



ICCADAILY

IN HYDERABAD



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Another top award for Vienna's Christian



Christian Muschlechner

Former ICCA president Christian Muschlechner has received the association's highest honour, the Moises Schuster Award for outstanding service to the industry. This comes only days after being Inducted into the Convention Industry Council's Hall of Leaders.

This award is named after one of the founding fathers of ICCA, a small group of travel agents who in 1963 set up the association to share knowledge and business leads relating to international association meetings.

Outgoing president Leigh Harry presented the award at last night's gala dinner. He said: "Beyond being well known, recipients of this award have provided tremendous guidance and support to many of you. Beyond that, they have shared their deepest and most valuable secrets of marketing and sales success with

any ICCA member who has ever asked them.

"And they have lectured to students, mentored young meetings industry professionals, and shared their thoughts and business philosophy with any journalist who had the foresight to ask.

"They are respected and liked by the second-toughest audience in the world – international association meeting planners; and, most importantly, they are held in enormous affection by the very toughest audience – their own staff."

Things people say

"If you want a one-legged hula hooping violinist there'll probably be five of them somewhere – here, probably 10." **David Grant, David Grant Special Events**

"If Christian doesn't like the iPad he has a long line-up of staff and family members who will be thrilled to receive it second-hand next Christmas!"

Leigh Harry, Melbourne Convention & Exhibition Centre

Terri Breining, Breining Group: "We all know people that are naturally combative; they disagree no matter what you say." **Harry Fine, Harry Fine Associates:** "They're normally called a wife."

Sandton kicks it off with 'diski' dancing

Today we will learn who is the best in the business after all three finalists impressed in the Best Marketing Award presentations, sponsored by Bedouk yesterday. Sandton Convention Centre kicked things off and had the audience clapping to an African beat but ExCel and Iceland also impressed a big audience with some creative and clever marketing campaigns.

Sandton's approach was to take advantage of a theme adopted by the South Africa tourist board – diskis (soccer) dancing in the run-up to the 2010 soccer world cup in their country. The presentation included a demonstration of the dance moves by Brandon Clifford, Matifadze Nyazema and Karin Ord-White and the song "This time for Africa" grabbed the attention of the



Doing the diskis dance

audience. ExCel's campaign starred London's Mayor Boris Johnson as a London taxi driver, talking up the attractions of the ICC with the slogan: "Take me there, Boris!"

Iceland Convention and Incentive Bureau's challenge was perhaps the most challenging. Anna Valdimarsdottir put it simply: "It was

how to use a volcanic eruption to your advantage!"

The result? High season arrivals dipped by only 0.6 per cent.

Delegate votes for the marketing awards will contribute 50 per cent of the total which will decide the winner. The result will be announced today...

Wet night for bride and groom

The weird and wonderful wedding race which typified the CAT Night style of lunacy involved an archery contest and lots of water. Twelve teams lined up for heats and finals in a contest which involved carrying the 'bride' in a wicker

basket dressed in traditional Indian wedding costume. In the end the Iberia Chapter triumphed, amid frantic applause.

The light-speckled Taramati Baradari, an ancient memorial built for a royal lover, provided a

stunning backdrop for the races and buffet dinner.

Built on several levels, an immense stone staircase ascended to food and drink stations, lined with ACCOR staff assistants.

See pics on pages 4 & 5

A chance for James to excel

James Rees didn't excel in the archery in the CAT Night games despite all his practice in the woods but he is hoping for more success in the Best Marketing Awards sponsored by Bedouk when the results are announced today.



Closer to home

Henrik von Arnold urged his audience to make much more use of the databases of ICCA and the Union of International Associations (UIA) to research potential conventions, during the basic 'Making a bid' session.

Other pearls of wisdom for those starting out in the school of bidding included doing analysis and research, identifying someone local with insider knowledge of the association and appointing them as ambassador.

"She is the inviter, the front person and the lobbyist," said the Stockholm Convention Bureau chief, typically assigning the female gender to his model.

"You need to know why they are holding the meeting: to boost membership, for political advantage?"

"You need to know the history of the congress, much of which you can get from ICCA or the UIA. Make sure you are aware of the guidelines of the association before you make an RFP."

In the session billed as 'not suitable for experienced bidders' von Arnold warned that it was a long, long process.

"But the rewards are great. She is the one who has the glory, not the city or the venue."

Tough times for meeting medics

The pharmaceutical meetings industry shuns resorts, sidesteps five-star hotels and leaves its spouses at home.

