



57th ICCA Congress

11 November 2018 - 14 November 2018

Provisional Programme



57th ICCA Congress

STAND OUT FROM THE CROWD,
SPONSOR A GREAT NETWORKING AND EDUCATION EVENT!

Sponsorship **benefits:**

Increase your profile online, in print and on-site

Your logo on the Congress website including a link to your website

Reach 40 association executives and more than 1000 ICCA Members

Strengthen your brand's identity

Sponsorship **opportunities:**

Education session

from €2.500

Catering

1. Sunday lunchcontact ICCA
2. Tuesday lunch.....contact ICCA

Other

- | | |
|------------------------------|---------|
| 1. App banner..... | €3.000 |
| 2. Volunteers..... | €5.000 |
| 3. Internet Café..... | €5.000 |
| 4. Business Exchange..... | €5.000 |
| 5. Pens 1.500 pcs..... | €5.000 |
| 6. Wellness Area..... | €7.500 |
| 7. Tech Hub..... | €7.500 |
| 8. Power banks 1000 pcs..... | €7.500 |
| 9. Main app sponsor | €15.000 |

Contact information

For more information on sponsorship opportunities and details of benefits, please contact **Mieke van Loenen** | mieke.l@iccwORLD.org.

Welcome Messages

Message from Nina Freysen-Pretorius, ICCA President

Dear ICCA Members,

The 57th ICCA Congress will be held in Dubai this year, and to me this is of special significance for a number of reasons. Firstly, this Congress takes place in an ICCA presidential election year, which is always really exciting. It's the time when our association comes alive, with members having the opportunity to elect the candidate of their choice! For me it will be a bitter sweet moment, as I will be stepping down and taking on a support role after the election as the immediate past president.

This will also be the first time that the ICCA Congress has ever been hosted within the Middle East region. This was one of the ICCA strategic objectives: grow our membership globally and be truly representative of the association market that we serve. Having our ICCA Congress in Dubai will also support the emirate in strongly positioning business events as a driver of economic development, knowledge dissemination and job creation in Dubai and the Middle East.

I would like to encourage you to attend the Congress, participate in the election of the new ICCA president, and use your membership to make valuable connections and new friends.

Yours in ICCA,

Nina



Message from Steen Jakobsen, Chairman of the Local Host Committee

Dear ICCA Members,

Ahlan wasahlan! On behalf of Dubai and the Local Host Committee, I would like to welcome you to our home, Dubai – where dreams and opportunities are synonymous, and innovation seeps through every corner of the city.

At the crossroads between the East and the West, Dubai embodies a perfect balance between its rich heritage and the modernity of the cosmopolitan world. A leading business and trade hub of the Middle East, the city is now widely recognised as a knowledge hub, with representation from a diverse range of industries that are increasingly attracting global talent. It's no wonder why over 200 nationalities call the city their home.

Come experience and embrace the innovation that is very quickly changing the face of every industry around the world. We look forward to welcoming you to our remarkable city. #MyDubai awaits you...

All the best,

Steen Jakobsen



Programme Overview*

Saturday 10 November	Sunday 11 November	Monday 12 November	Tuesday 13 November	Wednesday 14 November
<ul style="list-style-type: none"> • Registration • Complimentary city tours • Business Exchange 	<ul style="list-style-type: none"> • Registration • First Time Attendees Introduction Programme • Research appointments • Sector meetings • Chapter meetings • Fringe meetings • ICCA General Assembly • Opening Ceremony • Welcome Reception 	<ul style="list-style-type: none"> • Monday Morning Wake-up Call • Full-day education programme • President's Choice Session • Braindates • Research appointments • Fringe meetings • CAT Night 	<ul style="list-style-type: none"> • Best Marketing Award • Full-day education programme • Braindates • Research appointments • Fringe meetings • Farewell Dinner 	<ul style="list-style-type: none"> • Copenhagen Denmark Lecture • Half-day education programme • Braindates • Research appointments • Closing Session • Next Destination Lunch • Complimentary city tours

Monday lunch – sponsored by IMEX



Next Destination Lunch - sponsored by Houston Local Host Committee 2019



Copenhagen Denmark Lecture – sponsored by Danish ICCA members



CEO Deep Dive – sponsored by IBTM



* Subject to change



Education Programme

This year's ICCA Congress takes us to Dubai, a sparkling global metropolis that is full of man-made wonder, a testament to the feat of human ingenuity, imagination and innovation. A young, fast-growing city with an equally young, fast-growing population, Dubai's position as the most important driver of business innovation, economic development and new ideas in the Middle East region makes our host destination a fantastic inspiration for this year's education programme.

