



ICCADAILY

YOUR PERSONAL COPY FOR NOVEMBER 7TH 2005

inMONTEVIDEO

Pedal power

A group of vigorous ICCA delegates got up early yesterday to join Arnaldo Nardone (that's him in the centre, wearing a cap) on a cycle tour of the beach front. After an invigorating sightseeing session, the health freaks were able to enter their category meetings in a dynamic mood.



ICCA BRAVES TOUGH TIMES FOR 20 PER CENT GROWTH

By next January 2006, ICCA's membership will have grown by nearly 20 per cent in three years, president Christian Mutschlechner told delegates at the opening of the general assembly yesterday. Forecasts say membership will have risen from 611 at the beginning of 2003 to 720 at the beginning of next year with retention levels at more than 95 per cent.

Mutschlechner said that despite harrowing global disasters - he referred to the tsunami disaster, terrorism in London and Bali; the continued conflict in Iraq; hurricanes Dennis, Rita, Katrina and Wilma; the earthquake in Kashmir - ICCA has demonstrated that it is financially stable and resilient.

"Despite this challenging business environment, your association is continuing to grow in membership numbers, in the range of benefits on offer and in activity levels. And not just in one region of the world, but in all regions.

"It is no accident that ICCA is in good health at present, but this can be directly linked to the policies and programmes we are delivering."

He said that more active



Christian Mutschlechner

involvement by members, a more business-oriented culture in Head Office and the concentration on what ICCA can deliver to members that is unique, are the reasons why ICCA has been able to cope with difficult economic and political environments and continues to grow.

"We are seeing a continual growth in the active involvement of more and more members in ICCA activities and business opportunities. Our chapters have never been more active; previously sleepy groupings - please forgive my honesty - such as the Mediterranean, Iberian, and North American chapters, are now energised and demanding, and the traditionally more active regional groups are even busier. We are dealing with more and more requests for data work-

shops, for business exchange sessions and for ideas for speakers.

"And if you need further evidence for this growing involvement, you need look no further than today's elections for Board representatives for the geographical regions.

"Competitive elections are a sure sign of an association heading in the right direction, and you can believe me when I say, we have some very competitive elections later today!

"This growth in involvement stems in part from stronger head office communication so that members understand better how to take advantage of these business opportunities. It also comes from the continual development of new and existing promotions and listening to members to find out what sort of marketing you really want from ICCA."

HOLA CHEEKY!

Hola cheeky! CAT Publications director Steve Lewis, the man who put the flame into flamenco, slips on his dancing shoes to invite all intrepid ICCA delegates for a night of bucking broncos, merrymaking and mayhem as the CAT Night goes Latin American. The transfer to El Solar, the party venue, takes place at 18.30 tonight. Wrap up warm, saddle up and hold on tight!



ICCADAILY
is brought to you by

Martin Lewis Rob Spalding
John Keenan Yann Rihet

HE ALMOST LEFT HIS JOB

Eric Bakermans came close to resigning when he heard his beloved Netherlands Convention Bureau was to be merged with the national tourist office. But he's changed his mind and quite likes the idea. "Now we have more money and more resources and more of an image than when we were just the NCB. Through our overseas offices we can explain what meetings are all about."

In Germany it was a different story. "Our importance is not recognised and the tourist authorities still speaks of congress tourism and the perception is of medical doctors spending two hours in a conference centre and then laying in the sun in the south of France. We have two different industries - the meetings industry and tourism."

Tuula Lindberg of the Finland Convention Bureau was not best pleased to hear that. "When a delegate comes to our country he

is a tourist in a way and it is time we stopped fighting about differences between ourselves and the tourist industry."

"DATABASE NEVER BETTER"

ICCA CEO Martin Sirk told delegates their customer database and the source of association meeting leads has never been better.

He said: "We have made some significant improvements to the contents of our association database during this year. A record 180 members submitted calendar information, helping us to store a record number of regularly occurring events; and a big push to boost data quality means that every record has been checked or updated no later than 1 January 2003.

"There has never been so much data available; it has never been more up-to-date. Our commitment is of course to make this even better in future."



WORLD CLASS EXPERIENCE FOR ICCA SOCCER STARS

Birmingham ICC's Nick Waight scored two goals for the ICCA Soccer team in an honourable 5-5 draw against their Uruguayan hosts on Saturday. But the main attraction was not the quality of the football - it was definitely the stadium where the match was played. Uruguay's national stadium was used for the game 75 years after it staged the first ever FIFA World Cup Final which Uruguay won, beating Argentina 4-2. It is also the stadium where

Uruguay will play Australia next week!

