Centre of Attraction
France

Cover Story
Germany
Heart of Future Events and Meetings
France has long been deemed as one of the most prominent MICE destinations in the world. The country offers an abundance of venues, which attract MICE travellers.

The Dubai World Trade Centre considered the largest purpose-built event destination of the region. Take a look at all the venue has to offer.

Germany has developed itself as one of the key destinations in the European MICE industry. Read on to know about some of the top MICE destinations in the country.

Utrecht is known for its canal belt and unique city centre. However, the city also boasts a blooming MICE scene with ample venues to organise meetings, events and conferences.

The MICE industry has witnessed an influx of digital advancement in the new normal. Read here to know about unique digital events tools that took over the MICE industry this year.
From the Editor’s Desk

Dear Readers,

The world has finally decided to focus on recovery while dealing with the aftermath of the second wave of COVID-19 pandemic. Several MICE destinations around the globe have reopened its doors to tourists and many MICE travellers have are set to embark on their next corporate tourism journey.

In this edition, we have highlighted some of the top destinations that will be ideal for travellers looking out for international MICE opportunities. Our Cover Story has highlighted Germany and its numerous opportunities as one of the most prominent MICE tourism destinations in Europe.

Similarly, our Centre of Attraction focuses on France, another coveted destination for business and corporate travellers. The country provides immense MICE opportunities with its key conference and event venues.

Meanwhile, our Venue Check has covered the city of Utrecht and its commendable efforts to develop a booming MICE sector. This issue has also featured The Dubai World Trade Centre in Spotlight On. It is one of the finest and largest event spaces of the region.

Lastly, our Tech Talk has discussed several advanced and unique digital events tools that have helped shape the post-pandemic meetings and events industry throughout the year.

Editor-In-Chief
Mr. Anup Kumar Keshan
France
Where Excellence is Nurtured
France has a time-honoured repute as a land of art and culture but it is equally popular as a MICE destination. With perfect blend of several factors, the country has gained popularity over the years for hosting world-class corporate events. Its rich, cultural heritage provides MICE associates an opportunity to host conventions or meetings in places steeped in history.

France’s distinct art de vivre (way of life), delectable cuisines, top-of-the-line infrastructure and unique venues add to the quality of any business event, big or small. Each venue meets the most up-to-date safety and quality criteria to make an event successful in every way.
Paris Convention Centre
(Palais des Congres de Paris)

Located at Porte Maillot, the Palais des Congress de Paris is a globally acclaimed venue for international congresses, trade shows and events by celebrity performers. Apart from hardcore business events, it is also a popular venue for hosting entertainment shows, ballets, music recitals, concerts and other prestigious events.

The property hosts about 235 multidimensional events and experiences a footfall of 1.2 million annually. It covers a whopping area of 32,000 sq. m which includes seven exhibition halls (covering an area of 18,000 sq. m), 2 amphitheatres (accommodate from 370 to 3,700 guests), 22 conference rooms and 82 meeting rooms that can host 120-380 people. Palais des Congress de Paris has been a point of reference in the MICE industry for over four decades.
La City Nante Congress Centre

Standing as a symbol of commitment and skill, La City Nante Congress Centre makes sure that every event held within its premise is unique and exclusive. Whether it is a live show, exhibition or any other corporate event of national and international levels, La Cite stands out in its diversified and sustainable service in the MICE industry.

The Italian style Great Auditorium with striking architecture and optimal acoustics is the ultimate venue for MICE associates and event planners. The beach wood panelled Auditorium 800 has a capacity to host 400-800 guests in a welcoming ambiance. Auditorium 450 is an elegant and intimate venue for organising medium-sized events.
The advantageous location and picture-perfect setting of the Marseille Chanot make it an all-time favourite of event planners. The property, with all its useful functionalities and customised approach, is perfectly suited to any kind of corporate event and down time. The most unique feature of this exhibition and convention centre is three of its five halls have no pillars.

The convention and exhibition centre spreads over 17 hectares of total space which houses 2 auditoriums (can accommodate from 200 to 1200 guests), 15 lecture rooms, a central patio (seating capacity for 1600 to 3200 people) and over 3000 sq m of space for exhibitions and catering. It can accommodate 1600 to 3200 attendees depending on the scale of an event.
Deauville Congress Centre

Located at the heart of Normandy and with easy access to the station and airport, the Deauville Congress Centre is a preferred venue of MICE associates and event planners. The congress centre can accommodate up to 2,500 delegates in its 2 auditoriums, 7000 sq. m exhibition halls and 20 meeting rooms.