The Pharma Code, as outlined by Anna Frick, president of the powerful pharmaceutical conference advisory group IPCAA, in the 'Big Issues for Medical Meetings' session is a self

regulatory measure, not a law.

The Code might have come about as a result of patent expiry, a deteriorating reputation and pressure from the financial market, but compliance is self-imposed.

Conference programmes must focus on science and patient benefit must be the aim of all meetings.

The greatest thank-you gift

Speakers at this year's ICCA Congress will walk away with a very special thank you gift. The organisers have dispensed with the usual paperweight or business card holder in favour of something far more valuable – a donation to a local AIDS charity.

A donation of Euro 15 will be made to Nireekshana AIDS Care, Education & Treatment on behalf of each speaker. The holistic care and support centre provides free medical treatment to HIV/AIDS sufferers in the Hyderabad region, as well as education and clinical research.

Two-way bidding impresses buyer

What have outsiders learned from the congress?

Much sought-after buyer Luc Hendrickx, of the International Diabetes Federation, commented: "It is my first ICCA and I participated in the bidding session. The difference

between the composed, organised, methodical approach of the Brits against the creative flamboyance and warm approach of the Latin Americans was quite remarkable. Both of those methods worked in their own way."

CMP: now everyone can have one

No longer primarily a North American designation, CMP, or Certified Meeting Professional, is now an examination which can be taken by anyone.

Director of the North American region for ICCA, Joanne Joham, CMP, and Gregg Talley, CAE, of the Convention Industry Council, were at pains to broaden the appeal of the marquee at yesterday's session. All of the 600 total questions have been examined themselves and adapted for global use, where applicable.

Main benefits of the 675-dollar, 165-question examination they listed as: Global recognition, competitive advantage, increased credibility, professional development, personal achievement and competitive salary.

Making a stand

What's the difference between a lectern and a podium? It sounds simple, but these anomalies crop up every day. Now the CMP programme standardises these terms, it was heard in session yesterday.

The answer? A podium is a platform a lectern stands on.

Seoul: Your Complete Convention City

KME 2010
KOREA MICE EXPO 2010

KOREA MICE EXPO 2010 in SEOUL

MICE in the New Decade : The Challenge
23-25 November 2010 | Seoul, Korea

Hit Seoul
SOUL OF ASIA

KOREA
TOURISM
ORGANIZATION

- International MICE Exhibition & Business Meetings
- Seoul MICE Forum
- ICCA Data Workshop, Seoul MICE Youth Challenge, etc.

Seoul
TOURISM
ORGANIZATION

Tourism Promotion Division, Seoul Metropolitan Government
Contact us : Seoul Convention Bureau, Seoul Tourism Organization
8th Fl. Narakeyum Building, 1-2 Jeo-dong 1ga, Jung-gu, Seoul 100-769, Korea
Tel : 82-2-3788-0855 Fax : 82-2-3788-0899 Email : miceseoulwelcome.com www.miceseoul.com / www.koreamice.kr

What would you like to see on the agenda at next year's congress?



"I'd like to see more round table discussions of eight to 10 people because the Q&A's at the end of the sessions have been too quick and sometimes people don't want to stand up and ask a question in front of everyone."
Caroline Stanners,
Melbourne Convention Exhibition Centre



"The more technology the better. Technology is constantly changing for the meetings industry so covering that is a smart way to go."
Corbin Ball, Corbin Ball Associates



"In the past I complained there wasn't anything about brand. This year there are many sessions on this, but about city and destination branding. I represent a country that is so big it's like the whole of Europe so it is difficult to apply."
Marcelo Pedroso, Brazilian Tourist Board



"The social media session was quite good but it would have been good to get into discussion afterwards. Social media is a really big thing. We're not doing this yet but I think we need to."
Simone Honig, DusseldorfCongress



"Most people want to know about the research; what are the latest challenges and developments each year and what do we need to focus on."
Simon Hockridge, Adelaide Convention Centre



"A nice idea would be to invite a number of federations to see how they work and what they do. Each one works in a different way – that might be interesting to associations."
Davi Kaur, European CanCer Organisation (ECCO)



"There's not enough on the venues. The organiser brings the conference to the destination but the actual results will come from how well the venue performs, so we need to connect it up more."
Sujoy Dey, Borneo Convention Centre Kuching



"I presented a session on badly behaved clients so perhaps we could do one on badly behaved suppliers – but not yet; no more sessions for me just now!"
Niki Clarke, International Conference Research, Inc.



