floor, Conference Hall.

**Sessions:** There will be four sessions during this training. Each day will have two half-day sessions to make the participants aware of major requirements for MICE. To name them-'Beyond Vendor Management', 'PCO-Hotel interaction', 'Venue Selection & Space Management' and 'Relevance of Social Media & Mobile Apps'.

**Contact:** 233 A, Ashok Hotel, Chanakyapuri, Niti Marg, New Delhi 110 021

**Ph:** +91-11-26873612, 26112264;

**Fax:** +91-11-26874318

**Email:** [info@icpb.org](mailto:info@icpb.org), [training@icpb.org](mailto:training@icpb.org)

**Website:** [www.icpb.org](http://www.icpb.org)

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# GMTM Boosting MICE

The maiden edition of the Global MICE Travel Mart hosted 32 buyers from 12 countries

Ahana Gurung

The global MICE segment occupies a 54 per cent market share, and has overtaken the traditional business trips segment, as per the ITB World Travel Trends report 2014-2015. In a bid to tap this exponentially growing segment, the Global Mice Travel Mart (GMTM) was held from May 19-21 at The Lalit, New Delhi where 800 pre-scheduled meetings took place and the FICCI-MRSS report on 'India Inbound MICE Tourism-Trends and Opportunities' was also released.

Organised by the Federation of Indian Chambers of Commerce and Industry (FICCI) in association with the Ministry of Tourism (MOT) and India Convention Promotion Bureau (ICPB), the conference was a step towards promoting India as a MICE destination, expressed Dr Jyotsna Suri, Immediate Past President – FICCI, Chairperson – FICCI Tourism Committee.

She pointed out "MICE tourism has shown

the maximum potential across the globe and a deep impact in developing a destination and its economy. In addition, the Asia Pacific region has recently emerged as the fastest growing market in the world."

Not only does tourism offer a direct person-to-person connection but is also extremely good for business, opined Dr A Didar Singh, Secretary General, FICCI. "The 21st century is all about business, which is why GMTM is right up the street of connecting professionals with business across organisations and countries. India is the only large economy which is growing at more than seven per cent – 7.6 per cent is the rate we aim to grow this year and is an indicator that business is growing in India. This means that tourism is continuously growing with the MICE segment comprising over 50 per cent of business travel. This is a tremendously strong business that is enhancing personal interaction," he shared.



Today, India accounts for 0.68 per cent of global travel. Joint Secretary of Tourism Suman Billa said that the target is to take the growth to 1 per cent by 2020 and up to 2 per cent by 2025. He further explained, “The challenge is to be able to drive growth on a multipronged area where the communication strategy works across different segments and platforms. If we have to make these numbers grow with the quality we want, I think that the growth has to come from MICE.” Billa also mentioned that MICE is also a good way to cater to the problem of seasonality in India.

According to Chander Mansharamani, Vice Chairman, ICPB, the International Congress & Convention Association (ICCA) recorded more than 12,000 events all over the world in 2015 where India’s share was nominal. “But this year, India’s global ranking has improved from 35th to 31st position,” he revealed. “The major concern is how we market

the destination. Roadshows are quite effective. An important segment of the global convention industry is the conference organised by the scientific, technical and medical sectors where we need to sensitise Indian nationals to bid for international conferences.”

A panel discussion on ‘Furthering MICE Tourism into India—Rejuvenating the Roadmap’ chaired by Suman Billa also took place with well-known industry professionals—Amaresh Tiwari, Hony. Secretary, ICPB; Susan Avery, Vice President, Andromeda Consultants USA; Naveen Rizvi, Executive Director, Integrated Conference and Event Management (ICE) & Pacific World; Abinash Manghani, Area Manager & Head Travel Industry Sales, ITC Hotels; Ananya Sinha, Director of Sales & Marketing, HW Marriott, New Delhi Aerocity; Saurabh Bhargava, Associate Vice President—Sales, North India, Taj Hotels Resorts & Palaces and Rakesh Mitra, General Manager—Sales & Marketing, The Lalit, New Delhi.