The property spreads over 18,000 sq. m which incorporates exhibition spaces, conference rooms, lounge bar and auditorium. The spaces can be flexibly adapted to accommodate 50 to 4,000 guests. Whether it is a product launch or an international conference, Deauville Congress Centre with its complete range of facilities brings ideas into life.
With a strong network of dedicated and competent organisers, France ranks 5th in the most recent ICCA (International Congress and Convention Associations) standard for hosting 522 conventions and conferences of international standard. A number of contributing factors reinforce France’s position as a MICE destination where novelty inspires business.
Located just 7 km from the Nice-Côte d’Azur International Airport and at stone’s throw distance from the highlighted spots of the city, Acropolis Convention Centre is a dedicated venue for hosting trade fairs, congresses, conferences and entertainment programmes. It hails as one of the world’s most famous venues for corporate events.

The property spreads over 38,000 sq. m of functional indoor area housing the Acropolis Conference Centre and Acropolis Exhibition Centre and an auditorium with a seating capacity for 262 guests. The venue is ideally equipped with LCD and plasma monitors, fire control, video-surveillance, on-stand catering and other amenities.
Ever since its inauguration in 1979, Dubai World Trade Centre ensures every visitor a memorable and lasting experience in this magical city. It is the region’s largest purpose-built event destination which hosts about 3 million guests in more than 500 leading events. Covering a whopping area of 122,000 sq. m, DWTC offers flexible spaces that are perfectly customised to host events of any size. From concept to catering and production service to technical details, the convention centre has global repute for bringing events to life.
How to Reach?

**By metro:**
Metro service provides one of the most convenient ways to reach Dubai World Trade Center with its own dedicated metro station. Passengers can easily access trains from every station from 5am -11pm by using a Nol Card.

**By taxi:**
With more than 5,300 RTA, hiring a taxi is never a problem in Dubai city taxis that are available from various locations and drop off around the World Trade Center.

**Private taxi:**
Demand of private taxis is increasingly growing popular in Dubai. These cabs are readily available and are easy to book from downloadable apps.
A Sneak Peak into DWTC

Majlises
Majlis is an integral part of Arab culture and DWTC honours its relevance by incorporating this tradition in its venue albeit in a modernized version. Its five custom-built majlises are ideal for hosting VIP guests with traditional hospitality.

Meeting Rooms
The meeting rooms have a capacity to host from 20 to 200 guests along with an easy access to the main concourse. The rooms feature a foyer, built-in audio-visual equipment, Wi-Fi connectivity and other amenities.
The World Trade Club is located on the 33rd floor of the spectacular Sheikh Rashid Tower. It features a fine dining restaurant, a cigar lounge, themed meeting rooms and a bar area to host clients and associates.

Bubble Lounge

The spacious, oval shaped lounge spans over 800 sq m and can accommodate up to 300 guests. It provides an excellent space for cocktail parties, coffee breaks and events.

World Trade Club

The World Trade Club is located on the 33rd floor of the spectacular Sheikh Rashid Tower. It features a fine dining restaurant, a cigar lounge, themed meeting rooms and a bar area to host clients and associates.

VIP Business Lounge

Located along Concourse 1, the VIP Business Lounge provides a perfect setting for high profile corporate meetings, speakers lounge or even as an international media centre. The contemporary décor of the lounge can accommodate from 120 to 200 guests depending upon the size of an event.
The 4-star property is part of the Dubai Convention and Exhibition Centre and is most convenient for business and tourism in Dubai. The hotel offers a great respite to spread out and relax with stunning views of Dubai skyline.

The 2-star hotel is located at close proximity to all the city attractions of Dubai. With 210 fully furnished rooms, two restaurants, bars and other amenities, Dubai Ibis offers a fresh spin on a high-end business hotel.

Opened in 2016, the 3-star property is the place where comfort meets convenience. With 588 elegant guest rooms, venue halls, 2 restaurants, a fitness centre and a bar, Ibis Central fairly boasts of being the Ibis’ largest property in the Middle East.

