

# **EIBTM 2010 – EXHIBITION PREVIEW**

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## **Section 1: EIBTM FACTS at a glance**

### **What is EIBTM?**

For over 21 years, EIBTM has been connecting meeting professionals from around the world, and is the longest running show of its kind. Located in Barcelona, one of the world's leading meetings destinations (the 2010 ICCA survey saw Barcelona jump into 2<sup>nd</sup> place as the most popular city for association events) EIBTM is considered the leading global event for the industry delivering three days of business, networking and education.

[www.eibtm.com](http://www.eibtm.com)

EIBTM allows buyers to source new destinations, venues and services, and creates the ideal environment to network and build relationships, whilst keeping up with current trends. The truly global audience of buyers include: corporations, associations, agencies, professional conference organisations and industry media.

As the event is supported by an Advisory Board of senior executives from the supplier and buyer side of the industry, and other key stakeholders, EIBTM keeps its finger on the pulse of industry trends and developments in order to ensure the event develops and evolves to match its audience's high expectations.

EIBTM is also independently audited by ABC, a specialist bureau for the publishing and exhibition industry. Across the globe, organisers state their visitor attendance in different ways, some include revisits, others include exhibiting staff attendance and a few do not audit at all. The value of an ABC audit is that the figures are independently certified each year, giving a true representation of the pure number of attendees at the show, a standard which the event prides itself on, setting it apart from other industry events and giving it the integrity that our clients demand.

## **EIBTM Show Times 2010**

**30<sup>th</sup> November – 2<sup>nd</sup> December, Fira Gran Via, Barcelona, Spain**

Tuesday, 30<sup>th</sup> November: 10.00 - 18.00

Wednesday, 1st December: 10.00 - 19.00

Thursday, 2nd December: 10.00 - 17.00

## **Audited Visitor Statistics 2009**

Top line statistics from the record 2009 event:

- **8,170** total attendance marking a 0.5% increase on 2008, made up of 7,563 visitors and Hosted Buyers and 607 VIPs, speakers, students and press
- **3,827** Hosted Buyers - up over 3% on the previous year
- **54,255** pre-scheduled appointments took place between Hosted Buyers and exhibitors over the three-day event – up 4% on 2008
- EIBTM's professional education programme saw attendance of almost **4,000** - up 15%

*"Best EIBTM ever, we expect to exceed last year's figure of £52 million worth of business enquiries. We have organised three fam trips with North American, South American and Norwegian buyers. EIBTM plays an absolutely crucial role in our marketing strategy."* **Visit London at EIBTM 2009**

*"More high quality appointments, particularly from Associations. £3 – 5m of business enquiries which are confident will turn into actual business."*  
**Sandton Convention Centre, South Africa**

### **EIBTM Visitor Profile**

Visitors are decision makers responsible for organising business travel, meetings, conferences, events and incentive trips. They include:

- Agencies – incentive, marketing, experiential, events
- Association Congress Planners
- Corporate Meeting and Event Specialists
- Professional Conference Organisers (PCO's)

### **Award Winning Barcelona**

Barcelona is a city fully equipped to host congresses and conventions. ICCA's 2010 rankings for the most popular destination for international congresses, puts the city in 2<sup>nd</sup> position.

Described as a thoroughly modern metropolis wrapped in a culturally rich history (TimeOut Barcelona), Barcelona has proved itself to be one of Europe's most attractive and dynamic cities. It is the ideal place to organise any type of event because of its location (brand new international airport terminal at El Prat) and climate, (hot summers and cool winters) together with the conscientiousness of its professionals and modern network of facilities make it a unique destination and perfect to host EIBTM.

Reed Travel Exhibitions has a strong relationship with the Barcelona Convention Bureau and other local partners who have been instrumental in the delivery of EIBTM. Partners and supporters include the Fira de Barcelona venue, Ultramar Express Event Management and a hotel network of 40 properties including the brand new Porta Fira Hotel, right next door to the venue.

For those who want to arrive early or stay on after the show, Barcelona has its own way of life, which makes it unique for business and leisure.