There will be a strong focus on innovation throughout the programme, as well as the engagement of young people in our industry. We'll be exploring topics such as AI, Blockchain, "Festivalisation", Data mapping, Pitching, Influencer Marketing and much, much more.

Brand new content, the latest concepts and cutting-edge design

Year after year, ICCA endeavours to create a new and varied custom-designed programme from scratch, with education that enables the building of rock-solid networks, reacts to the latest industry trends, encourages the sharing of best practices and creates true value for delegates. The ultimate goal: help you stay ahead of the game in our constantly-evolving industry!

Dubai's programme will merge revered meetings industry thought leaders and outside-of-industry speakers from all over the globe. Delegates will be able to choose from a plethora of outstanding, informative and interactive sessions that are facilitated by this unique and compelling mixture of content.

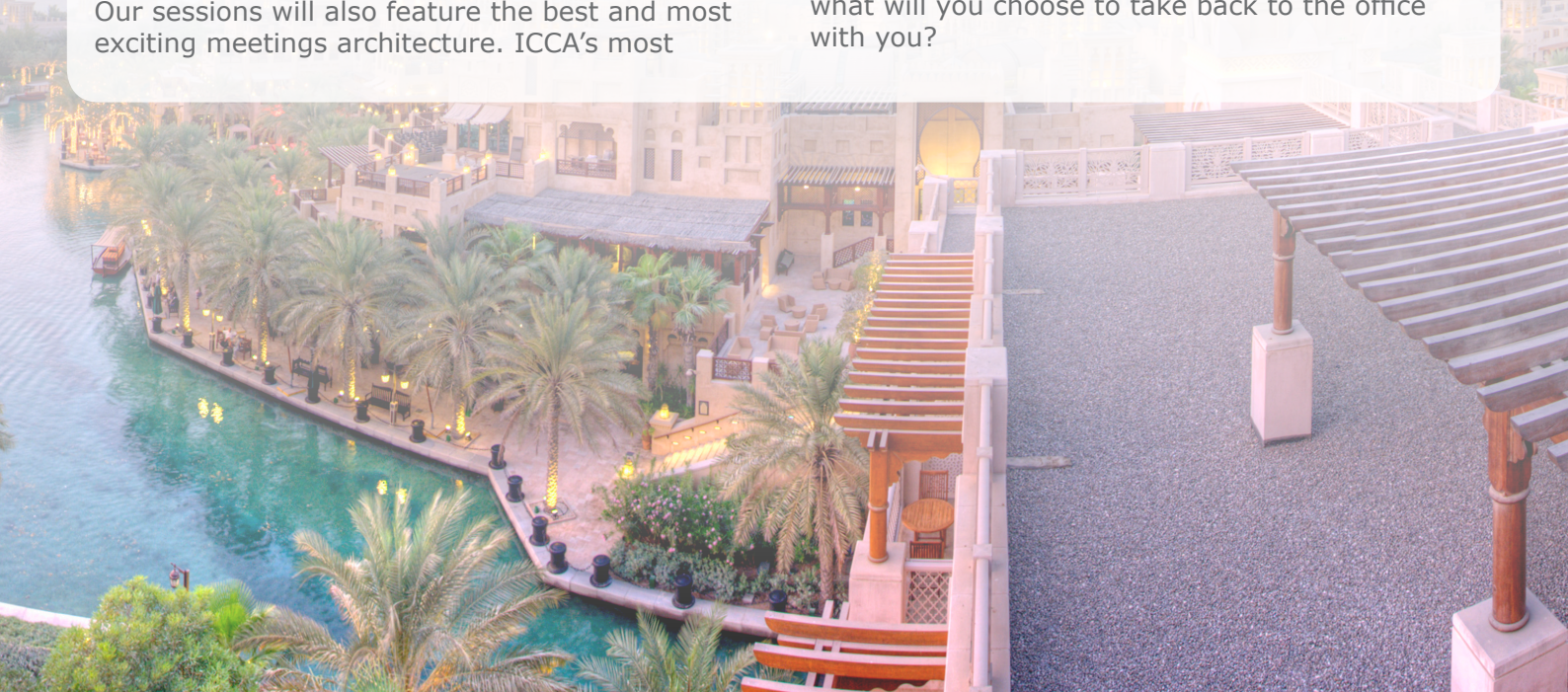
Our sessions will also feature the best and most exciting meetings architecture. ICCA's most

