

MICE Travel Advisor

Volume 10, Issue: November 2021

Centre of Attraction

Greece

Cover Story

Madrid

Return of the World's
top Meeting and
Conference Venue

Cover Image courtesy: GNTO/YSkoulas

CONTENTS

04 Centre of Attraction

Greece has contributed a lot to the development of business tourism in the country. With outstanding convention centres Greece meets all the needs of a successful MICE-destination.

14 Spotlight On

Busan is a popular MICE hub with diversified culture and abundant convention facilities. The city has been successful in attracting visitors and business attendees from around the world.

28 Cover Story

Madrid is considered as one of the major global cities in the world. Though, the business tourism was largely impacted by the COVID-19, the **Madrid's MICE industry** has decided to reopen and focus on a strong recovery once again.

38 Venue Check

Seville offers MICE opportunity to global event planners without losing its historical charm. This city boasts of its luxurious convention venues that are dedicated to serve for Spanish MICE industry.

46 Tech Talk

Post pandemic meeting and event scenario has shifted into virtual and hybrid format in every sector. For this we need the **bandwidth calculation** for smooth and transparent event innovation.



MICE BITES	24
MICE APPOINTMENTS	36
SHOW HIGHLIGHTS	54
CALENDAR OF EVENTS	60



From the Editor's Desk

Dear Readers,

We all know, Spain is the most popular tourist destination in the world. This country in Europe is also noted as a MICE-destination among global business tourists. Ranked 4th in hosting international level business meetings and world-class exhibitions, Spain covers all with state-of-art convention centres and luxurious hotels.

This Iberian Peninsular country has more than 16,000 hotels and a wide network of nearly 100 Paradores: exclusive accommodation in castles, monasteries and picturesque palaces, known for their excellence and their uniqueness as venues for any five star rated business events.

In this issue, we are highlighting Madrid and Seville, as these two cities have geared to welcome more business delegates and MICE event planners. We are also focusing on London, UK's finest MICE capital welcoming global MICE travellers with large venues, best hotels and tourist attractions.

Here you can also get to know about another European country, Greece's post-pandemic opportunity in business events and exhibitions. Also, read to know about the internet speed and bandwidth configurations for any business events-whether it is small or large in our Tech-Talk category.

Editor-In-Chief

Mr. Anup Kumar Keshan

**President &
Editor-In-Chief**
Mr. Anup Kumar Keshan



Editor
Mr. Apratim Ghoshal

Executive Editor
Mrs. Puja Keshan

Associate Editor
Mr. Devansh Keshan



Content Writers
Mr. Tuhin Sarkar
Ms. Barsha Roy
Ms. Paramita Sarkar



Design Team
Mr. Santanu Sen
Mr. Mufaddal Chithiwala
Mr. Rajat Singh (Web)
Mr. Kaushik Das (Web)



Marketing Executive
Mr. Vijay Kumar
Ms. Suthirshna Barua



**Asst. Communication
Executive**
Mr. Rana Singh



Circulation
Mr. A.K. Sharma
Mr. Kajal Mandal

Greece

The Birthplace of Brilliant Innovations





What if we tell you that the world as we know it today is rooted in ancient Greece? This Southeastern European country is forever associated with democracy, modern medicine and other ideas and inventions. Greece is one of the world's 20 most popular tourist destinations. In addition to its beaches and sunny summers, the country has active nightlife, historic sites and beautiful natural surroundings that attract tourists.

The combination of convention centres and resort hotels in Greece has contributed to the development of business tourism in the country. With outstanding and luxurious convention centres in *Athens, Thessaloniki, Rhodes, Crete, Kos, Chalkidiki, Volos, Metsovo, Alexandroupolis, and Patra*, Greece meets all the needs of a successful MICE-destination.



Venues where Brilliant Ideas Meet

Hilton Athens Conference Centre

The Hilton Athens Conference Centre is newly constructed and offers plenty of opportunities for MICE travellers. It comprises of 14 well-designed meeting rooms, a business centre and an expansive exhibition space.

- » Five lavish meeting rooms
- » Excellent catering options
- » Fully equipped business centre
- » Meeting planner programmes

Athenaeum Intercontinental Conference Centre

The Athenaeum InterContinental at Athens has a brilliant reputation for professionalism in business meetings, conferences and banquets. The hotel provides a large conference facility that can accommodate up to 2500 people, making it one of the best conference centres in Greece. From the Athenaeum Ballroom, which can accommodate up to 2200 people, to the incredibly stylish Athenaeum Conference Centre, the hotel provides a lavish meeting and banqueting area.



INTERCONTINENTAL



Creta Maris Conference Centre

At Creta Maris, with 68 function rooms and an overall accommodation capacity for 5,500 delegates, this centre is known for its efficacy and years of experience in conference and reception planning. The centre has hosted a variety of events like international conventions, conferences, symposia, meetings, workshops, seminars, exhibitions and product launches.

Features & Facilities

- » Podium
- » Teleconference
- » Stage Scenery Designing
- » Stage Lighting
- » Special Effects Lighting
- » Videowalls 2×2 - 5×5
- » Video Projectors
- » Large Screen Projectors
- » Video Cameras
- » Video Editing & Production



Alexander Conference Centre

Nestled amidst the suburb of Alexandroupolis, the Alexander Beach Hotel and Convention Centre offers great facilities and services. Different rooms are available for different events like Alexander Hall, Evridice Hall, Hermes Exhibition Area, Banqueting and more. Therefore, people from across the globe have found it ideal for hosting their events and meetings in Alexander Conference Centre.



PHILOXENIA 2021

PHILOXENIA International Tourism Exhibition 2021 is scheduled from November 12-14, 2021. Scheduled at the Thessaloniki International Exhibition Centre, it is an exclusive platform for Greek tourism.



ATHENS INTERNATIONAL TOURISM EXPO 2021

The 8th Athens International Tourism & Culture Expo 2021 (to be held from 25-27 Nov this year) promotes Greek tourism year after year.

Top Tourist Attractions

Apart from attending meetings and conferences in Greece, there is an array of things for tourists to explore

Santorini



The stunning Santorini is known as one of the most coveted destinations in Greece. It is the most dramatic isles in the country. It offers a mesmerising beauty of white-painted cubic buildings in front of the deep blue sea.

Mykonos



If you are in Greece, you cannot miss visiting Mykonos, one of the best island destinations. The venue is remarkable for its boutique hotels, delicious restaurants and live music.

Corfu



Are you in the mood for a refreshing escape from the bustling city life? Well, the Corfu is where you should be. It sits on the Ionian Sea and stands as a UNESCO World Heritage Site.

The Samaria Gorge is one of the top attractions on the island of Crete for nature lovers. It offers a great opportunity for hiking and picnics.



Samaria Gorge

The Land of Innovations

Greece, as we know it today, has been the birthplace of a multitude of inventions. Even though the country is a popular holiday destination, there is a lot more that you should know about the place.

