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MICETalk

Meetings • Incentives • Conferences • Events

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editorial

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

Dear Reader,

India has the potential to be one of the top 20 destinations for hosting international conferences, conventions and events. According to ITB World Travel Trends Report 2014-15, globally the MICE segment with 54 per cent market share has overtaken the traditional business trip segment. Meetings, conferences, seminars constituted 41 per cent and trade fairs, exhibitions constituted 29 per cent. The MICE segment will be impacted positively due to overall buoyancy of the economy.

Sri Lanka's beautiful beaches and numerous cultural sites have drawn several tourists to the island nation. It also has many non-commercial and lesser-known destinations which can be ideal for small exclusive MICE groups. In the last budget, the government has sanctioned SLR 25 million for a convention centre. There are many new hotels coming up from brands like ITC, Hyatt, Shangri-La, which have huge convention facilities. SriLankan Airlines also has very good base of MICE travel agents as well as corporate.

When you talk of tourism, one of the main challenges that plagues the industry is lack of infrastructure, this is especially true for MICE. At the 9th Conventions India Conclave (CIC) organised by India Convention Promotion Bureau (ICPB), the first session deliberated on 'Infrastructure-The Big Picture'.

In the cover story we explore how Incentive outbound travel can prove an effective tool for team building. An outbound team incentive creates a well deserved break from routine, and allows many opportunities for enhanced interactions with other members of the team, and also helps to create rewarding experiences and greater synergies.

How can you get people to stop being addicted to their mobile phones during conferences? Our expert Darren Edwards, shares tips. If you thought that there were no elevator etiquettes, you must read the article by Shital Kakkar Mehra which talks about making the rides 'officially smoother'. Employees need repeated encouragement, growth and development. Our counsellor, Shivani MisriSadhoo, shares tips for companies to retain talent.

Keep reading and giving your feedback to us at
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contents

NOVEMBER 2016

12



22



highlights...

8 NEWS
NEWS from the world of MICE

12 COVER STORY
The Experiential Incentive

22 HOTEL
MICE ushering the Tech way

24 DESTINATION
Breaking the Tier-ed market

24



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Regular

30 PANEL DISCUSSION
Infrastructure on ICPB radar

36 INTERVIEW
Business Connections to Take Off

38 DESTINATION
South Asia's hidden gem... Vietnam

44 TECH EXPERT
Darren Edwards throws light on distracting usage of phone during events

46 EXPERT
Shital Kakkar Mehta tells us how to behave while boarding an elevator

48 COUNSELLOR
Shivani Misri Sadhoo on elevating employees



Cover Picture:
Opera: Wiener Staatsballett, principal dancers, Maria Yakovleva and Kirill Kourlaev
Courtesy: Vienna Tourist Board

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NEWS

THAI Smile's flights to four Indian cities

THAI Smile Airways has launched new flights to Gaya, Varanasi, Jaipur and Lucknow. The flights will gradually start operation from Bangkok to Gaya and Varanasi from October 1, Bangkok to Jaipur from November 15, and Bangkok to Lucknow from December 1, 2016. The airline has chosen Bird Group as its General Sales Agent (GSA) for the Indian market with immediate effect. Isra Stapanaseth, Director of Tourism Authority of Thailand (TAT) at New Delhi Office said, "THAI Smile makes it more convenient and effective in terms of tourism. With this direct connectivity, we are very positive that it will boost the tourism from these cities to Thailand in the near future."



TCEB to host ASEAN conference with UNWTO on MICE

The Thailand Convention and Exhibition Bureau or TCEB will host the ASEAN Conference on MICE in Collaboration with UNWTO. Nopparat Maythaveekulchai, President of TCEB said, "The conference is to provide a platform to help raise awareness and showcase the important role the MICE industry plays in the region among ASEAN leaders. It will draw more than 270 delegates from public and private organisations as well as MICE operators and promote Thailand as a MICE destination in ASEAN."

India's domestic airline market grows at 23.2% in Aug: IATA

India's domestic airline market posted annual growth of 23.2 per cent in August, reported IATA. This comes with sizeable increase in real consumer spending and partly because airlines are adding airport-pairs and flight frequencies. Domestic air travel, on the whole, grew by 4.3 per cent year-on-year in August, with the three-speed market still evident. International traffic flown by Asia Pacific airlines rose by a solid 5.6 per cent year-on-year in August. Asian leisure travellers are also substituting to destinations closer to home: international traffic growth within Asia accelerated to a six month-high of 9.9 per cent year-on-year in July.



Petrotech 2016 from Dec 5-7 in Delhi

Petrotech-2016, the 12th International Oil and Gas Conference and Exhibition will be organised by the Ministry of Petroleum and Natural Gas at New Delhi from December 5-7, 2016. Petroleum and Natural Gas Secretary K.D. Tripathi said the three days conference will have participation of over 100 eminent speakers and 6,000 delegates and over 600 exhibitors from over 50 countries.

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SOUTH AFRICAN TOURISM

NEWS

Vistara offers Platinum membership

■ Club Vistara (CV), the airline's frequent flyer programme has been revamped, enabling offerings of faster earning points, redemption and elite tier upgrades. The programme also introduced a Platinum membership as its highest tier, in addition to the existing CV Gold and CV Silver membership tiers, and has launched a two-track scheme for elite tier qualification based on points accrued or flights flown. PheeTeikYeoh, CEO, Vistara said, "In response to the evolving needs of our frequent flyers, we have enhanced our programme and introduced new features that are relevant and important to them." Sanjiv Kapoor, Chief Strategy and Commercial Officer, Vistara, said, "Not only is it now the fastest rewarding loyalty programme, it is also the most generous. Importantly, Elite level benefits can be enjoyed by customers regardless of class of travel or fare paid. It is truly a programme by frequent flyers, for frequent flyers."



AccorHotels' super sale returns

■ AccorHotels is offering up to 40 per cent off plus free breakfast at more than 2,800 hotels and resorts across five continents – including over 500 in Asia Pacific. The guests can avail 40 per cent off plus free breakfast for members of Accor Plus or 30 per cent off plus free breakfast for Le Club AccorHotels' members and the general public. The sale applies to selected hotels across AccorHotels' Sofitel, Pullman, MGallery, Grand Mercure, The Sebel, Novotel, Suite Novotel, Mercure, ibis, ibis styles and ibis budget hotels worldwide. Bookings can be made online for members of Accor Plus and Le Club AccorHotels members from 12 to 21 October and from 17 to 21 October, for the public.



Electronic chips in Indian passports by 2017



■ The centre has plans to issue chip embedded e-passports that can be incorporated with passports so as to verify information electronically, by next year. Minister of State for External Affairs V.K. Singh has said that fully digital passports that could be even carried in mobile phones would be introduced in the second phase. He said that facilities for e-passports are being installed and it is expected that all fresh passports to be issued from next year would have the chips incorporated in it. The minister also said that once the delay in police verification process is sorted out through electronic passing of information, the time required for issuing passports could be minimised.



STB's six-city roadshow in India & Sri Lanka

■ Singapore Tourism Board (STB) organised a 10-day, six-city road show across key markets in India and Colombo in Sri Lanka. Themed "Extending Hands in Partnership", the delegation was led by GB Srithar, Singapore Tourism Board's (STB) newly appointed Regional Director for South Asia, Middle East and Africa (SAMEA). The Singapore delegation comprised representatives from top hotels, cruise liners, attractions, airlines and Destination Management Companies (DMCs), which travelled to the cities of Colombo in Sri Lanka and then to the Indian cities of Pune, Ahmedabad, Kolkata, Lucknow and Jalandhar.



MOT advisory body to boost MICE and adventure tourism

■ In an attempt to harness the potential and give due focus to MICE tourism, the Ministry of Tourism will soon appoint an advisory body exclusively for MICE which will be headed by the Secretary Tourism as Chairman. A task force for adventure tourism will also be constituted with Secretary Tourism as Chairman in order to take immediate steps to boost niche tourism products in India. This was informed by Vinod Zutshi, Tourism Secretary, Government of India, at the 9th Conventions India Conclave (CIC) organised by ICPB. More than 300 delegates registered and networked at the Conclave.



60 lakh jobs in 10 years: Jayant Sinha

■ Jayant Sinha, Minister of State for Civil Aviation, has said that the civil aviation sector has the potential to create about 10 lakh direct jobs in the next 10 years. He further said that with a six-fold multiplier effect that jobs in this sector have, this can lead to the creation of about 60 lakh jobs – direct and indirect – in the next 10 years. As jobs in the civil aviation sector tend to be of high value, this would go a long way in improving the economic condition of a large number of young people. The Minister also said that the sector can reasonably be expected to grow at an average rate of about 10-12 per cent over the next ten years.