For the ICCA members and the Uruguayans it was a day to remember and included a visit to the soccer museum at the stadium.

Worst performer on the pitch was referee Nikki Breisach from Graz who gave the home side a last-minute penalty and thus an equaliser after ICCA had led 5-3!

As the players left the field, Waight was heard to mutter: "Breisach is a homer."

LET'S SHARE THE CLIENTS!

"It is not my client or your client. It is our client." The neat summary of the problem facing PCOs, DMCs and convention centres, was coined by Ruth Hulatt of the Sun City Resort in South Africa.

The three sides had come together to settle some differences and, hopefully, jointly face new challenges. Then Melissa MacCourt of Brisbane Convention & Exhibition Centre, put her finger on it. "What sort of reward would the PCOs like instead of commission?" she

asked. A pin was heard to drop.

Lars Christensen, Denmark's favourite PCO, jumped up. "Normally we don't ask for commission, but there are lots of other things you can do for us and I will talk to you about them later, Melissa. We go directly to a convention centre because, frankly, it takes too long to go through a convention bureau. It is important that we get quick responses."

Quick responses were Harry Fine's big problem. He represents Premier Destinations, a Romanian DMC, in the U.K.

"I got a call at lunch time on Tuesday from a client who wanted a proposal on his desk by first thing Wednesday - and that is not unusual. Most times it is from corporate clients but it is happening with association events, too. It is usually the DMC who comes back very quickly."

Leigh Harry of the Melbourne Convention & Exhibition Centre called for delegates to make a three-point wish list of what they would like to see from other categories and another list of what they would be prepared to offer.

WHAT ARE YOU DOING HERE?



"I am here for three reasons. First to check the opportunity to attend future ICCA congresses; second I am attending as chairman of the Skyteam global meeting alliance; and third I am here to develop a strategy for Skyteam's approach to the meetings industry."

Thierry Jacques-Edouard
Air France/KLM



"I attended the ICCA Forum for Young Professionals in Barcelona and I want to learn more about the role and structure of ICCA."

Jefferson Pereira
Embratur



"The ICCA philosophy of openness is attractive to me and I am here to build partnerships that will help me bring congresses to my city."

Maria del Mar Camero
FIBES - Seville Conference & Exhibition Centre

"It is important for me to learn how to use the ICCA tools to improve my business."

Milena Hoette Palumbo
Estacao Embratel Convention Centre

CODE OF CHARGES?

To make their position clear regarding commissions and charges, the Professional Conference Organisers and DMCs are putting together a

code of practice. Surprisingly, to veteran Lars Christensen's knowledge, it had never been suggested before. Paul Kennedy. Groups

exhibitions director Reed Travel Exhibitions, offered the version produced by the Meetings Industry Association of the UK, as a template.

2005 SURPLUS TO TOP 90,000 EUROS

ICCA CEO Martin Sirk told delegates he is expecting an operating surplus of 90,000 Euros for 2005 - almost four times greater than the original budgeted surplus.

"There are still two months of the year to go," he said "and a number of events which can impact on both income and expenditure, but the overall situation is very healthy. We have continued to be very rigorous about collecting membership fees, and are



Martin Sirk

on target to match last year's record level of 96 per cent. Thank you to all in this room who have helped by paying your fees on time. This discipline really frees up management time to focus on business development and new activities instead."

He said sales performance is "solid", with more members buying into ICCA programmes than ever before. Attendance at the European ICCRM in Seville, Spain was another new record, and our new Association Expert Seminar just before this year's IMEX sold out in record time!

He added: "We have also been very successful in recruiting new members, and we will have added approximately 90 new and reinstated members over the last 12 months."

LONG SERVICE VETERANS HONOURED



ICCA stalwarts were honoured for their commitment to the association at a champagne reception in the Diplomat Room yesterday. Those receiving special certificates this year are:

20 years; Concorde Services Limited; Consorcio Turismo de

Sevilla / Convention Bureau Icontas Service; Kinki Nippon Tourist, Co. Ltd; Madrid Convention Bureau; Mondial Congress; Nice Convention & Visitors Bureau; Rio Convention & Visitors Bureau; Scottish Exhibition & Conference Centre; VisitOSLO - Oslo Visitors &

Convention Bureau

30 years; Astir Palace Vouliagmeni City Resort Hotel & Spa; Barbican Centre; Cathay Pacific Airways Ltd; Conferences and Accommodation at the University of British Columbia; Congress Und Messe Innsbruck GmbH; Finland Convention Bureau; ICMS Pty Ltd; Kenes International - Global Congress Organisers & Association Management Services; Monaco Tourist & Convention Bureau; Munich Convention Bureau; Singapore Exhibition & Convention Bureau; Thai Airways International Public Co., Ltd; Venue West Conference Services Ltd. (INCON Group); VisitBrighton; Wonderful Copenhagen.