“  
*A multi-pronged approach to MICE can help boost tourism in India as it is a 365-day destination*  
 ”

# Brightening up SPACES

Along with the Global Exhibition on Services (GES), the India Expo Shop Summit 2016 highlighted India's potential in the design and services segments

Ankita Saxena

Along with the second edition of the Global Exhibition on Services (GES), the first edition of the India Expo Shop summit 2016 (IES) was held at India Expo Centre and Mart, Greater Noida, between 21-23 April 2016. GES was jointly organised by the Government of India, Ministry of Commerce and Industry, Confederation of Indian Industry (CII) and the Services Export Promotion Council (SPEC). And the main body behind IES was Indian Exhibitions, Conferences and Events Services Association (IESA) along with the other government bodies and industry organisations.

The exhibition was inaugurated by Pranab Mukherjee, President, Government of India. Mukherjee identified tourism and hospitality sectors in India as potential game changers for the service sector. He said, "Tourism and hospitality sectors of India have a lot to offer to the world and could become a potential game changer for the service sector. To promote tourism and hospitality industry, a safe and secure environment for the domestic and foreign tourists has to be ensured. The theme of 'Atithi Devo Bhava' has to be applied in letter and spirit to bring about attitudinal change. The 'Swachh Bharat' initiative of the government resonates well with our aspirations to make India a neat and clean destination for tourists."

Mukherjee also said that India is a premier destination for medical tourism with parameters like low cost,



world-class medical, diagnostic and wellness services and infrastructure. He added, "To realise their full potential, the tourism and hospitality industries need consistent support of policy initiatives and development of requisite infrastructure. It is true of other service industries as well."

Also present at the occasion were Ram Naik, Governor of Uttar Pradesh, Ravi Shankar Prasad, Union Minister for Communications & Information Technology, Nirmala Sitharaman, Minister of State for Commerce & Industry (Independent Charge); Dr. Mahesh Sharma, Minister of State for Culture (Independent Charge), Tourism (Independent Charge) and Civil Aviation; Rita A. Teatota, Commerce Secretary and other dignitaries.

The exhibition saw participation from more than 77 countries; over 450 exhibitors; 350 international buyers, 18 Indian partner states in approximately 3500 pre-fixed B2B meetings and ministerial delegations from Africa and Afghanistan.

The IES summit centered on the theme, 'Effective Strategies for Creating Experiential Spaces in Exhibitions, Events and Sports'. Eminent speakers spoke on the various topics ranging from 'Storytelling as an effective medium of communication in space', 'Planning and delivery overview in the sports world', 'Relevance of new media in exhibition and events' to 'Ensuring safety and security in organising events'. The speakers were unanimous in their view that the relevance and contribution of the exhibit design



*Exhibition services and providers help in promotion of MICE tourism, helping all service sectors to establish associations with buyers and sellers*





segment in the success and proper showcasing of ambitious initiatives has evolved.

Talking about the summit, **Binu Nanu**, President, Indian Exhibitions, Conferences and Events Services Association (IESA), says, “The exhibit design sector in India has evolved now. Translating the aspiration of organisation into a vivid reality, the relevance and contribution of the exhibit design supplier in the success of the trade show has gradually matured. Through discussions, we explored the dynamics and opportunities for stakeholders and provided a learning space for all the participants. at this first edition of IES. We received a tremendous response.”

The three-day summit saw participation of over 500 key practitioners from across various sectors like service providers, design organisations, event managers, MARCOM segment of large corporates, senior representatives of government departments