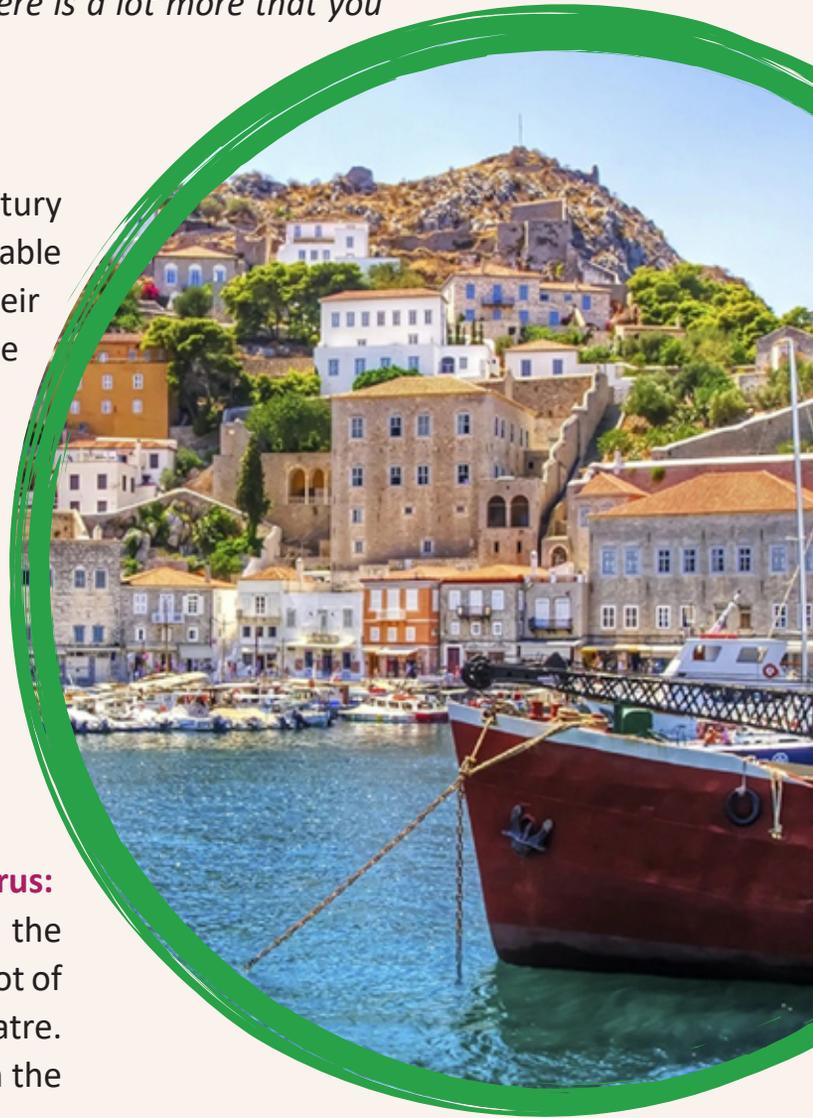
The Invention of Philosophy: Around the 6th century BC, the world witnessed the emergence of remarkable philosophers like Plato, Aristotle and Socrates. Their ideas and ideology reached every corner of the world.

Western Medicine and the Hippocratic Oath:

The world prior to the birth of western medicine saw diseases as a punishment for their sins. However, Hippocrates established that disease is associated with a body's reaction to germs and other infections. Hence, he is known as the Father of Western Medicine.

The Birthplace of Drama and Theatre of Epidaurus:

The world of art and literature will remember the theatre of Epidaurus forever. In ancient times, a lot of memorable performances took place in the theatre. The theatre is situated near Modern Lygourio on the western side of Cynortion Mountain.



Greek Mythology: Who hasn't heard of Greek Mythologies in life? Now you know where the stories originated from. The Olympic Gods and Goddesses, the myths, epics are all said to originate from Greece.

Greece continues to be one of the most coveted spots both for leisure tourists and MICE travelling for its rich cultural heritage and picturesque landscape.



SPOTLIGHT ON

Busan

A Coveted World-Class MICE Destination

Busan holds the distinction of being South Korea's second-largest city and largest seaport. A city with more than 3.5 million citizens, it is famous for its beaches, hot springs and natural reserves. The renowned international film festival is held here every fall. Located at the southern tip of the Korean peninsula, Busan's port gives it an international flair, with sailors from across the globe passing through it and innumerable tourists visiting it.





Apart from being known as *'The Summer Capital of South Korea,'* Busan is becoming a popular MICE hub. Due to its diversified culture and abundant convention facilities, the city has been successful in attracting visitors and business attendees from around the world. The top-tier convention centres are located close to the sandy beaches and mountain trails.





Meeting in Korean Autumn

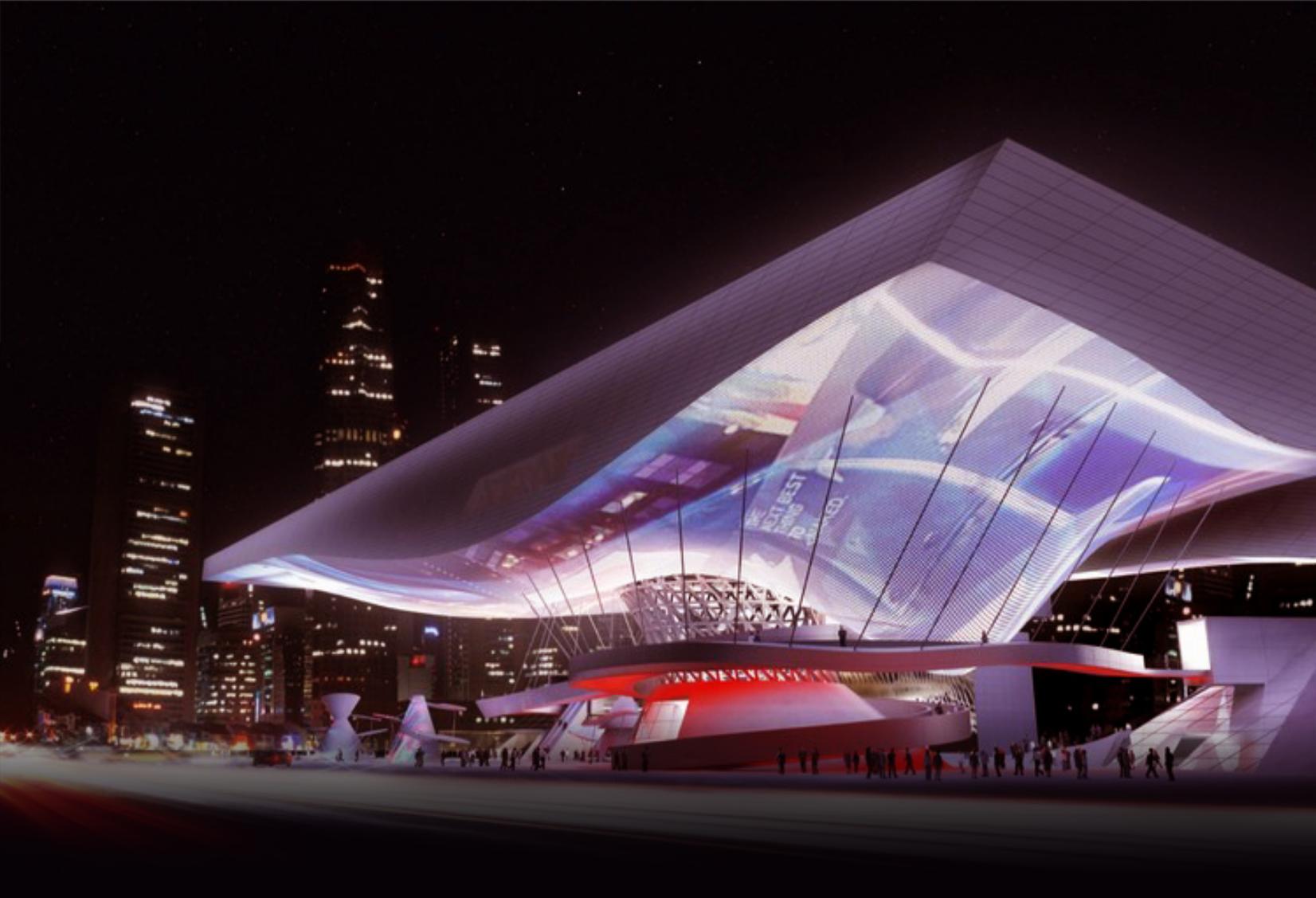
Nurimaru APEC House

The Nurimaru APEC House beautifully borders the Pacific Ocean. Originally this convention centre was built for the 2005 APEC Summit. The exterior face of the building exudes a modern Korean style, blending the traditional with the modern. The centre hosts international events, meetings and conferences and is equipped with large meeting space, an outdoor banquet hall and impeccable facilities.



