



INDIA CONVENTION PROMOTION BUREAU

Room No.233A, Ashok Hotel, Chanakyapuri, New Delhi-110021

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POST CONCLAVE REPORT

11thConventions India Conclave – 2018

August 29-31, 2018

Biswa Bangla Convention Centre, Kolkata

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The 11thConventions India Conclave (CIC) was successfully held from August 29-31, 2018 at Biswa Bangla Convention Centre, Kolkata. The Conclave was supported by the Ministry of Tourism (MoT), Government of India, Department of Tourism, West Bengal - as the host state, Biswa Bangla Convention Centre – as the Convention Venue and the Department of Tourism, Government of Gujarat as Gold Sponsor.

The theme for the 11th Conventions India Conclave was “*Scaling New Heights – Building for the Future*”.

The Conclave provided an opportunity for participants from many different but related disciplines to interact, seek information and share experiences. Also, with the aim of strengthening the brand positioning of ‘Incredible India’ as a MICE destination, buyers from overseas attended the Conclave to meet with suppliers from India’s MICE industry and experience the product for themselves.

The three days Conclave was attended by over 350 participants from different segments of the industry including speakers, exhibitors, delegates, sponsors, students, media and conference planners from the domestic market and overseas.

The supporting partners were *Ministry of Tourism - Government of India, Department of Tourism - Government of West Bengal, Biswa Bangla Convention Centre, WBHIDCO, Indian Chamber of Commerce, Government of Gujarat, Novotel Hotels & Resorts, The Westin Kolkata Rajarhat, Swissôtel Kolkata, ITC Hotel, JW Marriott Kolkata, Bangalore International Exhibition Centre (BIEC), Highbrow Productions Pvt. Ltd, Grover Audio Visual Services, Viablesoft Solutions Pvt. Ltd. and Paras Art Studio.*

Highlights



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Day-1- Wednesday, the 29th August 2018

Hosted Buyers arrived from all over India and abroad to attend the 11th Conventions India Conclave 2018. There was excitement in the air and keenness to interact and mingle with each other at the event. The registration counters were opened from 29th August 2018 during the 'Networking Welcome Dinner' hosted by ITC Hotel at ITC Sonar Bangla, Kolkata.

The ambience was conducive to unwind and get to know each other well. A perfect start for the next day's upcoming events.

Day-2- Thursday, the 30th August 2018

Inaugural session

Mr. Amaresh Tiwari, Hon.Secretary - ICPB delivered the opening remarks highlighting the activities and role of ICPB in promoting India as a MICE destination.

Mr. Chander Mansharamani, Vice Chairman - ICPB welcomed the guests and gave an overview of importance of the MICE activities revenue generation through MICE shared interesting statistics and future plans.

The dignitaries invited on the dais were Shri Debashis Sen (IAS), Additional Chief Secretary& Chairman WBHIDCO, Govt. of West Bengal, Mr. SumanBilla, Chairman ICPB & JS - Ministry of Tourism, Govt. of India, Mr. Atri Bhattacharya (IAS), Principal Secretary Tourism & Home, Government of West Bengal, Mr. Shiv SiddhantKaul, Past President, Indian Chamber of Commerce, Mr. Chander Mansharmani, Vice Chairman - ICPB, Mr. Amaresh Tiwari, Hon. Secretary-ICPB and Mr. Girish Kwatra, Hon. Treasurer-ICPB.

The inaugural session included the Lighting of Lamp with Rabindra Sangeet in the background.



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Mr. Shiv Siddhant Kaul, Past President, Indian Chamber of Commerce addressed the audience.





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Mr. Kaul appreciated the efforts of the stakeholders of the Industry in projecting India as a credible MICE destination India. He touched on various issues related to the Industry like 'ease of doing business', GST and safety of tourist visiting India.



Address by Shri Atri Bhattacharya (IAS), Principal Secretary Home & Tourism, Government of West Bengal. He appreciated the efforts of ICPB in bringing the 11th CIC 2018 at Biswa Bangla Convention Centre in Kolkata. He highlighted the growing infrastructure in Kolkata with new hotels, convention centre, Eco Park and sports complex, which makes Kolkata, an attractive destination for MICE. He mentioned the need for developing a sound method for mapping visitor's data. He underlined the need for more connectivity to Kolkata including charter flights and advocated promoting experiential tours to promote Indian cuisine.