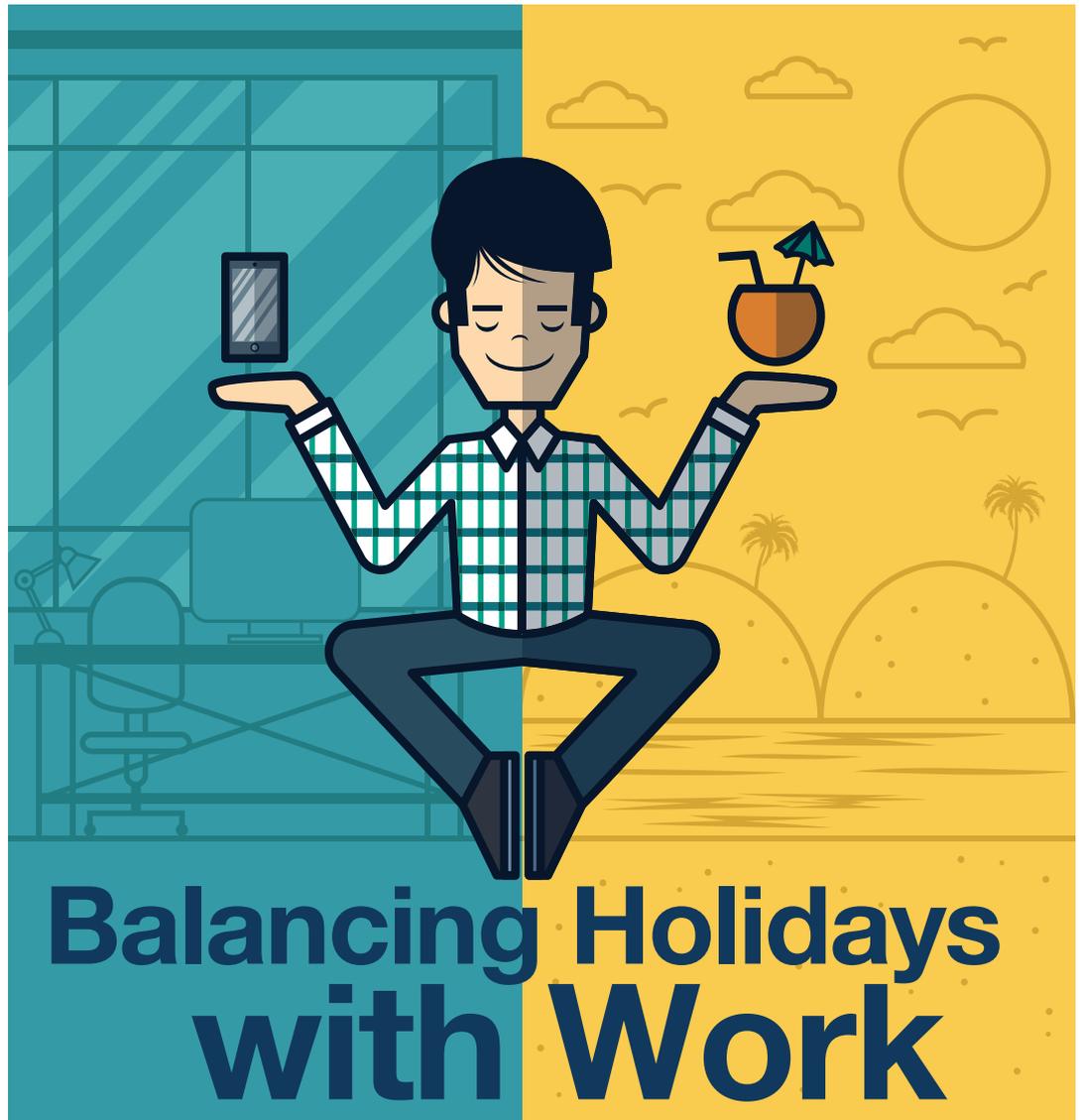
and experts. Students and academicians also joined these professionals on a single platform to discuss and disseminate the best practices in exhibit design sector.

**Ranjit Singh Jabbi**, Director, Confederation of Indian Industry (CII), says, “Personally I feel that there is immense role of exhibit design segment in the success and proper showcasing of ambitious project and programmes, be it of a private organisation or government departments. And the three recent events, the celebration of Digital India, Star-up India and Make in India week in Delhi and Mumbai are a testimony to this reality.”

**Jyoti Kaur**, Deputy Director, Services Export Promotion Council (SEPC), says, “In the current competitive times, exhibition services and its providers help in promotion of MICE tourism, helping all service sectors to interact and establish associations with buyers and sellers and interconnecting all services under one roof.”



**Shivani Misri Sadhoo**  
*Founder*  
*Saarthi Counselling*  
*Services*



# Balancing Holidays with Work

Imagine the mayhem for working mothers as children and office demand time while the schools are shut. Here's what can be done

It's the time for summer vacations in schools. While every kid is super excited about the long break and the fun that comes, it's the mothers who strive for balance and peace. Kids spend most of their time thinking of no school to go to, long family trips and endless free time. And this break gives kids the right amount of rest and relaxation and refreshes them for the new session.