The Bay 101

The Bay 101 presents a trendy style when it comes to hosting events. The convention centre features large, open spaces with huge conference rooms, a gallery hall, rooftop space, outdoor space and various lip-smacking restaurants. The brilliant light work after sunset looks ethereal.



Busan Cinema Centre

The most famous Busan International Film Festival is held in Busan Cinema Centre every year. Along with this, it hosts other events like exhibitions, events and conferences. The biggest outdoor theatre in Busan Cinema Centre can accommodate up to 6,000 people. This convention centre was listed in the Guinness Book of World Records for including the largest cantilever roof in the world.



Museum DAH

The Museum DAH successfully hosted the IT expo back in 2019. The museum introduces you to the world of media. Considered an important convention centre in Busan, the convention centre includes large spaces and rooms to accommodate a large gathering.

Top Places to Visit

Apart from being a much wanted and desired location for MICE travellers, Busan offers a myriad of things to do and sites to explore in the city. This seaside paradise is home to several glorious beaches, outdoor activities, top-notch restaurants and a lot more.

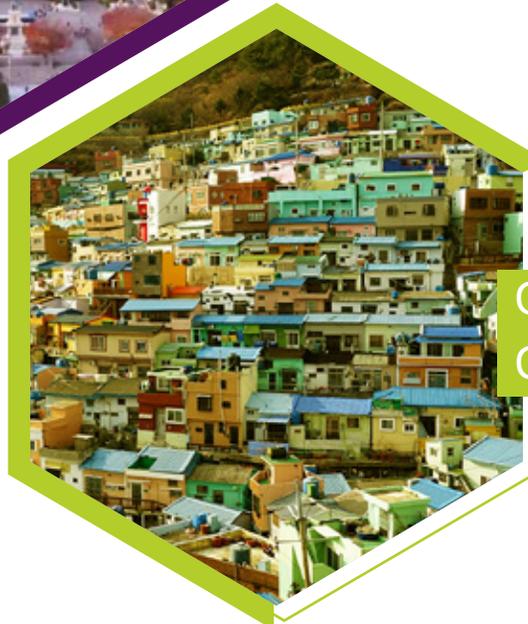


Busan Tower



If you want to see what Busan looks like from above, here is the Busan Tower that will give you the thrill you need. It offers a majestic view of the port from a height of 120 metres. It also has a café, so you can enjoy your meal while enjoying the great view.

The Gamcheon Culture Village is beautiful and enchanting. It includes a wide space of painted houses on scurrying alleys, exuding a sense of vibrancy. It is a perfect place to click some insta-worthy photographs and go back home with a dozen memories.



Gamcheon Culture Village

Haeundae Beach



One of the best attractions here in Busan is the mesmerising beaches. The Haeundae Beach gives you the ideal opportunity to relax under the sun and enjoy the weather. A lot of festivals like, sand sculpture festival in June and Busan Sea Festival in August are popular among the visitors.

Your visit to Busan isn't complete without exploring the Jagalchi Fishmarket. Situated on the waterfront at a seven-storey building in Nampo Dong, it is the most popular fish market in South Korea. The market also offers its visitors fresh fish to taste at the end of their visit.



Jagalchi Fish Market

Top-class Accommodations



A visit to a new destination isn't complete without a perfect stay. Busan is home to several luxurious hotels with impeccable services and facilities—



Paradise Hotel Busan

This hotel lies alongside the sandy Haeundae Beach. It takes pride in offering a comfortable yet luxurious stay with an outdoor pool and a casino. You can choose to book a room with a balcony to enjoy the seaside view. The hotel also provides delicious international cuisines at their restaurant.

Ananti Hilton Busan

Since Busan is home to several magnificent beaches, the Ananti Hilton Hotel is set in the seafront location. The hotel has many amenities like an ATM, fitness centre, on-site restaurant and more.



Lotte Hotel Busan

This hotel lies close to the Seomyeon Subway Station. This luxurious hotel boasts of an on-site store that includes a movie theatre, a departmental store with over 200 brands.



Park Hyatt Busan

The Park Hyatt Busan is among the best hotels in the city. It features warm beige tones, sophisticated interiors and excellent services. Every room includes a TV, sofa and an enticing view of the Busan Marina.



The breathtaking natural and scenic beauty of Busan, exquisite outdoor activities and its much-desired convention centres make it a popular destination choice among event planners and business travellers.



Hong Kong Exhibition & Convention Industry Association welcomes new grant

The Hong Kong Exhibition & Convention Industry Association welcomes the latest HKSAR Government's Policy Address recognising that the convention and exhibition industry is crucial to Hong Kong as an international trade centre, and announcing the further extension of the Convention and Exhibition Industry Subsidy Scheme ("Scheme") for six months to December 31, 2022, in response to demand from the convention and exhibition industry.



Travelodge opens new offering MICE travellers

Travelodge recently unveiled Travelodge Business, a bespoke one-stop service created to help restart travel programmes post-pandemic. The project supports business accommodation needs and gives companies substantial cash savings.

During the last 12 months, Travelodge has worked

extensively with its regular business customers to help create a new and improved Travelodge Business product. The group conducted a comprehensive study with over 3,000 businesses of all varied sizes and in different sectors to obtain a full perspective on the needs of companies and businesses travellers emerging from the national lockdown.