## **Reasons to attend**

With over 3,300 exhibiting companies representing more than 90 countries, over 40 education sessions, including dedicated seminars aimed at the corporate, association and agency markets, and lots of official networking events over the 3 days, EIBTM 2010 equips the industry with the contacts and the environment to deliver business and real ROI:

- Meet over 3,300 international suppliers from over 100 countries across the globe
- Get up to date with industry trends
- Discover new destinations, products and services
- Meet new contacts on the show floor and at the many networking events
- Make purchasing decisions
- Develop knowledge and learning- through the extensive professional education programme
- Experience Barcelona - a vibrant city and one of the world's major meetings and incentives destinations

*"With 95% of space already taken for this year's show (as at August 2010), it is clear that the industry is in an optimistic and upbeat frame of mind as meetings professionals around the world recognise the importance of attending EIBTM to create new business opportunities. As the flagship event of Reed Travel Exhibitions portfolio of global Meetings events, the EIBTM team is totally committed to delivering a world-class event that meets the needs of the industry it serves." Graeme Barnett, Event Director EIBTM*

The full list of companies appears on [www.eibtm.com](http://www.eibtm.com) within the exhibitor directory section.

Hotel Groups will include GHM Hotels, AC Hotels SA, Iberostar Hotels & Resorts, IHG, Starwood Hotels & Resorts Worldwide, Leading Hotels of the World, The Rezidor Hotel Group, NH Hotels, Zacchera Hotels, Preferred Hotel Group, Millennium & Copthorne Hotels Plc, Marriott International and Hilton International.

Neal Jones, Vice President Marriott International, Global Sales, Europe confirmed; *"we are delighted to be returning as an exhibitor to this year's EIBTM. The show has become a 'must attend' event for the European MICE buyer, and as Marriott International's global hotel expansion continues at an aggressive pace, it is critical we continue to forge strong partnerships with these very important and valuable customers. EIBTM offers a strong platform to achieve this."*

Anna Bosch, Sales Manager MICE, AC Hotels: *"AC Hotels is a Hotel Chain that has more than 90 hotels in Spain, North of Italy and Portugal most of them located in big cities like Barcelona, Madrid and Milan. EIBTM is a great fair for the Spanish suppliers because all of the hosted buyers coming to the exhibition are interested in our country as a destination for their events."*

### **WHAT'S NEW FOR 2010**

Recognising the return on investment that is delivered by attending EIBTM, this year will see more than 20 new exhibitors from destinations to hotel companies, venue services to conference organisers. Among the many new faces will be: Marriott International, Politours, Ilanga Travel, Cruise and Business Events, Divan Hotels, L'AND, LITEXPO, African Conferences, KeyDM, Meeting Point International, Rwanda, Uganda, Nigeria and the Seychelles, Epoque Hotels, Japan National Tourist Organisation (with a 60sqm stand), Lithuanian Exhibition and Convention Centre (LITEXPO), Principal Hayley and Indian tour operator Incent Tours.

At the same time more than 40 main stand holders have increased their space to provide room for more exhibiting partners. Those expanding include Polish Tourist Organisation (150%) Allied (153%) Tanzania Tourist Board (36%), Munich (10%), Tunisia (100%) Ovation (47%), ADTA (29%), Worldwide Travel & Cruise (25%), Preferred Hotel Group (65%), Oman (30%), Visit Scotland (21%)

Amanda Henderson, Marketing Manager for Europe at Visit Scotland's Business Tourism Unit comments: *"There's already quite a buzz with the Scotland partners for EIBTM this year. With 18 exhibiting partners at the show it's easily the largest presence we've had in Barcelona. A number of*

*partners are marking significant anniversaries, for example the SECC, AECC and The Sheraton Grand Hotel & Spa all turn 25 this year. In addition to these anniversaries Scotland will be toasting Scotland's Year of Food & Drink which launched in April this year. On Wednesday 1 December they will be joined on the stand by the Oyster Boys from Scotland, who'll be shucking fresh Scottish oysters."*

Stephen Bloss, President of International Sales at Worldwide Travel & Cruise said: *"After over 20 years in the industry, we view EIBTM as the only true international MICE show. While there are now numerous shows, some regional and some that say they are international, only EIBTM delivers the globe with true qualified buyers".*

A full list of exhibitors can be found on [www.eibtm.com](http://www.eibtm.com).

### **New EIBTM Stand Awards**

New for this year, the EIBTM Stand Awards, have been created to recognise and acknowledge the brightest, busiest and best stands at this year's show.

Categories include:

- Best Stand Design Overall
- Best Stand Design – Shell Scheme
- Best Stand for Doing Business
- Best Stand Personnel
- Best Stand Feature/attraction
- Most Innovative stand within the Technology & Event Services Village
- Sustainability Award
- Hosted Buyer Voted Best Stand Award

The Awards are open to all EIBTM exhibitors and will be judged on Tuesday, 30th November by an independent judging panel.