The property offers a home-away-from-home feel along with excellent corporate amenities. A business centre is conveniently available to facilitate corporate requirements during work hours.

Where to stay?

Novotel Hotels and Resorts

The Apartments

The Ibis World Trade Centre

Ibis One Central
Dubai Fountain

Dubai Fountain is one of the manmade spectacles of the city which hails as the world’s tallest performing fountain standing at an elevation of 275 metres from the ground. The fountain plays a wide range of music from classical to Arabian and contemporary genres.

At a Glance

Being located within the city’s range of attractions, DTWC is so much more than just an event venue. It has been powering the MICE sector through its diverse scale and calendar of events, its size and its wealth of resources. Along with connecting people through an array of hosted events, it inspires visitors to shop, dine, enjoy and embrace everything Dubai has to offer.
Dubai Opera

Guests with a flair for music and entertainment should not miss a chance to visit the Dubai Opera. The place offers a cultural treat with its shows on performing arts, ballets, jazz, comedy, opera and those on entertainment.
The Green Planet

It is the region’s first biotope which is home to over 3,000 exotic plants and animals. Taking a stroll around this replicated tropical forest is truly an immersive experience for nature lovers.
Dubai Mall

Located in the heart of Dubai City, the mall is the world’s largest and most-visited shopping destination with a whopping footfall of 80 million every year. It is also a preferred entertainment venue for the residents as well as tourists.
Melbourne Convention and Exhibition Centre (MCEC) is emerging from a period of rebuilding, after a challenging 2020/21 financial year, owing to the impact of the coronavirus (COVID-19) pandemic. Despite extended closures due to lockdown, MCEC’s annual report for 2020/21 shows a positive economic impact of $49 million to Victoria. However, MCEC hosted just 154 events at the venue, a major reduction on pre-pandemic levels at around 1,200 events per year.

Now, as the award-winning venue emerges from closure and the cancellation of hundreds of planned events, the organisation is ready to emerge stronger and ready for a new normal.
Over 350 local businesses, craft beverage makers and artists will showcase and sell their craft at the CTICC over the summer season.

With the return to COVID-19 lockdown alert level 1 and the holidays approaching, the CTICC is launching their calendar of locally grown shows starting on 26 November 2021. This is Art Fair and the CTICC Gift Fair, followed by the Ultimate Beverage Show in January and the AllSport Expo in September 2022.

This is Art runs from 26 – 28 November 2021 and celebrates South African artists. The show created and curated by the CTICC is about celebrating and supporting South African artists by showcasing their art and handmade pieces. Top artists from the South African Art Society, Western Cape Art Society and Constantia Art Society will be on show.
RX Global, the organiser of Arabian Travel Market (ATM), has revealed that 2022 could witness a resurgence in brand-conscious travellers, following commentary it received from delegates attending its 2021 in-person and virtual seminars about responsible tourism.

Danielle Curtis, Exhibition Director ME, Arabian Travel Market said that this potential vertical shows a combination of characteristics attributed to outdoor adventurers, wellness, eco-tourists, digital nomads on ‘workcations’, experiential tourists and socially aware travellers.

The conference programme for ATM 2022 is still being created but already they have sessions that will address the challenges facing airlines, hotels and other destinations, in the near future, such as health and safety, technology and equity in health, education, and economic opportunity.
The expanded Vaccinated Travel Lane (VTL) scheme here has given the meetings, incentives, conventions and exhibitions (MICE) sector a boost, with industry players noting growing interest among their clients.

Mr Mathias Posch, president of International Conference Services, told that several large-scale conferences are now considering Singapore as a destination, including discussions about relocating conferences from other Asian destinations to the Republic.

Asia-Pacific managing director for BCD Meetings and Events, Mr Sanjay Seth, said its Singapore office alone has received a dozen new inquiries since October, when the first major expansion of the VTL scheme was announced. The scheme, which allows quarantine-free travel between Singapore and several countries, is a significant step for the industry here, which relies heavily on foreign attendees and in-person networking.

The countries include the United States, Canada, The Netherlands, Denmark, France, Italy, Spain, Britain, Germany, Brunei and South Korea, as well as Australia and Switzerland, which were added to the list on October 26.
Do you know that Germany is one of Europe’s largest countries? Everything about the destination is appealing.

