

International Congress & Convention Association

# Culture as a Marketing Tool

45<sup>th</sup> ICCA Congress & Exhibition

Tuesday 1 November 2006



The Global Meetings & Incentive Exhibition

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

## Moderator

Walter Straub, Hofburg Convention Center, Vienna

## Table Leaders

Airy Garrigosa, Barcelona Convention Bureau, Spain

Francesca Manzani, Newtours, Italy

Mark Taylor, Barbican Centre, United Kingdom

Niki Breisach, Frazer Congress, Convention Center Graz

Pauls Gusto, Via Riga, Latvia



# Questions

1. So that we can learn from each other How could you (or do you) utilise culture as a unique sales proposition for your venue or destination
2. A challenge for some destination is that their traditional cultural images are familiar and have been over utilised. How then do you refresh your cultural promotion to re-stimulate the market and your destinational appeal?
3. Discuss and give examples of how your destination's cultural images have been successfully or uniquely incorporated (or could be) into the structure of an association congress or corporate meeting.



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Thank you!

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