Minneapolis Convention Center unveils a \$2.9 million renovation of main plaza



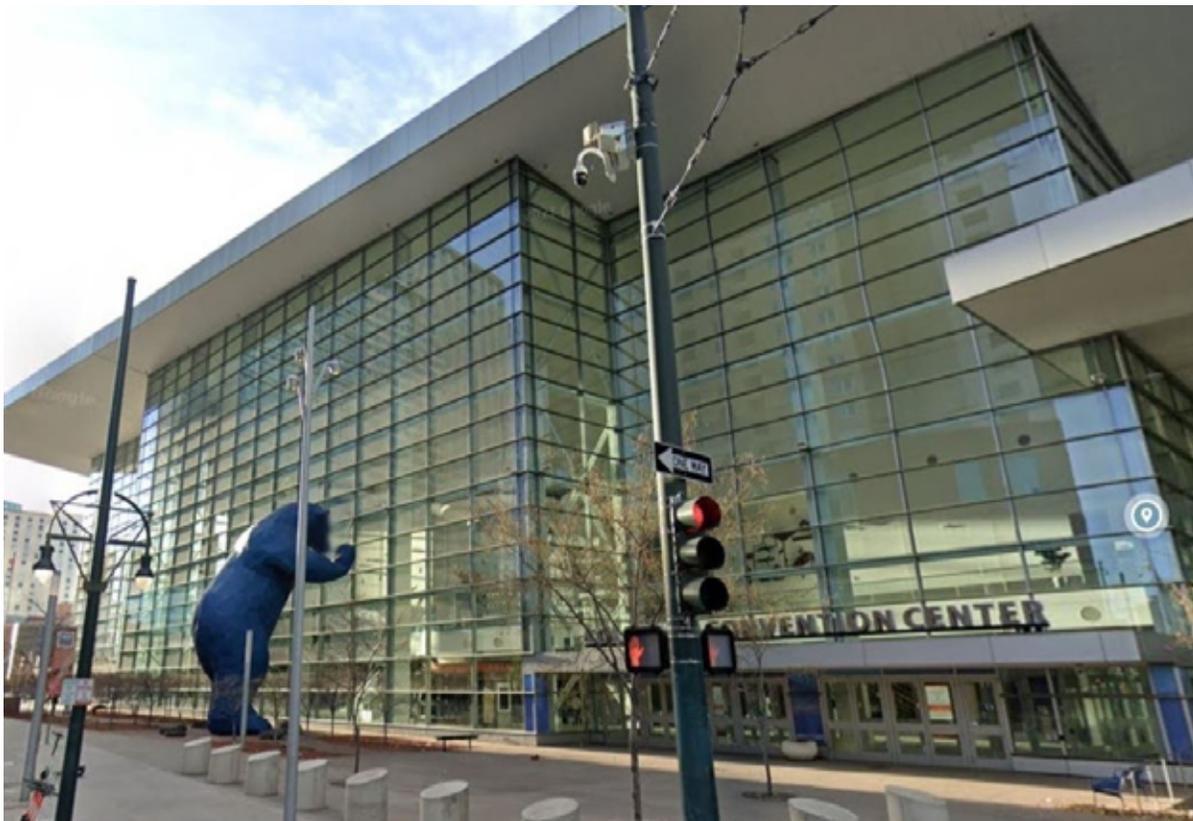
The Minneapolis Convention Center recently unveiled a \$2.9 million redesign of its main plaza. In an official statement the center officials described it as a more sustainable public green space. At a construction cost of \$2.9 million, the redesign features a new irrigation method that uses the centre's storm water capture system.

The project also includes an urban meadow planted with native tree and plant species to create downtown's "largest pollinator refuge." Designed by Damon Farber Landscape Architects for environmental sustainability, the 2.5-acre the convention centre plaza is built on top of an underground parking ramp and includes a lawn area for events with updated lighting and seating options.

The construction of the long-awaited Colorado Convention Center Expansion Project got underway in downtown Denver. As one of the country's leading convention and exhibition venues, expanding the space is expected to differentiate the facility from its competitors, ensuring it remains an attractive and global competitor.

The highlights of this project include the expansion of the Colorado Convention Center with a new 80,000-square-foot column free multipurpose room and outdoor rooftop terrace with sweeping views of the city skyline and mountains. The project will be the largest ballroom in Colorado and expand one of the largest buildings in Denver.

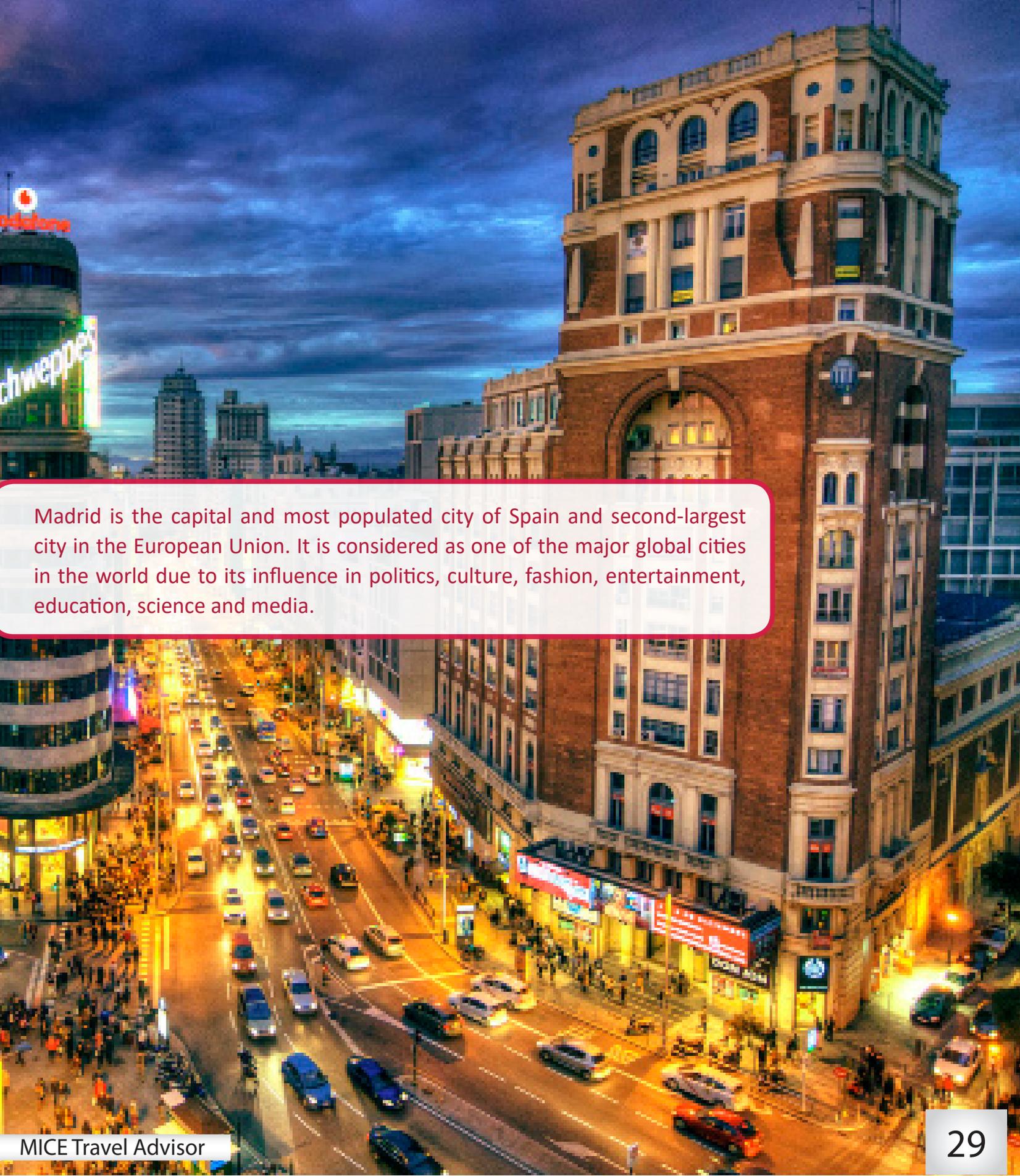
Colorado Convention Center begins construction for expansion project



*Return of the World's
top Meeting and
Conference Venue*

Madrid





Madrid is the capital and most populated city of Spain and second-largest city in the European Union. It is considered as one of the major global cities in the world due to its influence in politics, culture, fashion, entertainment, education, science and media.

Besides being one of the most popular international tourism destinations, the Spanish capital is also famous for its MICE facilities. Over the years, the city has developed a strong MICE scene and was declared one of the world's leading meeting and conference venues by The World Travel Awards.

However, Madrid's business tourism sector was largely impacted by the COVID-19 pandemic and suffered huge losses. After nearly two years of setback, the industry has decided to reopen for MICE travellers and focus on a strong recovery.

MICE Facilities

The successful MICE industry in Madrid runs with the help of Madrid Convention Bureau (MCB). The bureau performs under the Madrid Destino, a company that holds the responsibility of promoting the city as a premier destination for meetings, conferences and events in Europe.