From its beautiful and tall mountains, sandy plains, mystical and mesmerising forest hills to the cultural and spiritual zest of the country, everything about Germany is enticing. History, culture, picturesque beauty and enthusiastic carnivals and festivals - the country has it all in abundance!

In addition to being one of the most coveted travel destinations, Germany is also an economic powerhouse of the European Union. Germany has become a crucial and significant part of the MICE tourism industry.

Germans expertise in a variety of industries and scientific disciplines that make the country a valuable meeting destination. The country offers event planners the opportunity to host their events in an ideal setting.

If you wish to explore some of the best MICE destinations in Germany, read on!
Interesting MICE Venues

Messe Stuttgart

The property provides the best technology along with state-of-the-art facilities. The convention centre is also famous for offering IT-enabled facilities. The exhibitors are constantly aided with all necessary amenities and facilities required. The centre expands across a total area of 1,20,000 square metres.
Messehallen Convention Centre

Situated at the heart of Hamburg, the Messehallen Convention Centre potentially attracts 70,000 visitors every year. It is an eight-hall venue perfect for hosting events and exhibitions. It has a large space and the latest technologies to host successful business events.

Axica Convention Centre

The Axica Convention Centre is the perfect ABC for a successful event. Its architecture, several spacious rooms, sky lobby and lounges and conference rooms have attracted innumerable MICE travellers. It has several spacious rooms for hosting events and meetings.

- An auditorium of 107 square metres, with a seating capacity of 100 people.
- A conference room of 67 square metres, accommodating close to 60 people.
- A sky lobby/lounge of 204 square meters, with a seating capacity of 80 people.

CCD Congress Centre Dusseldorf

This convention centre is a flexible centre with rooms catering to all shapes and sizes. The CCD has 41 rooms, the largest of which can accommodate 2,000 people and there is an exhibition area of 11,000 m2. This centre is located only 3 kilometres away from the largest airport in Germany and 5 kilometres from Dusseldorf’s old town. It is a much-desired destination among MICE travellers.
Top Tourist Attractions

Apart from events and meetings in Germany, there is a lot more than you can do in Germany. The historical buildings and small towns, a variety of mountains and forests and its exquisite architecture can leave you spoilt for choice. Among the best tourists sites are –

Berlin’s Brandenburg Gate

The historic monument was built for King Frederick William II in 1791. It is believed that the gate was the first neoclassical structure built in the city. It stands at the height of 26 metres. The lighting of the structure during night is spectacular.
If you want to escape into the lush greenery and wilderness of dense forests, the Black Forest is your go-to place. This place is one of the most visited places in Germany.
Located between Ammergau and Allgau Alps, the Fairy Castle offers a majestic view of Neuschwanstein Castle. The magnificent architecture and lush greenery surrounding the castle look ethereal.
Not only is Rhine Valley the most important waterway in the country, but it is also the most beautiful one. You can embrace the pleasant weather and enjoy the scenic beauty while sitting by the valley.
Top Accommodations for Tailor-Made Planning

Travelling is never complete without a comfortable and luxurious stay. When it comes to the most exquisite hotels, do not underestimate Germany. It has some of the best and most beautiful hotels for tourists and travellers.

The Ritz Carlton Berlin

This hotel is among the luxury hotels in the city of Berlin. This splendid and lavish hotel is famous among business travellers. The interiors combine the elegance of Old Europe and the modernity of New York style.
Hotel Adlon Kempinski Berlin

This hotel has attracted and hosted a number of high-profile guests. Some of them include Michael Jackson and Elizabeth II. You must have already guessed the extravagance and princely features of the hotel.
The Westin Grand

This hotel is all about elegance. Whether it’s the humungous staircase, golden lightings or the décor, everything about the hotel is appealing.
Grand Hyatt Berlin

This hotel is the first grand built in Europe. If you are all about sophistication, you must visit this hotel. The amenities like rooftop spa and pool offer guests the perfect living experience.

Along with being a booming hub for MICE travellers with a range of impressive venues, Germany also ranks among the most visited destinations as a tourist spot.
MICE APPOINTMENTS

David Rosenberg appointed SVP of Operations in Hotels Equity

David Rosenberg has been promoted to Senior Vice President of Operations in 2020 in Hotels Equity Group. He joined the company in 2020 as VP of Operations and has consistently driven improved performance across his portfolio.