Address by Chairman ICPB / Joint Secretary – Ministry of Tourism, Govt. of India, Mr. Suman Billa (IAS). Mr. Billa provided an overview of the growth of tourism in India both in terms of tourist arrivals and foreign exchange earnings in 2017. For the first time the tourist arrivals in India crossed the 10 million mark.

He emphasised on the need to prioritise the multi products offered by India for a focused promotion through digital media and mentioned that the new creatives and collaterals developed by the Ministry of Tourism were tailor made to the different markets for better reach & impact. He underlined the need to develop and promote good MICE infrastructure like Biswa Bangla Convention Centre and mentioned that the taxation on MICE activities should be more competitive, offering incentives like tax refund and simplifying the procedure for issue of conference visa.



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Mr. Billa visualised the newly opened Kolkata state chapter playing a dynamic role in bidding for international conferences and jointly with MoT, supporting the events through incentives like gala dinners etc.

Address by Additional Chief Secretary, Govt. of West Bengal – Shri Debashis Sen (IAS). He thanked the Hon'ble Chief Minister, Ms. Mamata Banerjee for the work initiated with her support and guidance in building Biswa Bangla Convention Centre. He also mentioned the important places of interest in Kolkata for any tourist visit.

Mr. Debashis Sen requested Mr. Suman Billa for releasing the app on the BBCC booklet.



During the inaugural session, Mr. Suman Billa announced the opening of ICPB's first State Chapter in Kolkata. Mr. Chander Mansharamani mentioned the members on the Governing Board of the Kolkata State Chapter which includes the following (who have kindly consented to be associated with the Kolkata State Chapter):

- Shri Debashis Sen (IAS), Additional Chief Secretary, Govt. of West Bengal –Chairman of ICPB Chapter in Kolkata.



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- Shri Atri Bhattacharya (IAS), Principal Secretary Home & Tourism, Government of West Bengal – Vice Chairman of ICPB Chapter in Kolkata
- Honorary Secretary & Treasurer will be representative from Indian Chamber of Commerce. Mr. Mansharamani thanked Mr. Mukherjee for his consent, to be instrumental for the help for formation of the chapter.
- Governing Board :
 - Mr. Sandeep Johri, General Manager - Novotel, Kolkata
 - Mr. Atul Bhalla, General Manager – ITC Sonar Bangla, Kolkata
 - Mr. Gaurav Singh, General Manager - JW Marriott, Kolkata
 - Mr. Manish Gupta, General Manager – Taj Bengal, Kolkata
 - Mr. Rahul Maini, General Manager - The Westin, Kolkata
 - Two PCO / Travel Agent from Kolkata will be part of the Board

The state chapter of ICPB will function as an extended arm of national body and would help to create an impactful voice for the MICE Industry in West Bengal.





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Ms. Gunjan Suri, Associate VP – MICE of Thomas Cook India presented memento to Mr. Shiv Siddhant Kaul, Past President, Indian Chamber of Commerce as a token of appreciation.





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Keynote Address on Leadership – Life Blood of Innovations by Mr. John Martinez (CEO, Shocklogic)

Mr. Martinez briefed on his 14 years working experience as PCO with congress industry. His topic 'Leadership – Life Blood of Innovations', emphasised on innovation, leadership, competitiveness, technology as important components for a successful conference.





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Through a case study of a European Congress, he also emphasised on the techniques of creating awareness to attract large participation at the conference through TV, studios, approaching online audience, innovative e-posters, lounges at airport with no financial implications, create logo OR a story teller for a conference, brain storming session etc. He pointed out about the co-operation / collaboration / competition to make conference asuccessful in co-relation with human behaviour.

Mr. ChanderMansharamanipresented the memento to Mr. John Martinez, as a token of appreciation for his presentation.





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Presentation by Shri Debashis Sen (IAS) CMD, WBHIDCO on Emerging MICE Destination – Kolkata.