The capital has several convention venues ideal for hosting international MICE events including the 83,000 sq. m. CajaMagica and the 30,000 sq. m. IFEMA Madrid Conference Center, among many others. The city also offers exceptional accommodation option with more than 65,000 beds, the majority of which comes with five-star event, meeting and conference facilities.



The Madrid Convention Bureau

The Madrid Convention Bureau was established in 1984. It works towards promoting the destination as a major venue for business tourism. It also provides technical support and institutional assistance to any event organisers planning to host their event in the city.

The bureau consists of 200 members that represent the events and meetings sector of Madrid. The members also pay a subscription fee to provide financial support for promotional activities related to the Madrid MICE sector.

The major role of the convention bureau includes advertising business meetings and conferences, presenting bids for international events, arranging inspection visits to the city, providing support to event organisers and welcoming MICE tourists and event attendees.

It is with the help of the bureau that Madrid has showcased a strong potential as a location perfect for global conferences and meetings in major international MICE trade fairs. The International Congress and Convention Association have dubbed the city as one of the top 10 international MICE tourism destinations in the world.



MADRID

The Madrid Convention Bureau has also launched two publications, the Meetings Manual and the Catalogue of Special Venues to assist with MICE events. Both the publications offer complete information about excellent infrastructure for business tourism to help event and conference organisers.

The bureau hosts nearly 500 congresses every year. It also promotes 70 applications annually and 70% of those bids end up confirming Madrid as the venue of their choice.



Post-pandemic recovery of the Madrid MICE sector

Although the coronavirus pandemic negatively affected the MICE tourism sector of Madrid, the government joined hands with the Spanish Tourism Ministry to create safety measures to maintain MICE businesses.

The Spanish Tourism Ministry has published 21 guidebooks with safety and security recommendations including areas of MICE tourism such as transportation, hotels, DMCs, tourist offices, museums, heritage sites and tour guides.

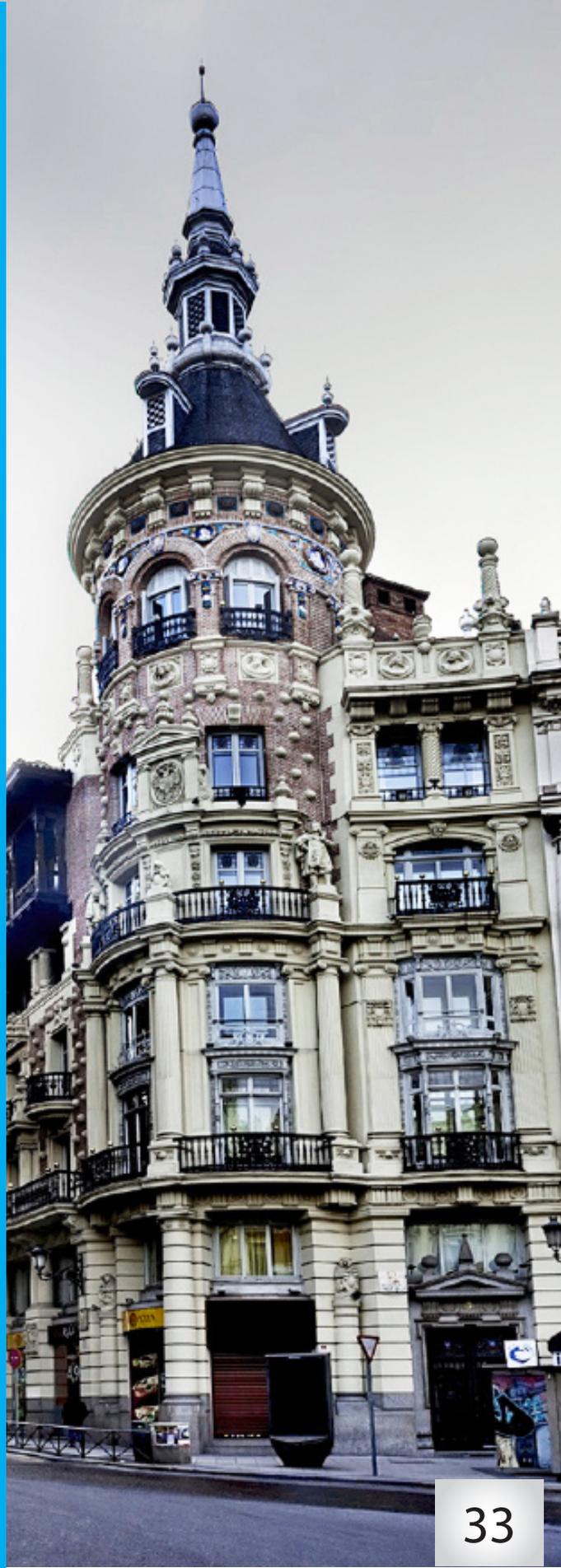
These recommendations act as a reference to guide those who are planning to conduct MICE events in the city after the pandemic.

The latest research promoted by Madrid Convention Bureau and prepared by Madison Market Research includes an analysis of the evolution of the meetings tourism during the first four months of the year. According to its conclusions, the establishments linked to the sector have been at an average of 19% of their capacity. All the professionals and companies that have participated in the report trust in vaccination as a guarantee for recovery.

The Madrid Convention Bureau (MCB) has created several guides, protocols and checklists to gain further trust and confidence of events organisers. These contain valuable information on initiatives for MICE companies planning to revive business.

All these guides address security and safety measures that are being undertaken and will be executed in the days to come.

MADRID





MADRID

The Way Forward

According to a latest study conducted by the Madrid Convention Bureau (MCB) members and professional associations in the sector between May and June 2021, the capital will recover 48% of its MICE sector activity during the second half of 2021 and will achieve 100% reactivation in the first six months of 2022.

As per the framework, Madrid will host 11% of the professional international meetings until the end of the year as well as 32% national and 57% regional. It is said that more than half of these events (52%) will be face-to-face, 36% will be in hybrid formats and only 13% will take in a virtual format.

In a statement, the Madrid City Council has highlighted that among the national incentives, fairs and meetings that Madrid will host until the end of the year, the meetings of the medical sector will stand out, including the largest air navigation congress in the world.

At the international level, the World ATM Congress, promoted by the Civil Air Navigation Services Organisation (CANSO) and the Air Traffic Control Association (ATCA), will hold its ninth edition from October 26 to 28, returning to face-to-face format at IFEMA Madrid. In addition, organisers have already confirmed that 2022 and 2023 editions will also be held in Madrid.

MICE APPOINTMENTS



Thom Geshay appointed CEO & President at Davidson Hospitality Group

Thom Geshay has been promoted to Chief Executive Officer & President at Davidson Hospitality Group, effective January 1, 2022. Only the fifth CEO & President in the esteemed hospitality management company's nearly 50-year history, Geshay succeeds John Belden, Davidson's longest-serving CEO, who will remain actively engaged as Executive Chairman, as well as a member of Davidson's Board of Directors.

WTFL appoints Adeeb Ahamed, Managing Director of Abu Dhabi-based Twenty14 Holdings in its Global Advisory Board

The World Tourism Forum Lucerne (WTFL) has appointed Adeeb Ahamed, Managing Director of Abu Dhabi-based Twenty14 Holdings, in its Global Advisory Board.

For more than ten years, The WTFL has been bringing together industry experts, CEOs, investors and start-ups, and has established itself as a respected global platform for exchange. This move is for nurturing cross-generational collaboration, new ideas and solutions to benefit tourism today and in the future.