David has experience in both Full Service and Select Service hotels in multiple U.S. markets and prior to joining HE, served as Vice President of Operations for HP Hotels, where he was responsible for driving results across a balanced scorecard to include top-line revenue, market share, profitability, GSS and team member engagement. David Rosenberg also served in an executive role for Winegardner and Hammons.

Balfour Hotel appoints Steven Acosta as Executive Chef

The Balfour Hotel, which recently opened on Miami Beach, is proud to announce the appointment of Steven Acosta to executive chef. In this role, Acosta is responsible for managing the hotel’s food and beverage team, implementing new menus at the hotel’s three-meal restaurant and providing exceptional culinary experience for hotel guests, travellers and South Florida locals.
Marie-Caroline Laurent appointed Director General of CLIA

Marie-Caroline Laurent has been appointed the Director General of Cruise Lines International Association (CLIA) in Europe. She will begin her new role on November 15. Laurent is a transport policy expert who has worked in leadership roles at the International Air Transport Association (IATA) for nearly a decade, including serving as assistant director for EU affairs. Previously she worked in policy development for the Association of European Airlines and has also served as a parliamentary adviser at the European parliament and as senior policy officer at the American Chamber of Commerce to the EU.

Isidoro Geretto appointed CFO of Kempinski Group

Isidoro Geretto has been appointed the Chief Financial Officer of the Kempinski Group. A highly experienced finance executive with deep industry expertise in the luxury hospitality industry, he has a proven track record in, and accountability for structuring and leading financial operations on corporate, operational and property levels.

Isidoro Geretto’s career in hospitality and finance spans over more than four decades and speaks for itself. He started in accounting at the Carlton Hotel St. Moritz in Switzerland before joining Swissôtel in 1987 and taking up the Assistant Financial Controller position at the Hotel International Zurich.
Often people believe the most beautiful and exotic canal city in Europe is either Amsterdam or Venice. Utrecht is popular for several other reasons, one of them being that it is home to the Dom Tower, a historical bell tower dating back to 14th century.
Additionally, Utrecht is famous for being the site of one of the first major international peace negotiations at the end of 18th century. Located in the Netherlands, Utrecht is the fourth largest city with a canal belt and unique city centre.

Apart from being a popular and captivating site globally, Utrecht is all set to be one of the blooming destinations for MICE tourism. The city is ideal for several international gatherings. The city of Utrecht offers everything you need to host a successful conference.
Utrecht Convention Bureau

The Utrecht Convention Bureau is popularly known to be a part of Utrecht Marketing. The UCB mainly focuses on the MICE tourism sector by providing a one-stop solution for all kinds of requirements and demands. This convention centre has successfully hosted several national and international meets, conferences, business gatherings and more. Additionally, the UCB provides information about marketing and promotion, financial options for conference grants, as well as assistance with bids and site inspections.
Perfect Venues for Successful Meetings

Muntgebouw Utrecht

This convention centre has successfully hosted events and conferences in its monumental building amidst the changing meeting scenario.

There are several rooms and spacious halls that can comfortably accommodate several attendees and guests. Regardless of the nature and purpose of your meeting, Muntgebouw offers many options to choose from.

All meeting rooms are equipped with the latest technology. They take pride in creating a memorable experience for meetings. They include 300+ rooms with a seating capacity for 10 to 400 people.
Hallencentrum Utrecht South

The convention centre has been in business for over 40+ years, with a profound experience in delivering the best services and facilities when it comes to events, meetings and more.

There are two halls that can accommodate 40 to 145 people and a spacious room with an accommodation capacity for 75 to 225 people. They also offer catering and dining options.
Media Plaza

Media Plaza is a convention centre in Utrecht that provides you experiences of another world. It offers a seating capacity of over 650 people, a modern conference venue, innovative and latest facilities and exceptional services. The centre's uniqueness and facilities boast of inviting creativity and allow you to gain new insights. There are several rooms catering to unique requirements and demands.
A Plethora of Choices for a Luxurious Stay

Utrecht has some of the best accommodation facilities for its travellers and guests. Among the best hotels in Utrecht are –

The Nox

A 17th century gentlemen's club has been renovated into this 23-room boutique hotel in the heart of the city. Established in October 2020, the hotel boasts of a vertical garden at the rear of a building.