This is the time kids get to spend time outside their school environment and learn things more naturally by spending more time with their parents, relatives and friends. But how do working parents handle this great burst of energy as they have to go to work? In India, grandparents have always been the source of help and most of the times kids end up spending their holidays with them. But what happens if you do not have that option this year? Here are some problem solving tips:

### ORGANISE A GOOD DAY CARE

As the security of the child is an issue and you have

to leave your child alone in a maid's custody, it is advisable to search for a good day-care. Do some research before selecting a day care. Some even offer summer camps or hobby classes. It is also important to ensure that it's hygienic ambience.

### REGULATE COMPUTER GAMES AND TV

Children tend to go crazy over the computer and mobile games (especially boys). Remember if you do not keep a check on the kid's continuous involvement with digital games and TV, it will harm their thinking power, social skills and vision.

It's best to involve them in household activities, book reading, introduce them to a musical instrument, and ask them to take care of their grandparents.

### DON'T DO EVERYTHING YOURSELF

They say 'women can have it all' but in reality, you'll just fall over if you try to do everything yourself. Hence, get help from your partner, your family and put systems in place to get everyone to help.

*“Get help from your partner, your family as you need to go to work or travel”*

# Introducing



# Travel

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**Travel**  
BUSINESS SHOW

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**Travel**  
EXPERIENTIAL SHOW

# BEST PRACTICES FOR Session Evaluation

Taking feedback can determine the success of your next event, as this helps in making strategies for the future



*Darren Edwards is the founder of Invisage Creative Services in Australia. With more than 23 years experience in the meetings and events industry, Darren's passion is to connect people through supply of creative design and innovative event tech solutions. Contact: info@invisage.net*

Evaluating your sessions and events enables you to gather valuable insights from your attendees, sponsors and exhibitors. In the competitive world of trade shows, meetings, conferences, and conventions, you need accurate, timely feedback in order to determine future strategic plans for continued success and to keep your stakeholders coming back for more, event after event.

Well organised events typically produce an evaluation form that attendee's mark-up, at the conclusion of a learning session, to rate presenters and provide other valuable feedback. Response rates tend to be lacklustre and when attendees do leave responses, it's not always helpful for anyone. It is worth mentioning here that if you are going to evaluate your event ensure that you have a plan in place to actually analyse and use the data. There is no point collecting it in the first place if it's just going to



sit on a server somewhere for all time. I have seen this many times.

### So what are the best practices for evaluating your events?

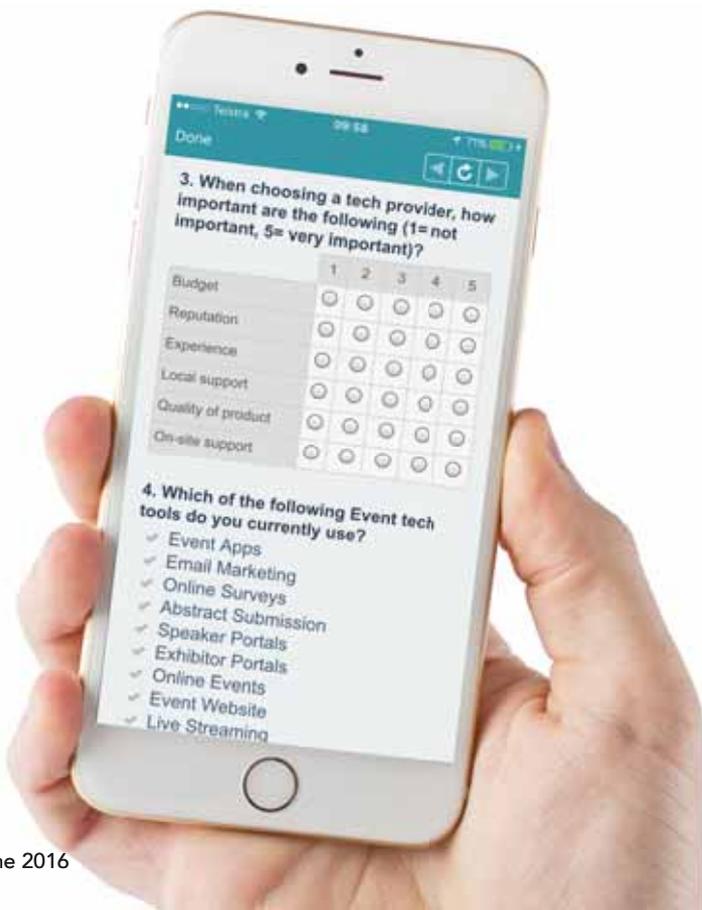
Recently I had the good fortune to discuss this very topic with Scott Cohen, Partner & COO of Conferences i/o. Scott was only too eager to share his thoughts.