Four Seasons Hotel Atlanta appoints new officials



Four Seasons Hotel Atlanta announces the appointment of two Four Seasons veterans to its executive Planning Committee – Matthew Barber as its new Hotel Manager and Loretta Holley as Assistant Director of Food & Beverage, as well as the promotion of Demian Kojro to Rooms Division Manager.

Cristina Scott appointed of Financial Services at CWT

Cristina Scott has been appointed as the Head of Financial Services at CWT, the Business-to-Business-for-Employees (B2B4E) travel management platform, effectively immediately. Based in Southlake, Texas, Cristina will report to Nick Vournakis, Head of the CWT Global Customer Group. Prior to her appointment, Cristina was Vice President of Global Operations at CWT Meetings & Events, the award-winning global corporate meetings & events management service.



Kuljit Ghata-Aura appointed President of Boeing Middle East, Turkey and Africa

Kuljit Ghata-Aura has been appointed as the New President of Boeing Middle East, Turkey and Africa. However his new role will exclude Saudi Arabia. Ghata-Aura who is returning to the Middle East, Turkey and Africa region, will be based in Dubai.

He will be responsible for leading all company-wide activities and developing and implementing strategies for a region that is home to some of Boeing's largest commercial, defence and services customers.



Seville

A unique destination for corporate events





The country of 47 million people, Seville stands 5th in the EU and 4th in the Euro economic zones. It also lays a fair claim to being the 3rd most popular destination for MICE tourism. About 15% of global tourism is represented by Spain's business tourism. After the 2008 crisis, MICE tourism played a pivotal role in the country's economic

recovery. Thanks to its wealth of destinations that cater to the business needs of all types of national and international business events.

Seville, the Andalusian capital, has undergone noticeable transformation in MICE tourism without losing its historical charm. The city fairly boasts of its

plush venues and spaces that are available for any kind of corporate event. There are several hotels and alternative accommodations that are dedicated for the MICE industry of Spain. Event agencies and MICE collaborators find this destination ideal for themed events and team-building activities.

Opening hours:

8:30 am-7:30 pm

Summer opening hours:

**May through
September:
8am-3pm**

Seville Convention Bureau

The Seville Congress and Convention Bureau (SCCB) is formed by the Ayuntamiento de Sevilla (Seville City Council), Diputación Provincial (Provincial region board), Junta de Andalucía (Regional Government of Andalusia), Camara de Comercio (Chamber of Commerce) and the Confederación de Empresarios de Sevilla (Confederation of Employers of Seville).



Seville MICE Venues



FIBES– Palacio de exposiciones y congresos de Seville

The property comprises of two buildings: FIBES 1 and FIBES 2, each unique in function and style. The two buildings are connected by an impressive footbridge. They can be jointly used as a single venue or as two individual sites.

FIBES 1 is a prominent MICE venue with three sprawling exhibition halls of 7,200 sq. m area each. FIBES 2 features 3 outdoor and 3 indoor exhibition areas.

Casa de la Memoria

Converted and rehabilitated as a popular MICE venue, the elegant property retains the essence of Sevillian traditions. Its largest meeting room (theatre) facilitates accommodation for 100 guests. The attractive, small theatre courtyard can accommodate a maximum of 80 spectators who can sit in two rows of chairs.



Museo Casa de la Guitarra

The 18th century house located in the heart of Santa Cruz quarter (La Juderia) comprises of a meeting room for hosting various business events. It has a capacity to accommodate 76 guests. The Flamenco Cultural Centre was founded by Jose Luis Postigo, a renowned guitarist who has been a part of the Flamenco scene for over 45 years.



Attractions in Seville

Seville Town Hall

The façade of Plaza de San Francisco is adorned with historical and mythological medallions. Paintings of old masters, sculptors and other holdings from the Gothic and Renaissance ages add to the richness of the Town Hall.



Seville Cathedral

Hailed as a UNESCO World Heritage site since 1987, the Cathedral of Saint Mary of the Sea or Seville Cathedral is one of the iconic landmarks of Spain. The monument stands as a testament to several changes of rulers from Renaissance, Neo-gothic, Baroque to other ages. Today, Seville Cathedral is the most popular landmark in the city and an important religious site of Christians.



Real Alcázar Palace of Seville

This is one of the oldest palaces in Seville in use whose foundation dates back to the Middle Ages. Apart from its stunning architecture, the palace houses ceramic tile podiums, Flemish style 18th century tapestries, chandeliers, paintings and other valuable holdings. The palace is a treasure trove of artwork of the world famous Renaissance artists.

Places of accommodation in Seville



NH Collection Sevilla

Located in a prime position, the hotel offers an unforgettable staying experience after a long tiring day. The business centre of this property has high speed internet facility which facilitates businessmen to connect with their clientele round the clock.

Apartamentos Murillo

The comfortable, spacious apartments of this property located in the Macarena and San Viente areas make every client feel at home. Multilingual staffs are always at their heels to provide you the best of services.





Eurostars Sevilla Boutique

Situated at downtown Seville, the pool atop the hotel's terrace attracts guests to retire and relax. Equipped with modern amenities, the exotic property is close to the major attractions of the city.

In a nutshell

From grand palaces to open air squares, the historical city of Seville is home to some of the most iconic convention centres of Spain. Business personnel and MICE collaborators find these venues ideal for organizing top-notch corporate events and meetings.

Calculating Bandwidth: A Need for Successful Event



Post pandemic meeting scenario has transformed a lot. Virtual and hybrid event formats are taking the centre stage in all domains. For every event, conference or meeting you attend today, innovation is the need of the hour.



Some of the important technological requirements for a virtual meet are event apps, online registration, webcasting, live polling, social media integration and access to Wi-Fi. As MICE event planners are looking for new and innovative ways to collect invaluable data whilst providing attendees with a more dynamic, personalised experience, this inclusion of event technology is only going to increase.

With this increase in hybrid and event technology adoption, comes the added pressure on convention venues and exhibition grounds to supply enough bandwidth to facilitate mass usage of internet.

Since internet bandwidth governs all technology upgradation that uses internet, it has become increasingly significant for meeting and event planners to learn the basics and estimate how much internet usage is required for an event.

The audio-visual provider of any event should take care of this. It is beneficial to have good knowledge and understanding of bandwidth so that planning and budget are in sync. This ensures proper handling of internet by a convention venue throughout an event without overspending.