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THE EXPERIENTIAL INCENTIVE

Destinations are offering exclusive experiential team building activities as part of the MICE Group Incentives. NTOs share some of their offerings

Kanchan Nath



Sheetal Munshaw

Director

Atout France in India

Adding aspirational value

Travel is a great way to bring people together. An outbound incentive team activity creates a conducive environment to the team to discover a new destination, learn more about its culture and heritage and engage in activities specific to the destination. Adding an aspirational value, it motivates individual employees/dealers to work harder to earn a voyage of this sort. An outbound team incentive creates a well deserved break from routine, and allows many opportunities for enhanced interactions with other members of the team and creates greater synergies.

A Theme Park on Bordeaux wine

Synonymous with fine wine, Bordeaux



invites you to plan an interesting incentive discovery of all things wine! A recent addition to Bordeaux's iconic landmarks, the Cité du Vin (inaugurated June 2016) is a fine melange of wine and culture. Created in the form of a knotted grapevine, this structure rooted in a glass base reflecting the Garonne river, invites you to embark upon a wine voyage across time and space. Visiting groups can enjoy a private tour of this immense structure that houses 10 floors with a selection of different themes showcasing wine. Indulge in wine tasting, participate in their wine discovery workshops or indulge in a meal at its panoramic restaurant in this shrine dedicated to wine!

Air and space encounters in Toulouse, Midi Pyrenees

Home to the impressive Airbus factory, Toulouse, nestled in the Languedoc Roussillon Midi Pyrenees region, offers you an incentive based around air and space. Include a discovery of the impressive Airbus premises on your Toulouse agenda and then head to the dynamic Aeroscopia Museum housed in the same premises. Space and its mysteries are unveiled at the famous Cite de l'Espace theme park also located in Toulouse. Engage in unique incentive activities such as the Moon Walk. Discover actual spacecraft, train yourself as an astronaut or admire diverse treasures from space!



“ *An outbound incentive team activity creates a conducive environment to the team to discover a new destination* **”**





Steven Dixon
Regional Manager
South and South East Asia Tourism
New Zealand

A rewarding experience

Incentives is now a big industry and used by countless companies to inspire and encourage their employees. For inspiration, travel is amongst the favourite rewarding experiences. New Zealand constantly rates as the world's most desirable destinations for business travel and leisure with world class travel, accommodation, infrastructure, attractions, fine wines, cuisines, spas and shopping which makes the list endless. Each year New Zealand plays host to conferences, events and incentive groups from around the globe who come to experience the welcoming people and innovative culture which make New Zealand a world-class business events

“Companies are looking for one-of-a-kind locations that incorporate business facilities, culture, entertainment and cuisine”

destination. Companies are looking for one-of-a-kind locations that incorporate business facilities, culture, entertainment and cuisine. New Zealand is unique in being able to offer itineraries where groups can hold a business function in the morning, jet boat or enjoy a game of golf in the afternoon and top it all off by dining at a vineyard that same evening.

New Zealand's mix of spectacular scenery, fascinating culture and modern cities makes it the perfect location for conferences and business events with a difference.

Rotorua is world famous for its geothermal landscape and rich Māori culture. Te Puia, Tamaki Māori Village and Mitai Māori Village all offer a wide range of cultural experiences, from traditional welcomes by Māori warriors to flax weaving, paddling a waka (Māori war canoe) and traditional earth-cooked meals, known as hangi.

Bay of Islands- The crystal clear waters surrounding the Bay of Islands are a draw card for divers. The teams can discover the spectacular beaches and bays that skirt its 144 islands or join a dolphin safari or climb aboard the Ipiriri catamaran for an overnight cruise to some of the bay's most stunning spots, including Piercy Island, known as 'The Hole in the Rock'.

Auckland- Here groups can get experience the Auckland's Waitemata Harbour. Auckland has the highest rate of boat ownership per capita in the world and has twice hosted the America's Cup yacht regatta. Sail the yacht, enjoy harbour views or go race against the crew of another former America's Cup yacht. Another great option is chartering a super yacht for a day of sailing. Combine a meal and voyage with a tour on Waiheke Island, among vineyards, olive groves and beautiful beaches.





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Reema Gurung
Manager Sales
Philippines Tourism Marketing Office, India

Incentive gets adventurous

We are seeing participants and companies getting more adventurous relative to places and activities that used to be preferred earlier. The companies are more inclined towards providing a destination and a complete package that is memorable, motivational and meaningful. It has to drive their performance, and I think that is why you are looking at a little bit more of an exotic destination. The Philippines is a perfect answer for the same as the destination offers an enticing mix of island attractions and first-class facilities to make your next destination meeting a success.

Explore Puerto Princesa Underground River

Palawan, one of the best islands in the world has a lot to offer its visitors and to plan

an interesting incentive trip, discover part of the Puerto Princesa Subterranean River National Park, a UNESCO World Heritage Site. Visiting groups can go for a boat ride through bright blue waters to a hidden underground river connecting directly to the ocean.

The cliffs and mountain views simply mesmerise the visitors in wonder. The group members can also go for island hopping and can indulge in snorkeling and swimming with an exclusive lunch setup by the beach.

The Dolphin Experience in Bohol

The serene islands of Bohol offer incentive based around one of the most loved sea creatures – the Dolphins. Include a fun experience of searching for Dolphins, playing in their natural habitat, in the waters off Panglao and Balicasag Islands.

After searching for the Dolphins, have your team go for snorkeling in the Marine Sanctuary at Balicasag Island, explore the beautiful live coral reef full of fishes and even sea turtles. The group can also indulge in beach games and activities followed by freshly cooked lunch along the beach.

“ Companies are more inclined towards providing a destination and a complete package that is memorable **”**



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Akashdeep Chanana is a creative and versatile entrepreneur with over 8 years of experience in Wedding Planning, Conceptualized Events, Decor, Hospitality & Travel Management. Any kind of Theme or an Occasion, an off beat Trip or a Family tour that a client may think of is made possible with one symbolic wave of his magic wand. No wish is too big and no demand is too wild for him. He has been working on some of the biggest events in India & Abroad.



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Aishvarya Guhagarkar
Director MICE
Switzerland Convention Bureau

Incentives builds team spirit

Incentives are a very efficient tool to motivate a team and to create a team spirit. Travelling out of the own country and discover new culture is giving people experiences they will never forget. In Switzerland, the abundance of activities available and the variety of landscape in short distances allows organisers to focus on the essential message of their trip and be sure the surroundings will make the rest.

Winter: One day ski experience

Tailormade for beginner, the "one day ski experience" is a programme available for groups in different Swiss mountain destinations including: rental of all skin equipment, one day ski instructor, ski ticket and transportation.

For MICE group there are plenty of activities that can be added on to create an

“ *In Switzerland, there are abundance of activities available and a variety of landscape in short distances* **”**



unforgettable day in the snow. For example, start with half day ski lesson, have a lunch in a mountain hut and after an easy winter walk in the snow, stimulate the team spirit with a snow sculpture competition between the participants.

At the end of your perfect winter day, taste a Swiss cheese fondue and a warm punch outdoor before having a cosy dinner back at your hotel.

Summer: Jet boat

A stunning "soft adventure" activity for all ages, on one of the most beautiful mountain lake in Switzerland with breathtaking views of our mountains in the region of Interlaken.



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for the surf,
the arts, and
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egg tarts, and
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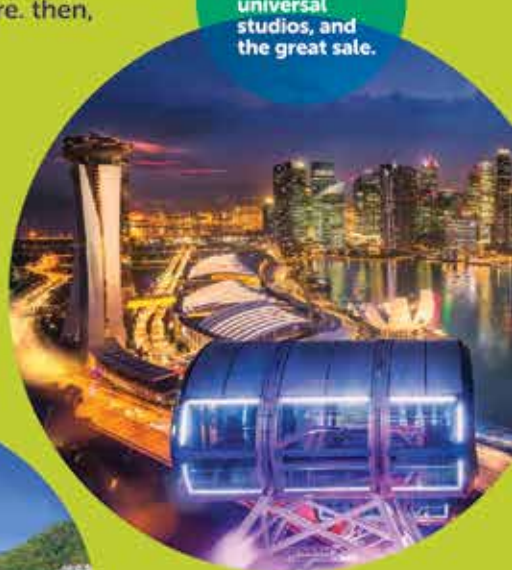
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Christian Mutschlechner
Director
Vienna Convention Bureau

Incentive creates lifetime memories

In the wake of financial crises and global instabilities, Vienna Convention Bureau recognises that the incentive business still keeps on thriving, as people are a major and valuable asset for international companies to reward for their achievements. Incentives create experiences and memories that last a lifetime with everyone, ensuring great employee retention rate in companies and introducing new destinations to the participants.