Together we have been studying how event managers use session evaluations, and through analysing the experience of many thousands of attendees across countless events, we have prepared a set of best practices that you can follow at your next event, to make sure you get the most out of session evaluations.

### Make the evaluation easy to complete

It's an old saying, but if you want someone to do something, make that action drop-dead simple. Simplicity was always an advantage of paper forms; despite being environmentally wasteful and time-consuming to tally afterward, it didn't get any simpler than putting a paper form in front of attendees.

Today's digital solutions now streamline the entire process. They provide convenience for the end user as well as simplifying the collection and analysis for the event organiser. Attendees



3. When choosing a tech provider, how important are the following (1= not important, 5= very important)?

	1	2	3	4	5
Budget	<input type="radio"/>				
Reputation	<input type="radio"/>				
Experience	<input type="radio"/>				
Local support	<input type="radio"/>				
Quality of product	<input type="radio"/>				
On-site support	<input type="radio"/>				

4. Which of the following Event tech tools do you currently use?

- Event Apps
- Email Marketing
- Online Surveys
- Abstract Submission
- Speaker Portals
- Exhibitor Portals
- Online Events
- Event Website
- Live Streaming

now have your evaluation tool right in the palm of their hand and can simply complete session evaluations after every session and the entire event. That's one reason why our digital session evaluations have higher response rates than traditional paper forms.

**Keep the evaluation brief, in length**

Usability data universally shows that the fewer fields a form has, the more likely someone is to complete it. While there are tricks to making a longer survey feel short, nothing helps quite like actually keeping it short. So think about what you want to get out of the survey and stick to what's absolutely necessary.

**Put thought into your session evaluation questions**

I have attended countless events over the last decade, and at more than I care to mention, it

seemed apparent that the event's organisers simply downloaded a generic session evaluation template that they found on the web and swapped out the event brand. When I see this, I put about as much effort into responding as the organisers did putting it together.

When you take the time to customise questions for your event's audience, you will generally receive better response rates and better data. Think through what you want to get out of the evaluation. If it's a tool to help presenters, focus the questions on how the presenters can improve. If you want to gauge usefulness, keep the questions centered around what the audience got out of the session.

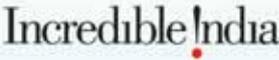
There is a great deal more to this topic. Stay tuned for Part Two where we will continue to address the best practices for evaluating events.

“  
Simplicity was always an advantage of paper forms despite being environmentally wasteful and time-consuming to tally afterward”

**About Invisage Creative Services**

Invisage Creative Services has been providing creative and technology products to the Meetings and Associations industries since 1993. This provides them with a solid understanding of the needs of professional conference organisers, associations and

events. Core services include graphics design, mobile event apps, association apps, polling solutions, email marketing and surveys, document submission portals, collaboration tools and technology consulting.  
Website: [www.invisage.net](http://www.invisage.net)




## Tourism Investors Meet (TIM) 2016

July 28-29, 2016, FICCI, New Delhi

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B2G  
Meetings

Sellers  
(State Govts)

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(Partnership / JV / Investment)

Sellers  
(Pvt. Companies)

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- Adventure Tourism
- Airport & Roadways Developers
- Amusement Park
- Sound & Light Shows organizers
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# Visa Requirements



## Holland

- ✓ **Passport:** Original Passport with validity of minimum three months (from the date of return) and minimum two blank pages for visa stamping.