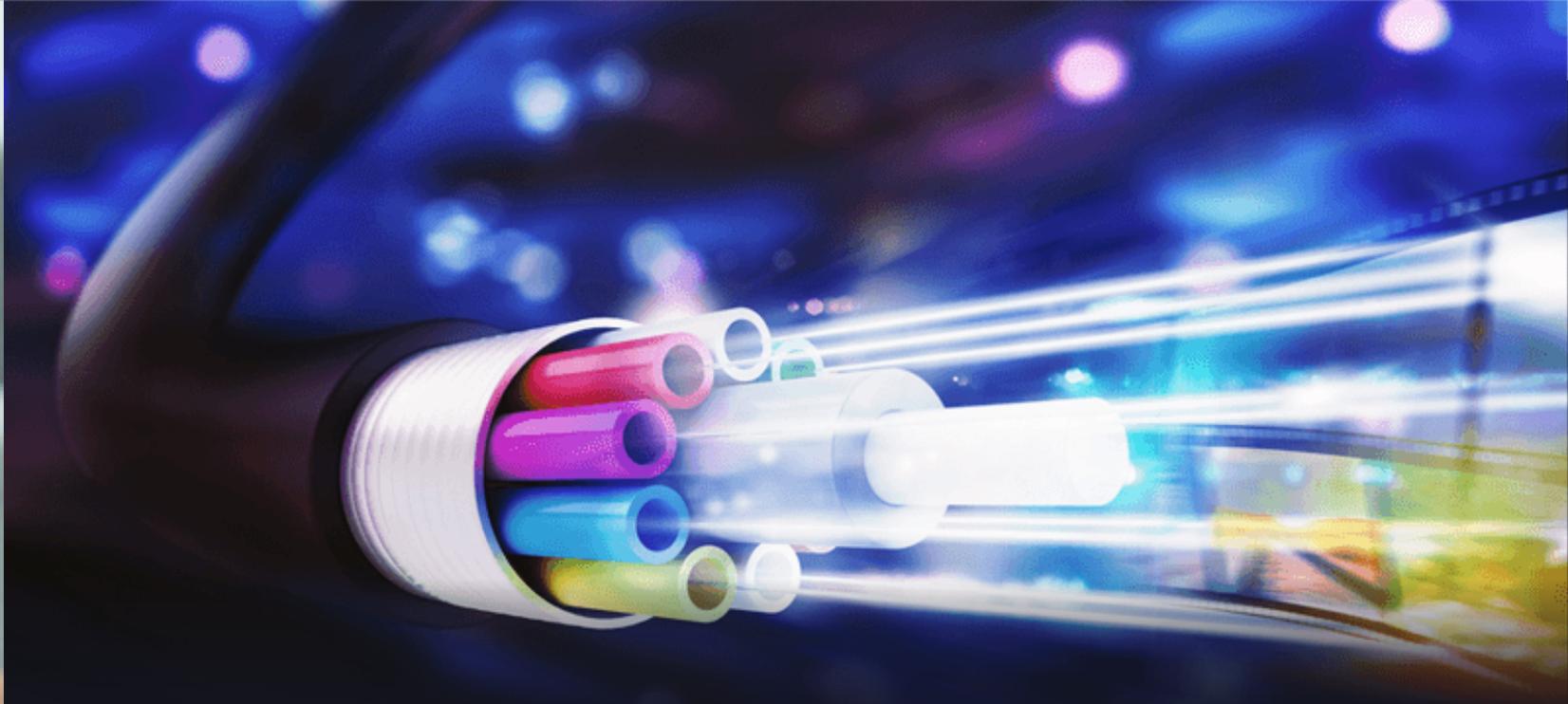




Bandwidth and Wi-Fi

Bandwidth is often mistaken for internet speed when it's actually the volume of information that can be sent over a connection in a measured amount of time. Bandwidth is calculated in megabits per second (Mbps).

On the contrary, Wi-Fi is the latest internet technology that distributes bandwidth in a venue to wireless devices like laptops, computers, smartphones, Alexa, Siri and tablets.



Network Bandwidth for Events

Network bandwidth is an essential factor in the design and maintenance of a functional WLAN. When building the infrastructure, the event planners need to make a careful calculation of how much bandwidth a convention or meeting will need in order to plan the right balance between performance and cost for a successful event.

Network bandwidth is the capacity of a network communications link to transmit the maximum volume of data from one point to another over a computer network or internet connection in a given amount of time, usually one second. Bandwidth has the same meaning of capacity and defines the data transfer rate.



3 points you should know about internet bandwidth:



First, it is necessary to determine how many attendees will be using the internet at travel-trade events and how many total devices they'll be using. Generally, all convention venues charge per device instead of the number of users.



Assess what the delegates and participants will be using the internet for. Is it just for browsing or checking e-mails? Or will there be any continual webcasting of the event for online audiences and will there be a need to send live videos and audios? Event tweeting or posting on Instagram uses a small amount of bandwidth.

This is usually categorised into Low, Medium or High usage.

Low – Emailing, social media, basic web browsing

Medium - Skype, Audio streaming, web applications, event apps and audience response systems

High – Webcasting, Large file transfers for better projections



Determine the number of usage during a convention or meeting. If an exhibition or conference requires all people to sign in via digital registration, there is a need for super responsive event app with the event's agenda.

Dedicated bandwidth for Events



If any event planner plans to provide dedicated service to event attendees, including staff and presenters, a dedicated bandwidth can assure the best internet experience.

A 'dedicated bandwidth' means the venue or the convention centre will reserve the bandwidth allocation during the event so that no matter what other users may be doing,

the event will have access to unshared bandwidth. Whilst dedicated bandwidth provides a more reliable, faster experience, it is more expensive.

It is advisable to consult with your venue's IT or conferencing team to determine what type of bandwidth is required and whether dedicated bandwidth is necessary.

Questions to Ask



Do the conference venues have the necessary infrastructure to bring in dedicated bandwidth?



Is there on-site IT or AV technical support to help in configuration and troubleshoot these internet services?



Do the conference venue event grounds have large enough cabling to meet your total bandwidth needs so that even during peak hours all users have a good internet experience?



Does any event venue have the ability to set up sub-separate networks (VLANs-Virtual Local Area Network) if your event requires it?



Since most of the meeting points will have no on-site IT technician, answering these questions is important to rule out any possible disruption during the course of an event. Consulting with an event IT Company and possibly arranging an on-site visit prior to the actual event can prove helpful.

SHOW HIGHLIGHT

IMEX America

When:

**Date: 9-11
November, 2021**

Where:

Place: Las Vegas



IMEX America opens in a few weeks bringing with it a wide range of business opportunities, learning sessions and the chance for the industry to – finally - reconnect.

This travel-trade show, taking place November 09 – 11 in Las Vegas, has many new features and a learning program directly shaped by the pandemic with sessions on how to build positively towards a brighter future. The reunion for the business events industry is set to be extra special as IMEX America is celebrating its 10th edition as well as a new home, Mandalay Bay.

Nearly 3,000 hosted buyers are now confirmed from across North America and the rest of the world, plus many hundreds of attendee buyers – largely from the USA - all of whom are using IMEX America

as a platform to kickstart business. Business remains at the heart of the show and buyers can meet with global suppliers spanning all sectors of the industry.

These include European destinations Austria, Belgium, the Czech Republic, Croatia, France, Germany, Greece, Italy, Ireland, Malta, the Netherlands, Portugal, Spain, Switzerland, Scandinavia and the UK. Australia, Korea, Japan, New Zealand and Singapore are among the Asia-Pacific countries confirmed along with Kenya, Morocco, Rwanda, South Africa from Africa. From Atlanta and Calgary to L.A and Vancouver, US and Canadian exhibitors are out in force. They join many

Latin American destinations including Argentina, Brazil,

Colombia, Costa Rica, Ecuador, Mexico and more.

All the major international hotel brands are attending plus many smaller, boutique hotels, and the number of technology suppliers grows by the day. Expect to see Cvent, EventsAIR, Hopin, Swapcard, RainFocus and MeetingPlay among others.



Purposeful & positive

Mindful that skillsets need updating after a challenging year, the IMEX team has created a comprehensive education program which shines a light on the future of the sector and how to build forwards positively. The free learning program at IMEX America launches with Smart Monday, powered by MPI, on November 8 which includes dedicated education for association, corporate and agency professionals. The education continues

with a series of workshops, hot topic tables and seminars during the three days of the show – all designed to address different styles of learning. Sessions are organized into brand new tracks, including Creativity in communication; Diversity and accessibility; Innovation and tech; Business recovery, Contract negotiations, Personal branding and Sustainability.