Vienna provides numerous possibilities for unforgettable experiences that will entice the participants in different ways.

The professional suppliers and agencies create exciting programmes, either tailor made to the client's expectations, or by surprising the participants with a perfect blend of unique activities that can be done in Vienna.

“ *The incentive business still keeps on thriving, as people are a valuable asset for international companies to reward for their achievements* **”**

Waltz lessons in Vienna

More than 150 years ago, Johann "Schani" Strauss made the Vienna Waltz famous around the world. As a team activity you could learn how to waltz at the place where it was invented – at a "Blitz" dance lesson in Vienna. The Rueff Dance School is located in the old center of the city, right behind City Hall (Rathaus). For visitors to Vienna, it offers waltz lessons at fixed times several days of the week. In addition to the basis of the waltz, Rueff also teaches the basic steps of the dizzying polka. The waltz lessons are held in German and English, in other languages by prior arrangement - for instance Japanese, Russian, and so on. Each lesson costs 50 Euros per couple. You can leave your ball gown at home or in your hotel room, comfortable leisure wear is entirely sufficient, but be sure to wear shoes with smooth soles.

Kunsthistorisches Museum Vienna

The museum offers private tours in the following collections: Ancient Egyptian and Near Eastern Collection, Collection of Greek and Roman Antiquities, Picture Gallery, Kunstkammer Vienna. This incentive would be ideal for those interested in Ancient Egypt, the love life of classical gods, or the insignia of the Holy Roman Empire.



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Ashwani Goela



MICE ushering THE TECH WAY

Ashwani Goela, General Manager, Crowne Plaza Jaipur Tonk Road, highlights on the MICE incentives its hotel has in offering

Please share the latest trend in MICE industry in India.

Technology today plays a very important role with people retorting to Video Conferencing, QR Codes, Mobile applications for various activities pertaining to events being organised. It definitely has made life easier for people to register themselves for an event, confirm participation, get all information in real – time and Live Cast of large events help people to witness these events from remote locations. Social media has emerged to be a major driver for events with “Hashtags” and Twitter

handles being created to create more buzz about the event. Lead time for smaller events/ meetings have decreased across the globe due to availability of resources and support from technology. Meeting during conferencing and incentive groups are also changing across the globe. We see a lot of companies doing away with the idea of conventional banqueting set-ups and like to create thematic set-ups creating a very engaging environment for the participants. Menu's are also now customised to the themes during such events and Chef's have been given a platform to express their





creativity to the fullest. Lead time for smaller events/meetings have decreased across the globe due to availability of resources and support from technology. The advent of meetings and conferencing industry has given a new lease of life to conference planners and event organisers that help companies/corporates plan right from flights to ticketing till corporate gifting and creating experiential events for participants. With businesses expanding and growing pressures on cost, in times to come, creative decisions that help optimise effectiveness and offers flexibility will be able to create an overall sustainable model, for buyers as well as sellers in MICE industry.

What are the facilities provided by you for MICE events?

Located opposite Jaipur Exhibition and Convention Centre (JECC), the hotel offers 218 well-appointed rooms & suites with 5 eclectic dining options. Our indoor and outdoor banquet venues offer flexible meeting options that can accommodate up to 1,000 guests. Spread across 19,500 sq. ft., our expansive and pillarless banquet venues coupled with service excellence.

What distinguishes your property from others in the same bracket?

- IHG® Rewards Club—the world's largest hotel

loyalty programme.

- The only hotel façade in India, to not have punch windows. It has a single day lit corridor that ensures lower carbon foot prints and gives the guest the benefit of having a naturally lit corridor.
- Crowne Plaza Jaipur Tonk Road boasts of modern architecture and ambience, fused with subtle local touches, international service quality and standards.
- One of the biggest room size in Jaipur, 40 sqm. 218 well-appointed rooms & suites and five eclectic dining options.
- Our Sleep Advantage® programme, which includes premium bedding, aromatherapy, Quiet Zone floors and a Guaranteed Wake-up Call, will help you unwind and rest easier, ensuring a productive day ahead.

How has the year 2016 benefitted the MICE industry as a whole?

MICE industry has emerged as a sustainable segment impacting direct and in – direct channels like transportation, shopping destinations, sight – seeing venues to name a few. This segment has assisted in extensive infrastructural development within cities like Jaipur, Hyderabad, Mumbai, Delhi NCR, Bengaluru and Chennai that have come up as important MICE centres in the country.

“

Social media has emerged to be a major driver for events with “Hashtags” and Twitter handles being created to create more buzz about the event

”

BREAKING THE TIER-ED MARKET



With India leading as the biggest MICE market for the island nation, the Sri Lanka Convention Bureau aims to tap into the Tier-II and Tier-III cities to boost its MICE traffic

For Sri Lanka, Indian remains the biggest market for conferences, says **Prema Cooray**, Chairman, Sri Lanka Convention Bureau (SLCB). That's why SLCB held joint promotions with AMCHAM Sri Lanka and SriLankan Airlines for two days in Gurugram and in New Delhi.



Speaking about the Indian market, Corray said, "India is the biggest market for meetings and conferences. However, for incentives we get the maximum numbers from Europe. However, we are trying to increase incentive business from India as well. Many big companies also come for their events and meetings, and I believe it is because Sri Lanka is very close to India. In fact, the major share of tourists coming from India to Sri Lanka is MICE driven." The recent roadshow saw the Sri Lankan delegation led by Cooray interact with MICE operators, corporates as well

In fact, the major share of tourists coming from India to Sri Lanka is MICE driven



as media from India. The two-day event had over 100 corporates meeting with the travel planners and tour operators mainly for MICE related travel. Cooray said, "I had a very good discussion with the corporates as well as MICE agents. SriLankan Airlines has a very good base of MICE travel agents as well as corporates, which was actually beneficial for us. For approaching the corporate sector, we deal with the various chambers in India. Sri Lanka agents too can get in touch with tour operators and MICE agents and corporates in India at their end. I believe that there are more possibilities to develop MICE travel between the two countries."

He added that there are many factors that can actually act as catalysts in boosting the MICE business from India to Sri Lanka. And they are leaving no stone unturned to ensure good MICE numbers into Sri Lanka not only from India but other countries as well. "We do many big events. 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, aiding us to work in tandem with each other," he said.

However, Cooray claims that they are planning to extend their reach to the Tier-II and Tier-III cities of India as well. "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. But we have many advantages, including great connectivity.

We have almost 100 flights to India, and thus it makes economic sense to concentrate on India. If demand increases, there will be more flights." He revealed that there are many developments happening in Sri Lanka for boosting MICE tourism. "In the last budget, the government has sanctioned a big amount for a convention centre. We are currently identifying the location. Also, the skyline of Sri Lanka has



Prema Cooray





WHERE TO STAY IN SRILANKA

- Cinnamon Grand
- Cinnamon Lakeside
- The Kingsbury
- Taj Samudra
- Galadari
- Colombo Hilton
- Galle Face Hotel
- Renuka Hotel
- Hotel Sapphire
- Zmax Fairway Colombo

changed in the last few years. There are many new hotels coming up from brands like ITC, Hyatt, Shangri-La, which have huge convention facilities. Cinnamon Hotels also has a huge convention facility of a capacity of 1900 pax," he said.

When asked about the incentives for big MICE groups coming into Sri Lanka, Cooray said, "According to the size of the group, we offer transfers as well as provide hosted dinners. Colombo hotels have a minimum rate policy as well. Also, companies can choose hotels in other locations like Bentota."

CONFERENCE FACILITIES & HOTELS

Colombo Hilton

With a range of accommodation, from guest



The skyline of Sri Lanka has changed in the last few years. There are many new hotels

rooms and executive rooms to suites, this hotel in Colombo offers stunning views over the Indian Ocean. For relaxation and business alike, guests will enjoy the endless luxurious accommodations.