He made a presentation on Kolkata - the city of joy, giving endless reason to visit Kolkata, and how the city has emerged as MICE destination. He informed about the master plan of upcoming infrastructural facilities at New Town Kolkata such as BBCC Gate, Eco Park including partially man made largest Lake with beautiful musical fountain (in the evening), expanding to 47 Zones and a huge exhibition ground.

He quoted 'Business is as important as voting' for creating financial hub in the area. 21 financial institutions are proposed from banks to set-up their institutes in the new town area such as *International State Bank Institution of Management* which is operational to create more reasons to generate MICE business in this area.

On 13th August 2018, Ms. Mamata Banerjee dedicated 100 acre land other than Silicon Valley for creating more impetus to MICE industry. Mr. Debashis further briefed about some mega conference / exhibition happened in the New Town area such as Mines and Mineral Exhibition (specialized exhibition and convention) in the Eco Park. He informed that from 2014 till next year, Eco Park will be having musical events, bike events, running



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events in coming year. He shared the upcoming future plans of 6 huge exhibition space which will be operational in Eco Park. He gave brief about the MICE facilities available in Biswa Bangla Convention Centre with surrounding upcoming facilities. He also informed about the upcoming hotels by 1st November 2018, formation of state chapter of ICPB to promote Kolkata as MICE Destination, airlines with direct connectivity to the various part of the world. He concluded with a presentation on MICE facilities in the New Town Area.

Panel Discussion 1 – Public Private Partnership for destination marketing

The Panellists were Shri. C. Murugan (IAS), Managing Director, West Bengal Tourism Development Corporation (WBTDTC), Mr. Chander Mansharmani (PCO), Managing Director -Alpcord Network Events & Conference Mgmt Ltd, Mr. Bodhisattwa Mukherjee, Additional Director-Indian Chamber of Commerce and Ms. Mariska Kesteloo, Founder - Word of MICE.

Moderator Mr. Suman Billa (IAS), Joint Secretary-Ministry of Tourism, Government of India and Chairman- ICPB introduced the subject and emphasized the need to work together to market India as a whole, keeping in view that the India is a diversified nation and only the destination can market themselves properly with the support of government.





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He asked Mr. Chander Mansaharamani to share his views on Public Private Partnership for destination marketing from a PCO prospective.

Mr. Mansharmani informed that ICPB is a good living example of PPP model, started way back in 1988 and now as Kolkata as State Chapter of ICPB will also be a good example of working together as PPP model. He suggested that destination market can be promoted / activated through the PPP model only. He emphasised on the key areas such as control on the Industry, policy formation, infrastructure etc. where need of the government support is required for private partners for destination marketing.

Mr. Suman Billa invited Mr. Bodhisattwa Mukherjee, Additional Director, Indian Chamber of Commerce to share his opinion as the prospective of a Chamber.

Mr. Mukherjee thanked ICPB for involving ICC in the 11th CIC 2018 and also for the privilege to be the functional falcon of state chapter of Kolkata. He briefed about ICC as one of the strongest body in this area, working towards achieving various objectives of different areas of tourism industry. He stated that ICC has a strong tourism committee to initiate tourism promotion in Kolkata. Further, he explained about the role of a chamber under PPP model, is to develop good national destination, identify upcoming properties or ideal property / places to be utilised for MICE in the entire east. In order to develop these properties / destination; chamber may advise the government and come forward to build up destinations / properties of international standards. He further informed that numbers of MICE infrastructure properties are under construction in this area and more corporate are coming up as stake holders to jointly develop and market for Kolkata as destination.

Ms. Mariska Kesteloo briefed about the foundation of her organization the 'Word of MICE', after 10 years of working experience with DMC and Meetings & Congress Industry. She stated that for destination marketing, the essential components are - unique selling point of destination and target audience through social media platforms, so as to show presence of the destination worldwide.

The session ended with giving thanks and presenting memento to all the participants.

Mr. J. P Shaw, India Tourism Kolkata presented the memento to Shri C. Murugan, Mr. Bodhisattwa Mukherjee and Ms. Mariska Kesteloo.