Chair of Judges Rob Allen, Chief Executive of experiential marketing and events agency TRO comments: "I am delighted to chair the EIBTM Stand Awards. I am always pleased to be involved in the recognition and celebration of best practice and great achievements in the experiential and events sector and to do so at such an important and high profile event as EIBTM is especially exciting".

Winners will be notified on the second day of the show and presented with their awards. They will also be featured in the dedicated Awards section of the show daily and on the EIBTM website.

In addition, all Hosted Buyers will be invited to vote for their favourite stand for "doing business", the result of which will be announced on the final day of EIBTM.

#### **New EIBTM Lecture Theatre – on the show floor**

For the first time, a dedicated purpose built Lecture Theatre will be situated on the show floor, able to accommodate 150 attendees. Events to take place in the new theatre will include the EIBTM press conference, the daily Technology Hours and the Spanish Sessions (see more detail under Education at EIBTM).

#### **New Daily Technology Hours in Lecture Theatre on Show Floor**

The Daily Technology Hours will be taking place from 13.00 - 14.00 this year in the new Lecture Theatre on the show floor.

This is an integral part of the Education Programme and is the place to keep up-to-date with technological advances in the industry. Subjects as diverse as "Crisis management and Technologies to save your event"; "Social Media boom or hype" and "mobile technology for meetings" will be some of areas covered on the programme each day.

### **New "The Green Room "**

Another new feature this year is EIBTM's very own "Green Room", their dedicated seminar area focused on CSR. EIBTM achieved BS8901 status in 2008 and continues to show leadership in this area. There will be a number of sessions taking place daily including a series of CSR sessions tackling some of the key sustainable issues such as how BS8901/ISO standards are being implemented and how to be sustainable without blowing a budget. Other topics covered will include; "waste management" and "reporting on sustainability".

### **New Post Event Tour Destinations for 2010**

Host destinations for the post event tour programme for Hosted Buyers this year include Bilbao, Costa Daurada, Costa del Sol/Malaga, Florence/Tuscany, Madrid, Valencia, Rotterdam, Catalunya/Barcelona/Costa Brava – Pirineu de Girona.

## **Section 2: Business**

### **Trade Visitors**

In 2009 EIBTM attracted more than 3,700 trade visitors (ABC audited).

The importance of EIBTM to visitors in their annual industry calendar is summed up by Robert du Boi, from Global Aero Logistics who commented: "I achieved in three days what would take two months travelling."

Graeme Barnett, EIBTM's Exhibition Director comments: "We encourage visitors to pre-register to attend as the earlier this happens, the earlier visitors can plan their business schedule and take advantage of the free entry and discounted flights and accommodation in Barcelona."

***Pre-registering is free of charge*** and will save the onsite entry fee of €20.  
Log onto [www.eibtm.com/register](http://www.eibtm.com/register).

Benefits of pre-registering to attend include:

- Free entry badge worth €20 sent to you in advance
- Fast track entry saving you valuable time queuing
- Especially beneficial to those visitors, who would like to arrange their own schedule
- Discounted travel and accommodation
- Pre show information allowing you to effectively plan your visit

EIBTM Trade Visitors 2009 – quotes from onsite research:

- *“It has been my first time in a trade show and I am determined to visit it next year”.*
- *“The complete show for the meetings industry offering all the answers to all the questions, every second spent there was utilised in a productive way”.*
- *“Great place to meet current contacts and make new ones”.*
- *“A worthwhile event that keeps us abreast of the market and client expectations”.*

**Hosted Buyer Programme:**

EIBTM Hosted Buyers organise, influence or make budgetary decisions for **international** business travel, meetings, incentive travel, conventions, product launches, staff training or events.

Hosted Buyers from the key European markets, as well as countries such as Brazil, Russia, India, USA and Canada, are expected for the 2010 event. At the same time there has been an increased interest from Hosted Buyer Groups in Europe, Africa, Australasia, the Americas and Asia.

