

the business travel magazine

₹ 100

MICEtalk

Meetings • Incentives • Conferences • Events

Volume VII Issue 5 May 2016 56 pages
A DDP Publication



**IRISH
MEETINGS**

**TECHNOLOGY DRIVES
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editorial

the business travel magazine
MICEtalk
Meetings • Incentives • Conferences • Events

Dear Reader,

The key word in current times is digital. And digital is what makes the world go around or rather it's what connects the world. Digital is not just about being environment friendly, it's also about being fast, precise and concise. And this is precisely the reason that event organisers are now using technology for planning and executing their events. It not only adds value but is also cost effective and acts as a brand promotion tool. It makes the event an experiential one and brings more satisfaction to the client, as the turnaround time is faster.

And our tech expert Darren Edwards also talks about planning the events through mobile apps. He cites staggering stats on the usage of apps and the downloads by attendees at an event. According to him, event apps are about 'making life easy'.

It's not just apps; websites too have tools for making a customised MICE plan. And using this to the optimum is Tourism Ireland which has its own MICE website, *meetinireland.com*. With support from the government, Tourism Ireland has incentives to offer groups. Along with beautiful landscapes and some hair raising legends, Ireland has historical meeting venues. The cities of Dublin, Killarney, Cork and Belfast have some interesting venues to convene.

Europe seems to attract visitors all the time. So Vienna Convention Bureau works round the year highlighting the city with road shows, conferences, seminars. It is a city which promotes eco-labelled events and conferences. Its historical roots go deep in time and the blend of history with modernity makes it a sought after city for MICE.

Coming to India, our very own pink city, Jaipur, has lots to offer. But this time, we have featured the traditional and iconic ITC Rajputana. The grand hotel has been in existence for 25 years and the popularity has not waned. Its conference facilities are as regal as the name.

And for all who are tired and stressed at work, our expert Shivani Misri Sadhoo talks about the four signs of burn out. If you are experiencing them, then consulting someone would be a wise move, she says.

And of course, there's regular news, views and more.

Happy reading and mail us your suggestions.

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Marina Mandarin Singapore was named *Country Winner (Singapore) - Luxury Business Hotel* at the *World Luxury Hotel Awards 2013, 2014 and 2015*. It was also conferred the *TripAdvisor Certificate of Excellence* consecutively for three years since 2013, earning the hotel the *Hall of Fame* distinction.

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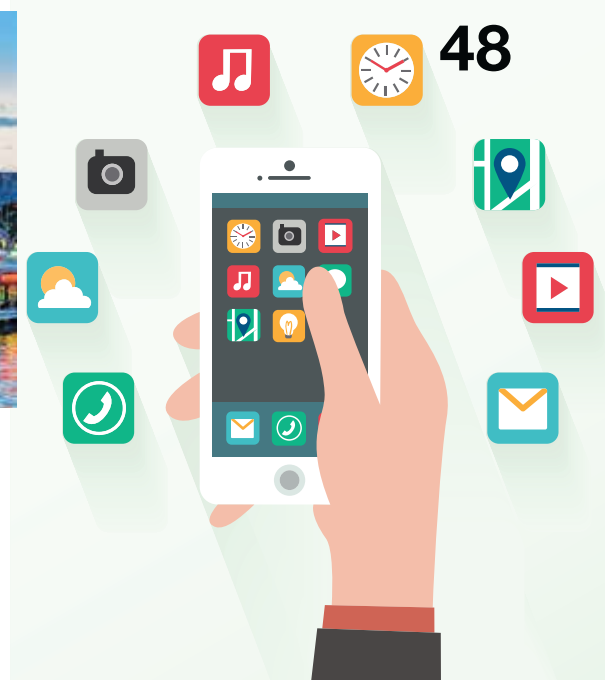
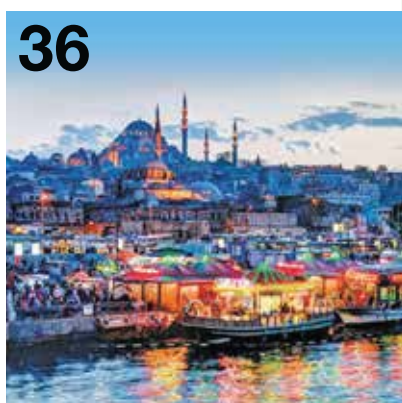
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Cover Photo:
Hotel Sahara Star, Mumbai

"A theme for M.I.C.E."

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NEWS

New technology for MICE: The St. Regis Kuala Lumpur

■ The new The St. Regis Kuala Lumpur features a 270-degree LED. Anne Scott, General Manager, said, "I believe we are the first hotel in the region with the ability to give event participants the sense of being totally immersed in the presentation because it is being projected all around them not only through the LED screens but also through the supporting state of the art light and sound system that can be programmed to change with the mood and tone of the video or images."



ATPI expands network in Turkey and Poland



■ Continuing its global expansion, ATPI Group has signed up with new partners in Turkey and Poland. In Turkey the ATPI Group has appointed travel management company, Tatil Sepeti, with offices on both sides of the Bosphorus Strait and one in Antalya on Turkey's southern Mediterranean coast.

In Poland, Grupa Travel is joining the network, and is a leading marine travel specialist with expert corporate travel and events departments that complement the portfolio of the ATPI Group's business specialisms. The two new network partners follow the appointment of partners in Pakistan and Switzerland during the last 12 months.



RAK TDA inked partnership with Thomas Cook Group

■ The partnership of Ras Al Khaimah Tourism Development Authority with Thomas Cook Group is a cooperative marketing agreement aimed at promoting the emirate as a premier destination for European leisure tour. A large proportion of the initiative will run simultaneously across the UK, Germany and Scandinavia (Norway, Denmark, Sweden and Finland). This will be followed with a high profile, co-branded marketing campaign that touches consumer and trade touch-points.

Ras Al Khaimah travel trade roadshow in India

■ The Ras Al Khaimah Tourism Development Authority conducted its first ever travel trade roadshow in April in Mumbai and New Delhi. The 20-member delegation, comprising hoteliers, resorts, spas and representatives of tour attractions, interacted with over 200 key travel and tour operators, MICE providers, up-market leisure operators and media personnel.



Davanam Sarovar Portico: MICE offerings with Hyde Park

■ Davanam Sarovar Portico Suites, Bengaluru, now has a new banquet space, Hyde Park. This event space can accommodate up to 550 people offers a rooftop location too. The hotel is located at the corridors of the silicon city close to Electronic City and the commercial hub Kormangla.



50,000 participants expected at RIC, Seoul

■ Set to take place from May 28-June 1 at KINTEX, Gyeonggi-do Province, Seoul, the 2016 Rotary International Convention (RIC) is expected to draw 50,000 participants. Supported by the Korea MICE Bureau, there will be round 25,000 participants from overseas.

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NEWS

ACC West Building marks first year with 560 events

Adelaide Convention Centre's (ACC) new West Building has marked its first year of operation by hosting 560 events over the 12 months, including 76 conferences which took over all or most of the entire centre. The new West Building began operating as the Centre's original plenary building, which dates back to 1987, was demolished to make way for construction of the new East Building—set to open in 2017. It also launched Australia's largest Google virtual tour which incorporates 316 panoramic photos, built from 3792 separate images of the expanded Centre and showcases all 15,000 sqm of the interior over three levels including external views of North Terrace and the Riverbank precinct.



Meeting unit of Le Passage To India under Pacific World

All meetings and events business units of the Le Passage To India will move under the global Pacific World brand. In parallel, Pacific World announced the extension of its partnership in China with TUI China. Pacific World is an integrated global DMC and Event Management organisation operating in 34 countries.



PATA: 'Tourism is Growing'

PATA India Chapter conducted a seminar for its members and the trade in Delhi. Mario Hardy, CEO, PATA, and John Koldowski, Head of Service Innovation and Development Unit, College of Innovation, Thammasat University, Thailand, shared the global perspective on 'Tourism is Growing: Seize the Opportunity'. Hardy focused on tourism forecasts, the need for diversification of tourists from iconic sights for sustainable tourism, the benefits of establishing multiple tourism destinations and more. Koldowski shared present day travel and tourism trends, emphasising on the need to measure tourism in terms of nights spent in India by tourists.

VFS Global launches 16 Turkish visa centres in India

The Turkish Embassy and VFS Global launched new visa application centres in 16 Indian cities. Travellers from India will be able to apply for Turkish visas in New Delhi, Mumbai, Gurgaon, Jalandhar, Chandigarh, Jaipur, Kolkata, Ahmedabad, Pune, Bengaluru, Goa, Puducherry, Kochi, Trivandrum, Chennai and Hyderabad. All applications will be processed by the Turkish Embassy.



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TECHNOLOGY A NECESSITY IN EVENT PLANNING

Technology is the key driver in current times. Event planners share with **MICEtalk** how essential technological devices are for event planning

Like anything else, event planning too needs meticulous planning and proper execution. And bringing in their expertise, event managers work over every details which includes budgeting, selection of venues, acquiring permits, planning food, coordinating transportation and accommodation, developing a theme, arranging entertainment activities, arranging for audio visual equipment, managing risk and developing contingency plans. Though all of this was done

manually some years back, now technology is changing the game. It is bringing in more value to the planner and the client, as some organisers share. In the current times, technology is a catalyst and solves multiple issues in one go. They apply different mediums or softwares to offer a more experiential event to the client. Organisers talk about the absolute utilisation, as everything from event signage to interactive experiences for attendees and social media has been completely transformed by technology now.