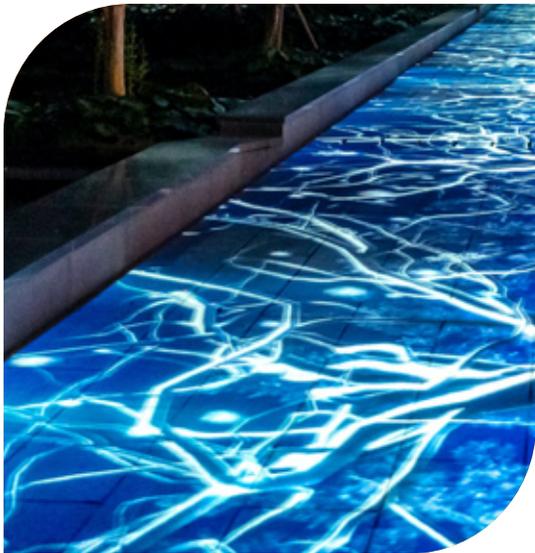
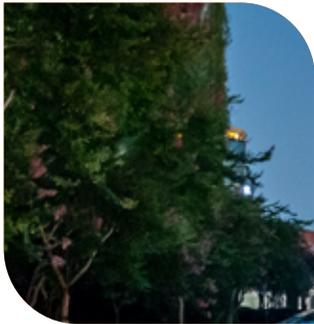


The Hilton team discuss the best practices they embraced during the past year in Purposeful recovery - Tangible solutions for creating and activating events in a post-pandemic world. Marin Bright from Smart Meetings shares her 'post Covid success manual' covering broadcast production, contract essentials and communication strategies in Silver linings: Meeting professionals' lessons from

the Covid era. The Maritz team will explore their learnings from the pandemic and detail how new technology offerings can support the events of the future in Disruption in a time of recovery: Maritz reinventing the event experience through innovative technology.

How can we reimagine meetings and events through virtual experiences? That's the question Derrick Johnson asks in his session Mission critical: The future of experiences in a digital age with tips on how to engage 'digitally distracted' audiences. Blending the digital with the physical is the focus of Hybrid Events crossing the

**IMEX America
takes place
9 – 11 November
at Mandalay Bay
in Las Vegas with
Smart Monday,
powered by MPI,
on 8 November.**



divide for shared physical and digital experiences. In this session, Dax Callner, Strategy Director at Smyle, shares actionable ideas on creating shared experiences and networking for participants who are joining online (URL) and in physical settings (IRL).

Diversity dialogues

The time has come to eradicate bias and embrace diversity – and the business events industry is in a great place to lead by example. Diversity, therefore, forms a core thread in the education, events and new features of IMEX America.

She Means Business, a joint event by IMEX and tw magazine, supported by MPI, explores diversity, gender equality and female empowerment. When it comes to these issues, women and men often talk about each other, but not with each other. This is set to change in Ladies' choice: Conversations on diversity and gender equality where ASAE's Michelle Mason and consultant Courtney Stanley invite two men into a dialogue. There is also the opportunity to join small discussion groups with women who are trailblazers in their field. Ashly



Balding, Associated Luxury Hotels International; Meg Fasy, EventsGIG; Tracy Stuckrath, thrive! meetings & events; Juliet Tripp, Chemical Watch and Human Biography's Nisha Kharé are set to share Leadership lessons from women leaders.

Education sessions exploring other elements of diversity include Accommodating people with disabilities at in-person and virtual meetings and events and Putting in the work: Racial diversity in the events industry where Cheerful Twenty first's Elena Clowes details the findings of the agency's research paper on racial diversity.

The new IMEX | EIC People & Planet Village on the show floor will champion sustainability, diversity, social impact and giving back. Partners include LGBTMPA; ECPAT USA; Tourism Diversity Matters; Meetings Industry Fund; Meetings Mean Business; SEARCH Foundation; Above & Beyond Foundation and Clean the World. KHL Group will also be inviting attendees to build a Clubhouse - a special play space for a sick child and her school mates.



Social events deliver sizzle & surprise

While the show remains the hub of business and learning, there are also many opportunities to connect outside of the show floor. Bespoke tours provide the lowdown on Las Vegas whether it's the finest food, mystery experiences or the inside track on two iconic venues: Caesar's Palace and Mandalay Bay. There's also a cause for celebration at evening events Site Nite taking place at the new Resorts World, MPI Foundation's signature Rendezvous event at Drais and the EIC Hall of Leaders at MGM Grand.

Carina Bauer, CEO of the IMEX Group said that many people have called IMEX America the 'homecoming for the industry' and they can't wait to welcome back the community for what's set to be a very special reunion. Having recently returned from a trip to Las Vegas, she has seen first-hand how they are working closely with partners - including host city and new venue - to deliver a show that's safe but by no means sterile. Attendees can expect a classic IMEX touch of fun as part of the show experience.

CALENDAR OF EVENTS 2021



WTM London
London, UK
wtm.com/london/en-gb.html

1-3 Nov 2021
8-9 Nov 2021 (Virtual)



CITE 2021
Chengdu, China
cite-chengdu.com/en/about

5-7 Nov 2021



Imex America
Las Vegas, USA
<https://www.imexamerica.com/>

9-11 Nov 2021



Travel Innovation Summit
Seville-Fibes, Italy
tisglobalsummit.com/about-tis/

10-12 Nov 2021

CALENDAR OF EVENTS 2021



PHILOXENIA 2021
Thessaloniki, Greece
helexpo.gr/philoxenia/en

12-14 Nov 2021



INTUR 2021
Spain
feriavalladolid.com/intur/en/

18-21 Nov 2021

Heavent
paris // 20

HEAVENT PARIS 2021
Paris, France
heavent-paris.com/en

23-25 Nov 2021



BITESP
Digital
<https://bitesp.it/en/>

23 – 28 Nov 2021

CALENDAR OF EVENTS 2021



ITB
CHINA

ITB China
Shanghai, China
itb-china.com/

24-26 Nov 2021



**8th ATHENS INTERNATIONAL
TOURISM & CULTURE
Expo 2021**
Athens, Greece
aite.gr/en/

25- 27 Nov 2021



Global Wellness Summit
Boston, US
globalwellnesssummit.com/2021-global-wellness-summit/

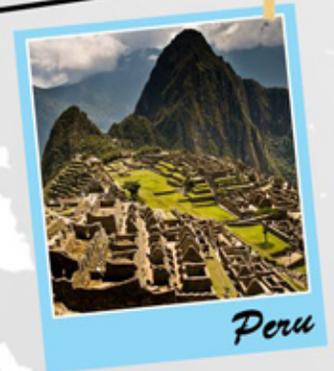
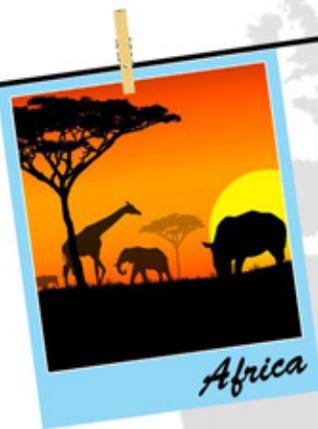
30 Nov- 3 Dec 2021



**CZECH TRAVEL
MARKET 2021**
Czech , Prague
czechtravelmarket.cz/en/vystavovatel/

30 Nov- 1 Dec 2021

Travel AND Tour™ WORLD



Subscribe
to our daily
travel newsletter
FREE



➔ Download for free in a flip-book format

➔ Magazine catering to global travel industry

➔ Special coverage on MICE destinations every month



MICE Travel Advisor

www.micetraveladvisor.com