The Hunfeld

Blending with the beautiful architecture of 19th century is The Hunfeld hotel. It is everything nice and modern, catering to the requirements of its visitors. There is super-friendly and cooperative staff, delivering the most satisfactory services.

Hotel Restaurant Brass

This hotel is situated in the bustling city's square with unique bedrooms and contemporary décor. The vibe offered by the hotel is comfortable and luxurious, giving you the perfect feel of a great hotel.
Immerse yourself in....

Apart from attending meetings and organising one in Utrecht, there are a host of things you can indulge in and infinite places you can explore. Utrecht is considered one of the most beautiful and alluring cities in Europe.

**St. Martin’s Cathedral**

Utrecht is popular for its numerous historical buildings and St. Martin's Cathedral is one of them. Located in the heart of Utrecht, this cathedral is one of the most important churches in the Netherlands. It belongs to 14th century and has several old tombs and a crypt.
Cathedral Square and DOMUnder

Cathedral Square is by far the most important public square built in Utrecht. It was originally named after St. Martin's Cathedral and has a lovely space. Self-guided tours are available here. You can experience an adventure you have never felt before.

De Haar Castle

This castle is considered the largest in the Netherlands. In addition to its majestic size, it is also popular for having the most attractive looks. Among the highlights of this castle are its large antiques, furniture, paintings, rich décor, exquisite wood décor and more.

Being one of the most coveted MICE destinations in Europe, Utrecht is a land of intriguing attractions and excellent facilities.
TECH TALK

Advanced Digital Event Tools for MICE Planners

It has been nearly two years since the world adjusted to the “new normal” and established the process of virtual and digital events, meetings and conferences following the COVID-19 pandemic. ‘Work from home’ trend became popular like never before.

Although the world has now started reopening and reviving its in-person meetings and events industry, virtual events will continue to be an integral part of the modern-day work culture. Moreover, the post-pandemic world saw the advent of hybrid events allowing simultaneous progression of virtual and in-person events.

This, in turn, saw a rise in several modern technologies that facilitate both virtual and hybrid events. Over the time, event organizers have started looking out for better and advanced form of solutions to provide attendees the most enhanced form of event facility right from the comfort of their home.
Read on to know some of the top advanced and unique digital event tools that conquered the events industry this year.

MetaVenue

MetaVenue is a brand-new powerful digital event creation engine that integrates the top features of live events and video games to build a human-centric event experience platform. The tool allows event organisers to imagine and produce highly customised gamified digital and hybrid event experiences.

It is a collaborative effort between Canadian experiential design agency, Youville Haussmann Park and creative technology studio, Alice & Smith and is suitable for virtual and in-person events.

It combines real-life and digital experiences to allow virtual and in-person attendees interact with one another.

The platform also creates a 360-degree 4D immersive video game-like environment to operate in digital and real world. It provides a strong visual experience, creates unparalleled engagement, enables cross-platform interaction and empowers attendees from around the globe to participate in a live event through virtual set interaction.
Shindig is another virtual event platform for online video chat events that facilitates virtual meetings, events and conferences. The technology offers the dynamics of an in-person event online and allows the host to conduct a video conference, seminar, media or event in front of thousands of online attendees.

Hosts can also share the stage for face-to-face interactions with audiences in front of the entire gathering or sidebar with participants privately. Audience members can network, discuss and socialise with one another in their own self-initiated private video chats just as they would naturally do in live events.

The platform also launched its virtual lobby functionality allowing guests to mingle, network and conduct private business. The technology is designed for both virtual and hybrid events, allowing free-form interactions like those during an in-person event, where attendees can see who is talking to whom and who is free for a conversation.

The virtual lobby also offers a venue for in-person guests to engage with online participants via their mobile phones.
Mediasite

Mediasite is an automated and scalable video platform, trusted by leading organisations which facilitates the transformation of how organisation communicates, learns and preserves knowledge despite distance. The platform helps users to record video and live stream from any corner of the world and also allows them to manage videos securely in a robust and searchable video portal.