Galle Face Hotel

Sri Lanka's iconic landmark, the Galle Face Hotel, is situated in the heart of Colombo. It embraces its rich history and legendary traditions, utilising them to create engaging, immersive experiences that resonate with old and new generations of travellers alike.

Jetwing Blue Negombo's conference facility:

- Theatre – 800 persons.
- Banquet – 500 persons
- Classroom – 350 persons
- Cluster – 300 persons
- U shape – 200 persons
- Board room – 80 persons

Jetwing Lagoon

Boasting the longest pool in the west coast complimented by a spa and sporting activities in the lagoon, Jetwing Lagoon is situated 16 km from the Bandaranaike International Airport, 35km from Colombo and 7km from the Negombo town. Fact file for conference facility:

- Theatre – 80 persons

- Banquet – 60 persons
- Class Room – 40 persons
- U shape – 30 persons
- Reception Style – 40 persons

Taj Samudra Colombo

Strategically located in Colombo's business hub, the hotel is a short stroll away from the vibrant city center and a 20 minute drive from the International airport via Colombo-Katunayake Highway. Taj Samudra presents the perfect combination of setting, facilities and convenience for Meetings, Incentives, Conferences and Events.

CONVENTION CENTRES

MagamRuhunupura International

Convention Centre

The convention has the following specifics: Seats 1,504, Committee rooms, Lobby, Restaurant.

Bandaranaike Memorial International Conference Hall

The two large committee rooms, 'A' & 'B' can accommodate 350 and 400 delegates plus 100 observers with one room having the facility of movable seats. Committee Rooms 'C' and 'D' are capable of accommodating 150 delegates.

Culling new trends

Aroop Das, AVP MICE (South) Zenith Hospitality, shares the dynamics of the growing outbound MICE industry, and exploration of new destinations and the rising potential



Aroop Das

Please share the latest trends in MICE industry in India.

The top trends for the MICE market from India are outlined below:

Outbound MICE to gain tremendous popularity: numerous buyers highlighting plans for their organisation to travel to multiple destinations.

Exploring new destinations: The planners were unanimous in identifying the trend to host MICE activities in new, unique destinations around the world.

International travel to gain precedence over regional travel: Notwithstanding the tendency to be more of a negotiating market, there was an inclination toward selecting international destinations over regional travel as the perceived value is higher based on the consensus among different organisations in India.

Direct liaison with travel & hospitality suppliers: Majority of the Indian corporate buyers preferred to directly deal with the international travel suppliers to build lasting relationships with them for future business travel activities.

Automated solutions for travel bookings: Multiple organisations stated the need to better understand how automated technological solutions could help streamline their entire business travel arrangements.

What is the USP of your organisation for MICE sector?

ZENITH HOSPITALITY offers specialist services that create a lasting impression for every meeting, incentive, conference or other event.

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ICPB TALK

Infrastructure on ICPB radar

In tourism, one of the main challenges is said to be lack of infrastructure, this is true for MICE. At the 9th Conventions India Conclave (CIC), the first session deliberated on 'Infrastructure-The Big Picture'

Kanchan Nath

The session was moderated by Suman Billa, Joint Secretary, MOT. Panellists included Ajit Joshi, CEO, BKC, Reliance Industries Limited; SGK Kishore, CEO-GMR Hyderabad International Airport Ltd (GHIAL); Renu Basu, Global Vice President, Sales, Taj Hotels, Resorts and Palaces, Kamal Hingorani, SrVP & Head Inflight Services & Customer Experience, SpiceJet and BM Gupta, Executive Director, TFCI.

BUILDING THE RESOURCES FOR MICE

Reliance Industries Ltd. is building The Dhirubhai Ambani International Convention and Exhibition Centre (DAICEC) at Bandra Kurla Complex, BKC in Mumbai. Elaborating on convention centres,

Ajit Joshi, says, "We are putting up a mixed use development project in which initially only we have planned to put in 6,000 car parks. In the project we have a Convention Centre, a luxury mall, a performing arts theatre that will make India proud, apart from that there is also a commercial project.

This mixed use development would be ready by next financial year." Alluding to building resources, he adds, "I make an effort to talk to the grassroots level, which is the educational institutes, MBA programmes; we go and talk to them about the opportunities that will come up in the MICE industry. We are especially talking to the people who have enrolled now so that a ready crop of people becomes available in the future. The idea is to build the resources and many kinds of resources."

“India as a major economic hub, without it's basic infrastructure, that potential is not going to be realised”

REALISING THE MICE POTENTIAL

Looking at the big picture, GK Kishore says, "There is a difference between potential and

realisation. The new government is focussing on manufacturing, 'Make in India' is a key driver, and 'Ease of doing Business'. With these focus areas it is very important to have large exhibition spaces in a vast country like India."

Talking about exhibition spaces, he adds, "The only exhibition space we have is in Pragati Maidan. Other cities can be developed. An example is the vibrant city of Hyderabad; it is an emerging city, base of IT, pharma, Geospace. We are planning a large exhibition space in Hyderabad near airport, with the support of the Telangana government. If you see in the aviation sector, the PPP has been very successful. Why not look at a PPP model with a focus on make in India, with a focus on tourism. The MICE sector is not just national events; we have the potential to attract global events with not less than 3,000 delegates. If these numbers of delegates have to come, we have to have hotel rooms very close to exhibition space. With the smart cities coming up, we really need to look into this. We feel that the government really needs to look into this that we need 4 to 5 very large exhibition spaces cum

project, though they have not been any takers in the last three years. The point raised on doing it on a PPP model is interesting as we might have to look beyond large format models."

COMMUNITY INFRASTRUCTURE FOR BUSINESS

Hotelier, Renu Basu adds, "Earlier we had a gap in the infrastructure in terms of airports but now we have many new airports, Delhi, Mumbai, Bangalore, Hyderabad, and so there are a lot of opportunities. I also feel there is a lack of community infrastructure in India. Though I agree hotels should be in the vicinity of convention centres and exhibition places, however, there is a huge entry barrier, because the cost of capital is so high, you cannot build hotels. I feel we should make the best of what we have. Opportunity is also there in leisure destinations like Goa, where we have a large inventory of

“Hotels should be in the vicinity of convention centres and exhibition places, however, there is a huge entry barrier, as cost of capital is so high”



convention facilities on PPP model on war footing, in all the regional directions of India."

TAPPING INFRASTRUCTURE

Sharing the government perspective, Billa adds, "We have been working on having five mega convention cities across the country, because it not only about the convention centre or hotel making the money but it's about the local economy. If you have to position India as a major economic hub, without the basic infrastructure that potential is not going to be realised. In a scheme 20 per cent of the total cost of the project up to a cap of 200 crore, that is 40 crore will be provided as a grant upon completion of the

hotels but the Convention Centre is far away. Another important aspect is Marketing of India as a destination for MICE, we are not has not being able to do that as effectively, that is where the Govt support is required."

FACILITATING INDIA AS MICE DESTINATION

Addressing these queries Billa adds, "One of the things that we are working on closely with the Ministry of Urban development is on how to create that planning framework where you designate a space and say you can only build a hotel here as the second point she raised of creating a strong marketing pitch. We are planning on making a global campaign



“ This 20 per cent growth in domestic tourism can only go on if we have airports and the eco-systems available for airlines to grow ”

around India as a MICE destination.” Speaking from the aviation perspective, Kamal Hingorani says, “At this panel I represent the aviation industry. We have had a phenomenal 20 per cent plus growth in domestic tourism, especially after eVisa, make in India, GDP growth, etc.”

EXISTING AIRPORTS GETTING SATURATED

“This 20 per cent growth can only go on if we have airports and the eco systems available for airlines to grow. Mumbai airport has already saturated and we do not even have the vision for a new airport coming up. So it will be at least 4 years from the time it’s announced, whenever that happens. Delhi airport is already saturated from a passenger point of view; this is not only for domestic but incoming international travellers. MICE need not only be with international but is with the domestic movements who travel by air. Consider the rush at the immigration.”

“If you talk about experience for an international traveller, it is important to give that experience to MICE groups, so that they want to come back. In Tier-II cities, connectivity is an issue, since these small airports cannot take in bigger aircrafts or have ‘watch-hour’ constraints. We are working closely with Civil aviation Ministry and AAI to help us ease those constraints.” He concludes, “Goa being the hottest destination has currently way exceeded its terminal capacity. It was built to handle about 5 million passengers and is already handling 8 million passengers per annum. The new

airport has been announced and will take three to four years. Everybody is talking about a growth of 20 per cent in domestic aviation; in my mind it is not sustainable beyond a year or so, only because of these constraints. It is very important to brand India in the right perspective. Brand India to attract tourists has to become more responsible especially the media needs to be sensitised, to showcase the image of Brand India in the right spirit.”