Benefits of attending as part of the Hosted Buyer Programme include:

- Flights to Barcelona from a European Gateway
- 4/5\* accommodation in official EIBTM hotels
- Buyer driven appointment system, personal on-line diary of appointments – the Hosted Buyer decides who they want to meet.
- EIBTM networking functions including the Welcome Party and the exclusive EIBTM Hosted Buyer Networking Event for those buyers arriving the day prior to the show
- Association, Corporate and Agency Professional Education Programmes
- Local transfers between airport, official hotels and exhibition
- Exclusive Hosted Buyer lounges on the show floor
- Dedicated personal service of the Hosted Buyer team
- Exciting post event tours programme to multiple destinations - exclusively available to Hosted Buyers from countries selected by the host post event tour destination
- In addition to the appointments, the event has a special Networking Hour on Wednesday for appointment-free perusal of the event

Acceptance of buyers onto the programme is dependent on fulfilling strict qualifying criteria including:

- Number of international events held annually
- Purchasing Authority
- Annual Budget
- Amount of business conducted internationally
- Potential for future international business

*Graeme Barnett, Exhibition Director for EIBTM comments: "Last year we celebrated the event's 21<sup>st</sup> anniversary and set records in terms of numbers of Hosted Buyers attending and number of pre-scheduled appointments. Our Hosted Buyer Programme stands as the 'gold standard' for the meetings industry.*

*"However, it is not just about quantity it is about the event experience. We have to ensure that we are providing them with ROI and that is something we have successfully been doing for many years."*

*June Clark, EIBTM's Manager, Hosted Buyer Programmes added: "What makes our Hosted Buyer programme so important is, that unlike other Hosted Buyer programmes, ours is 'buyer driven'. All Hosted Buyers, whether attending as part of a Group or individually, decide whom they want to arrange pre-scheduled meetings with. So, if you are an organiser of an event or conference; someone who influences or make budgetary decisions for international business travel, meetings, incentive travel, conventions, product launches, or staff training, we want to hear from you."*

**Jutta Landsberg, Managing Director Landsberg Consulting International Business Travel & Incentives:**

*"I would like to thank you for the professional organisation of EIBTM 2009. As with all exhibitions organised by RTE throughout the world, one notices that a highly professional team is involved. I will be looking forward to future invitations to your exhibitions. Thanks! EIBTM Barcelona 2009!"*

**Gabriela Rohr, Congresos & Reuniones:**

*"It was a fantastic fair - very successful - for myself I think it was the best one I attended - more contacts - more profitable contacts -I don't know if the crisis made it better or what - or that after attending some other previous fairs one learns how to make it more profitable and useful for our interests as hosted buyers - Congratulations but it was a very good experience and business possibilities for us".*

Barbara Jamison, Visit London European Sales Manager:

*"Best EIBTM ever, we expect to exceed last year's figure of £52 million worth of business enquiries. We have organised three fam trips with North American, South American and Norwegian buyers. EIBTM plays an absolutely crucial role in our marketing strategy."*

### **Destination Presentations:**

In addition to their individual appointments, Hosted Buyers must attend one Destination Presentation during each day that they are at EIBTM.

Destination Presentations are designed to enable exhibitors to present an overview of their destination to a small group of buyers. The 'group' is made up of individual buyers that will arrive independently at the destination stand to join the group presentation. Hosted Buyers can arrange to return to the stand to have a one-on-one appointment with specific exhibitors.

### **Section 3: Features & Highlights**

#### **Technology @ EIBTM**

Once again, championing the future of the meetings technology industry, The Technology Village @ EIBTM is now an established part of EIBTM. Launched in 2003, the area highlights the latest products and innovations for the meetings and conference industry. Event planners will find the technology products they need to help manage their events including event management software, networking products and audience response systems.

Technology Village Exhibitors:

- amiando - Online Event Planning

- Chance2Meet – Newtonstrand
- Cube Technologies - Smart Power Supply Distribution Systems
- Cvent
- Delegia AB
- Eventure congress registration software
- Grupo Desarrollanet
- Marathon International
- Metafusion
- M Events: The future of conference IT-Services
- pep EVENT/pep PRESENTER
- PowerVote
- Shocklogic Global Ltd
- Soft Congres
- Streamline Data Ltd
- Ungerboeck Systems International

*“We are going through a major technology transformation -- we are moving from shrink-wrapped software to the web as a major means of software distribution. This is leading to low cost and free tools for meetings and tradeshow.” Follow Corbin Ball (EIBTM Technology E+xpert) on his blog - [www.eibtm.com](http://www.eibtm.com)*

### **Events Services Village @ EIBTM**

An area devoted to the essential services that support events, meetings and conferences. Located in Section O and P of the exhibition hall near the Internet Café, products and services include badge products, incentive gifts, lanyards, environmentally friendly items for those looking at entertainment, audio visual and promotional items.