well-loved and tried-and-tested sessions like the Monday Morning Wake-Up Call, the Copenhagen Denmark Lecture and the Best Marketing Award are back, but no two years are the same! Also featuring new, innovative and exploratory meetings design, delegates will learn first-hand how these new formats are implemented through direct practice in the sessions themselves. Prepare to experience the future with the latest technological developments in our Tech Pavilion, recharge your batteries in our Wellness Lounge, or get outside the venue and join an "out-of-the-box" session, such as a visit to Emirates Flight Training Academy, Expo 2020 Dubai or Dubai Future Foundation (to be confirmed).

Designed with you in mind

Think of this year's programme as a framework to help you achieve your personal goals and take control of your Congress ROI. The ICCA Congress is the ultimate place to refresh your knowledge, turn your current perceptions on their head, and learn from your fellow delegates sitting next to you in the meeting room!

There are a wide variety of activities to suit every type of objective and interest. Carefully curated by the ICCA team and members for members, this year's educational content caters to seasoned Congress veterans and First Time Attendees alike. Bridging the gap between the generations and bringing associations and meetings professionals together, this is your chance to unlock and absorb unrivalled, mind-blowing and inspirational educational content, not found anywhere else! The focus will be on legacy, interactivity and learning as much as you can: what will you choose to take back to the office with you?



Highlighted Speakers

Are you ready to be inspired? We are delighted to welcome the following dynamic speakers to this year's Congress, who will enrich your educational experience with their perspectives on the latest topics and unique contributions to our diverse programme!

Richard Kastelein



A journalist by trade, Richard Kastelein is an award-winning publisher and entrepreneur. He is an expert on Blockchain technology and sits on the board of a dozen Blockchain start-ups, and is also the founder of industry publication Blockchain News. In addition to running his own highly-successful and influential media production company, Expathos, Kastelein is a contracted European Commission expert for Horizon 2020 and major supporter of technological innovation. Interested in utilising digitalisation in your organisation? You will want to hear what he has to say.