INCREASING REGIONAL CONNECTIVITY

Responding to the same Billa adds, “If you look at the aviation space in India most of the flights tend to be crowd along the trunk routes hardly any going to tourist destinations in Tier II cities like Khajuraho. We have the regional connectivity scheme that we have place in the new Civil Aviation Policy. The idea is to generate a viability cap funding through a reverse building model. To incentivise the airlines to fly to places which they think are not viable.”

“The need for developing Convention and Exhibition centres is of paramount importance. We need an integrated development of the entire eco-system, shopping areas, customer convenience areas. MICE can help develop entire eco systems. We are in the financing of tourism infrastructure and 1/3rd room capacity in India has been created by TFCI assistance.”

“We are in the financing of Convention centres also, but Convention Centres in the initial stages are not viable. In the last three four years even with the best efforts of the Government, people have not come up with the convention centre aspect. The private sector is not considering convention centres as lucrative as hotels are,” concludes BM Gupta.



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BUSINESS CONNECTIONS TO TAKE OFF

Air Canada is looking at boosting the business as well as leisure traffic travelling between the two countries, says **Duncan Bureau**, VP, Global Sales, Air Canada

Nisha Verma



Duncan Bureau

Tell us about the new India connections on Air Canada.

At Air Canada, there is a lot of growth happening primarily related to international market. Indian market is very exciting for us. Last year, we started the Delhi-Toronto service, which has done extremely well and starting November 6, 2016, it will be a daily service. We have also announced the new service between Delhi and Vancouver from October 20, which would give the fastest elapse time between India and all across Canada as well as to Northwest US. We have also announced a new connection between Mumbai and Delhi starting July 1, 2017.

What made you start the Delhi-Vancouver flight services?

As you know there are around 1.3 million Indian nationals living in Canada, which is one of the largest in the world. There are a lot of family ties between India and Canada and a large part of that group lives in Western Canada. There is no direct service and no good connections out of western Canada to India. We believe that the non-stop service out of Delhi will service that market and will provide a new option for people to get into India out of not only Western Canada but also the US, which would give one of the fastest elapse times.





As far as the Delhi-Toronto flight is concerned, we are very pleased with both the volume and the yield of the market, which allowed us to go daily as quickly as we did. We always want to make sure that the demand is there, and ensure that the asset will get the right turnaround of invested capital.

What are the expectations from the Mumbai connection?

Our agenda is to fill the airplane as profitably as we can and get to daily service as quickly as we can. That market is also important, as it is the financial and the business hub of India, and so is Toronto for Canada. There is so much activity going on between the two countries. It was more of VFR traffic into Delhi, but we can leverage high yielding traffic and demand into Mumbai with a nonstop connection from Toronto.

Are you also looking at catching the MICE traffic with the new Delhi-Vancouver flight?

Vancouver has a lot of resources business, as there are many software and technology companies, as well as lots of natural resources. As I said that there is a lot of economic opportunity between India and Canada out of western Canada. One needs to know that with this flight, we are also connecting Calgary and Edmonton. There is a huge interest in Canada for manufacturing, and there are a lot of opportunities for BPOs in western Canada.

Are there any special facilities for groups on Air Canada?

For business travellers there is more baggage allowance. We are very flexible with the passengers on business class, in terms of the baggage they carry, and also for premium miles.

Air Canada now has three nonstop flights within a year of announcing the first such connection. What is the reason behind this expansion?

We are very bullish on India as a whole and we believe that there is a huge diaspora of Indians in Canada and a lot of economic development is happening between the two countries.

In fact, Prime Minister Narendra Modi's visit to Canada last year had created a lot of excitement and there have been a number of missions ever since and the new flight starting from October 20, would also have a big delegation of government and business leaders. We are very excited to be able to facilitate a lot of economic growth and investment between the two countries.

We have to remember that we are not just selling Canada, but the US as well, as we have a very strong network there. We fly to over 60 cities in the US, and we are the largest international airline serving that market.

We offer a better elapse time for all those who need to transit via Canada in both India and America. A lot of people go via Frankfurt, London or Amsterdam to get to the US, and we think with the introduction of these nonstop services on our carrier, we can service these markets quite successfully.

What are you planning next after the Mumbai-Toronto flight?

We'd like to get all these connections to daily and that would be a homerun. Also, we will be taking more airplanes into the system. India is a very large market and their might be more opportunities that we might find attractive.

“

There is a huge diaspora of Indians in Canada and a lot of economic development is happening between the two countries

”



South Asia's hidden gem...

VIETNAM

MICE in Southeast Asia has thus far been monopolised by Singapore. But close by is another destination, timid yet full of potential, called Vietnam

Hazel Jain

Vietnam is largely absent from the list when companies are discussing destinations for their MICE activities. The reason, possibly, is that the agencies and tourism boards aren't pushing this product out to the global market, particularly India. Despite having a Vietnam MICE Club, formed in 2011, not much has been done to stimulate its growth. But not for long, because reality is that a traveller who visits any country

to attend a business meeting will outspend the holiday traveller by four to fivefold. Nidhi Batra, Co-Founder and Director of Nirvana Excursion, believes that Vietnam makes for a great destination for MICE travellers. "It is very well located with excellent air connectivity from neighbouring countries like Thailand, Malaysia and Singapore to its three International Airports: Hanoi (in the North), Danang (Central) and Ho Chi Minh City





(in the South). The most popular MICE cities here are Ho Chi Minh City, Hanoi and Danang. There is excellent infrastructure in place for MICE, from large convention centers to smaller venues in most of the cities,” she says.

Established in 2013, Mumbai-based Nirvana Excursions specialises in unique travel experiences and customised solutions for leisure as well as MICE travellers and corporate companies.

CONVENTION CENTRES

The Saigon Exhibition & Convention Centre is one of the best destinations in Vietnam for a medium to large scale event. It has four indoor exhibition halls with 40,000 sq mts of space and an outdoor exhibit space of 15,000 - 20,000 sq mts. Another option for medium to large scale events is the National Conference Centre in Hanoi which has over 65,000 sq mts of floor space. Batra adds, “These convention centers have high standard international hotels as a part of the facilities and also have several more options close by with whom we can work to accommodate MICE groups.”

TEAM BUILDING

Nirvana Excursions can offer several options for outdoor team building programs in Vietnam such as Wilderness Survival Experiences, Boot Camps to simpler activities such as treks, adventure sports, water sports etc. Batra reveals, “Most of our MICE traffic comes from within India. MICE tourism will be one of the key drivers of growth in the travel market. Indian companies are always on the lookout for new and exciting destination for off-sites and incentive tours and Vietnam offers some great options for these. Nirvana Excursions is well placed to take care of a vast range of special needs. Whether it is Indian meals, cultural programmes, interesting venues for dinners or any other specific requirement, we are well equipped to handle the same.”

She feels that Vietnam is strengthening its ties with countries such as Russia and South Korea by allowing direct charters to destinations such as Danang which is helping boost the MICE activities in Central Vietnam. “The Vietnamese Tourism Authority also recognises MICE as a very important sector for growing tourism in the country and is as such actively trying to further

“ *The Saigon Exhibition & Convention Centre has four indoor exhibition halls of 40,000 sq mts and an outdoor exhibit space of 15,000-20,000 sq mts* ”

improve air connectivity in the country to make it more accessible to larger number of tourists to visit,” Batra adds.

POST EVENT HOURS

The country offers an excellent mix of vibrant cities, clean beaches, lovely mountains and a warm and welcoming culture. Vietnamese cities are very vibrant in the evenings. Hanoi has its old quarter which comes alive in the evenings with street vendors, markets, cafes, bars and restaurants all vying for attention. Saigon has great shopping malls, old markets and a fantastic cafe culture which can be enjoyed by delegates post event hours.

If adventure is what delegates seek, then Vietnam is the perfect destination. Right from cycling across the country to kayaking, trekking and experiencing the country from a homestay, these are just a few of the options available to them. Vietnam also offers kayaking beneath towering cliffs in Halong Bay as well as cycling along the green paddy fields in the Mekong Delta or Sapa or trekking Mt. Fansipan, the highest peak in Vietnam.

