

SERVICES

Mexican Muscle



Eduardo Chaillo, Executive Director Meeting Industry from the Mexico Tourism Board, with Philippe Fournier, Incoming President of JMJC

STEELY grit and determination are characteristics often attributed to Mexican boxers, a country that consistently produces world-class prize fighters at almost every level. Transfer these characteristics to the work the Mexico Tourism Board is doing for the meetings industry and the product is equally impressive - so much that Eduardo Chaillo, their Executive Director for the Meetings Industry, has taken the title belt of the **Joint Meeting Industry Council (JMJC)** Power and Profile award for 2011. Recognised for initiating a comprehensive economic impact assessment of the Mexican Meet-

ings Industry, Chaillo's work demonstrated the high values and employment associated with events and generated a model to estimate the direct economic contribution generated by meetings held in Mexico. Of significant interest was that from direct spending from meetings, 48% was on tourism, with the balance attributed to other economic sectors, highlighting that the impacts go far beyond the hospitality-related areas traditionally associated with meetings and conventions.

"We are increasingly realising the importance of rigorous measurement of the benefits associated with meetings and conventions in order to document this in a form that will be convincing to government decision-makers," said Philippe Fournier, JMJC President. "The work and energy that was invested by Mr. Chaillo demonstrates a level of commitment to the industry and to his country that should be an inspiration to us all. Studies such as these demonstrate the broad scope of economic impacts resulting from the meetings industry and go a long way to broadening perceptions of the value we bring to the overall economy."

> Stand: **K110**

The Great Boardroom in the Sky

ANYTHING can happen when you're 35,000ft in the air on a long haul flight, which can transform the context of the meeting or the event you are on your way to. Well, this won't be the case any longer, at least not with **Gulf Air**. A canny retrofit of their first aircraft with Panasonic's Global Communications Suite, the 'Sky Hub', means that passengers now have full broadband connectivity to access internet, mobile phone services and, a world

first, a global, live onboard television service. The service is due to be installed across Gulf Air's entire fleet in stages.

"We are bringing to you, for the first time in the world, fully integrated broadband connectivity offering high speed internet with high speed Wi-Fi and data services, voice over the internet (VOIP), streaming videos and the world's first in-flight live TV satellite stream across continents," said Mr Samer Majali,

Gulf Air's Chief Executive Officer.

In addition to in-flight technology allowing passengers to use their mobile phone for calling, texting, emailing and internet browsing, they can also use GSM-enabled tablets and laptops to go online. Business travelers can access their virtual private network (VPN) to send and receive emails from among the clouds.

> Stand: **C600**

A Room with a View



IMAGINE a boardroom with a view that constantly changes. Imagine also that the view is not just any old view, but a breathtaking one of dramatic, tree-covered mountain ranges and waterfalls. Yes, you're daydreaming again in the meeting room ... or

are you? Not if you book your next event with **Rocky Mountaineer's** "travelling boardrooms", a Canadian alternative to the traditional conference centre with its unique train journey experience between Vancouver and the majestic Canadian Rockies.

"We are a brand known around the world for delivering exceptional guest service through Western Canada and the Rocky Mountains and our meetings and incentive programme is no different," said Pauline Lipkewich, Global Director, Group Sales at Rocky Mountaineer.

Aboard the dome coaches of the GoldLeaf and SilverLeaf service the splendour of the views is matched by that of the exclu-

sive parlour cars, equipped with LCD screens and boardroom tables. As with a conference centre, cocktail receptions can also be arranged and the coaches branded for the event with the company logo, in addition to a host of tailor-made itinerary options for excursions and activities in some of Western Canada's most stunning destinations.

If you feel that your next meeting might benefit from the inspiration of a constantly changing dramatic backdrop to get the thoughts flowing freely, Rocky Mountaineer's room with a serious view may be a very good bet.

> Stand: **A400**

Life Gets Better at 50

FOR the fiftieth birthday of the **ICCA** Congress, more than 1,000 managers from 70 countries - a record-breaker in terms of participation - gathered in Leipzig, where in addition to discussing the key themes and state of the sector there were a number of awards for industry winners, including Glasgow City Marketing Bureau and the Scottish Exhibition and Conference Centre picking up the the **ICCA Best Marketing Award for 2011**.

Arnaldo Nardone, **ICCA** President, used his opening address at the Gewandhaus concert hall to usher in a key industry theme, explaining to delegates why it was highly symbolic that they were meeting for the first time in a country that not too long ago sat behind the Iron Curtain.

"We should always remem-

ber the fundamental freedoms that underpin our industry: freedoms of speech and assembly, the right to disagree with one another in a civilized manner, the freedom to travel," said Nardone.

"This Congress was not a frivolous event - delegates came to Leipzig because they believed they could obtain important insights into how to conduct their business more effectively, because they could negotiate deals and build partnerships with other **ICCA** members, and because they could exchange concrete business leads on association events," added Nardone, in a reference to the importance of remaining business-focused. "We are committed to adding new business opportunities every single year, to make it more commercially important for delegates to be at the Congress than

to stay in their offices!"

Making sure that good and productive business takes place does not mean taking away from the fun, however, which Nardone considers too vital an element for such an event.

"People do business with people they like and trust," he said. "Building an atmosphere where strangers talk with one another, where first time attendees quickly feel part of the 'family', these were all hallmarks of the Leipzig experience. From the team competitions at CAT Night to the creative dress code at the Gala, this was a Congress which put a smile on delegates' faces."



On the future, Nardone went on to state that "the emerging market will continue to lead global growth. China, Brazil, Russia and India all have massive potential for meetings growth and will heavily influence activity within their regional spheres of influence, since everyone wants to do business with them and to tap into their research and de-

velopment potential. But there is good potential in many other destinations that smart operators can take advantage of."

Many new paths are clearly on the horizon that will no doubt lead to bigger and better **ICCA** Congresses as it moves on beyond its 50th birthday.

> Stand: **I200**

Share the Pain to Share the Gain

The concept that has quickly gained a reputation and is now commonly referred to as 'The Glasgow Model' won **ICCA** 'Best Marketing Award' which was presented during the Congress. The **Glasgow City Marketing Bureau (GCMB)** together with the Scottish Exhibition & Conference Centre (SECC) shared the 'pain and gain' with meeting organisers so that the risk will be spread between them. "Our clients were worried about the delegate numbers in this economic climate and that's where this has come from," added SCEB's Ben Goedegebuure, co-architect of the concept. "The challenge was clear: how do you reduce risk for your client so they choose you over your competitors? 'The Glasgow Model' is the answer. It requires us to be entrepreneurial and share the risk with our client. But this also gives us the opportunity to drive up the numbers by using our combined experience, databases and resources for extraordinary event marketing in Glasgow."

> Stand: **G300**