50th ICCA Congress

Leipzig, Germany

22 – 26 October 2011

Henriette-Luise Neubert, violoncellist of Leipziger Gewandhaus orchestra, in the Glashall of the Congress Center Leipzig

Leipzig – where tradition and innovation are closely intertwined. World-famous are the Gewandhaus Orchestra or St. Thomas' Boys Choir. An excellent infrastructure offers the perfect framework for all kinds of events which make Leipzig unforgettable.

Leipzig will cordially welcome you in 2011!

Leipziger Messe GmbH, Congress Center Leipzig,
 Messe-Allee 1, 04356 Leipzig, Telefon: +49 (0) 341 678-8440, E-Mail: info@ccl-leipzig.de



CAT PARTY PICS!







Wednesday 27th October 2010



Germany 2011 Reception at Hyderabad International Convention Centre

Sponsored by the German Host Committee, ICCA Congress 2011, Leipzig

Meet your hosts for next year's congress destination: Germany, a land of a thousand possibilities. Get set to be a part of the 50th ICCA Congress in a land of castles, palaces and abbeys that are the epitome of German romanticism.



ICCA Research, Sales & Marketing Programme 2011

7-9 July, Gdansk, Poland

Ideal event for junior to mid-level managers and client-facing executives from venues, destination marketing organisations, and PCOs: custom-made content + immediate business opportunities.

The event will take place in Hotel Mercure Hevelius in the beautiful city of Gdansk. The programme will be designed to appeal to first timers and regular participants alike; registration for the event is scheduled to open at the beginning of December 2010.

Five reasons why you should send your staff to the programme in Gdansk:

- 1 - Friendly, experienced faculty with extensive frontline experience; client speakers who "tell it like it is" - all ready to share advice with delegates from breakfast till late in the evening with the Faculty One on One Appointments, throughout the programme.
- 2 - They can bring in their own marketing or research challenges, collateral material, projects they're working on - and get direct advice on how to improve their performance on these real tasks. This personalised approach is unique amongst meetings industry educational events.
- 3 - One-on-one coaching from numerous ICCA Data research staff through the Research One on One Appointments: learn how to use the ICCA Association Database in a way that suits their working style and company objectives.
- 4 - Fantastic networking with peers within their age group and experience levels.
- 5 - By participating in the Business Exchange and they will return to your office not only better educated, but with genuine new sales leads!

Want more reasons why your staff should register for the event? Then speak to the following people at the congress for more information:

Mieke van Loenen, Director Events, ICCA
Nigel Brown, Project Manager Events, ICCA
Anna Górska, CEO, Gdansk Convention Bureau (Local Host)
Ulrike von Arnold, Deputy Director, Vienna Convention Bureau (Programme Moderator)

We hope you will make use of this opportunity, more information on the event can be found on the website: www.iccaworld.com/dbs/programme2011.

Are you interested in learning more about the Association Database Online and increase your business opportunities?

If you will be attending EIBTM 2010 in Barcelona Spain from 30 November - 2 December then we would suggest you attend one of the small group one-hour introductory trainings at the ICCA stand at the start of each show day.

The main focus will be the demonstration of the Association Database online, which will show the participants how to find potential clients.

We help starting users to get going with a general introduction to ICCA's unique online Association Database including the Hot Leads, Key Contacts, Calendar and other services which ICCA offers.

The skills acquired will help the participants to benefit more from the ICCA Data marketing information. The trade-show training will be shorter than a full-blown workshop obviously, but it will get you started in the right direction.

This year we offer an additional possibility to schedule one-on-one sessions. These will take place at the ICCA stand. For the one-on-one sessions there will be appointment system online later, to make it easy for you to free up 30 minutes away from the show at your most convenient time.

The one-on-one sessions are especially useful because we can tailor the training to your specific needs or answer questions you might have after having attended the one-hour introductory training.

In an intensive half an hour together we will make and save a selection of potential business profiles for you to work on when you return to the office. For the experienced user we offer the possibility to focus on new developments, sophisticated search options, and creative uses of the available data. ICCA's experienced Researchers will be able to answer (almost) every question you might bring to this session, so please don't be shy and book your slot!

For more information contact

Marco van Itterzon, ICCA Director Research
marco@icca.nl

ICCA's most important annual event

ICCA organises two main events each year: the ICCA Congress and the ICCA Research, Sales & Marketing Programme.

The ICCA Congress, attracting mainly participants from senior management, is focused on strategic issues whereas the ICCA Research Sales & Marketing Programme has a more practical, operational focus, tailored to the individual needs. The latter attracts beginners and middle management, with less than 8 years experience in the meetings industry.

More details on iccaworld.com (Events & Education).