Gary Khan
CEO
Hyderabad Convention Visitors Bureau

The programmes are contingent on the schedules and itinerary planned by the associations who have fixed agendas for meetings. On the services provided by HCVB PCOs, we strive to make every event a successful and memorable one. The socio-economic benefits received by the market, which run parallel to the flourishing MICE industry in Hyderabad, are the beneficiaries. As we all know, this industry is essentially a service industry that also encompasses trade, transportation, finance and travel. The industry also ensures three advantages—the efficient utilisation of human resources, technological know-how and assets. When a delegate travels to Hyderabad to attend an

event, he is directed to the GMR Airport, then through customs and eventually to his transport to reach the accommodation. While his journey has been simplified with the present resources, the trade of consumerism is benefitted in terms of taxes collected and monetary exchange for services. Therefore, the money-value trickles through all sectors of the economy. The mediums of communications such as phone, email, internet services have boosted communication in the simplest fashion. Technology helps showcase the subject of event in as many creative ways possible and this in turn helps gauging delegate attendance with their 100 per cent attention. Additionally, technology helps globalise delegates who are well connected and are kept up-to-date with the event happenings. We utilise MailChimp for email marketing and sending other campaigns.





Amit Saroj
Director
Attitude Events

The target markets like industry associations, institutes, medical associations, international organisations, government and corporate companies, to name a few event organisers and make budgets as per the requirements of the events. Initial budgets usually go up by 20-30 per cent, sometimes due to additional requirements. Digital engagement and mobile applications are the in thing for polling, feedback, questions, social media and interaction with fellow attendees. Additionally, there are on the spot engagements through intelligent games and quiz. Apart from these, the traditional ways still co-exist with networking events and entertainments. Technology is imperative to conduct an event that delivers a great attendee experience. We were the first ones to get CVENT as our technology partner and we use it extensively for all our events.

“Digital engagement and mobile applications are the in thing for polling, feedback, questions, social media and interaction with fellow attendees”



Rishi Puri
Vice President Operations, Lords Hotels and Resorts

Organisers are now evolving from the traditional ways of hosting events. With the advanced technology, organisers can quickly browse through available options and select the venue that best suits their needs. Organisers today don't find the need to visit the venue like in the old times now they just browse through, read reviews and book it online. Hence it has become extremely important for us to make our MICE offer available on net and make it as visible as possible. It also helps in cutting marketing costs and improves the reach.



Naveen Rizvi,
Executive Director
ICE-Integrated Conference &
Event Management

Long gone are the days where event attendees were given a piece of paper to guide them through their agenda. Mobile apps and software are nothing new but the features and content differs from event to event. We have used mobile app and software for our events. Everything from event signage to interactive experiences for attendees to the utilisation of social media at events has been completely transformed. With time, we will only see these trends grow. Before the dawn of the digital age, targeting specific audience was a challenge but nowadays getting the right people to an event is significantly easier. Facebook, LinkedIn and Twitter along with other social networks allow organisers to promote events.



Anshul Bhargava
Corporate General Manager
Ananta Hotel & Resorts

Old models are falling away and technology is giving both planners and event participants an opportunity to grow and revisit the underlying ideas about how event spaces work. These days' event planners have embraced the shift of thinking about attendees as passive audiences to engaged participants. Social media has been used as a shared planning tool. We are seeing a trend that creates a hyper-intelligent private system to deliver targeted results. No card, no welcome book, no paper agendas—everything digital. For planners, evolving tech allows them to become experience-architects, whose 'buildings' remain standing even after the halls and auditoriums of the real-world space have emptied. Camera drones are an incredible technology and gives us amazing memories along with the picturesque landscaping views which are effective for the client's presentations. We have even done so many live conferences and seminars in The Ananta which is really productive for our business.



Sanjeev Pasricha
CEO & Managing Director
C S Direkt Events and Exhibitions

There are business sessions, rewards and recognition programmes, engaging entertainment to keep the audience busy. However an interactive and innovative team building/bonding exercise always helps to engage the audience in a positive manner. There is a huge demand for events to be conducted in a manner that provides the desired ROI to the end user. These events are marketed, publicised to make sure that the brand awareness spreads to the required target audience which actually influences further demand for such events. Now that technology is part of everyday life, event industry relies heavily on this tool to create a dynamic impact. We use technology for our events, which could be web based, offline or interactive. It also requires technical know-how.



“These events are marketed, publicised to make sure that the brand awareness spreads to the required target audience which influences demand for such events**”**



Sanjay Soni
Chief Knowledge Director, Incredible Design

Technology plays a vital role. It comes into play right from the conception to execution level, from meeting online to connect the various stakeholders from their cities of operation to managing them once they are on-site. Each event is unique in its inception, conception and execution. This is what effects the budgets and timelines.



Ease OF TRAVEL



VENUES

Conference venues in Dublin, Cork, Belfast, Killarney



ACCOMMODATION

Environment-friendly hotels



AIRPORT

International airports are: Dublin Airport, Cork Airport, Shannon Airport



Experience meetings in IRELAND



Huzan Fraser Motivala

Huzan Fraser Motivala, Representative India, Tourism Ireland speaks on the rise of Indian tourists and the new products on offer in Northern Ireland

Tourism Ireland has a dedicated website now for MICE: meetinireland.com for MICE groups and tour operators where one can enter the details of the MICE trip. We are incentivising MICE groups, as this is a government scheme. For Michelin Tyres, tourism Ireland hosted a cocktail for 200 pax.

MICE IN 2016

The scale of business has gone up. The market that used to be small is now beginning to grow from what used to get about 50 pax is now getting queries for 200-400 pax and we expect to grow in 2016 also. Apart from Dublin and Belfast, as venues we have Killarney which has always been a MICE destination but this criterion for the destination may not be with the Indian market. Galway is a MICE city. Typically the trend as what the corporates follow is that they come for four to five nights, as they don't want to do more than two cities in one trip. Tourism Ireland is looking at 15-20 per cent YOY growth in terms of passengers in 2016. Though the market is small for Ireland for larger groups, we are expecting growth.



*Tourism
Ireland is
looking at
15-20 per cent
YOY growth
in terms of
passengers
in 2016*



FACILITIES

Ireland's venues range from purpose-built facilities to locations that offer something different and unique, such as modern universities, historic halls and castles, exceptional resorts and luxurious hotels.

DUBLIN

- Largest conference venue—The RDS (Royal Dublin Society), 6,500 theatre style
- Convention Centre Dublin (CCD)—with space for 3,020 theatre style and auditorium with tiered seating for 2,000 and seating for 2,000 banquet style

CORK

- Largest conference venue—City Hall, 900 theatre style

KILLARNEY

- Largest conference venue—Killarney Convention Centre, 2,500 theatre style

VISA

MICE groups are given priority and the process is expedited. With The British Irish Visa Scheme that allows for travel to and around Ireland and the UK on a single visa there is waiver scheme until October 2016.

BELFAST

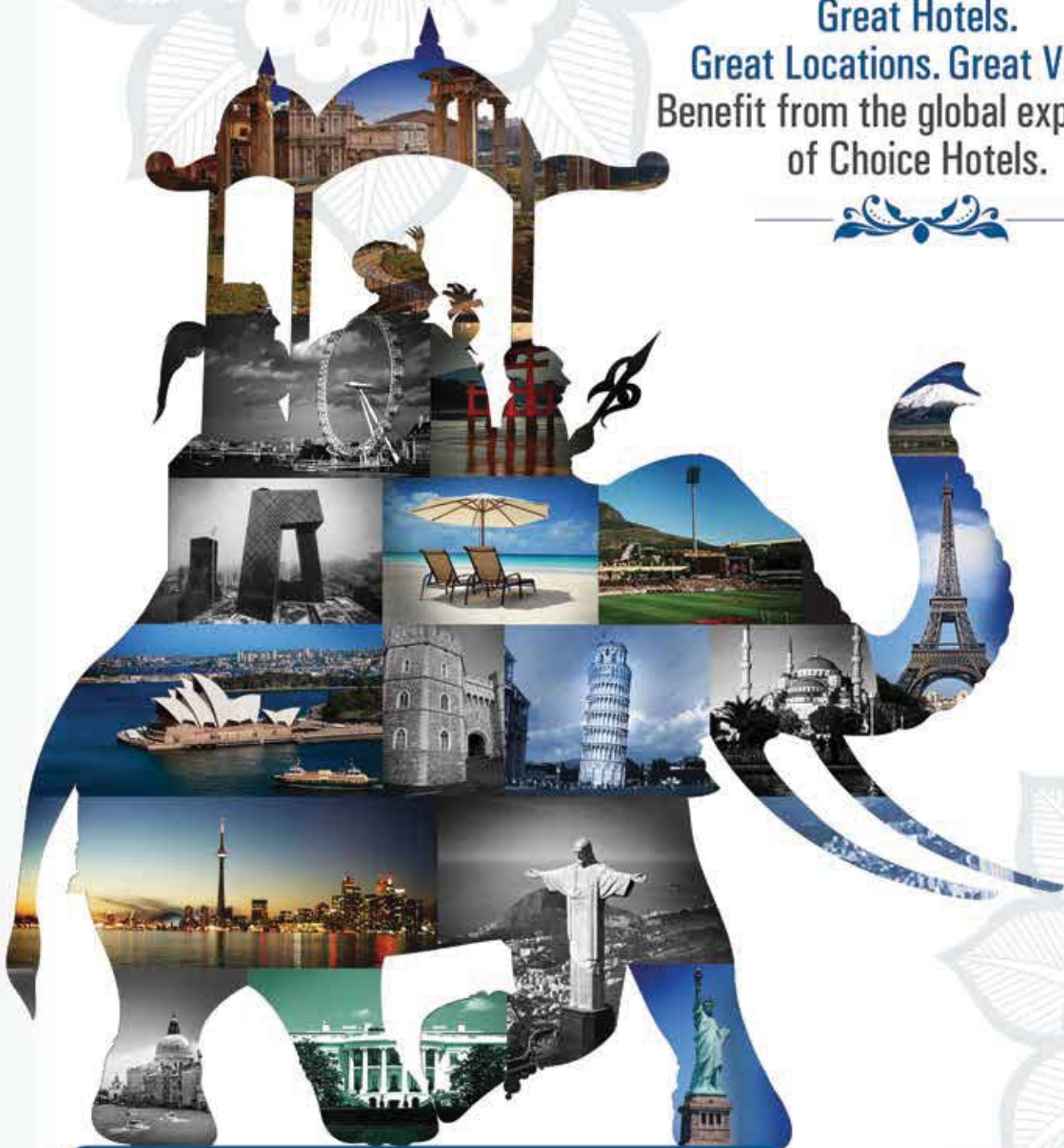
- Largest conference venue—Belfast Waterfront, 2,223 theatre style