**Please Note:**

  - a) Passports issued beyond 10 years will not be accepted by the Embassy
  - b) Attach all your old passports (if any)

Schengen Visa Application Form: One visa application form duly filled and signed on column 37 and 38

**Please Note:**

  - a) Applicant's mobile number and email id should be mentioned in visa form.
  - b) Consent Form and Travel History Form also needs to be duly filled, signed and submitted along with the application.
- ✓ **Photo Specification:** Two recent passport size coloured photographs with matt or semi matt finish, 60%-80% face coverage, white background and without border (Size: 35mm x 45mm)

**Please Note:** Photograph should not be more than three months old, scanned/stapled and should not be used in any of the previous visas.
- ✓ **Covering Letter:**

  - a) Corporate cover letter along with naming list and passport no. of all applicants and corporate should also take guarantee of all applicants that they will return back to India on completion of the tour.
  - b) Covering Letter from applicant on business letter head mentioning name, designation, passport number, purpose and duration of visit in brief. The letter should be duly signed by the applicant and addressed to – The Visa Officer, The Embassy of The Kingdom of The Netherlands, New Delhi.
  - c) Company's (corporate) brief profile.

**Please Note:** The letters should be addressed to The Visa Officer, Embassy of The Kingdom of The Netherlands, New Delhi.
- ✓ **Invitation Letter:** If going for Business Purpose then Invitation from Netherlands along with naming list and passport no of all applicants.
- ✓ **Financials:**

  - a) Company's updated bank statement for last six months till date mentioning the Bank's name, Telephone Number.
  - b) Company's ITR for last three years.
  - c) Company's Registration Certificate or Memorandum.
- ✓ **Proof of Occupation:**

**Student**

  - a) An NOC from school on letter head with travel dates.

Parent's signature Id proof and student's Id card copy. The letter should have phone number and address of school.

**In case of Minor**

  - b) An NOC by parents.

**Self Employed**

  - a) Company Registration Certificate/Certificate of Incorporation.
  - b) Company's & Personal Bank Statement for last six months till date with bank seal and signature.
  - d) Proof of Proprietorship/Partnership (In case applicant is Proprietor/Partner in a firm).
  - e) Company's and Personal ITR for last three years.
  - f) Dealership proof for all if dealers.

**Employed**

  - a) Salary slip for last six months.
  - b) NOC from Employer on letterhead with travel dates.
  - c) Personal bank statements for last six months till date with bank seal and signature.
  - d) Personal ITR for last three years.
- ✓ **Proof of Accommodation:** Hotel confirmation for all Schengen countries to be visited and a letter from the tour operator along with the naming list and passport number of all applicants and mentioning that they are doing hotel, ticket, insurance for all the passengers.
- ✓ **Airline Reservation:** Air ticket and day to day travel itinerary with proper dates mentioned on it.
- ✓ **Accommodation Proof:** Hotel confirmation for all Schengen countries to be visited and a letter from the travel agent along with the naming list and passport no. of all applicants that they are doing the hotel, ticket, insurance for all the passengers.
- ✓ **Travel Insurance:** Medical travel Insurance for the stay duration amounting to 30,000 Euros.

**Please Note:**

  - a) Insurance to be done by the Authorised Insurance Companies for the Schengen States.
  - b) Insurance should match with travel dates.

**Important Note:** Indian citizens travelling to Schengen countries for short-term (max 90 days in 180 days) will have to visit VFS visa application centre personally to provide biometric data (fingerprints and digital photograph). For subsequent applications within next five years the biometric data will be copied from the previous visa application included in the VIS.
- ✓ **Visa Fees\*\*:**

**Normal** ` 4,600 | **Child (Age 6-12)** ` 2,700  
**VFS Service Charge:** ` 1,101  
**\*\*Visa fee keeps on changing every month**