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Presentation –Social Media Marketing: Changing Scenario, Impact on Industry and Way Forward, How Technology can bring a difference

Mr. Yusno Yunos: CEO & Founder - Evenesis - Y UsSdnBhd



Mr. Yusno Yunos thanked ICPB for inviting him as speaker for the 11th CIC 2018. He informed about his profile as computer scientist and the work initiated by him during the years such as starting with an event app for a wedding planner to start his own business to market through social media.

Further, he explained how the technology being used globally, such as '#hashtag' in social media for tracking behaviour and audience engagement concerned with the event. He briefed about a survey report conducted by E&Y in 2016 giving outcome on social media that 95% of Indian community is on social media and most of them are on facebook. In comparison to India, most of young people in Malaysia are on Instagram and snapchat, only elderly persons are on facebook. In reference to India, facebook is the king for marketing/promotional tool for global presence. Emphasising on the best marketing platform, he said that this depends upon the requirement of the event and the tool/platform being used by target audience/ client (buyer/seller) to connect/attract the right eyeball and target audience.



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He applauded the efforts of ICPB for using social media platform for promotion of 11th CIC 2018 especially on facebook and LinkedIn. He also briefed about 'twitter', as a good platform for live update about anything. With examples, he also mentioned that re-targeting the audience is presently a successful marketing exercise through digital marketing/social media. He suggested that 'snapchat', is famous for events/venuepromotions through templates sharing feature. For an example, he stated that social media can create emotions for conference to attract audience. At the end he highlighted the following key points for consideration to improve overall event experience, with social promotion:

- Event Flow
- Technology check
- Real website
- On line payment system
- Live engagement of audience
- Target and re-target the audience
- Datamanagement – for this data to be highly protected through data protection policy
- Advance marketing tool in place. Easily integrated tool.
- Use chat box OR event chat box to update, quick response and paper less work.
- Allocation of budget on technology adoption, management and upgradation.





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On a question, Mr. Yunos replied that now a day's facial recognition technology such as bar coding is being famous in conference, which is 99% accurate in data.

Mr. Gopal Chandra Ghosh, Jt. Managing Director of WBHIDCO presented the memento to Mr. Yusno Yunos as a token of appreciation for his presentation.

EXHIBITION DURING THE CONVENTION (30.08.2018):

Mr. Suman Billa, Chairman -ICPB & Joint Secretary (Tourism) – Govt. of India and Mr. Gopal Chandra Ghosh, Jt. Managing Director of WBHIDCO inaugurated the exhibition at the 11th CIC 2018





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Kolkata Tourism Exhibition Booth Space:





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The exhibition and B2B meetings with pre-scheduled appointments, were an important component of the Conclave, allowing adequate time for meetings and interaction between the buyers and sellers. The following 37 exhibitors showcased their MICE products during the event with attractively designed booths.

Sl. No	Organisation	No of Booth	Booth Number
1	Concept Conferences Pvt. Ltd.	1	G-1
2	IndeBo	1	G-2
3	Swosti Group (Hotels-Resorts-Travels)	1	G-3
4	Elbon Conferences and Events Private Limited	1	G-4
5	Cox and Kings Limited	1	G-5
6	Meetings & More	1	G-6
7	The Indian Hotels Company Limited	1	G-7
8	Thomas Cook (India) Ltd	1	G-8
9	KW Conferences Pvt. Ltd.	1	G-9
10	Hyderabad International Convention Centre (HICC)	1	G-10
11	Chime Tours Pvt. Ltd.	1	G-11
12	Meetings & Incentives World (A Division of A.T. SEASONS & VACATIONS TRAVEL PVT LTD)	1	G-12
13	Clarks Exotica - Convention, Resort & Spa	1	G-13
14	Grand Hyatt Kochi Bolgatty	1	G-14
15	Leonia Holistic Destination	1	G-16
16	India Trade Promotion Organisation	2	G-17-18
17	Alpcord Network Events & Conferences Management Company Private Limited	1	G-19
18	India Exposition Mart Ltd.	2	G-20-21
19	Grover Audio Visual	1	G-22
20	Bangalore International Exhibition Centre	1	G-23
21	Paras Art Studio	1	G-24
22	Highbrow Audio Visual Services Pvt. Ltd.	2	G-25-26
23	JW Marriott Hotel	2	G-27-28
24	India Tourism Development Corporation	1	G-29
25	Swissôtel Kolkata	1	G-30
26	NOVOTEL Kolkata Hotel And Residences	1	G-31
27	Ministry of Tourism, Government of India	2	G-32-33
28	Gujarat Tourism	1	G- 36