TRADE EVENT

Hyundai Conference for 400 pax in 2015

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BELFAST beckons

Eimear Lewis, Business Development & Account Manager, Deputy Head of Marketing & Sales, Titanic Belfast on the attractions in Belfast



Eimear Lewis

Belfast is where you can see Titanic Belfast and enjoy an ecstatic and cultural experience. Titanic Belfast opened less than four years ago and about 2.7 million people have visited it. An amazing, interactive and digital experience brings the real story to life. We have an exclusive event space, stunning hotels, Belfast Waterfront is a multi-purpose conference and entertainment centre, in Belfast, Northern Ireland, with a huge extension for large conferences for upto 3,000 people. At the moment 45 million pounds are being spent and it will open in May 2016. You can have dinner as a first class passenger with beautiful coast lines and stunning architecture.

POST CONFERENCE ACTIVITIES

You can go to the UNESCO World Heritage Site Giant Causeway. You can go to distillery in just a short span of time. Belfast has stunning 5-star hotels that MICE clients love.

Merchant Hotel, Belfast, Ireland has the most expensive cocktail.

GREEN INITIATIVE

Belfast is green city with sustainable toilets, flushes rain water and the carbon foot print is minimal.

GOVERNMENT HELP

The building cost 97 million put of which 50 per cent was funded by the government, rest from private funding and Belfast Harbour. It is managed by the company Titanic Belfast

VISA

We do group rates and it depends on the number of people and case to case basis. For MICE booking we do hospitality and gala dinner as well.

For details, contact assumptaoneill@titanicbelfast.com





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VIENNA

Green Clean

MICE

With the city centre declared as a UNESCO World heritage site, Vienna has played host to international associations, congresses, corporate meetings and incentive travellers

Ease of TRAVEL



VENUES

Three main convention centers



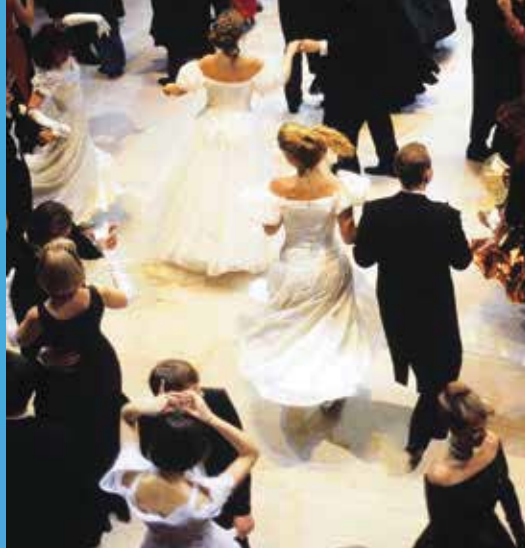
ACCOMMODATION

93 conference hotels (total hotels in Vienna currently are 424)



AIRPORT

Vienna International Airport has the City Airport Train (CAT) and you can reach the city centre in only 16 minutes



With woods, grassland, parks and gardens accounting for around half its area, Vienna has the highest ratio of green space in Europe. Its history can be traced to 15 BC, when the Romans founded the military camp Vindobona. The city of Vienna was first mentioned in documents in 1137.

With just under 8.5 million inhabitants, the city's architecture dates from imperial times with its magnificent edifices, predominantly in baroque, historicism ('Ringstrasse') and art nouveau styles. Vienna boasts of world-renowned museums, art collections and works of art, 50 theatres, including four opera houses and

several stage musical theatres, 150 museums, numerous galleries and renowned drama, music and dance festivals. Famous composers, such as Schubert, Strauss, Schoenberg and Berg were born in Vienna, and others, such as Mozart, Beethoven, Haydn, Brahms and Mahler chose to live there. It boasts one of the world's finest orchestras—the Vienna Philharmonic—as well as the Vienna Symphony Orchestra and several other orchestras and ensembles of note.

Added to this, Vienna has vineyards and wine production units within the city limits. Swarovsky, an Austrian company, has one of the largest flagship stores in the city.

“

The Vienna Convention Bureau is a licensee of the Austrian eco-label 'Green Meetings and Green Events' and assists in organising an eco-labelled green meeting

”



MEETINGS DESTINATION

Norbert Kettner, Director, Tourism and **Christian Mutschlechner**, Head, Vienna Convention Bureau revealed that Vienna's record year for tourism in 2015 is matched by the city's meeting industry, which recorded top results in all relevant key indicators: the number of events rose three per cent, triggering a 13 per cent increase in bed nights, which saw induced economic impact advance some 16 per cent to pass the one billion euro mark for the first time. Kettner said, "Our city hosted 3,685 conferences and corporate events in 2015 which represents a rise of three per cent on the total reported in 2014. The number of overnight stays attributable to these events came to 1,682,966, an increase of 13 per cent and equivalent to 12 per cent of all bed nights recorded in Vienna in 2014. The meeting industry's contribution to GDP was up 16 per cent year-on-year to EUR 1,038.5 million, passing the billion mark for the first time. The results surpassed the levels set in 2012, a record breaking year for the meetings industry, and findings of the 2014-2016 study show Vienna as a meeting destination that lives up to the 'global, smart, premium' criteria enshrined in the capital's 2020 tourism strategy."



There is active promotion on meeting industry events: roadshows, conferences, exhibitions, sales calls, use of social media channels.

Verena Jandak-Hollenthoner
Certified Meeting
Professional, Marketing
Manager USA, Canada,
Australia, India, Vienna
Convention Bureau



MICE EVENTS

Vienna has hosted international association congresses, corporate meetings and incentives. Of the 3,582 events staged in Vienna in 2014, 1,458 were congresses (+19per cent), 679 of them national (+25per cent), and 779 international (+15per cent). No fewer than 2,124 of the events (-2per cent) were corporate events (conferences and incentives), 832 of them national (+2per cent), and 1,292 international (-4per cent). Vienna Convention Bureau is working on international congresses up to the year 2024.

MARKET FROM INDIA

Starting with incentives, corporate companies have set their eyes on Vienna. Around 1,000 room nights per year has been estimated with many Indian clients working directly with local hotels and agencies.

CONVENTION CENTRES AND HOTELS

1. Austria Center Vienna:

Purpose-built convention centre in a business district, next door to United Nations/International Atomic Energy Agency Headquarters: acv.at

2. Hofburg Vienna:

Located in the city centre, former Imperial winter palace of the Habsburg monarchy. 35 halls of the entire premise (2,000 rooms) belong to the convention centre. It was once used for a large Indian wedding of the Arcelor-

Mittal family: hofburg.com

3. Messe Wien Exhibition & Congress Center:

Modern exhibition centre, located near the Prater (a large park and recreational area) and the brand new campus of Vienna's University of Economy: messecongress.at

FOR INDIAN GUESTS

- InterContinental Wien
- Renaissance Wien Hotel
- Austria Trend Hotel Savoyen Vienna-Superior-Hotel Le Méridien Wien
- Grand Hotel Wien
- Imperial Riding School Renaissance Vienna Hotel
- Vienna Marriott Hotel
- Hilton Vienna
- Arcotel Kaiserwasser-Superior-Hotel
- Austria Trend Hotel Park Royal Palace-Superior-Hotel
- Austria Trend Parkhotel Schönbrunn
- Hilton Vienna Danube Waterfront-Superior-Hotel
- Steigenberger Hotel Herrenhof

AFTER WORK

- City walks with history and stories
- Dance of the stallions-Lipizzaner equestrianism to perfection
- The home of music-wAn exclusive guided tour of one of the world's leading opera houses, the magnificent Vienna State Opera, including a glimpse behind the world-famous backdrops



- Living history- Schoenbrunn Palace and the Hofburg, the former residences of the emperor
- Events on a historic train-The Majestic Imperial Train de Luxe offers imperial splendour on rails
- Party like a king-gala evenings in historic settings
- Wine taverns 'Heuriger'-An evening at a Heuriger is your guarantee of a relaxing, typically Viennese evening with wine, music and traditional winery cuisine
- The Giant Ferris Wheel-Enjoy Vienna from a bird's eye view in a historical and exciting setting

EATING OUT

Many different parts of Europe have influenced Viennese cuisine over the course of the centuries. There are 32 Indian restaurants in Vienna.