Exhibitors at the 2010 Event Services Village:

- ABADIAS - Bags & Baggage Design

- Congress Rental Network
- Creator Meeting Support
- Identilam
- kleertech
- MeetingLinQ
- Parthen the meeting services company
- PSAV ® Presentation Services
- Saville Audio Visual
- Tenors Un-limited..." The Rat Pack of Opera"
- Township - Fair Trade bags

### WWTW

Every year, through EIBTM's WorldWide Technology Watch, the event seeks to find the latest technology products for the meetings industry, with entries from around the world qualified and discussed amongst the expert judging panel of the EIBTM WorldWide Technology Watch (WWTW) competition. This year is no exception and is dedicated to discovering the latest technological innovations that will have the most positive impact on meetings, events, incentive travel, conferences and exhibitions.

This year the judging panel consists of:

- Corbin Ball, CMP - Corbin Ball Associates (Chairman)
- Martin Sirk, CEO - ICCA
- Bruce M. MacMillan, President/CEO - Meeting Professional International
- Paul Hussey, Managing Director – Business Development Director, BSI
- Sam Smith – Managing Director of Interactive Meeting Technology
- Lynn Wong – Director of Grupo Eventoplus
- Ruud Janssen – CEO of ©TNOC, an unconventional marketing collective.

Last year's winner of the WorldWide Technology Watch was Pathable. Their device enabled attendees to communicate simply and easy with each other,

providing them with an easy way to get to know each other, before they arrive at the actual event and to stay in touch afterwards.

On winning the 2009 Award, Jordan Schwartz, CEO, Pathable, Inc commented: "We're incredibly pleased to have earned this recognition not only from such a well-regarded organisation, but from a judging panel whose opinion we hold in such high regard. It serves as a great confirmation that the work we've put into improving the conference social experience for attendees has been well spent. Pathable has been largely focused on the US to date, and the EIBTM technology award provides a perfect introduction for our ideas to the important European market".

The EIBTM 2010 WorldWide Technology Watch winner will present a short overview of their winning technology product for the meetings industry followed by a drinks reception on Tuesday 30 November in the Lecture Theatre on the show floor.

### **Sustainability in Action**

No company or organisation would have been untouched by the issue of Corporate Social Responsibility (CSR). Understanding the business impact on the wider world and considering how companies can use this impact on the environment in a positive way, is now on the mainstream corporate agenda.

At Reed Travel Exhibitions, this means taking a responsible attitude and going beyond the minimum legal requirements. Exactly what EIBTM has been promoting in recent years. The commitment to a sustainable event management system has now been recognised by awarding EIBTM the BS8901 – the British Standard for Sustainable Event Management – certificate.

The BS8901 standard sets a generic framework that manages the implementation of sustainability for events, venues or suppliers. The

framework creates a way of working that considers economic, environmental and social impact.

*Jen Booth, EIBTM Operation's Director said: "In our drive to promote sustainable practices, we have chosen the BS8901 route; one that sees us being externally certified rather than taking the self certified option, as we wish to be totally transparent in our approach and our actions. Sustainability now plays an integral part of the EIBTM management and planning process and is not seen simply as a bolt on."*

EIBTM's approach to BS8901 has helped to shape attitudes regarding sustainability issues. Together with the EIBTM venue - Fira Gran Via - they have together made major strides in using recyclable materials, waste management and energy efficiency. Actions have included a significant cut back in printed material, and increasing web based communications as well as the use of recycled bags and paper and encouraging more people to use the local Barcelona train network rather than shuttle buses.

Last year, the show launched 20 Sustainable Actions, outlining the actions that exhibitors could implement in their own journey to become more sustainable. This initiative is to be undertaken again this year.

Any exhibitor successful in completing at least 5 actions before EIBTM 2009, was awarded a certificate to show they were recognised for working to improve their own sustainability practices. Those awarded with certificates included Visit Denmark, Hilton Hotel – Prague, Ireland Tourism, Visit Britain, Visit Scotland, Visit Sweden, Sol Melia, NH Hotels, Ovation Global, Switzerland Convention and Incentive Bureau, Nicholas Publishing International, Barcelona International Convention Centre and The Rezidor Hotel Group.

An area on the exhibition floor was created where visitors could put their sustainable initiatives on a special 'Sustainability Blackboard'. This will feature again on the show floor this year. Each year, EIBTM will commit to becoming involved in a local community project - in 2008, they donated an original artwork, painted by those at EIBTM, to a local Barcelona Hospital.