Greg Clark

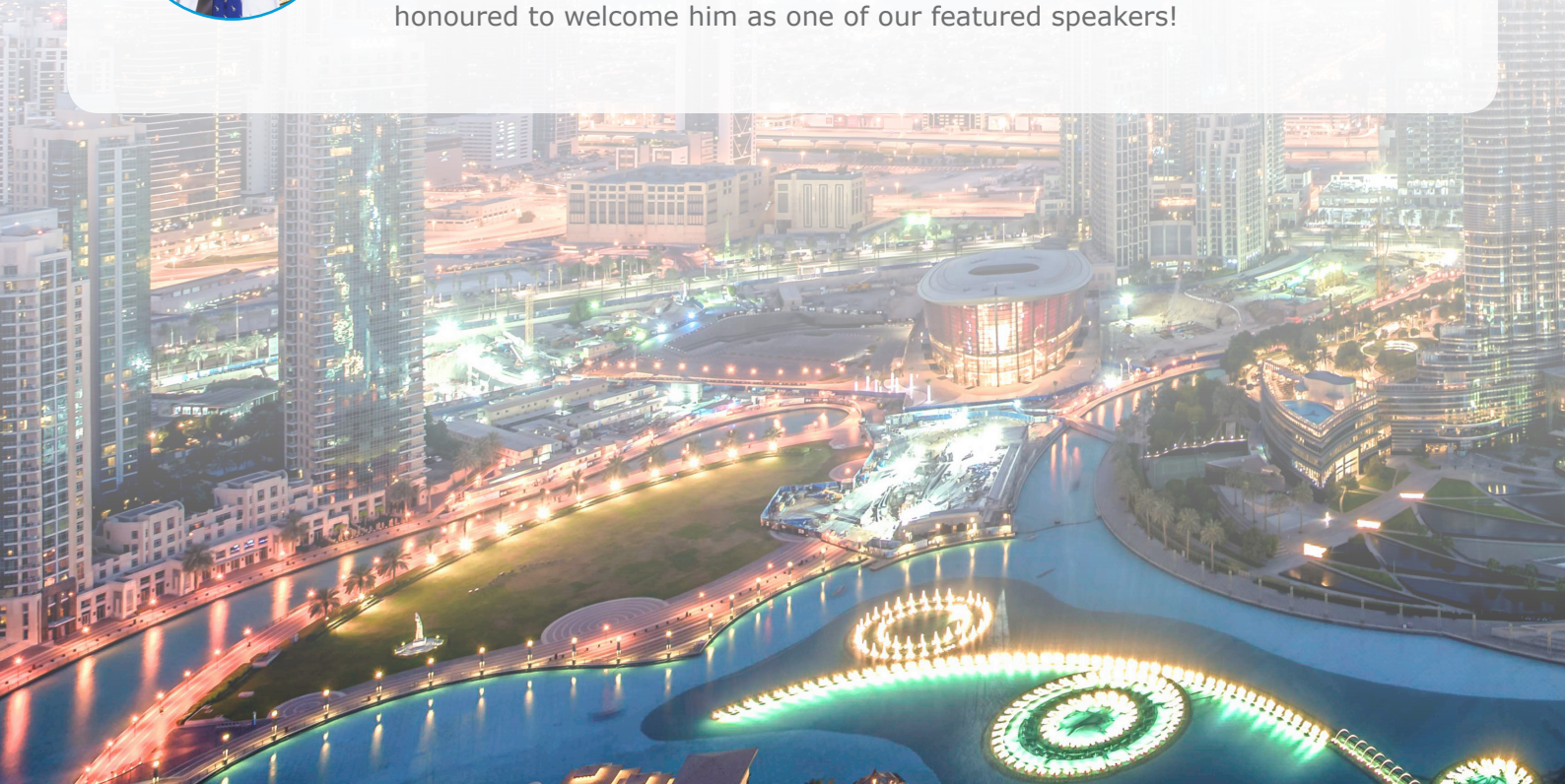


A renowned expert on leadership, a major player in the development of cities and city-regions, and a highly-regarded and well-respected figure in his field, Greg Clark provides guidance to leaders in the corporate, local and government sectors, helping them react to global change with clear priorities, strategies and tactics. As well as being the chairman of several urban development initiatives, a veteran conference speaker and published author, he also plans, recruits and chairs international advisory boards for cities and regions considering their long-term futures. If you're looking for motivation, inspiration and tips for tackling future developments in your destination, look no further!

Eddie Obeng



Eddie Obeng is many things: a business educator, professor, author, speaker and organisational management pioneer. An energetic and world-renowned speaker, he helps businesses to obtain clarity in a chaotic and constantly-changing world. Obeng has spoken at TED conferences and Google Zeitgeist, and has been called the "rockstar of business education". His session is not to be missed, and we are honoured to welcome him as one of our featured speakers!



Programme Highlights

First Time Attendee Programme (FTA)

Sponsored by SoolNua



sool•nua
another viewpoint
for meetings & events

Make the most of your first ICCA Congress! We place huge importance on giving First Time Attendees (FTAs) to the ICCA Congress a warm welcome. The FTA programme is specifically designed to prepare Congress novices to maximise the benefits of attending their first ICCA Congress. Attendees will get a preview of the main social and educational highlights of the Congress, as well as get tips on who and what to look out for from industry mentors, who will be on hand to answer questions and give tailored professional advice throughout the Congress' duration.

This is a unique opportunity and not to be missed. To make sure you are prepared for your first ICCA Congress and to learn insider secrets, sign up for the First Time Attendee Programme now!