IT'S THIRD TIME LUCKY FOR PATTAYA

Pattaya in Thailand finally won the right to stage an ICCA Assembly when they pipped close neighbours Singapore and Kuala Lumpur at a photo-finish to the competition.

The result was greeted with exultant members of the team whooping with joy while fielding congratulatory handshakes from their beaten competitors. Christian Mutschlechner said:



"It was the most difficult decision the board has had to make in all the time I have served on the board. "We have tried to give something back to each of the

bidders to help their destination be more successful in the future."

Mutschlechner then called for a round of applause for all three candidates. He said: "Sadly we can only meet in one location each year - so the 46th assembly will take place in Pattaya,

Thailand." Sheila Williams of The Pattaya Exhibition & Conference Hall (PEACH) said "It's the third time we have bid - and now we have won!"

THINGS THEY SAY...

"The only injury was to my ego."

Durban's Alec Gilbert, after the ICCA soccer match

"There is nothing worse than great big halls standing empty because someone misjudged delegate numbers."

Lars Christensen, ICS International Conferences Services, Copenhagen

"On a site inspection if we take the client out for dinner, if we get the business afterwards we don't charge for the dinner."

Otherwise we do."
Ceylan Pirincioğlu, VIP Tourism - VIP MICE, Istanbul

"If you want sponsorship from the pharmaceutical companies, now, by law, you have to make a grant application - and it's a lot of hard work."

Franziska Kaltenecker, International Conference Services, Vancouver

"Now the board members are elected the work starts pretty quick with a meeting at 5.30 on Monday.."

Christian Mutschlechner, ICCA President

LUTZ TRIUMPHS BY A SINGLE VOTE

Jurriaen Sleijster was voted off the board by a single vote in one of the closest ever ICCA board ballots yesterday. Lutz Vogt won the European board position by just 87 votes to 86 and Sleijster's departure was marked by a presentation on stage from ICCA's president Christian Mutschlechner.

The Asia/Pacific contest was also a close-fought thing with Anthony Wong and Bob Guy - fighting for the seat. Wong triumphed by just two votes. Durban's Alec Gilbert won the Africa/Middle East seat, Joseph McGrath the North American place while Eduardo Sanovicz's Latin American seat was uncontested.

Back in the USA...

ICCA will have a full-time manager for North America in April when Joanne Joham completes her work with the Convention Industry Council's internationalisation project. Joanne then takes on a full-time role with ICCA in New Jersey and it is hoped the change will increase membership from the USA.

CEO Martin Sirk said: "We have great membership figures in Canada and Mexico but USA membership has been poor. Things are improving, however. Chicago CVB has joined, the San Diego Center is back in and quite a few new USA members are in the pipeline. With full-time representation in the USA again, I think membership will grow."

Corporate data winds down

With only 10 per cent of members taking advantage of the corporate database, ICCA's strategy for the corporate meetings market is to be radically changed.

As part of the strategic review the board decided to:

- Stop the production and sale of the ICCA corporate database at the end of 2005.
- Create a structured internal marketplace where PCOs, publishers, exhibition organisers and consultants can do

business with other ICCA members who are interested in this market.

- Encourage the exchange of free and commercial market intelligence on corporate meetings markets in each key country.
- Ensure that the corporate meetings market is still included in key ICCA educational events such as the congress and ICCRM.
- Add profiles of 'rotating' and regular corporate events that behave like the association market to the association database.

Caption
competition

What was he thinking?

Glasgow City Marketing Bureau's CEO Scott Taylor wore an interesting line in soccer kit for his role as goalkeeper in the ICCA soccer match.

Write in his missing thoughts and hand this page into the exhibition area to win a bottle of bubbly.



*Our rainforest holds all kinds of rarities.
Including meetings where things actually get done.*

Receptions in a rainforest, break-outs in a 16th century mansion or trade shows in one of our world-class resorts. A stunning venue that will inspire your attendees to make new discoveries. For bookings, call the Puerto Rico Convention Bureau office at 787-725-2110 or visit us at www.meetpuertorico.com.



New Convention Center


PUERTO RICO
 CONVENTION BUREAU

Welcome to the New World


 Best Cities
 GLOBAL ALLIANCE

www.meetpuertorico.com