New for 2010 is a series of bite sized education sessions covering all aspects of CSR in the 'Green Room'. See the "Education" section of this Preview for more information.

### **EIBTM Sustainable Actions - 2010:**

- The EIBTM "Green Team" onsite will be there to help exhibitors recycle. One of the key aims is to help reduce exhibitor waste at the end of the show.
- Produce webcasts for exhibitors through [www.eibtm.com](http://www.eibtm.com) that give helpful advice on how to achieve greater sustainability.
- The introduction of a Stand Award category for the best example of sustainability on an exhibitor stand.
- Aim to achieve a paperless Press Centre on site and generally reduce the amounts of printed material for EIBTM
- Promote the use of the train to and from the venue
- Generally encourage all of our stakeholders to embrace the sustainability approach.

### **Real time online evaluation – Meeting Metrics**

Winner of the 2008 WWTW Award, Meeting Metrics, will be making available their real time online evaluation surveys to evaluate attendees views of all educational sessions during EIBTM.

### **Networking Hour**

Returning by popular demand – an appointment free networking hour for exhibitor receptions on day 2 from 18.00 – 19.00

### **Section 4: Education programme**

EIBTM is committed to supporting the events industry, raising industry standards, encouraging learning and development through our expanding and innovative education programme.

The world renowned seminar programme (that attracted 4000 attendees in 2009) offers a variety of subjects led by some of the most influential industry experts. These sessions cover the latest key issues and hot topics within the industry. The education programme also features a series of Spanish language seminars, specifically for the region.

### **Association Programme**

**Open to Hosted Buyers only. Places must be pre-booked.**

The Association Programme has evolved to meet the need of the busy Association meeting planner. Now in its 9<sup>th</sup> year, the professional education content will address the key issues encountered by Association planners ensuring maximum return on investment.

### **Corporate Programme**

**Open to Hosted Buyers only. Places must be pre-booked.**

Now in its 6<sup>th</sup> year, the EIBTM Corporate Programme was the first of its kind to offer truly international and highly targeted professional education.

Designed specifically for meeting planners from corporate organisations, the programme presents the industry's foremost speakers – tackling key issues, and providing senior level education that is not to be missed.

**Agency Programme**

**Open to Hosted Buyers only. Places must be pre-booked.**

The Agency Programme provides a unique opportunity to take advantage of truly international professional education. Specifically designed for agency staff, conference organisers and independent meeting planners, the education sessions are repeated over two days of the show, giving Buyers the chance to maximise their time.

**EIBTM 2010 Industry Trends Report**

The annual EIBTM Industry Trends and Market Share Report will be presented on the show's opening day. Compiled by Rob Davidson the EIBTM Industry Analyst and Senior Lecturer in business travel and tourism, at the University of Westminster, the report identifies the key trends for the meeting and incentives market over the past 12 months. It also provides some pointers as to the year ahead and what trends are likely to influence the development of business.

Topic Highlights from the daily Education Programme for 2010 include:

1. ***Association Programme*** –. Keynote session day 1 – Future Membership Model. Workshop topics include Getting a Fair Deal,

Improving Participant Experience, The Decision to learn. Day 2 – The Great Association Debate.

2. **Corporate Programme** –. Strategic Meetings Management; Myths, Challenges and Opportunities..
3. **Agency Programme** – The programme is repeated over 2 days. Session Topics include – Large versus Small. What is the future of small agencies and how can they survive in an ever increasing competitive environment.
4. **EIBTM Industry Trends & Market Share Report** (The renowned annual research on the emerging trends and impacts that will have the greatest affects on the industry over the coming year)
5. **SITE Young Leaders Programme** - Paths to Success (an interactive session with a panel of young leaders sharing their business experiences)
6. **Women in Business** – Succeeding as a Female Entrepreneur (including topics as diverse as balancing work/life issues, the challenges of business and how to build a business network)
7. **Daily Technology Hour** – various subjects on how to keep up to date with technological advances in the industry
8. **Spanish Programme** – Together with MPI Spain, topics covered will include: Foretica (CSR, sustainability etc.), Virtual events, Technology, Data law Protection, New VAT in Spain

General seminars are open to all and are free to attend. Sessions in conjunction with the Association, Corporate and Agency Programmes are open to Hosted Buyers only and places must be pre-booked.