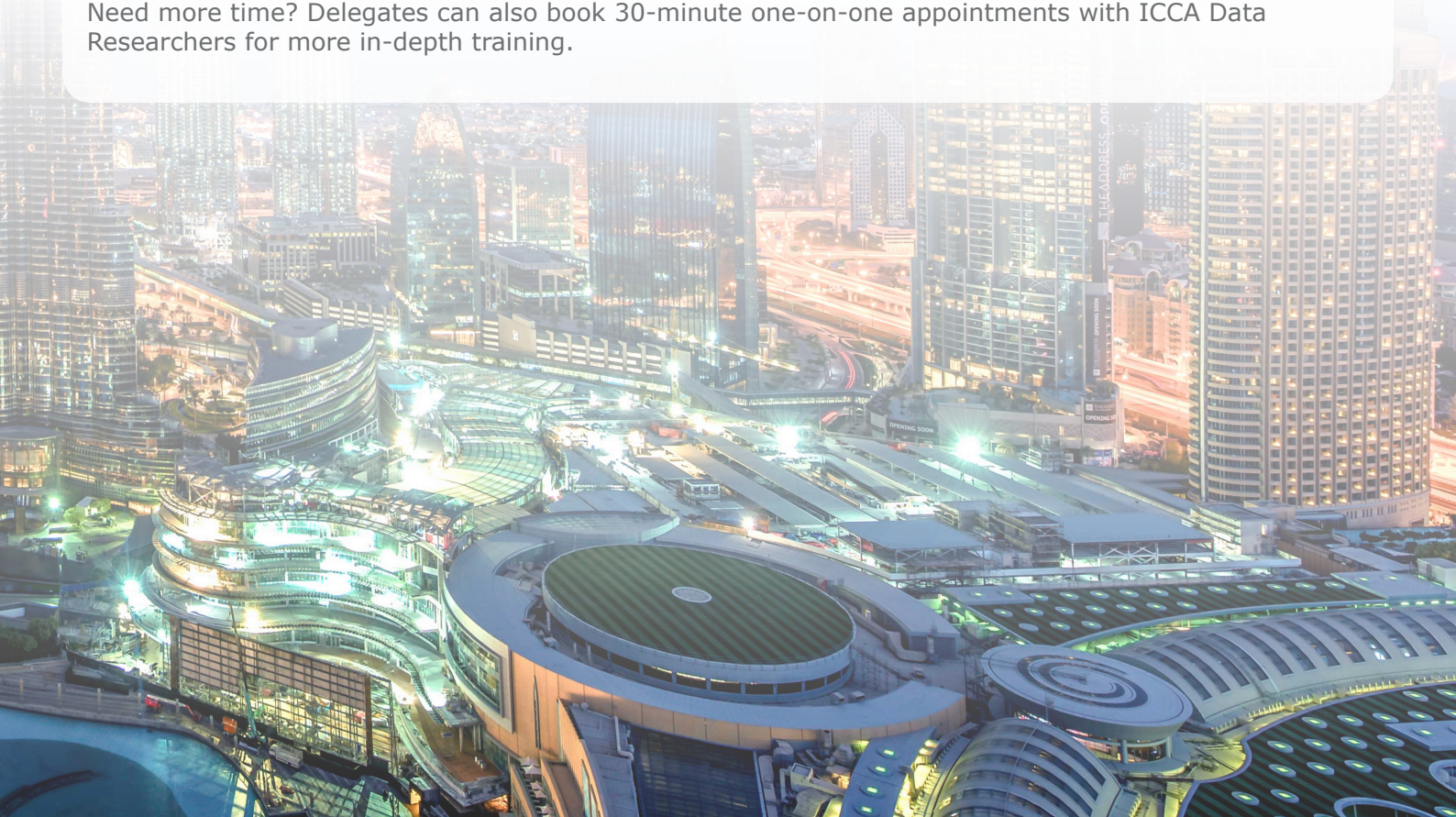
Braindates

After its successful debut at the 56th ICCA Congress in Prague, Braindates has returned to make it easier than ever to meet like-minded people and get your nagging business questions answered! Braindates is a handy application that allows you to share knowledge with fellow delegates through one-to-one or group "brain dates", by organising topics and times and dates to meet through the in-app topic market. Remember - sharing is caring!

ICCA Data Workshops, ICCA Tools Training and Research one-on-one appointments

ICCA Data Workshops provide a general introduction to ICCA's online Association Database, including how to use it to find potential business, key contacts, details of associations, and other valuable information. Our trainers use in-depth demonstrations, illustrated by real-life case studies, to enable you to maximise your knowledge and understanding of one of our most popular tools.

Need more time? Delegates can also book 30-minute one-on-one appointments with ICCA Data Researchers for more in-depth training.



Programme Highlights

Business Exchange

The Business Exchange is often referred to as the most beneficial aspect of the Congress for the valuable ROI it offers to delegates, year after year. Participants engage in multiple short meetings that offer the opportunity to secure new business leads for their venue or destination. Don't miss out – pre-register to secure your place for this popular element of the programme.

Fringe Meetings

ICCA recognises that the Congress is also the perfect time for topical consortia, user groups and alliances alike to meet. We provide fringe meeting opportunities for all delegates to utilise if they should wish to do so. To arrange your fringe meeting, please contact Mieke van Loenen (mieke.l@iccaworld.org) to discuss the possibilities.