GREEN INITIATIVES IN VIENNA

To make conferences and events more efficient and environmentally friendly, the Federal Environment Ministry has set new standards for meetings: the Austrian Eco-label 'Green Meetings and Green Events'. The Vienna Convention Bureau is a licensee of the Austrian Eco-label 'Green Meetings and Green Events' and assists in organising an eco-labelled green meeting according to the official criteria. Numerous hotels and convention centres are certified venues, complying with the standards of the Austrian Eco-label.

For details, contact verena.jandak@vienna.info; mukharji@vsnl.com or christine.mukharji@austria.info

“

Vienna has hosted international association congresses, corporate meetings and incentives. Of the 3,582 events staged in Vienna in 2014, 1,458 were congresses

”



Growing Chinese market

The 10th edition of the international MICE event that seeks to 'Promote China to the World and the World to China', IT&CM China 2016, was held at Shanghai Exhibition & Convention Centre of International Sourcing in April

“

China's MICE exhibitors formed 35 per cent of the exhibition floor that collectively represented a broad supplier base across China

”

Organised by TTG Events, IT&CM China was established in 2007. This event works as an education and networking platform, bringing together Chinese and international MICE exhibitors and buyers. The three-day event in April 2016 saw the participation of 280 returning and new international and Chinese destinations, corporates and convention visitor bureaus, boosting the largest MICE trade show in China. Notably, China's MICE exhibitors formed 35 per cent of the exhibition floor that collectively represented a broad supplier base across China.

In addition, the show's hosted buyer profile featured 320 attending Chinese buyers from renowned buying houses and leading corporate brands forming 80 per cent of the buying demand, reflecting the huge outbound and domestic demand of China's buoyant MICE market. This optimal mix of 80 per cent Chinese buyers to 20 per cent international buyers, including 400 hosted buyers, served a total of 26 geographic markets internationally and domestically.

Darren Ng, Managing Director, TTG Asia Media explained, "The last 10 years were spent progressively raising the participation of the local Chinese market so that IT&CM China

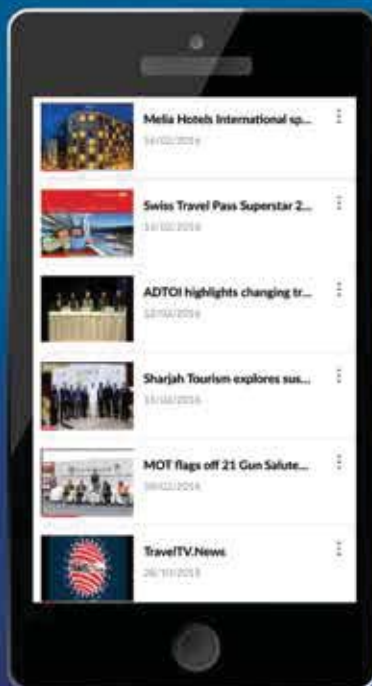


encapsulates the best of China's MICE supply as well as its buying power. And the 10th installment best showcased the success of this endeavour."

"Undoubtedly, it is the show's ability to consistently bring together the best of China and the world's buying powers that make IT&CM China a choice event by leading global and local MICE destinations and corporate brands as their preferred showcase and engagement platform to reach the Chinese MICE market," adds Zhang Shou, Deputy General Manager, CITS International M.I.C.E. The first day of IT&CM China featured a brand new education opener, 'Spotlight On Incentive'.

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Responsible luxury ITC RAJPUTANA



Tejinder Singh

After 25 years, ITC Rajputana is an iconic hotel in Jaipur. **Tejinder Singh**, GM, ITC Rajputana A Luxury Collection Hotel discusses what makes it an epitome of traditional Rajasthani hospitality

Anupriya Bishnoi

What is the USP of your property?

ITC Rajputana celebrates the colourful and glorious past of the historical state of Rajasthan. In its 25th year of existence the hotel has come to be identified as a landmark hotel in Jaipur. It embodies the heritage and architecture of Rajasthan. With newly renovated rooms, public areas and restaurants, the hotel is known for its hospitality.

What about the MICE facilities at the hotel?

ITC Rajputana offers a variety of venues which can cater to a multitude of requirements. The

ITC Rajputana hotel is a great place to convene and hold your business meets.

Suryavanshi Mahal is a pillarless hall, can take up to 450 people in theatre-style and 550 people for a reception. The hall is a favourite amongst the people of the city for hosting special events.

Board Rooms are located on the floor above the lobby set off by rich yet tastefully sedate décor the board rooms provide the ideal venue for high-power business meetings and uninterrupted conferences.



Conference Room 1 and 2 are located on the floor above the lobby level, bears a distinct air of grandeur. Perfect for VIP meetings this wood panelled hi-tech meeting room offers a maximum capacity of 10 pax each and is fitted with an inbuilt LCD projector.

Are there any new initiatives that you will be taking for this year?

ITC Rajputana is a celebration of heritage and modernity. We have successfully concluded the renovation of our public areas. The luxury quotient has risen substantially and stands head and shoulders above most.

The cuisine has been invigorated by a lavish and unique menu at the newly launched Jaipur Pavilion. The swanky bar 'Sheesh Mahal' has the best of spirits and wine to offer along with a snack menu of 'One Bite Wonders'. Apart from this our other restaurants offer lip smacking cuisines.

What are the various green initiatives that are being practiced at your hotel?

ITC Hotels is the largest luxury hotel chain with all hotels having 'Platinum Leed Rating'. Sustainability is the core value and integrated into our business model and all our work practices. Hence our brand promises 'Responsible Luxury'

which is a key differentiator and is endorsed by all our guests. We offer the highest level of luxury comparable to the best in the world, all the while ensuring that the guests leave a positive impression on the environment every time they stay with us.

We are a water positive company from the last 13 years and 80 per cent of our business runs on energy obtained from renewable sources.

Which part of the hotel is the highest revenue generator for the hotel?

Our spa brand, Kaya Kalp, has attained global praise and acclaim for its best in class indigenous and global treatments. The spa contributes a robust chunk to our revenue stream.

How has the hospitality scene evolved in Jaipur?

The hospitality scenario in the city is witnessing an influx of hotels. Many international hotels chains have marked their presence. As times have evolved, the guests have become discerning and continue to support ITC Rajputana.

For bookings contact
suvarana.pradhan@itchotels.in

“
The luxury quotient has risen substantially and stands head and shoulders above most. ITC Rajputana offers a variety of venues which can cater to a multitude of requirements
”

Meeting all EVENT NEEDS

IMPACT Exhibition and Convention Centre near Bangkok has an indoor space of over 1,40,000 sqm comprising many venues to meet all kinds of event requirements

Located about 30 minutes from downtown Bangkok, IMPACT Exhibition and Convention Centre also encompasses a 380-room hotel. A second hotel is being constructed. With over 800 MICE related events hosted, there have been over 15 million visitors and delegates. Recent events held include Bangkok Gem & Jewellery Fair, Thailand International Motor Expo, Beyond Beauty Asean, Amway Expo & Convention, and Annual Congress for Teacher Professional Development.

OPPORTUNITIES

There is a choice of indoor or outdoor venues. A customer-centric venue, it integrates

the facilities and services to deliver an array of professional and value-added services, ranging from floor space consultations, event management, operations, F&B catering, travel and logistics to sales and marketing.

GREEN STANDARDS

The MICE industry generates a fair amount of waste and materials that are unfriendly to the environment, for example booth constructions, signage, carpets, paper, and transportation. The venue is ISO 50001 Energy Management Standard certified. Organic rice from local producers is purchased. Rain water is stored in a man-made lake for all landscape maintenance.



FACILITIES

- a. 12 exhibition halls
- b. 55 conference/meeting/function rooms
- c. 1 concert hall/arena
- d. 2 ballrooms
- e. 2 banquet halls
- f. 8 restaurants and 30 F&B outlets
- g. 1 hotel with 380 rooms

EVOLVED MICE MARKET

The Thailand Exhibition and Convention Bureau (TCEB) reported that in 2014, there were 900,000 international MICE travellers to Thailand, generating a MICE income of 80 billion baht for the country. This is better than a seven-year (2007-2013) annual average income of 66 billion baht. Top contributing sectors were convention, incentive travel, corporate meetings, and exhibitions.

Asia is considered the most important source of MICE visitors to Thailand with 598,685 visitors representing about 66 per cent of all MICE visitors to Thailand, of which over 170,000 visitors are from the ASEAN region. With the integration of AEC, the numbers of MICE visitors from ASEAN to Thailand is expected to

increase. Apart from international MICE arrivals, Thailand's domestic MICE sector is also an important contributor to the overall growth of the MICE industry. In 2014, there were over 14 million domestic MICE delegates/attendees contributing a MICE income of over three billion baht to the economy.