Besides these activities, a true-blue adventure fan can also explore the central highlands or the far north on bike. From Dalat in the Central Highlands, you can arrange a ride with motorcycle guides who can take them up the Ho Chi Minh Trail and as far as Danang and Hoi An.

Vietnam is the perfect destination for a gastronomic adventure. From pho in Hanoi, banh khoai in Hue, banh xeo in Hoi An and banh canh in Ho Chi Minh City, Vietnam’s cuisine has attained a legendary status. Cafes and beer halls sprawl out over city streets. “Vietnam is a country that offers unique and unforgettable lessons in culture,” says Batra. “It gives delegates a chance to interact with some amazing locals and it’s also the most versatile destination as it has everything from beautiful beaches to adventurous water sports and innumerable unique sightseeing options, that they will be hard-pressed to find elsewhere.”

Work & Play at **MACAO**

Daniella Tonetto,
GM, Sales and Marketing,
Sheraton Grand Macao
Hotel and The St. Regis
Macao Hotel, shares
about incentives mixed
with leisure in store

Anupriya Bishnoi



Daniella Tonetto

What are the USPs of Sheraton Grand Macao Hotel and The St. Regis Macao?

Sheraton Grand Macao Hotel is unique as it is the largest hotel in Macao with 4,001 rooms and suites and spacious meeting venues. The St. Regis Macao, which is situated within the same Sands Cotai Central complex, and seamlessly connected to Sheraton meeting spaces on Level 5, offers more intimate meeting venues with natural daylight.

More specific to the Indian market, our experienced Indian chefs at both Sheraton Grand Macao Hotel and The St. Regis Macao can tailor-make authentic Indian menus that feature northern and southern Indian cuisine or Marwari, Jain or Gujarati food to suit the tastes and dietary requirements of each guest. Dishes are delicately prepared using only the freshest

and highest quality of ingredients.

In addition to this, both hotels have just introduced two new products designed for meeting planners and business travellers: eVentPortfolio and Handy devices.

Sheraton Grand Macao Hotel and The St. Regis Macao are the first hotels in Macao to introduce eVentPortfolio, and in fact the first in the Greater China region. Available to event planning professionals, this user-friendly tool provides easy access to event documents and enables collaboration with our events and sales teams. The advantages of this tool are that it allows event planning to be completely mobile; it is great for the environment as planners can dispense with big binders full of paper; and it is offered at no charge to meeting planners.





Each of the 400 rooms at The St. Regis Macao now have Handymobile devices, and soon all of the 4,001 rooms at Sheraton Grand Macao Hotel will too! These Handy devices give guests all of the information they need about our hotel and about Macao as a destination, right at their fingertips. They may also make free international calls to Hong Kong, China, Taiwan, the United States and India with the Handy phones.

Tell us something about the evolution of the hospitality industry in Macao? How are you making a difference?

The governments' goal is to see Macao evolve into Asia's leading MICE destination, and I am pleased to say that since we opened in 2012, we have been focused squarely on MICE. Sheraton is recognized the world over, and as such, our brand attracts meeting planners from around the world. We are making a difference by helping Macao mature into an internationally renowned meetings destination. There is so much to do and see in Macao now, and we are fortunate to be right in the center of Cotai Strip, where all of the action is!

What about the MICE facilities at both hotels?

Sheraton Grand Macao Hotel:

Our large room inventory and spacious meeting venues spanning more than 160,000 square feet (15,000 square meters), makes Sheraton Grand the destination of choice for meeting planners. The Kashgar grand ballroom offers nearly 53,000 square feet of pillarless space with the capacity to host over 5,000 guests, theatre style.

The St. Regis Macao:

Sheraton Grand Macao is the largest hotel with 4,001 rooms and suites. Guests can seamlessly walk between Sheraton Grand Macao Hotel and The St. Regis Macao along Level 5, where all of our meeting venues are located.

“The governments' goal is to see Macao evolve into Asia's leading MICE destination, and since we opened in 2012, we have been focused squarely on MICE”

The 628-square-meter pillarless Astor Ballroom at The St. Regis Macao is an excellent backdrop for grand-scale events for business.

Our Amber, Jade, and Silk ballrooms provide opulent venues for gatherings ranging from sit-down banquets of 100 guests to cocktail receptions for 150. Infused with natural light from floor-to-ceiling windows, these spaces each feature 79-inch LCD screens and are divisible into two smaller rooms for more intimate events.

Our Lacquer and Porcelain meeting rooms similarly boast floor-to-ceiling windows, fringe tiered chandeliers, and 55-inch LCD screens.

The Pearl and Sandalwood boardrooms and exclusive Saffron executive meeting room provide sophisticated surroundings and state-of-the-art audiovisual amenities for smaller occasions, such as directors' meetings or private dinners.

For outdoor gatherings, our scenic pool deck accommodates up to 600 guests.

Do you provide incentives to the MICE groups?

Yes! Sheraton Grand Macao Hotel and The St. Regis Macao are offering 5% off the master bill. In addition to this, The St. Regis Macao is also offering a second night on the house, both for bookings of 10 rooms or more.

We are also fortunate to be a part of the Sands China group which owns the Cotai Water Jet ferries operating between Macao and Hong Kong. As such, we are able to extend special offers for large

MICE groups, who need to travel to Macao by ferry together. MICE groups of up to 320 delegates can actually charter their own Cotai Water Jet ferries from the Hong Kong International Airport to Macao at special rates. For MICE groups travelling from the city center of Hong Kong in Sheung Wan to Macao, chartered ferries are also available for as many as 320 passengers.

In addition to this, the Macao government offers one of the richest financial support programs in the world for international meetings. Events of more than 200 people from at least five countries can obtain funding support of up to USD100 per delegate for F&B and up to USD50 per room, per night for up to five nights.

What kind of conferences do you generally hold in your hotel?

We continue to see strong interest from IT, consulting and direct-selling companies. With respect to India, we've had a number of manufacturing companies and pharmaceuticals hold conferences here.

Who are your clients? Are they business or leisure?

We have a good mix of business and leisure guests across both hotels. Not only do we cater to MICE guests, but we also attract many leisure and family travellers. Just last month, Sheraton Grand Macao Hotel received the "Best City Hotel – Macau" award from the TTG Travel Awards 2016. This recognition from our peers in the industry demonstrates that we are still seen as the best hotel for business and leisure travellers.

Visa Requirements



Vietnam

- ✓ **Passport:** Original passport with the validity of minimum six months and minimum two blank pages for visa stamping.
- ✓ **Vietnam Visa Application Form:** One visa application form duly filled and signed by the applicants
- ✓ **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)
- ✓ **Covering Letter:** Covering letter from company on its letter head mentioning the naming list & passport details of all applicants along with the purpose & duration of the visit and detailed day to day itinerary. The letter should be duly signed by the authorized signatory & addressed to – The Visa Officer, Embassy of the socialist Republic of Vietnam, New Delhi.
- ✓ **Hotel Booking:** Hotel booking.
- ✓ **Airline Reservation:** Ticket Itinerary
** Indians can also apply for Vietnam E-Visa & get the visa stamped on arrival.



Sri Lanka

- ✓ **Sri Lanka ETA:** An intended traveller visiting Sri Lanka for a short stay, must obtain ETA (Electronic Travel Authorization) prior their travel to Sri Lanka. ETA holders will be issued a 30 day Short Visit visa at the port of entry in Sri Lanka. Below are the requirements for Sri Lanka ETA.
 - ✓ **Passport:** Clear scanned copy of first, last & observation page of passport & the validity of passport should be minimum six months beyond the stay period in Sri Lanka
 - ✓ **Photo Specification:** Two recent passport size photographs with matt or semi matt finish, 60%-80% face coverage, white background without border and signed behind the photo by the applicant (Size: 35mm x 45mm)
- Please Note:** Photograph should not be more than 3 months old, scanned/stapled and should not be used in any of the previous visas.
- ✓ **Airline Reservation:** Ticket Itinerary.
 - ✓ **Accommodation Proof:** Hotel booking.



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Tweeting during an event?

PLEASE DON'T!

Usage of phone during important sessions and events or even while at leisure activities can be distracting. Is discouraging the practice a solution? Let's read for more



*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*

Recently a colleague of mine asked a group of attendees how they felt when they see someone next to them using their phone during a conference session.

Here are some of the responses he received.

"It seems disrespectful to the presenter and others in attendance."

"I would like to tell them how rude they are."

"I want to kill them forcefully."

Whoa. How can people have such strong opinions about the simple act of using your phone?