Upcoming ICCA Congresses

50th ICCA Congress & Exhibition
Dates: 22 - 26 October 2011
Location: Leipzig, Germany

52nd ICCA Congress & Exhibition
Dates: 02 - 06 November 2013
Location: Shanghai, China-PR.

51st ICCA Congress & Exhibition
Dates: 20 - 24 October 2012
Location: San Juan, Puerto Rico

Upcoming Programmes

ICCA Research, Sales & Marketing Programme 2011
Location: Gdansk, Poland
Dates: 07 - 09 July 2011

ICCA Research, Sales & Marketing Programme 2012
Dates: 14 - 16 June 2012
Location: Vorarlberg, Austria



Sensational!

Brazil secures 7th position in top ten countries worldwide for hosting international events

Just take a quick look at the entire infrastructure and the numerous cultural options on offer in Brazil and you will understand why it has ranked in the top 10 event destinations in the world in 2009 and 5th in growth in number of international events in ICCA's (International Congress and Convention Association) Annual Survey. Over 48 Brazilian cities hosted international events during that year, a solid proof of its fascinating variety of professional meeting opportunities. Brazil's natural beauty and solid infrastructure have made it the choice to host the 2014 World Cup and the 2016 Olympic Games. Visit www.braziltour.com/network and check out which Brazilian destinations are prepared to provide your event with all the experience and excellence that attracts an increasing number of people from all over the world year after year.