FUTURE PLANS

Current projects include the construction of a sky bridge linking buildings, retail building and a 600-room hotel. Projects in the near pipeline include the construction of an electric go-kart circuit for corporate events, a marina by the lake, together with restaurants and cafes, and a water theme park. For the water park, around 200-billion investment is being explored and it should be completed by late 2017-early 2018. Upcoming events are the Asia Pacific Orchid Conference, Bangkok International Fashion Fair, Bangkok International Leather Fair, Bangkok International Motor Show.

For details, contact
acharawans@impact.co.th or
kittiwathj@impact.co.th

EASE OF TRAVEL



VENUES

55 conference/meeting/function rooms



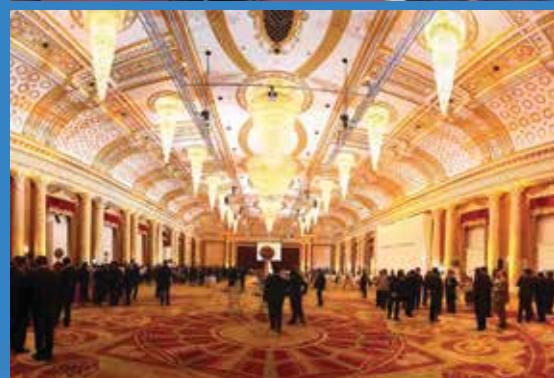
ACCOMMODATION

In addition to hotel at the venue, there are over 12 hotels located within a 20 km radius.



AIRPORT

International airport is Suvarnabhumi Airport, Don Mueang Airport at Bangkok Airport Train (CAT)



'EXEMPLARY SERVICE AKIN TO THE LEGENDARY THAI HOSPITALITY'



Loy Joon How
General Manager
IMPACT Exhibition and Convention Centre

We provide our customers with exemplary service akin to the legendary Thai hospitality, enabling our customers to experience our warm and charm in the services we offer. We are modern and enthusiastic, with an innovative and creative mindset committed to fulfilling our customers' needs and providing our customers with great solutions. We support each another to fulfill our 'Partnership for Success' culture with a common objective to deliver high value to our customers regardless of which department we are from. We work together as a team to collectively ensure our customer's success.



MOT and FICCI are co-organising the first edition of the Global MICE Travel Mart (GMTM), the branded MICE inbound tourism platform

“
Tour operators, hotels, airlines, national level associations and state governments promoting MICE Tourism to India will be exhibiting as Indian sellers over booths/table tops
”

USP

The Ministry of Tourism (MOT), Government of India, and Federation of Indian Chambers of Commerce and Industry (FICCI) have come together to promote MICE inbound Tourism in India. The exhibition will have Buyer-Seller Meets spread over two days. The organisers are expecting significant transaction and capitalising of business opportunities between international buyers, opinion leaders from main line associations who organise mega conferences in India and sellers of MICE Tourism products in India. GMTM will be instrumental in putting MICE destinations in India on the itineraries of the foreign tour operators and opinion leaders from India.

WHAT TO EXPECT

- 34 leading MICE specialists from 13 countries are attending as foreign buyers.
- Tour operators, hotels, airlines, national level associations and state governments promoting

MICE Tourism to India will be exhibiting as Indian sellers over booths/table tops.

- Structured and online pre-scheduled B2B meetings between the Buyers and Sellers will be held at the booths of the Sellers over two days.
- Plenary Session on 'Furthering MICE Tourism into India-Rejuvenating the Roadmap'

The mart will open with a welcome address by Dr A Didar Singh, Secretary General, FICCI. Keynote speakers for the inaugural session will be Dr Jyotsna Suri, Immediate Past President, FICCI, Chairperson, FICCI Tourism Committee and Chairperson & Managing Director, The Lalit Suri Hospitality Group; Suman Billa, Joint Secretary, Ministry of Tourism, Government of India & Chairman, ICPB; Secretary Tourism, Government of India; Chief Guest is the Union Minister for Tourism, Government of India. The panel discussion will include 'Furthering MICE Tourism into India-Rejuvenating the Roadmap Moderator'.

WHERE AND WHEN

VENUE: The LaLit, New Delhi
 DATE: May 19-21, 2016

The exhibition will have structured, prescheduled B2B meetings between registered 40 foreign tour operators specialising in MICE tourism and opinion leaders of associations organising mega MICE events in India.



India Convention Promotion Bureau
Sponsored by Ministry of Tourism, Government of India

Incredible India



GLOBAL MICE TRAVEL MART

Inaugural:
May 19, 2016, Regal Room
The Lalit, New Delhi

Exhibition and B2B:
May 20 – 21, 2016, Crystal Ball Room
1 & 2, The Lalit, New Delhi

HIGHLIGHTS

- First ever branded EXCLUSIVE MICE Inbound Tourism platform in India
- Around 50 leading outbound tour operators who are MICE specialists from across the globe as International Buyers and around 20 opinion leaders from key associations from India organizing mega conventions
- Tour Operators, Hotels, Airlines, National level Associations and State Governments promoting MICE Tourism to India as Indian Sellers.
- Structured and online pre-scheduled B2B meetings between the Buyers and Sellers will be held at the booths and table tops of the Sellers over two days of the Mart.
- Networking opportunity over Inaugural Cocktails & Dinner hosted by The Lalit and the two luncheons hosted by FICCI

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MICE planning MEANS PRECISION



Sunaina Chatterjee

Sunaina Chatterjee, Chief Executive Officer, iCON Planners, and winner of best MICE operator at the India Travel Awards East 2014, talks about organisational goals

What is the USP of the company?

iCON Planners is a full-fledged incentive and conference planning company. We have all the essential tools of the trade with competent staff. With multi location offices in India and two representative offices in USA and Dubai and requisite means of communication we have bridged the location specific requirement of national and international conferences.

We have preferred destination channel partners outside India to take care of our logistics outside India. With a total of 40 paid staff to take care of essentials in conferences, trade and field staff of around 50 people on project basis, we are a serious contender to match with. We also have an in-house web and design team to furnish real time designs to our conference clients for their conference collateral design.

What are the demands of large and small corporate groups?

Demands vary from client to client, however value of money spent and experience matters to all. Corporate groups or MICE groups for internal teams look for challenging itineraries

and programmes. They are open to customisation and flexible as compared to clients of bigger corporates who demand traditional programmes but with something to add on as an experience or a WOW factor.

All are open to newer destinations, newer brands of hotels, a power packed programme and itinerary to remember. Large corporate groups have more challenges with regards to the services as with an increased group size it becomes difficult to provide seamless services. For example, we finished doing an incentive programme of awards night in Singapore of approximately 800 pax in November 2015. We had to be on our toes 24 x 7 to deliver a flawless programme and thankfully the team did manage very well. Small corporate on the other hand demands more personalised attention.

Is there frequent use of technology?

Cutting response time and efficiency in work makes us inclined towards our goal of technological driven services. We have an online payment option as well as mobile app. We have conference registration and Hotel RFP platforms



as well. Google for business environment connects all our offices 24 X 7 from anywhere any location.

Anything special you offer to MICE groups?

We offer site inspection depending upon the group size, as well as freebies from respective tourism boards. Creativity and ideas in events for bigger groups, from set up to itinerary and programme flows, we offer seamless services from inception to conclusion of the programme as well dedicated OPC for that particular project. We also have a team which we call as NPD (New Product Development), which researches and gets newer destinations and offers for the corporate. We also create conferences for the corporate which is a niche business as far as our current MICE industry. We give them support with regards to both as a knowledge partner as well as logistic partner.

What special deals you offer to MICE agents?

Our channel partners get PLB (Profit Linked Bonus) and share all the consequent deals we get from airlines and hotels as promotional fares and prices. This includes upgrades, seats,

hotel room upgrades to important clients, night extensions, value-add like special meals on sight as per occasion or even on board celebration. For bigger groups we can offer branding at all major areas of visibility. For our channel partners we often work as an extended office for them. We do not overshadow their importance or promote our own brand to their client. We respect their privacy vis a vis their clients. We also organise training programmes for them for their staff for better understanding of the products.

What are your plans for 2016?

The financial year 2016 looks very promising with a lot of European conferences coming in our kitty along with a great demand of American congresses. We would be partnering with some educational institutions as well for the commencement of our own medical conferences. From April 2016, we opened our new vertical "Wedding Planners". Looking into the huge untapped market of weddings and judging our reach in outbound destination, we are entering into wedding planning. We have collaborated with a couple of destination management companies to conduct weddings in exotic locales.

Anything else you would like to share?

The service industry is going into flux as of today. Traditional travel agents are now coming into MICE fold as ticketing and hotel booking are going commission less and online portals are eating into their traditional bread and butter earnings. There is no set service charge formula among the fraternity for their services. The MICE segment has grown in exponential rate whereas the know-how of the MICE still remains rudiment. We need more knowledge partners and association to educate upcoming travel agents into the MICE domain.

“

Traditional travel agents are now coming into the MICE fold as ticketing and hotel booking are going commission less and online portals are eating into their traditional bread and butter earnings

”

TURKISH TIMES



Travel Shop Turkey has customised tours for about 7,000 passengers from India including incentive and conference groups. **Murtaza Kalender**, General Manager, Travel Shop Turkey talks about this

How do you entertain MICE groups travelling to Turkey?