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29	Indian Railway Catering and Tourism Corporation	1	G-37
30	Biswa Bangla Convention Centre	2	G-38-39
31	The Westin Kolkata Rajarhat	2	G-42-43
32	Government of West Bengal	2	G-44-45
33	Viablesoft Solutions Pvt. Ltd.	1	G-46
34	Sun Business Machines	1	G-47
35	ITC Hotel	2	G-48-49
36	Indian Chamber of Commerce (ICC)	1	G-50
37	ICPB	2	G-51-52





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Game of Golf and Green Walk -Simultaneouslyorganised at ECO Park from6:30 – 7: 30 a.m.

Green Walk at Eco Park- to create awareness of the need to protect the environment, a 45 minutes morning walk was organised on a decided route with tree plantations. Participantswere provided with branded caps and t-shirts for the green walk as per the program schedule:

0600 hrs. Pickup from respective hotels

0625 hrs. Assemble at Eiffel Tower in Eco Park

0630 hrs. Walk flag off by Mr. DebashisSen

0710 hrs. Plantation of Trees at designated area in the Golf Course

0730 hrs. Return to respective hotels

The Conclave continued with B2B meetingsession:Pre-fixed meetingsbetween buyers and suppliers during the exhibition session from 9:30 - 11:30 am.

Panel Discussion 2 –Creating a winning scenario - Bidding for International Conferences (11:45 am - 12:45 pm)

Panel Discussion was moderated by **Mr. Noor Ahmad Hamid**, Regional Director, ICCA. The Panellists for the session included**Mr. Matthieu Van Der Straten** - Meetings &Events Director, International Society of Nephrology (Belgium), **Dr.AmitavaSen Gupta**, Fellow of





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the National Academy of Sciences, India, Fellow of the Institution of Electronic and Telecom Engineers (IETE), India, President of the Metrology Society of India and a Senior Member of the IEEE, USA and **Mr. Girish Kwatra**, CEO - Meetings and More.

Mr. Noor Ahmad Hamid moderated the panel discussion and briefed about the topic "Creating a winning scenario - Bidding for International Conferences". He said that the topic is about the discussion on association marketing and bidding process which covers the meetings convened by international association only. He emphasised that it is good that as per ICCA statistics India is doing well and growing in the MICE ranking in the last three year, India's ranking / position upgraded from 31st to 24th. However, he emphasised that being a huge country with good active associations, India should be in the top 10 ranking in the world. For this, all the stake holders should jointly make it possible to upgrade India in the top 10 ranking.

He informed that this topic would cover bigger picture of what kind of conference India should bid OR host for? He suggested that efforts should be made to make the country MICE awareness and business enlarged, as now association communities are based in selected cities only such as Delhi, Mumbai, Hyderabad, Bangalore, Chennai and of course Kolkata. He pointed out wrong practice in conference such as money laundering, money under the table are in practice, however to compete the world, sub-vention policies, incentive as support to the conference to be introduced. He said that association marketing is all about long term strategy and the same need to be prepared / adopted properly.

He invited Dr. Amitava Sen Gupta, to share his views on Bidding for international conference from the association prospective. Dr. Gupta briefed about the topic with an example of the 'Union of Radio Science Conference', a 100 years old association, headquarter in Belgium having 44 members association all over the world and India is one of very strong member of the Association. This association highlights the research topics in telecom sector and its effects on human being. The association host three conferences every year on a rotational basis. He suggested that for inviting this conference in India, a presentation containing the following key points should be prepared (quoting from his presentation):

- Only scientific facts.
- Good infrastructure.
- Workout budget for the conference. With the condition, if association gains the profit would be for them, if loses would be our liability.
- Tour aspects after the conference leisure tour arrangements.