Source: Udaan



Atlantis The Palm, Dubai

**JULY 2016**



**TRAVEL WEDDING SHOW**  
India



**TRAVEL INDUSTRY EXHIBITION**  
Sydney, Australia



**MICE INDIA & LUXURY TRAVEL CONGRESS**  
Mumbai, India

**AUGUST 2016**



**TRAVEL TECHNOLOGY SHOW**  
India



**LA CITA**  
USA

**SEPTEMBER 2016**



**WORLD LUXURY EXPO**  
Seoul, South Korea



**ASTANA LEISURE**  
Kazakhstan



**MEETING PLANNERS RUSSIA**  
Moscow



**JATA**  
Japan



**SUNTEC**  
Singapore



**IT&CM ASIA & CTW**  
Bangkok, Thailand

# movements



**Madhu Dubey**  
Executive Director  
India Convention  
Promotion Bureau

Madhu Dubey brings with her 33 years of experience, having served at India Tourism Development Corporation and the Ministry of Tourism, Government of India, in various capacities and handled diverse portfolios at head office and field postings in India and overseas. Her expertise being Corporate Communications, as General Manager (Publicity and Public Relations) ITDC, she handled various promotional and image building assignments. As Deputy Director General, Ministry of Tourism, Government of India, she handled Publicity, Planning and Niche Tourism Departments to promote India as a year-round destination.



**Vikram Madhok**  
Chairman  
PATA Industry Council

Vikram Madhok has had an illustrious career and specialises in luxury tourism and hospitality. He has served on PATA India Chapter for over 20 years and was also the Chairman of World Travel & Tourism Council (WTTC) India initiative. He has also held important positions like President of Indo-American Chamber of Commerce (NI), EC Member – IATO and several other positions.



**Arun Arora**  
General Manager  
Radisson Blu Paschim Vihar

With over 27 years of experience in all aspects of hotel operations including overseas and pre-opening, Arun Arora has been a pioneer in the hospitality industry, progressing to the role of F& B Manager at Taj Group of Hotels after having successful stints with ITC Welcome Group Sheraton and Clarks Group of Hotels. Arora walked into the shoes of the General Manager in 2005 and opened the first 5-star boutique resort with its own micro brewery in Pune, The Corinthians Resort and Club. His initial tenure at Carlson Rezidor Hotel Group involved pre-opening and task force assignments.



**Maverik Mukerji**  
General Manager Delegate  
Novotel Bengaluru Techpark & Ibis Bengaluru Techpark

Maverik Mukerji has been appointed the General Manager Delegate for Novotel Bengaluru Techpark & Ibis Bengaluru Techpark. He will be responsible for hotel operations, business and market development of both hotels. He will also be involved in providing mentorship and guidance to other Accor hotels across Karnataka. Mukerji is a part of the Accor Executive Committee as well and works closely with other Accor leaders to influence the company's strategic decisions across the Indian sub-continent. He previously served as the General Manager of Novotel Hyderabad Airport.



**Divesh Gola**  
Assistant Manager–Marketing  
Radisson Blu Kaushambi  
Delhi-NCR

Divesh Gola has been appointed as Assistant Manager Marketing at Radisson Blu Kaushambi Delhi-NCR. With a total experience of close to four years, Gola has worked with Radisson Blu Hotel New Delhi Dwarka, T.B. Sarup Artist (Signboards Manufacturer), Narson Enterprises (Distributor of Automotive Parts) where he was extensively involved in Marketing, Branding, Promotional activities, Sales & Distribution. Gola completed his Masters in Marketing, Masters in Commerce from Delhi. He is inclined towards branding, advertising and tie-ups and continues focussing on promoting the brand.



**Vishal Singh**  
General Manager  
Hyatt Regency Pune

Vishal Singh, General Manager of Hyatt Regency Pune, stepped into the hospitality industry in 1996. He has worked at premium hotels in New Delhi, Mumbai, Chennai and Goa, before moving to Pune. An MBA in Marketing and graduate of IHM, Pusa, New Delhi, he is passionate about Food & Beverage. This is his second stint with the Hyatt, having previously worked in the chain for seven years. He started his career with the Hyatt as Conferencing & Banqueting Manager at Hyatt Regency Delhi in 2002 and moved up to Assistant Director of Food & Beverage.

## CHEF'S TABLE

WHERE IDEAS ARE BORN

WHERE SUNLIGHT STREAMS IN

WHERE CREATIVITY FINDS EXPRESSION

WHERE SIGNIFICANT MEETINGS EVOLVE



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