We arrange the programmes depending on their needs. We also arrange cultural shows, cultural welcome parties and any entertainment that they would like to. We find special venues for their events.

What special activities are you doing?

Turkish night shows, dinner cruises, Turkish bath, welcome activities with cultural shows and hostesses in traditional dresses. We also arrange sightseeings for them to show the historical side of Turkey.

What deals and B2B incentives do you have for agents?

We generally have a programmes in Istanbul for three to four days or five to six days Istanbul

and Cappadocia, Istanbul and Kusadasi, or any other city programme, designed as per the clients' needs.

Anything special that you have planned for 2016?

This is our 10th year in the travel business and we have our special anniversary packages for 2016 with great programmes and good rates. One can see them on our site http://www.travelshopturkey.com/10_years_anniversary/index.asp.

Moreover, we are providing free tour coupons, gift coupons up to 119 Euro per person. And we are planning to open Indian restaurants in two cities in 2016.

How would you define Travel Shop Turkey?

We are one of the largest tour operators in Turkey.

“

We understand the Indian clients and how they like to travel including special requests and dietary requirements”

”

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We have more than 30 different categories with over 1,000 different tour programmes going all over Turkey, all year round, departing everyday. We are represented in the Middle East, Balkans and Europe as main tour operators, travel agency. We are members of TURSAB Turkish Travel Agents Association, ASTA American Society of Travel Agents and ETOA European Tour Operators Association located in Turkey. We arrange around 100 different MICE groups within a year and welcome around 10,000 Indian guests in a year.

Any other special offerings from the company?

We offer excellent services for conferences, meetings, special events, congress and incentive group travel for Istanbul, Kusadasi Antalya and Ankara and any other destinations asked for. We

can also arrange any celebration or special events parties or functions.

With extensive experience in ground handling operations for large groups, we design and implement unique and innovative programmes around the country supported by a reliable and high quality professional service for any size of special interest or conference group.

We understand the Indian clients and how they like to travel including any special requests and dietary requirements including Jain and vegetarian travellers. Our experienced catering specialists can handle your requirements with ease. All of our Indian tours include vegetarian and non vegetarian and Jain meals in Istanbul. Outside Istanbul we provide Indian style vegetarian, non vegetarian and Jain meals.

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4

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MICEtalk has a global readership, through circulation at numerous international trade shows

Our esteemed clientele comprises of over 14,000 reputed brands which have been featured till date, including top destination management companies, prominent corporates and MICE companies

For further details, please contact:

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For a successful TRAVEL PLAN

Travel is the most important function of a MICE event. So it is important to plan the to and from the destination meticulously. Here are some things to keep in mind



- Some of them also throw in a few free tickets if the group is large enough.
- The trick is to check with more than the one airline or DMC you have always dealt with, even though finally your loyalty may pay off and you may still get the best rate from your favourite travel agent.
- Remember to create competition for your business.

ENSURE ALL PARTICIPANTS HAVE VALID PASSPORTS

- Most countries require a six month validity of the passport from the date of travel.
- They must apply for passports (or renewal of passports) immediately and not wait until the last minute because this may require several weeks, even under the Tatkal scheme.
- Visas are an essential aspect for travel to international destinations.
- Valid passports.
- Even if you can get visas on arrival at the airport in the destination you are travelling to, it is best to get your visas from your home country. This saves time on arrival and people who already have visas are not delayed because of the rest of the group.
- Any ground transport you organise gets thrown out of gear because of the delay in getting visas, especially if it is for a group.
- Your DMC should be able to ensure all forms are filled correctly and applications given to the embassy together with relevant payment.
- If you are not working with a DMC then most embassies today have online visa forms and even give the steps on how to apply.
- In this case make one person in your office responsible for visa applications and passport collection.

THINK ABOUT MONEY IN ADVANCE

- You need to check if the hotel, restaurants, theatre you have booked accept credit card payments.
- If not, you need to get all relevant clearances to carry a large amount of foreign currency.
- Traveller's Cheques are the other safer option.

Once the venue and dates are decided, which should be well in advance, you need to check with all the airlines flying to your destination for their best fares. The best bargains can be obtained during the off-season when demand has diminished a little.

- Many airlines encourage MICE groups by offering promotional fares.
- There are also MICE specialised tour operators or DMCs who can get excellent deals organised for you.

VACCINATION CERTIFICATES

- In some countries, it is necessary to have these and prescriptions for any special medicines that you need.
- Inform each delegate of this requirement.
- If majority of the participants are in one city, tie up with a safe clinic for participants to get their vaccination when they can get away from work or personal commitments.

TRAVEL INSURANCE IS REQUIRED.

- If the company is bearing this cost, get an insurance company to give you a group rate.
- If the company is not bearing the cost, then all participants must be informed well in time
- Some countries insist on travel insurance before they issue the visa.

BOOK YOUR TICKETS WELL IN ADVANCE.

- Some airlines want you to reconfirm bookings before the date of departure. Check when this is required to be done.
- If tickets have to be booked in different classes then a list with names under First Class,

Business Class or Economy need to be made and handed over to the airline.

- Ascertain that allocations are correct on confirmation from the airline.
- Inform all delegates about the date of departure, time of check-in and time for grouping at the airport to check-in as a group.
- If the departure time is past midnight (for example 00:20 on 22.10.2010), ensure people understand it is the 21st night and not the 22nd. This kind of misunderstanding is a common occurrence and you will be expected to sort it out at that time. So it's best to be forewarned.
- Give a central mobile number of the responsible person at the airport who will be synchronising the check-in.
- Keep a list of mobile numbers of all participants, in case they are late.

- Get the airline to pre check-in the group with seat allotments for the group to sit together.

- Tickets and itineraries must be sent to the participants at least a month in advance.

to be continued

“
There are
also MICE
specialised tour
operators or
DMCs who can
get excellent
deals organised
for you”

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Tourism Investors Meet (TIM) 2016

July 28-29, 2016, FICCI, New Delhi

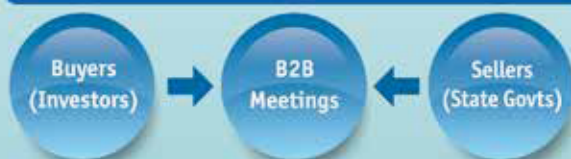


FICCI is organizing the second edition of **Tourism Investors Meet (TIM)** on **July 28 - 29, 2016** at Federation House, FICCI, 1 Tansen Marg, New Delhi.

The event will again focus on Interactive meetings where by the State Governments will be showcasing their policy and facilities with respect to soliciting investment in Tourism Infrastructure through pre scheduled structured face to face business meetings with the prominent investors.

The Investors from the following sectors will be present

- Hotels & Resorts
- Cruise & River Tourism
- Real Estate Developers / Mega Convention Centre
- Adventure Tourism
- Airport & Roadways Developers
- Amusement Park
- Sound & Light Shows organizers
- Film Studios
- Ayurveda & Wellness Centers
- Tech Backed Cab Services
- Sanitation & Civic Amenity developers
- Ropeways



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MICE Tourism in India

Opportunities, Challenges & Solutions



MICE in India Untapped potential

As tourism has begun to play an important role in the country's economic development, MICE tourism is also gaining ground. Industry leaders came together at a conference organised by ASSOCHAM to discuss the growth of this tourism

Samapti Das

Highlighting the potential of MICE tourism, The Associated Chambers of Commerce and Industry of India (ASSOCHAM) in association with India Convention Promotion Bureau (ICPB) held a 'Thought Leadership Summit' on 'MICE Tourism in India- Opportunities, Challenges and Solutions' in New Delhi. The aim was to make India's MICE tourism competitive at the global front.

Opening the discussion, Dipak Haksar, Chairman-Tourism Committee, ASSOCHAM, said, "MICE Tourism is a natural extension of leisure tourism. It supports development in other sectors and brings dividends to the local community and the society at large."

Suman Billa, Chairman, ICPB, and Joint Secretary, Ministry of Tourism, Government of India, said, "According to a study done by ITB, 52 per cent of all tourism is the MICE segment. MICE is picking up. The question is whether we are ready to reengineer all our models

RECOMMENDATIONS

- Provide a single window clearance for organising meetings and conventions in India
- MICE facilities to be an integral component of the concept 'smart cities' announced by the Government
- Develop mega convention cities in each of the five regions of India to cater to small and medium conventions
- Inventory of MICE facilities/ convention centres to be made available online
- Familiarisation trips for international convention planners to be organised
- Rationalise and simplify conference visa regime
- Promote MICE segment through specialized trade fairs and focused road shows

to change the paradigm that we have in India to be able to tap into the potential opening up across the globe. We will have to jump the numbers from 0.68 per cent of the global tourism arrivals to India to one per cent till 2020 and then double it again to two per cent by 2025."

Vinod Zutshi, Secretary Tourism, Government of India, said, "With 49 per cent growth alone in FDI, it augurs well. Though there has been weakness in international bidding, we need to introspect. We have approached the Ministry of Home Affairs for the introduction of eVisa for MICE. ICPB and Ministry of Tourism and the private sectors directly related to MICE tourism should sit together and actively try to create more funds with the help of Ministry of Finance so that we can compete with the international market and make India a huge MICE destination."