Well, let's step into their shoes for a moment. Or into your own memories, if you've been in the audience at many sessions and presentations. How do you feel when you see the people around you constantly on their phones? Are you able to focus on the presenter, or are you distracted?

I was stunned at how unabashedly people wrote about their disgust toward other attendees using

their devices during a live session. The reactions inspire memories of people using their phones at the movie theatre, frustrating those around them. From what I have uncovered, the same negative opinion carries over to live events.

ACTIVE POLICIES TOWARD ATTENDEE DEVICE USE DURING LIVE EVENTS

The opinions I have seen from attendees toward device use is the result of laissez-faire policies from event organizers. Almost every organiser is passive, neither encouraging nor discouraging device use during sessions. As an organiser, you curate almost every aspect of your event—so why stop there? Why not consider an active policy?

DISCOURAGE DEVICE USE

Repressing or prohibiting device use is not easy. Attendees (or their employers) are paying to be at your event, and will feel entitled to use their phone whenever they want. So it's probably not wise to adopt an across-the-board policy of device discouragement, unless you want to hear a steady stream of complaints.

You could, however, enact prohibition policies at some sessions.



SEPARATE USERS FROM NON-USERS

As an alternative to a prohibition on device use, you could restrict device use to a special seating section (preferably in the back or to the sides of rooms). This keeps device use out of the line of sight of most folks in the audience.

ENCOURAGE CONSTRUCTIVE USE

If you are going to take an active approach to audience device use during sessions, encouraging constructive use is the best way to go. What qualifies as constructive use?

- Sharing session highlights on social media.
- Taking notes on the session.
- Using an audience interaction app (like event apps and audience polling solutions) to add real-time polling, and crowdsource Q&A for speakers.

If you've never encouraged constructive device use at an event before, I recommend starting the process now before your attendees start demanding it. Start small with social media hashtags, create incentives for attendees to use it, and then layer in other technologies as they make sense. Unless you are using a native app the only downside of constructive device use such as web reliant event apps, live polling and

Q&A is that you will have to consider forking over extra money to the venue for additional Wi-Fi coverage.

While you could rely on attendees to use their own device's data connections, a complete lack of free Wi-Fi creates the impression that the event's organisers are cheap, especially if the registration fee is relatively high for the participants.

But if you plan ahead, you can build some of that cost increase into the registration fee, find a sponsor to cover your Wi-Fi costs, and you will reap the positive reward of more fun and engaging sessions.

SUMMING IT UP

Here are a few takeaways from what I've learned:

- An active policy toward audience device use, in most cases, is better than a passive policy.
- Discouraging device use or separating the audience may not be the best option, but can work in some situations.
- Encouraging constructive use of devices will have many positive outcomes.

“

Repressing or prohibiting device use is not easy. Attendees (or their employers) are paying to be at your event, and will feel entitled to use their phone whenever they want

”

Elevator ETIQUETTE

While we ignore this in our daily lives, boarding a lift too has some professional jargons to follow, shares Shital Kakkar Mehra



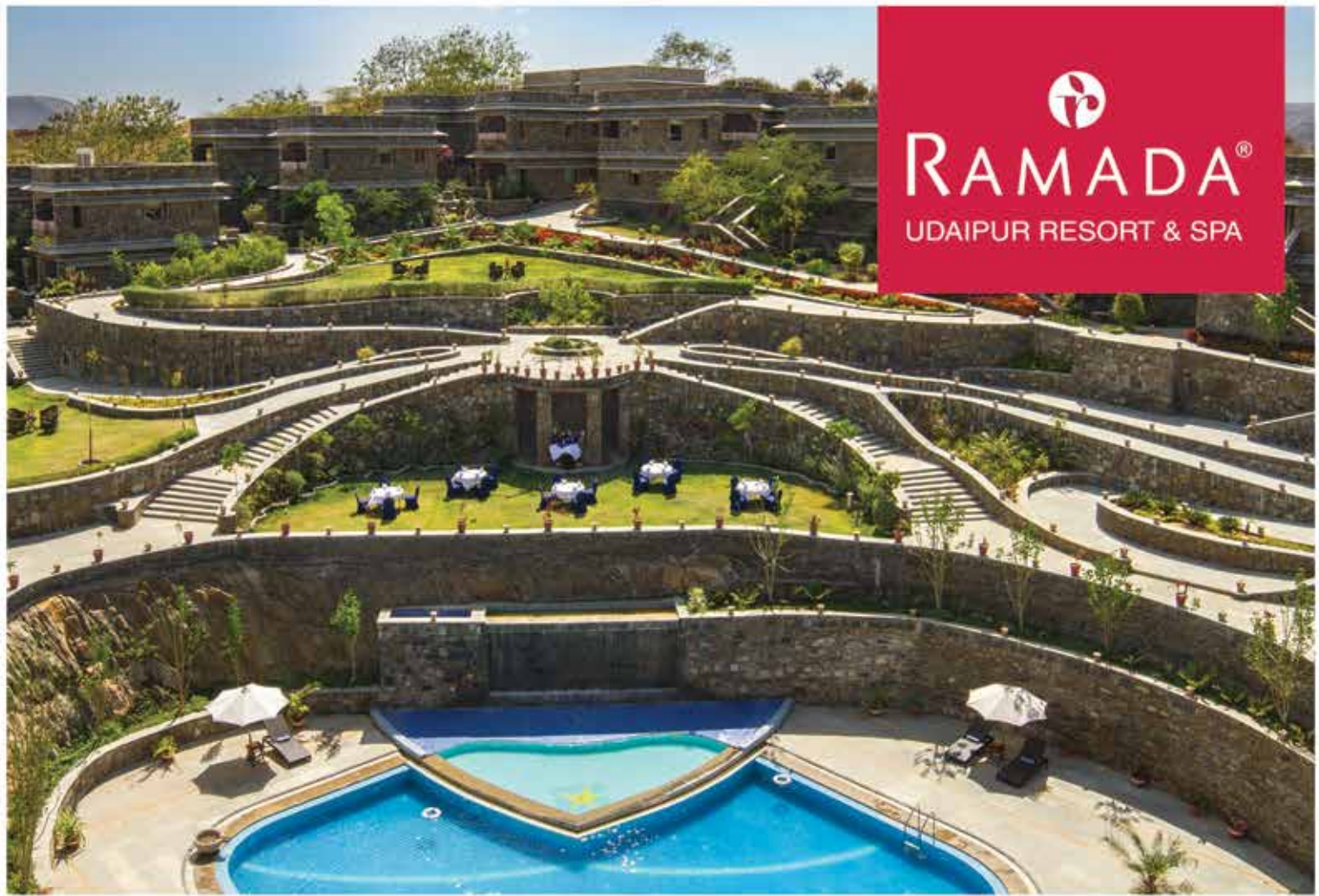
Shital Kakkar Mehra
Practitioner of Corporate
Etiquette and International
Protocol in India

Most offices in bigger cities are located in multi-storey buildings and taking the elevator (lift) is inevitable. Lifts are public spaces and understanding elevator etiquette is the first step in understanding civility at the workplace. People pay no attention to these brief journeys, making the lift a site for several unintentional blunders.

- **Game of Four Corners:** Like in the game, take your corner when you enter the lift, ensuring maximum distance between you and the next person.
- **Where Do I stand?** At the back, if getting off on a higher floor, and in the front, for a lower floor. Face the door, keeping your hands by your side, without touching anyone.
- **Personal Space:** Gets compromised; reduce invasion of other's space by cutting out large body movements and hand gestures. Also, we can invade the 4 x 4 cubicle with body odor / strong perfumes too!
- **Right of Way:** Is with the passenger inside –let him/her disembark before rushing in. Frequently, one sees that in our rush to “catch the lift”, we rush into the elevator, blocking the exit for those inside.

- **Eye contact:** Make no eye contact, directing your gaze at the buttons panel, the papers/ mobile in your hand or practice the blank stare.
- **Minimum Conversation:** Fellow passengers will not enjoy your loud conversation with another passenger. Keep you mobile handy, disconnect your call before entering the lift and take no further calls. Don't burst the eardrums of fellow passengers by screaming “THERE IS POOR RECEPTION IN THE LIFT” into the cell phone.
- **Bumping into your boss:** Lifts are not networking events - stick to a quick “hello” with a warm smile and keep all further conversation for later.
- **Grooming:** Mirrored lifts are good for a quick look before the meeting but are not to be confused with locker rooms. Brushing your hair, applying lipstick or knotting your tie is a complete no-no in this public arena.
- **Holding the lift:** If you spot someone running for the lift, hold the door for them. However, asking a junior or a security guard to hold the door indefinitely while you belt out last-minute instructions is unacceptable.
- **Extending help:** If you are standing next to the button panel in a crowded lift, politely ask fellow passengers “Which floor?” and press the required buttons. If you are right at the back, request “22 please” followed by “thanks”.
- Going to the 2nd floor? Take the stairs!