It facilitates virtual meetings, polls, quizzes, Q&A and helps to coordinate between virtual and in-person conferences and events. The company recently launched Mediasite 8, a new tool that allows video creation and worldwide usage for virtual and hybrid events.

New offerings include more efficient video storage, smaller file sizes, accessibility updates, new integrations with video conferencing systems and an enhanced user experience with a new player and editor.
RE:nvent Touchless

The award-winning trade show technology provider, Reality Engineering, recently launched RE:nvent Touchless, a proprietary solution that uses a sensor-mounted display to provide navigation and control in a touchless format, eliminating the need to sanitise the screen after every use.

By using simple hand gestures, attendees can request literature, take a survey, enter challenges, scan their own badges and more. The RE:nvent platform can capture the metrics into a single dashboard.

Like other Reality Engineering’s products and services, it is integrated with RE:nvent, a powerful, modular platform that lets users make data-driven decisions based on trade show engagement, connection and measurement in real time with an enhanced power of interactivity and data collection.
e-Destin Access

e-Destin Access is yet another advanced meeting and event management technology that works as an end-to-end solution to eliminate middleman markups and gives budget control back to the user through a set of unique tools. Destin nexgenmtgs is the professional operating system for meeting and event management that helps in everything from single entry proposal generation to financial forecasting and every operational need in-between.

The Destin bizsmarts helps manage business more effectively with business intelligence technology and strategic meeting management. Meanwhile, the Destin system operates thousands of group programmes that are later implemented at many high-end hotel properties to manage their group services.

More recently, the platform introduced DestinDIY, a new end-to-end solution for planners of all experience levels. The tool allows planners to manage all aspects of meetings and events of any size, offering an intuitive digital tool that can manage bookings while also capturing revenue from shared commissions.

The user-friendly platform allows for electronic proposals, online registration, transportation scheduling and financial forecasting, among others.

e-Destin Access is also considered to be the only technology company that has automated, operated and managed internal hotel destination service departments and concierge departments providing hotels with new revenue streams.
BeyondLive

BeyondLive is a versatile, scalable virtual event platform that offers immersive 3D environments, interactive experiences and an intuitive user interface. It is the brainchild of the full-service event company, ProGlobalEvents and serves as an immersive 3D platform helping in secure registration forms, standard venue templates, fully customisable venues and a configurable event website.

It also provides its own content management system with real-time updating and deals with multiple types of content including links, videos, PDFs, images, livestreams and video conferencing. It also helps in standard and advanced analytics as well as extensive branding customisation.

The platform recently hosted a global user conference for printing company EFI on the platform, featuring 450 live sessions over eight days along with personalised agendas for over 1,000 attendees, four different language filters, a general sessions theatre and several breakout sessions and a large expo hall. The project was recently selected as a finalist in the World Exhibition Stand Awards in their digital events category.

At a time when the world is witnessing a boom in the hybrid events format, these advanced solutions and enhanced digital tools can help event organisers as well as attendees have the best virtual or hybrid event experience today.
CALENDAR OF EVENTS 2021

- **TIAC’s Tourism Congress**
  - Ottawa, Canada
  - tourismcongress.ca
  - Nov 30 – Dec 1, 2021

- **Czech Travel Market**
  - Czech Republic
  - https://czechtravelmarket.cz/
  - Nov 30- Dec 01, 2021

- **Travel Turkey Expo**
  - Hybrid
  - Dec 2- 4, 2021

- **IITM Hyderabad**
  - Hyderabad, India
  - iitmhyderabad.com
  - Dec 03-05, 2021
India Travel Mart Lucknow
Lucknow, India
itmindia.in
Dec 03-05, 2021

GITF 2021
Canton, Guangzhou
gitf.com.cn/en/
Dec 4-6, 2021

SITE Global
Geneva & Montreux CH
siteglobal.com/event/incentive-summit-europe
Dec 12-15, 2021

Vietnam Aero Summit
Hanoi, Vietnam
vietnamaerosummit.org
Dec 16, 2021
CALENDAR OF EVENTS 2021

India Travel Mart Jaipur
Jaipur India
itmindia.in
Dec 17-19, 2021

India Travel Mart Delhi
Delhi, India
itmindia.in
Dec 24-26, 2021