According to Chander Marsharmani, Vice President, ICPB, India can become a 365-day destination as there is a huge potential in the country.

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R.H. Khwaja

Former Secretary, Ministry of Tourism, Ministry of Mines, Government of India, New Delhi



GALLERY OF LEGENDS

C. Nagendra Prasad

Chairman, Travel Express



DDP GAME CHANGER

Steve Borgia

CMD, INDeco Leisure Hotels



DDP TRAILBLAZER

Vinay Gupta

SAMHI Hotels



MAYA SHINES IN HYDERABAD



At the South India Travel Awards 2016 the best of the industry were honoured. The glittering ceremony took place at the Sheraton Hyderabad Hotel on April 12, 2016

The black-tie event brought together more than 120 attendees for an exciting evening celebrating tourism excellence. The starry evening was graced by Neerabh Kumar Prasad IAS, Principal Secretary-Tourism & Culture, Andhra Pradesh Government, B. Venkatesham IAS, Secretary Youth Advancement, Tourism & Culture, Government of Telangana and Dr. Rajendra Prasad Khajuria, I.F.S., Commissioner, Department of Tourism, Government of Andhra Pradesh, Hyderabad.

The objective behind these awards is to advance and promote the well-being and prosperity of the sector. SanJeet, Mentor, India Travel Awards, said

“These awards signify the growth of the industry which has developed immensely in the last few years. Encouraged by the enormous success of India Travel Awards in other regions, we wish to continue with this. India Travel Awards is a platform which recognises and applauds the true leaders of the fraternity, to acknowledge emerging leaders. We are proud to have been instrumental in helping it flourish, and will continue with our endeavours.” India Travel Awards runs and governs a comprehensive programme across a range of awards developed to recognise the industry’s most vital sectors and product offerings. The Awards are supported by the Government of India, Ministry of Tourism.



BEST GENERAL MANAGER - FEMALE
Monica Suri
Le Meridien Kochi



BEST GLOBAL DISTRIBUTION SYSTEM (GDS)
Travelport Galileo



BEST AIRPORT
Kempegowda International Airport Bengaluru



MOST PROMISING AIRLINE
Air Costa



BEST CONVENTION CENTRE
Hyderabad International Convention Centre



BEST DESTINATION MANAGEMENT COMPANY
Spiceland Holidays, Kerala
Le Meridien Kochi



BEST DEBUT CITY HOTEL
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Travel Boutique Online



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Ramoji Film City



BEST LCC INTERNATIONAL
Tiger Air



BEST TURNAROUND HOTEL
Radisson Blu Plaza Hotel Hyderabad Banjara Hills



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*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*

Mobile Event App

USAGE RATES ARE SOARING

Technology makes it easy to plan and manage your events



“

If you haven't deployed an event app at your events or are considering the use of event technology, talk to your event technology consultant

”

Year on year, adoption and usage rates are soaring in the Mobile Event App industry. This is great news for leaders in the mobile event app industry, as well as much welcomed news for event managers, exhibitors, sponsors, and attendees. However, while adoption and downloads are important, it's the usage that ultimately leads to return on investment for all stakeholders involved.

So, I ask, are your attendees REALLY using your Mobile App?

According to our statistics, the answer is a resounding YES! We're seeing significantly more year-on-year app take-up, content views and handout downloads—along with increased networking between participants at each event. In addition, by using state-of-the-art mapping and routing tools, time saved navigating around events is at an all-time high. Organisations are employing more effective communication strategies and gaining useful information from tools like iBeacons, Geofencing, targeted alerts, and live audience response systems within the App.

In fact, at the recently completed PCMA Convening Leaders in Vancouver, Canada, there were 6,000+ downloads of the Mobile app – with 3,826 attendees at the live event. That's over 130 per cent download rate. However, even more impressive was the usage. Statistics detailed Bookmarked Sessions at over 38,000. That is more than 10 sessions per attendee that they added to their individual schedules. To what do we attribute these high rates of usage?

1. Increased awareness of the organisation's app

In some cases, events are in their second or third year of deploying a Mobile Event App. Attendees may have seen, but not used the App in prior years. As the reach grows along with the number of users, so does their interest in the content being delivered. In addition to this, event organisations have become increasingly more proficient at marketing event tech tools. Awareness is at an all-time high through use of prominent event signage, the use of QR codes, email marketing, social media marketing and employing innovative strategies that include "how to" videos. The



lesson here is to start with an Event App sooner rather than later, and to promote it everywhere you can . . .

2. Ease of use

- Is your Mobile Event App easy to use?
- Is it intuitive—especially for first timers?
- What is your App provider doing to promote usage?

Mobile Event Apps began winning technology awards several years ago and in addition, they've continued to innovate, adapt to new ideas, and become extremely user friendly. Key advancements, such as Contextual Help within the App, have gone a long way toward making navigation and usage commonplace at your event. Put yourself in the position of a first time user—what is your organisation and your event app provider doing to make life easy?

3. Event organisers and meeting planners are embracing apps as part of their strategy

Organisations have communication strategies, as well as emergency action plans. They have growth & revenue objectives, and target markets. Today, it's all about new products and culture. Mobile Event Apps that are properly deployed work in conjunction with all of these important corporate initiatives. Your Mobile App provider should be able to consult best practices and share techniques that deliver results, including developing your app into a year-round tool for delivering strategic communication and content to your members and participants.

4. Increased comfort with the technology

Mobile Apps are everywhere! And yet, we're still in the development phase of this tool and its capabilities. While the phrase "people use what they know and don't use what they don't know" still rings true, more and more meeting participants use an app at some point in their daily lives. We're definitely helped by millennials and those that are eager to deploy new technologies, but we're also getting there as an event community as well. It's ok to step out of your comfort zone.

5. Organisations aren't providing alternatives

Organisations are forgoing the option to hand out printed copies of the full agenda. During live sessions, physical handouts aren't being passed around. With a strategic decision to stop printing, organisations are saving money and practicing sustainability. They have moved to full implementation of the Mobile App. Yes, it is time to "cut the cord" on some of those traditional practices.

The world has changed and if you don't demand technology at your events I can guarantee that your attendees will. If you haven't deployed an event app at your events or are considering the use of event technology but just aren't certain that it the right approach, talk to your event technology consultant, industry colleagues or your app developer and ask for case studies or testimonials from those who have dared to jump in.



Shivani Misri Sadhoo
Founder, Saarthi
Counselling Services

“It’s difficult to recognise when you have crossed the line”

4 signs you are burned out at work

Always on the go but the body says no. Some signs that will tell you that you need to rest

Are you among those who is always staying late in the office, checking emails at your home or replying to clients even on holidays, leaving no stone unturned for your promotion? And is it affecting your mental or emotional well being? Whether you know it or not, you could be heading towards a psychological burnout. No matter how much you try to compensate your psychological burnouts with positive activities like yoga, a morning walk or eating healthy food, you may still be in danger because it’s difficult to recognise when you have crossed the line. Here are some signs that tell you when approaching a psychological burnout:

1. You wake up tired in the morning with tiredness. Don’t take it lightly if you are waking up tired and in an irritated mood. Remember your body and mind are really good at telling you that they need rest or else will break down. So listen to your body and consult a physician immediately.
2. If your spouse or kids tell you that you are doing things they don’t associate you with. You may

be a calm and soft spoken person and your wife or your kid tell you that you are speaking very loudly or very fast for the past few days. This could be again a sign that your mind is giving up to process more work stress and pressure. So listen to your family and consult both a physician and counsellor to check and correct your physical and mental health.

3. You have started to spend more time surfing unproductive websites or checking strangers and people on social networking sites in your office. This can indicate that you are facing difficulty in concentration at your work and its one of the early signs of a burn out.
4. You are suffering from acidity, diarrhoea or constipation frequently. Remember stress and burnout affects our metabolism and the digestion process.

If you are experiencing any of these signs or symptoms, do not hesitate to consult a mental health professional.





JUNE 2016



KOREA WORLD TRAVEL FAIR
Seoul



EVENTO BUSINESS SHOW
Centro de Convenções, Rebouças, São Paulo, Brazil



INTERNATIONAL TRAVEL EXPO HONG KONG 2016
Hong Kong



THE MEETINGS SHOW 2016
Olympia, London



CONNECTIONS LUXURY
Phuket Thailand



IBTM AMERICA 2016
Nashville, USA

JULY 2016



DDP TRAVEL WEDDING SHOW
India



TRAVEL INDUSTRY EXHIBITION
Sydney, Australia



MICE INDIA & LUXURY TRAVEL CONGRESS
Mumbai, India

AUGUST 2016



DDP TRAVEL TECHNOLOGY SHOW
India



LA CITA
USA

Visa Requirements



Ireland

- ☒ **Passport:** Original Passport with validity of minimum six months and minimum two blank pages for visa stamp.

 - a) Copy of previous passports and visa issued
 - b) Copy of all pages of current passport
 - c) Attach all your old passports (if any)
- ☒ **Ireland Visa Application Form:** Visa application form must be filled online through <https://www.visas.inis.gov.ie/avats/OnlineHome.aspx>

Please Note: Form should be printed and signed by the applicant.
- ☒ **Photo Specification:** Two recent passport size 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) Covering letter from corporate on its letterhead with naming list and passport details of all applicants and who is going to bear the expense. The letter should be duly signed by the authorised signatory mentioning his name and designation along with the company's stamp.
 - b) Brief company profile.
 - c) Covering letter from applicant stating his/her name, passport number, purpose and duration of visit in brief. Individual Covering letter on letter head if self employed or on plain paper if employed.