“Fellow passengers will not enjoy your loud conversation with another passenger”



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Shivani Misri Sadhoo
Founder
Saarthi Counselling
Services

BUOY UP YOUR EMPLOYEES

If a business stops its process for learning and innovation, it will soon be dead or will stagnate, shares our professional expert Shivani Misri Sadhoo

“

A business learns when its people learn and update themselves. Their employees are the ones that produce, refine, protect, deliver and manage their products or services

”

The situation is highly applicable in sectors like IT and we have seen some recent examples like - Yahoo or Blackberry, who were once the industry leaders and now reached the bottom low of their industries.

A business learns when its people learn and update themselves. Their employees are the ones that produce, refine, protect, deliver and manage their products or services every day. With the rapid pace and international reach of the 21st century marketplace, continual learning is critical to business's continued success. However in India the scenario is quite different, a large number of businesses see employee training and development as more optional choice than essential, due to training's cost factor, profitability issues and employee attrition challenge. As counter measures companies can use tools like employee bond undertaking or use the following mode of employee training:-

On-the-job Training: companies can organise new learning opportunities for employees without investing specifically for training model by sending

employee to conferences and forums – employees can be sent to conferences where relevant topics are been explained by industry leaders and experts.

Job rotation- on a temporary basis, employees can be given the opportunity to work in a different area of the organisation.

Field trips - If the organisation has staff at more than one site, the organisation can provide employees with an opportunity to visit the other sites.

Peer-assisted learning: Companies can arrange peer assisted learning where two employees can be arranged to help each other learn different tasks. Both employees should have an area of expertise that the co-worker can benefit from.

Employees can be put on special projects: organisation can give employees opportunities to work on a project that is normally outside his or her job duties. For example, someone who has expressed an interest in events planning could be given the opportunity to work as part of a special events team.

Coaching: Coaching refers to a pre-arranged agreement between an experienced manager and his or her employee.

How to conduct the classroom training? If the organisation needs detailed and specialised skill development for its employees like how to handle customers from different geographical and cultural profile, how to use new programming language for coding, to learn psychologically and emotional management skills to handle job pressure better or to service customer's complaints better, then classroom training is a good option.





DECEMBER 2016

WORLD OF INDUSTRY	MMRDA Ground, Mumbai	1-3
CITE	Chengdu, China	2-4
HALAL MARKETING & TOURISM RESEARCH SYMPOSIUM	University of Canterbury Christchurch, New Zealand	2
TRAVEL BUSINESS SHOW	Le Meridien, Gurgaon, Delhi, NCR	17-18

JANUARY 2017

TRAVEL & TOURISM FAIR-CHENNAI (TTF)	Chennai	6-8
GLOBAL TRAVEL MART	Delhi	10-14
INDIA MARITIME 2017	Mumbai	11-13
TTF BENGALURU	Bengaluru	13-15
CONVENTA	Ljubljana, Slovenia	18-19
EVENTEX 2017	Dublin, Ireland	24-26

FEBRUARY 2017

IMTM	Tel Aviv - Israel	7-8
INDIA INTERNATIONAL TOURISM EXHIBITION (IITT)	Mumbai - India	9-11
SOUTH ASIA TRAVEL & TOURISM EXPO (SATTE)	New Delhi - India	15-17
ASIA-PACIFIC INCENTIVE MEETING EXPO (AIME)	Mumbai - India	21-22
ACE OF MICE	Istanbul - Turkey	22-24
BUSINESS TRAVEL SHOW	London - UK	22-23



Bringing players under one roof

The Travel Business Show will be held on Dec 17-18, 2016, in Le Meridien, Delhi, Gurgaon

Travel BUSINESS SHOW

The business table-top is a one individual to another meeting place appointment that provides networking opportunities for travel industry professionals – senior management buyers, suppliers and related marketing services to meet and further relationships, showcase their offerings and build partnerships that facilitate travel globally from key markets.

The experiential table-top helps to identify and drive trends in the experiential travel sector, and in turn attracts highly sought-after, difficult to reach clients. True to its name, it's an immersive experience, driven by a highly experienced team, resulting in real business for its clients.

The show aims to be a diverse forum featuring the best of MICE brands. Seen as a world of business opportunities to make the most of your time and investment, the meetings between a select number of exhibitors and top-level buyers elevates the industry as a whole. Meeting top-level decision-makers along with elite meeting planners as buyers from the meetings and events industry is an added advantage. At Travel Business Show, networking and building relationships enhances future dealings. It is an excellent platform for companies which are looking to gain a slice of demand or are looking to grow their existing shares.

movements



Philippe Bijaoui
Chief Development
Officer (EMEA)
Wyndham Hotel Group

Philippe Bijaoui has been appointed the Chief Development Officer for Europe, Middle East, Eurasia and Africa (EMEA). Bijaoui will oversee the Company's rapid expansion across the region, introducing additional brands to established markets and building on the 73 countries where Wyndham Hotel Group hotels can already be found. Bijaoui has more than 20 years of hotel real estate and development experience in markets across EMEA and had served as Vice President Development Europe for InterContinental Hotel Group.



Jenice Phung,
Head of Conventions and
Conferences Sales
KLCC

The Kuala Lumpur Convention Centre (the Centre) has appointed Jenice Phung, as its Head of Conventions and Conferences Sales. In her new role, Phung will head up the sales team responsible for securing international and national association conferences and conventions in order to grow the Centre's Business Events market share. Phung brings with her over 17 years of experience in the hospitality industry working in progressive roles with leading international hotels, and has accumulated vast knowledge and skills in corporate events, and convention sales.



Laure Morvan
VP Development
Luxury Hotels, Asia Pacific
AccorHotels

Laure Morvan, has been appointed as the VP Development Luxury Hotels Asia Pacific. She was with AccorHotels for over 10 years working in the Middle East and Asia Pacific regions. Previously, she was Director of Development in the Asia Pacific team and has an excellent track record in the development of AccorHotels luxury and upscale network both in the Middle East and Asia Pacific. The appointment aims to align the development team to the new global organisation, following the acquisition of FRHI and the creation of the luxury division headed by Chris Cahill.



Vivek Mahajan
General Manager
Crystal Sarovar Premiere
Agra

Sarovar Hotels have appointed Vivek Mahajan as the General Manager of Crystal Sarovar Premiere, Agra. Mahajan brings with him an extensive experience of 14 years in the hospitality industry. Prior to joining Sarovar Hotels & Resorts, he has worked with reputed brands like Oberoi Group, Taj Hotels Resorts and Palaces and Wyndham Hotel. His last assignment was with Starwood Hotels & Resorts Worldwide as Resident Manager. He is an alumnus of BHM Bangalore. In his free time, he loves indulging in adventure activities such as bungee jumping, horse riding and listening music.



Karan Bakshi
General Manager
The Raviz Resort & Spa
Kadavu, Kerala

Karan Bakshi has been appointed as the General Manager of The Raviz Resort & Spa, Kadavu. Previously he was working as the Corporate General Manager of Thomas Hotels & Resorts India. He has worked with brands such as JHM Interstate Hotels India, Brunton Boatyard, Spice Village, Thekkady, CGH Earth Group of Hotels, Casino Group of Hotels, among others. Bakshi has over two decades of experience in the industry. He holds Bachelors in Hotel Management, F&B Production from Bangalore University and BHM, Hotel, Motel, and Restaurant Management from Christ College.



Deep Preet Bindra
Director of Sales & Marketing
Bengaluru Marriott Hotel
Whitefield

Bengaluru Marriott Hotel, Whitefield recently announced the appointment of its Director of Sales and Marketing, Deep Preet Bindra. He will bring over 12 years of experience in the service industry to the hotel and lead the effort to create innovative opportunities for new business and marketing visibility. Bindra has been recognised for commanding a high success rate of attaining the targeted goals and for his exemplary ability to demonstrate quick and efficient decision making. Through his diverse management styles and guest service, he has showcased building strong and lasting relationships and ensured a constant stream of referral business.



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