www.braziltour.com/network

Monday

Tuesday

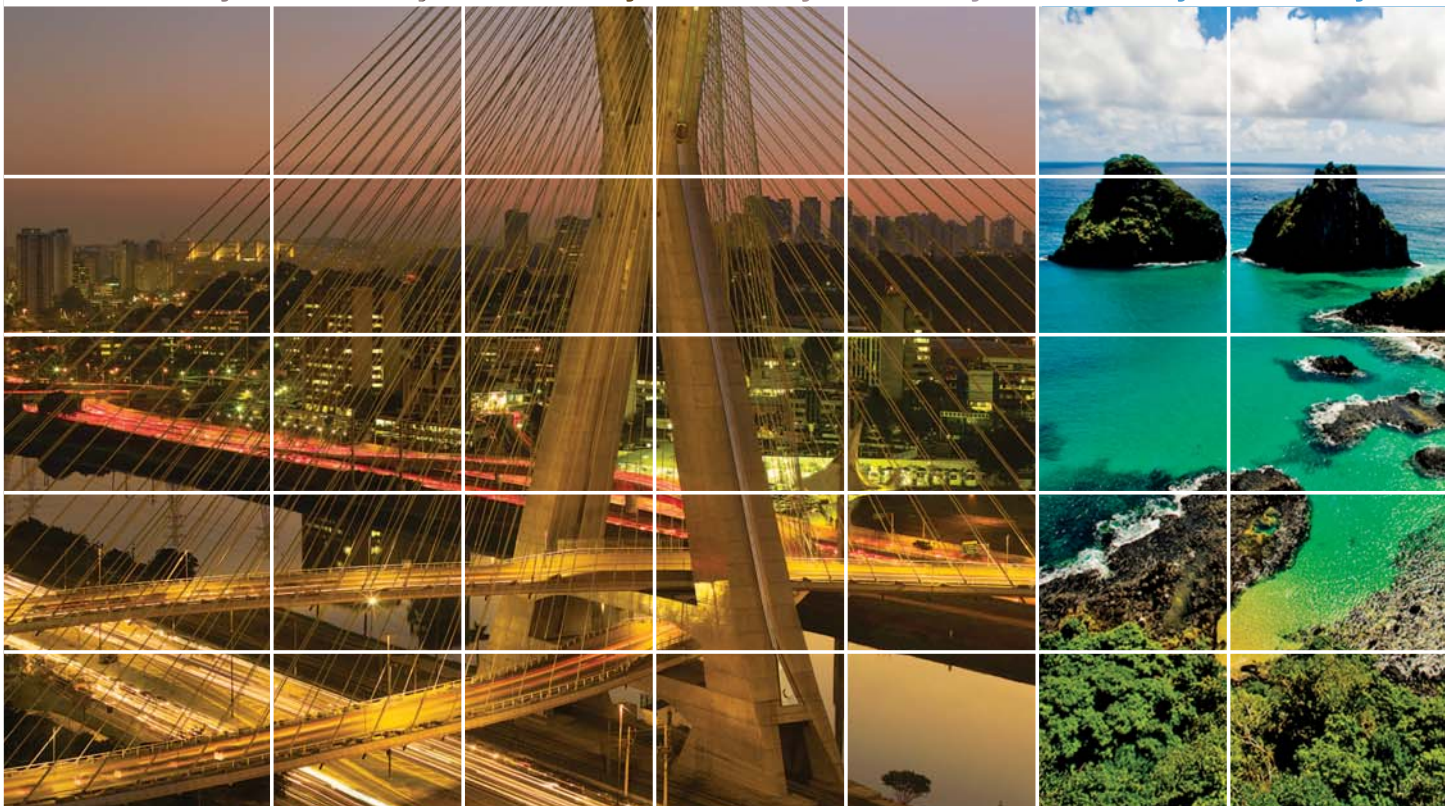
Wednesday

Thursday

Friday

Saturday

Sunday



Badly behaved buyers beware

Plagued by the orders of a Demander? Tired of watching the hands of a Propositor? Irked with the 'I don't want to'? Desperate for the Honeymooners to 'get a room' – even though you've shelled out for two?

Melbourne CVB's Sandra Chipchase and International Conference Research Inc's Niki Clarke dispensed invaluable knowledge on those dealing with imminently well-qualified but badly behaved buyers.

Clarke said the main way to

keep errant buyers in check was to clarify all expectations at the time of sign up; act on breaches of terms promptly and not to be afraid to ask for a signed contract and buyer credit card details on sign up.

"This is about having the confidence to walk away from the business. The embarrassment or damage to your company's reputation from a bad buyer can be enormous."

Key tips from the session will be available on www.iccaworld.com

A word from the wise

Setting up a client advisory board can prevent your organisation from making costly mistakes, according to Terri Breining of Breining Group in the States.

Breining, who is a member of a number of CABs, said that gaining feedback from clients could be invaluable when making decisions and gave an example of a destination that was looking to build a new convention centre. "There was a proposal from a well respected local independent hotel that wanted to build it and also one from a major brand," she said. "They asked the CAB which they should choose and all of us who didn't live in the destination said go with the brand because it will have a greater market depth. This was of great use of the board."

'Perhaps he'll grow some!'

Creating presentations that aren't pants



Jon Bradshaw

IMEX's Jon Bradshaw won over the audience with his storytelling about the creation of new "edible, biodegradable, quality lacy underwear" during yesterday's Advanced Presentation Skills session.

Bradshaw's (fictional?) demonstration was one practical example in a lively, interactive presentation by Tina Altieri from Media Australasia Xchange encouraging presenters to

speak with conviction.

She said: "You may have a state-of-the-art conference centre and creative ideas but these will not speak for themselves."

Key figures to remember include:

- An audience will only remember two-three things – not 20!
- You only have 60 seconds to capture their attention
- 60 per cent of initial audience reaction will be visual – what they see; not what you say (7 per cent), or how you say it (33 per cent)
- If you don't include something funny, quirky or provide food for thought every five minutes you will struggle to maintain their attention

Making the news



Mathijs Vleeming

Those seeking press coverage for their companies are urged to make use of the ICCA PR kit.

Mathijs Vleeming, marketing project manager, ICCA, said that not

enough members had downloaded the valuable resource and were still going about their PR activities in the wrong way.

He said: "We had a number of requests from companies wanting to launch a new brochure or something else with little news value. We had to say don't bother to hold a press conference because people won't come."

The PR kit, which contains 350 media contacts, is downloadable for free from the 'My ICCA' section www.iccaworld.com.

CAPTIONCOMPETITION



What's Michael Foreman saying?

Submit your suggestion for a caption to the ICCA Daily office by 14.00 hours today - best idea will win a bottle of bubbly!

NAME _____

ORGANISATION _____

'I managed to keep my hair'



Yesterday's winner is Jill Henry of Sarawak Convention Bureau, who bags a bottle of Moët to be collected from the ICCA Daily Office

Things people say

"Silence, darkness and emptiness are my main materials when working." **Architect Vesa Honkonen** on creating moods and emotions

"Creating your PowerPoint before you write your presentation is like painting a picture and getting it framed at the same time," **Tina Altieri, Media Australasia Xchange (MAX)**

"Efficient and effective are not always synonymous," **Danaë Huijser, CMC-Culture & Management Consulting**, on dealing with different business cultures

"Believe me, every little bit counts when your volcano is blowing ash in the air!" **Anna Valdimarsdottir, Iceland Convention and Incentive Bureau**

"These days an 80-year-old is more fun than a 20-year-old. And has a longer attention span." **David Grant, David Grant Special Events**

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Martin Lewis Rob Spalding
Rochelle Long Belinda Cole
Steve Ward

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