Please Note: The letter should be addressed to The Visa Officer, Embassy of Ireland, Delhi. If applying from Mumbai, it should be addressed to "Consulate General of Ireland, Mumbai"
- ☒ **Financials:**

 - a) Company's ITR for three years
 - b) Company's Bank Statement for last six months mentioning the Bank's name, Bank's Telephone Number clearly.
- ☒ **Proof of Occupation**

Self Employed

 - a) Company Registration Certificate / Certificate of Incorporation
 - b) Brief Company Profile
 - c) Articles of Memorandum (Incase the applicant is MD/ Director)
 - d) Proof of Proprietorship/Partnership (In case applicant is Proprietor/Partner in a firm)
 - e) Personal Bank Statement for last six months mentioning the Bank's name, Bank's Telephone Number
- f) Personal ITR for three years

Employed

 - a) Letter from your employer stating how long he/she is employed with the company. The dates that you would be on leave and return back to work.
 - b) Last three months salary slips.

Student

 - a) Letter from your college stating what course he/she is pursuing, how many years you have been a student in that college. The dates that you would be on leave and return back to college.

Housewife /Children under 18 yrs:

 - a) You must submit marriage certificate and birth certificate for the children.
 - b) Details of family members and proof of accommodation residing in India.
- ☒ **Proof of Accommodation:** Hotel confirmation or letter from reference in Ireland undertaking to provide you the accommodation and Tour Itinerary
- ☒ **Airline Reservation:** Ticket Itinerary
- ☒ **Medical:** Overseas Medical Insurance as per travel date is mandatory.

For Group tours – Itinerary and Booking Receipt are also required.
- ☒ **Visa Fees:** Visa fees & VFS service charge has to be paid online and the payment receipt have to be submitted along with the visa application.

Please Note:

 - a) Biometrics is mandatory for Ireland Visa.
 - b) Applicant need to personally visit Ireland visa application centre on the appointment date to submit the visa application even if there is no biometrics required.
 - c) Appointment confirmation receipt should be carried for Biometrics/Submission.
 - d) Applicant can either collect the passport personally from VFS or can opt for courier service and mention his / her address while filling up the online form.
- ☒ **British Irish Visa Scheme:** Indian citizens can apply for one travel permit to visit both the UK and Ireland through British-Irish Visa Scheme (BIVS) in India. As per BIVS, applicants should apply for the visa of the country they wish to visit first. If you have an Irish short stay visa and you also want to visit the United Kingdom you must travel to Ireland first. If you have a British short stay visa and you also want to visit Ireland you must travel to the United Kingdom first. The BIVS issued visas will have BIVS coding endorsed on it.



Austria (Vienna)

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

Please Note:

- a) Copy of pages of passport containing personal information and also pages providing important travel information.
- b) Passports issued beyond 10 years will not be accepted by the Embassy
- c) Handwritten passports will not be accepted.
- d) Indian Passports can only be accepted if their bio data (name, date of birth, place of birth and sex) have not been modified by an 'observation'. However, observation regarding the validity of the passport or any observation on the last page is acceptable.
- e) Attach all your old passports (if any)

- ✓ **Application Form:** One visa application form duly filled and signed on column 37 and main column
The following forms also need to be duly filled, signed and submitted along with the application
 - a) Declaration and Undertaking form
 - b) Letter of Guarantee
 - c) Disclaimer

Please Note: Applicant mobile number should be mentioned in visa form as Embassy can contact the applicant at any point of time during visa processing.

- ✓ **Photo Specification:** Two recent passport size colored photographs with matt or semi matt finish, 60%-80% face coverage, white background and without border (Size: 35mm x 45mm)

- ✓ **Covering Letter:**
 - a) Covering letter from company with naming list and passport details of all applicants. The letter should be duly signed by the authorized signatory and taking the guarantee of all applicants that they will return back to India before the expiry of visa issued to them.
 - b) Covering letter from applicants individually on company's letter head.

Please Note: The letter should be addressed to The Visa Officer, Embassy of Austria, New Delhi.

- ✓ **Invitation Letter:** In case of Business Purpose, an Invitation from Austria 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, Bank's Telephone Number clearly.
 - b) Company's ITR for last three years.

- ✓ **Proof of Occupation:**
Student

- a) Leave Sanction Letter from school including phone number and address of school

In case of Minor

- b) An NOC by parents, ITR and Bank Statement
- c) If one of parents is accompanying the minor then an NOC attested by notary has to be submitted by the other parent

Self Employed

- a) Company Registration Certificate/Certificate of Incorporation
- b) Brief Company Profile
- c) Articles of Memorandum (In case the applicant is MD/Director)
- d) Proof of Proprietorship/Partnership (In case applicant is Proprietor/Partner in a firm)
- e) Import/Export License (if applicable)

Employed

- a) Proof of employment like Salary Slip or Appointment Letter
- b) NOC from Employer on letterhead with travel dates.

- ✓ **Ticket:** Round-trip flight reservations. A letter from the airline showing the group booking and group PNR with the names of all applicants and day to day travel itinerary with proper dates mentioned on it.

- ✓ **Accommodation Proof:** Hotel confirmation for all Schengen countries to be visited along with a letter from the travel agent stating the naming list and passport no of all applicants that they are doing the hotel, ticket, insurance for all the passengers.

- ✓ **Medical:** Overseas Medical Insurance for the stay duration amounting to 30,000 Euros to be submitted in original along with the photocopy. Insurance to be done by the Authorised Insurance Companies

Please Note: The policy should cover date of arrival and departure.

- ✓ **New Procedure for Schengen Visa Applications:** 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. For subsequent applications within next five years the biometric data will be copied from the previous visa application included in the VIS.

Source: Udaan

movements



Sumit Gogia
Director of Events
Hyatt Regency Delhi

With over 15 years of experience, Sumit Gogia joins Hyatt Regency Delhi as Director of Events. Gogia is a Graduate from Institute of Hotel Management, Catering and Nutrition, Panipat. He started his career in 2000 as a Food & Beverage attendant at the Grand Hyatt Delhi followed by Imperial, New Delhi as Assistant Manager-Food & Beverage and The Grand, New Delhi as Convention Sales Manager. He has also worked with Hindustan Times Media Limited as a Deputy Manager-Media Marketing for short period.



Thomas Abraham
General Manager
Park Hyatt Hyderabad

Before joining the Park Hyatt Hyderabad team, Thomas Abraham was the General Manager of the luxury resort hotel, Park Hyatt Goa Resort and Spa for nearly four years. He joins his new assignment with an expertise of over 20 years in the hospitality industry. He intends to strengthen the operational strategies of the hotel while introducing innovative methods for smooth functioning of the hotel. Abraham started his hospitality journey with the Oberoi Hotels, Mumbai as Assistant Banquet Manager.



Subhabrata Roy
General Manager
Four Points by Sheraton Navi Mumbai, Vashi

Subhabrata Roy is now the General Manager at Four Points by Sheraton Navi Mumbai, Vashi. With an experience of 16 years in the hospitality industry. Roy has worked with some of the most prominent hotel brands in India which include the Taj Group of Hotels, Keys Hotels, Oakwood and Accor. Roy pursued a degree in commerce from the Calcutta University followed by a three-year Catering Management Diploma from the prestigious IIHM, Calcutta. His first job was at The Regent, Mumbai as an entry level associate in the Front Office Department in 2000.



Rajesh Gopalakrishnan
General Manager
ibis Chennai City Centre

AccorHotels has appointed Rajesh Gopalakrishnan as the General Manager for the newly opened ibis Chennai City Centre. In his new leadership role, Gopalakrishnan will spearhead operations at the ibis Chennai City Centre. Gopalakrishnan brings over two decades of diversified hospitality industry experience including strong Chennai market expertise. He started his AccorHotels career in 2005 as an Executive Chef for the Novotel Hyderabad Convention Centre and HICC.



Guenter Gebhard
General Manager
Mandarin Oriental Bodrum

Mandarin Oriental Hotel Group announced the appointment of Guenter Gebhard as General Manager of Mandarin Oriental, Bodrum. Guenter Gebhard joined the Group in January 2016 from One & Only Hayman Island, an award-winning Australian resort located on the Great Barrier Reef. Gebhard brings with him over 20 years of experience in the global luxury hospitality industry with senior management roles at Mazagan Beach & Golf Resort in Morocco, Atlantis the Palm in Dubai, St. Regis, Bangkok and a global role as Director of Operations, Restaurants & Food and Beverage Operations at Jumeirah Group.



Manish Lakra
Assistant Risk Manager
Holiday Inn New Delhi Mayur Vihar Noida

Holiday Inn New Delhi Mayur Vihar Noida has appointed Manish Lakra as Assistant Risk Manager. He will be responsible for the daily operations of safety and security of the hotel. He has more than six years of enriching experience with real estate industries and hospitality. His last assignment was with Crowne Plaza New Delhi Rohini as Assistant Manager Risk for a period of four years. Lakra has also worked with DLF as Assistant Fire & Safety Officer and Srinath Rubber Industries as Fire & Safety Supervisor.



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