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He said that with the above key points in presentation, India won the conference for 2019 and the event will be co-hosted by Indian association & international association at India Habitat Centre. He informed that sometimes lobbying happens for conference in a professional manner. He specifically mentioned that PCO for the conference was appointed at a later stage after winning the bid.

Mr. Noor Ahmad Hamid invited Mr. Girish Kwatra to share his view points from a PCO prospective. Mr. Kwatra shared the following key points for a winning the bid:

<i>Matching the expectations</i> Indian delegate participation Industry Participation Scholarships Profits Social Profits	<i>Bidding collaterals</i> Bidding brochure Bidding ppt Bid Video Bidding website
<i>Networking – Lobbying</i> Lobbying with key association executives Creating an environment about the host country <i>Passion for your country</i> Cuisines Culture Patriotism	<i>Collective approach</i> Host Association Government bodies Experienced PCO Host venue Airport <i>He added with above points that further to attract India as destination the following to be done :</i> Bid website Bid Brochure Bid Video Local Association

He also identified the following major reasons for losing the bids:

- Outspoken Media – Small activity becomes a big news
- Destination didn't fit with association's rotation pattern
- Destination didn't fit with association's rotation pattern
- Competitors from other countries were strong in terms of Infrastructure, Conference venue
- More support by the government in the competitor countries
- Limited Conference budget – monetary constraints

Bidding Mantra- Recommendations



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- Right bidding approach in terms of Local committee, experienced PCO, Brand ambassador, Government bodies & Venue
- Submit the bid exactly as per the guidelines of International association
- Contribution to the International association should be considerable
- Lobbying with International association executives
- Delegate insurance to attend the conference
- In case, you lose the bid first time, try next time as chances of getting the mercy votes next time are higher

Mr. Noor invited Mr. Matthieu Van Der Stratento share his view from International Association prospective. Dr Matthieu shared the example of WCN Conference with the following key points to win international conference from the international prospective were charted out:

WCN Bidding Process

- Call for proposal goes to all Affiliated Societies of a specific region in conjunction with CVB
- The process starts 4year prior the event with decision around 3,5y prior the congress dates
- The destinations are asked to provide a preliminary bid and only the top 3 destinations are requested to provide a full bid
- The bid document is a joint effort of the National Society, the CVB and the congress venue
- A site inspection (3d max) is organised to the three finalists destinations before selection
- The ISN Meetings and Events Director makes a recommendation and the EX.COM ratifies it

How to process further:

1. Respect the deadlines
 - a. We have sometimes some flexibility in term of time but comparing complex proposals takes time and the timeline is there for a reason.
 - b. Different cultures have different habits and expectations. Please come right a way with your best proposal. A negotiable draft rate could be perceived as frightening
2. Keep in touch with us, ask questions, show involvement, show you understood our specificities
 - a. Do not forget, we want a successful event as much as you, we are therefore your partner to make the best possible bid.



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- b. Answer our questions, all the questions. If they are not clear, do not avoid them, ask for support, we are happy to guide you.
3. Provide information about environment/access/floor plans. We do not know most of worldwide destinations
 - a. Do not suppose we know your destination. We want to know what the delegate experience will be (in terms of access, stay, venue)
 - b. Importance of location of venue/hotels/airport. How many rooms (cat. and rate) at 5-10-20min walking/ transport from venue.
 - c. Importance of how delegates move from one spot to another (without enormous cost of private shuttle service).
4. Be fair & honest
 - a. A trustful partnership starts right from the start. Let's look together into how you will be able to overcome challenges linked to the destination. Hiding the challenges only make us skeptical.
5. Show your involvement in the cause
 - Say why you want this congress to come to your country
 - Let us know why it is important to the destination, community, larger public audience
 - Let us know the stakeholders which we will have on board
6. Do not promise or ask for support letters, we prefer real commitment
 - Support letters are long to obtain for you and long to read for us. They are of no importance/impact if these are all copy paste. Please do ask people who send support letters how they will be involved, what do they commit to exactly ?
8. Let us know how you will be able to support us (CVB) ?
 - All our local suppliers will be 1st time collaborations (and maybe only one shot partnerships) – how can you be our local facilitator?
 - Is any financial support available ?for big scale events a lot of destinations present financial support to the congress. This helps association congress to have a financial balanced budget, also helps to get registration rates down for better attendance, which is a win win situation for organiser and destination
9. What is the GST recovery situation in the destination?
 - A lot of destinations have found fiscal solutions to attract global events by enabling foreign companies to create a local temporary GST/VAT number enabling the organiser to recover the paid GST. The organiser invoices GST to delegates and sponsors/exhibitors but is also able to recover the GST paid on his expenses. On 3Mi expenses, 20% of taxes represents 600K, which has a major impact on the provisional result (if 20% of the revenue, means much more than 20% of the benefits)