EIBTM's educational sessions will, as in past years, be CMP accredited. The foremost certification of the meetings, conventions and exhibitions industry - the CMP program - recognises individuals who have achieved the industry's highest standard of professionalism. For more information about the CMP programme please visit [www.conventionindustry.org/cmp](http://www.conventionindustry.org/cmp)

Please see [www.eibtm.com/education](http://www.eibtm.com/education) for an up to date programme.

### **ICCA Forum for Young Professionals**

Once again, highlighting their continued commitment to finding industry 'leaders of tomorrow', EIBTM and ICCA are undertaking their annual search for young talent to join them in the annual Forum For Young Professionals at this year's EIBTM.

The two organisations are on the look out for 20 industry professionals, 30 years of age or under, to attend EIBTM and the Forum from Saturday 27 November to Tuesday 30 November. Selection to the Forum is based on country of origin, current employment and a short essay on either the challenges faced by the industry, social networking or sustainability.

Comments from past attendees include:

*"The ICCA/EIBTM FYP was an amazing opportunity to collaborate with, and learn from, both experts in our industry and other young professionals. The forum allowed me to build relationships with industry colleagues throughout the world, an opportunity I would have otherwise never had the chance to partake in."* **Bethany Teulan - Business Events Sydney**

*"The Forum is a great opportunity for anyone who is planning a career in our industry. The mix of experienced industry leaders and young ambitious professionals leads to an extraordinary experience with an open and educative atmosphere."* **Arvin Singh - MCI Amsterdam**

*"It is a great opportunity for exchanging experience's learning and fun. Absorb as much as possible and enjoy."* **Ângela Silva - São Paulo Convention and Visitors Bureau**

Key benefits for those chosen to join the Forum for Young Professionals include:

- A fresh perspective on meetings management and the industry
- Familiarisation with the global meetings industry and its potential for young professionals
- Enhanced professional skills
- Connections and networks with peers from around the world
- Better appreciation of different viewpoints, approaches and cultures
- The experience of working in multi-cultural and buyer-supplier teams
- The ability to plan a career in the industry
- Knowledge of ICCA, its organisation and membership benefits
- Continued motivation and enthusiasm for the industry
- Preview of EIBTM
- Opportunity to meet technology guru Corbin Ball

## **Section 5: EIBTM Networking**

Networking is essential to EIBTM and a crucial part of the event. This year's details are:

### ***Monday - Hosted Buyer Networking Event***

For Hosted Buyers arriving on the Monday a free networking event in the evening offers a great welcome to Barcelona.

**Date:** Monday 29 November 2010

**Time:** 19.00 – 22.00

**Venue:** W Barcelona

[www.whothels.com/barcelona](http://www.whothels.com/barcelona)

Hosted Buyers only

***Tuesday - EIBTM Welcome Party***

The EIBTM Welcome Party takes place immediately after the end of the first day of the show.

**Date:** Tuesday 30 November 2010

**Time:** 18.00 - 20.00

**Location:** Hall 2.1, Fira Gran Via

Open to all

***Wednesday - Networking Hour at EIBTM 2010***

Started in 2009, once again the show floor will remain open for an extra hour from 18.00 – 19.00 hours to give an additional opportunity for networking between exhibitors, suppliers and buyers. Please see [www.eibtm.com/networking](http://www.eibtm.com/networking) for up to date information.

***Wednesday - EIBTM Club Night***

The place to be seen - EIBTM Club Night at Club Catwalk in Barcelona. Free entry with an EIBTM badge.

**Date:** Wednesday 1 December

**Time:** 22.00 - 02.00

**Venue:** Club Catwalk, Barcelona

**[www.clubcatwalk.net](http://www.clubcatwalk.net)**

Open to all

***Parties and functions hosted by exhibitors***

EIBTM exhibitors organise a host of functions throughout the show both on their stands and in the evenings at venues throughout the city. Please view the EIBTM website for any exhibitor functions taking place and log on to [www.eibtm.com/networking](http://www.eibtm.com/networking)

**Venue Information**

Fira Gran Via, Barcelona

With its two venues, Montjuïc and Gran Via, the Fira de Barcelona boasts the largest trade fair area in Spain (365,000 m<sup>2</sup> of gross exhibition space) and one of the biggest in Europe.

The address of the venue is:

Fira Gran Via

Avenida. Joan Carles I, 58-64

08901

L'Hospitalet (Barcelona)

Spain

### **Travel & Accomodation**

The official DMC for EIBTM is Ultramar Event Management.