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Mr. Noor Ahmed stated that sometimes conferences are not held for delegate presence but for the purpose and cause to resolve the problem, building community, sharing knowledge, generating awareness. He pointed out that strong points for selling India are Incredible India, language, huge diversified country and many more.

It was pointed out from the audience that the urgency of identifying ambassador of the program/ scientist/ scholar to give an impact to a conference should be included.

Mementoes were presented to moderator and panellists as a token of appreciation.

Mr. Amresh Tiwari facilitated Mr. Hamid Noor and Dr. Amitava Sen Gupta. Mr. Sudeep Sarcar facilitated Mr. Matthieu Van Der Straten and Mr. Girish Kwatra with mementos.



Sponsors Presentation sessions(12:45 – 1:00 pm)



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Gujarat Tourism: Mr. Soman S. Pathy, Chief Liaison Officer, Gujarat Tourism gave a presentation on MICE facilities:



Mr. Soman S. Pathy briefed about the initiatives taken by the Gujarat Tourism towards growth of MICE Tourism. He gave a presentation on Mahatma Mandir – an upcoming MICE Venue with the following details :





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He stated that Mahatma Mandir is being developed in an area of around 34 Acres, in the Central Vista of Gandhi Nagar, directly in front of the assembly complex. Located at 20 kms. from Ahmedabad international airport (Sardar Patel Airport) and approx. 30 kms. from Ahmedabad Railway station, Mahatma Mandir is well connected with National Highway to Delhi, Mumbai etc.

He pointed out the features of Mahatma Mandir as follows:-

- The complex site is spacious enough to handle swift movement of up to 15000 people.
- The convention hall has seating capacity of 6000 seats undivided with VIP viewing galleries.
- There are 4 seminar rooms (3 with seating capacity of 500 Persons each and 1 with seating capacity of 1000 Persons)
- There are 2 of large size and 1 medium size exhibition centers.
- Seven hi-tech conference halls and a modern meeting room
- Three Exhibition halls with column free structure
- Large foyer housing ATMs, Travel Desk, Food Court, Photo Gallery etc..
- The planning and design is done as per green construction technology, through use of materials of construction, structural design and services.
- All waste water treated & recycled for flushing, irrigation, etc.

He further briefed about non-conventional conference facilities in Gujarat such as Great Rann of Kutch. The Great Rann of Kutch is a salt marsh located in the Thar Desert in the Kutch District of Gujarat, India. It is about 7500 sq km in area and is reputed to be one of the largest salt deserts in the world.

- A flagship PPP project
- About 10.0 lac visitors to the White Rann in the last 6 years
- Employment creation for more than 7,000 people in the area
- About 75+ Crores of revenues has been generated due to the RannUtsav in a year.
- Augmentation of local infrastructure due to increased tourism
- National Conference of Central & State/ UT Ministers and Secretaries of Tourism, Culture, Youth Affairs & Sports



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Mr. Girish Kwatra, Hon. Treasurer - ICPB thanked Gujarat Tourism for supporting 11th CIC 2018 as Gold Sponsorship.





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- Ms. SumanJulka, Director Sales & Marketing, Hotel Westin Kolkata Rajarhat gave a presentation on the Hotel with additional adjacent MICE facilities to make Kolkata as a MICE Destination.