Ultramar Event Management is the official DMC for EIBTM in Barcelona, providing the following services:

- Hotel Accommodation
- Pre and post tour programmes
- Transportation including luxury coaches, train, ferry and airline tickets
- Booking and recommending a wide selection of restaurants and entertainment options
- Advice and support for organising events, entertainment, security, catering etc for events outside of the EIBTM exhibition

For further information about accommodation in Barcelona contact Ultramar Event Management on Tel: +34 93 482 7140.

**And - a few final words from exhibitors at EIBTM 2009:**

*New York City*

*“EIBTM has brought more appointments (15 per day per person) for us this year than ever before. We have come to EIBTM every year since its beginning and intend to come back next year.”*

*Munich Convention Bureau*

*“I am very pleased with the effects that EIBTM had on the Munich CVB this year. We have had bookings from various sorts of meetings & incentives companies, meeting planners and conference organizers. Munich CVB will definitely be at EIBTM again next year.”*

*Sandton Convention Centre, South Africa*

*“More high quality appointments, particularly from Associations. £3 – 5m of business enquiries which we are confident will turn into actual business.”*

**- ENDS -**

**Notes to editors:**

The information provided in this document was first produced in August 2010 and is for use by media. To continually update the content please use [www.eibtm.com](http://www.eibtm.com).

If you wish to interview or send in questions for the EIBTM management team please do get in touch.

Exhibitors continually post their press releases and news within the press section of [www.eibtm.com](http://www.eibtm.com). Please check regularly.

We would be grateful to receive copies of editorial published concerning EIBTM and it can be mailed to **Cut Communications**, 167-169 Great Portland Street, London, W1W 5PE.

**EIBTM EXHIBITOR CONTACTS**

For the contact details of exhibitors from your region or relevant to your publication please contact Lauren Mackenzie or Nina Gardiner at Cut Communications – email addresses below.

## **EIBTM PICTURES**

Images are available on request.

### **For further EIBTM press information please contact the EIBTM press office:**

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EIBTM Website: [www.eibtm.com](http://www.eibtm.com)

Reed Travel Exhibitions website: [www.reedtravelexhibitions.com](http://www.reedtravelexhibitions.com)

### **Reed Travel Exhibitions Notes to Editors:**

**1.** EIBTM forms part of the RTE portfolio of Global Meetings and Incentives Events along with AIME ([www.aime.com.au](http://www.aime.com.au)), GIBTM ([www.gibtm.com](http://www.gibtm.com)), CIBTM ([www.cibtm.com](http://www.cibtm.com)) and AIBTM ([www.aibtm.com](http://www.aibtm.com)). EIBTM ([www.eibtm.com](http://www.eibtm.com)) is the annual global meetings and incentive exhibition held in Barcelona, Spain.

EIBTM is ABC Audited every year to guarantee that the number of visitors promoted is completely accurate and are unique attendees only.

**2.** Reed Travel Exhibitions organise 12 events worldwide, including World Travel Market, Arabian Travel Market, European Incentive, Business Travel & Meetings Exhibition (EIBTM), Americas Incentive, Business Travel & Meetings Exhibition (AIBTM), China Incentive, Business Travel & Meetings Exhibition (CIBTM), Gulf Incentive Business Travel & Meetings (GIBTM), Asia Pacific Incentives & Meetings Expo (AIME), International Golf Travel Market, International French Travel Market - Top Resa, International Luxury Travel Market (ILTM), La Cumbre and Asia Luxury Travel Market (ALTM).

**3.** For further press information, please visit the Reed Travel Exhibitions' website on [www.reedtravelexhibitions.com](http://www.reedtravelexhibitions.com).

**4.** Reed Exhibitions is the world's leading events organiser, with over 440 events in 36 countries. In 2009 Reed brought together over six million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 35 fully staffed offices.

**5.** Reed organises a wide range of events, including trade and consumer exhibitions, conferences and meetings. Its portfolio of over 440 events serves 44 industry sectors, including: Aerospace & aviation, automobiles, beauty & cosmetics, broadcasting, building & construction, electronics, energy, oil & gas, engineering & manufacturing, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, marketing, business services & training, medical education, printing & graphics, security & safety, sports & recreation, travel.

**6.** Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

**7.** Reed Exhibitions is part of Reed Elsevier Group plc, a FTSE-100 company and world-leading publisher and information provider. In 2009, Reed Elsevier made an adjusted profit before taxation of £1,279 million on turnover of £6,071 million.