- **Bangalore International Exhibition Center:** Mr. Ubaid Ahmad, Senior Director, Bangalore International Exhibition Centre briefed about the venue and made a presentation on BIEC. Mr. Amaresh Tiwari, Hon. Secretary ICPB thanked Mr. Ahmad for the support as sponsor from BIEC for the 11th CIC 2018.





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- **Accor Group of Hotels:** Mr. PrabhakarAwasti, Director Sales & Marketing gave a presentation on Accor Group of Hotels.



- **Mr. Anand Nair, Sales & Marketing Direcotr ITC Sonar - ITC Sonar Bangla, Kolkata** gave a presentation on ITC Group of Hotels.





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- Further, JW Marriot Kolkata also made a presentation

Panel discussion 3: *Upcoming MICE Infrastructure in Kolkata* – Promoting Kolkata as a Preferred MICE Destination

- Moderator –Mr. Noor Ahmad Hamid, Regional Director, ICCA
- Panelist - Mr. AtulBhalla, General Manager – ITC Sonar Bangla, Kolkata
- Panelist - Mr. Rahul Maini, General Manager - The Westin, Kolkata
- Panelist - Mr. Sandeep Johri, General Manager - Novotel, Kolkata
- Panelist - Mr. Gaurav Singh, General Manager - JW Marriott, Kolkata

All Panelists were of the view that we should bring together all the segments to make Kolkata as a MICE Destination. Panelists appreciated the efforts of ICPB for organizing 11th CIC 2018 at Kolkata and considering first chapter opening in Kolkata. Panelists stated that all the hoteliers should work together with the government and ICPB to make Kolkata as a strong MICE destination. Panelist also highlighted the available and upcoming infrastructural facilities to make this part of country as a MICE Destination and this is a historic event in the history of tourism for opening first state chapter in Kolkata.





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Mementoes were presented to moderator and panellists as a token of appreciation.

Promotional films of the Ministry of Tourism - Government of India and Gujarat Tourism were projected.

Mr. Gautam Deb, Hon'ble Minister-Incharge (Tourism), Govt. of West Bengal addressed the audience.



He informed about the support provided by Ms. Mamata Banerjee, Chief Minister, Government of West Bengal to project Kolkata differently, especially in regard to the town planning, new projects, infrastructural developments and upcoming facilities to promote Kolkata as a MICE destination worldwide.

He also pointed out other adjacent tourist attractive places and cities in and around West Bengal especially near Kolkata.

Mr. Chander Mansharamani thanked Mr. Gautam Deb and presented a memento as a token of appreciation.



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Valedictory Session: Vote of thanks was given by Mr. Girish Kwatra. He thanked audience, students, and sponsors for their support to make 11th CIC 2018, a grand success.

He further requested Hon'ble Minister (Tourism), Mr. Gautam Deb to present the memento to the supporting partners for 11th CIC 2018.

Mr. Gautam Deb presented the mementoes to the sponsors for the 11th CIC 2018 - representatives from *Government of West Bengal, Biswa Bangla Convention Centre, WBHIDCO, Indian Chamber of Commerce, Government of Gujarat, Novotel Hotels & Resorts, The Westin Kolkata Rajarhat, Swiss Hotel Kolkata, ITC Hotel, JW Marriott Kolkata, Bangalore International Exhibition Centre (BIEC), Highbrow Productions Pvt. Ltd, Grover Audio Visual Services, Viablesoft and Paras Art Studio.*

Concluding remarks were delivered by Mr. Girish Kwatra. He summarized the three days activities of the conclave and thanked organising committee, Governing Board members, ICPB Secretariat. He further acknowledged the dignitaries, speakers, sponsors, buyers, delegates, exhibitors, media, students and all the participants at the 11th CIC 2018, making conclave a successful event. He further stated that we all need to work hard with unity, to take ICPB to new heights.



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The 11th Conventions India Conclave 2018 was a learning experience for all the participants over 350 which included buyers 51 domestic from all over India and 29 abroad. 36 Industry organizations displayed their products with 150 exhibitors/speakers, 20 delegates and 14 students. There were 07 media personnel from various trade publications.

On the last day, i.e 1stOctober 2018, the post tour to Belur Math and Kolkata city was organised for the buyers.