ICCA Best Marketing Award 2018

Sponsored by The Meetings Show



“We are honored with this great recognition from our industry’s peers from all over the world. I dedicate this award to my whole team, because they made this all possible!”

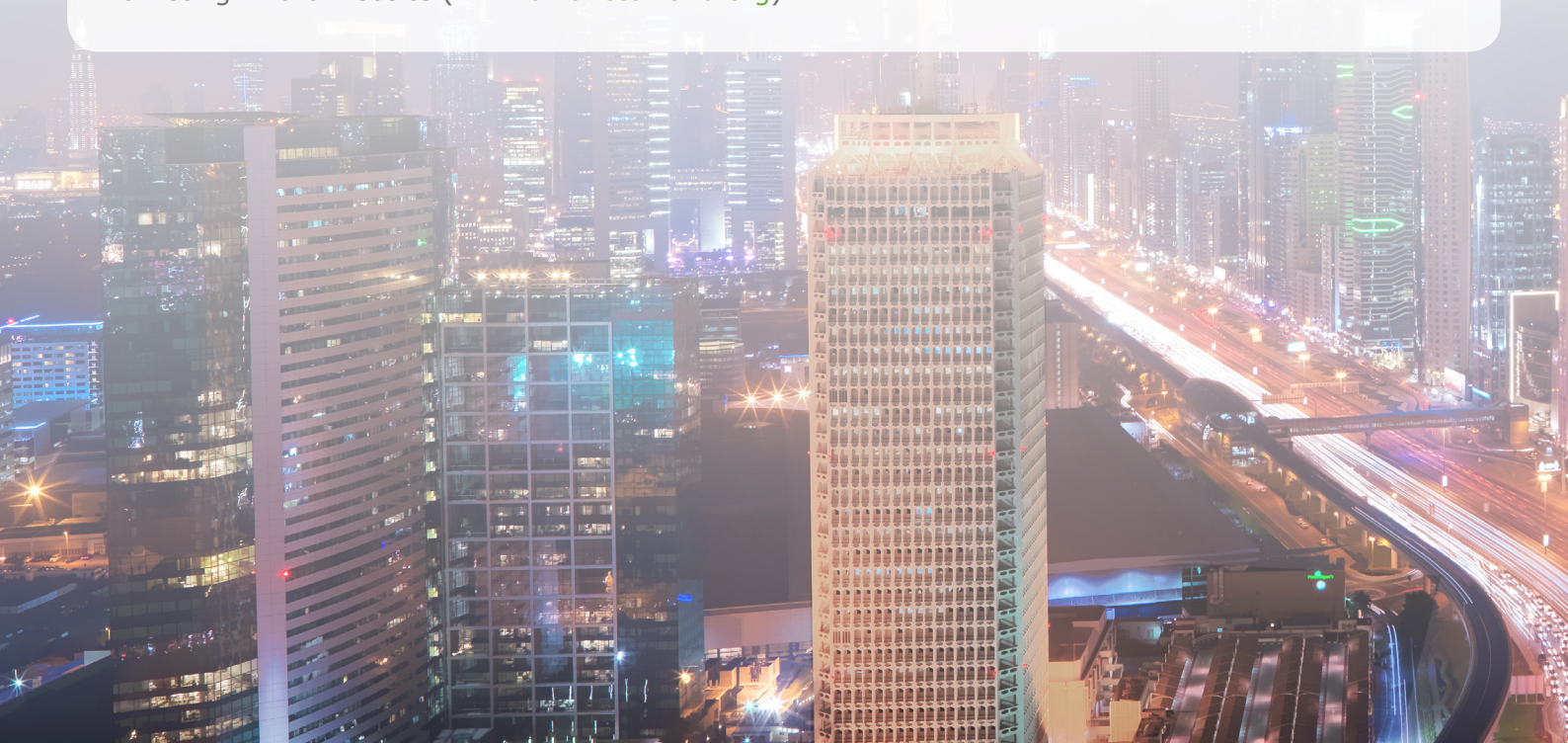
Mrs. Anja Stas,

Chief Commercial Officer of the FMCCA upon receiving the award

Apply now to showcase your finest marketing achievements to your peers from around the world!

The Best Marketing Award is open to all ICCA members, regardless of their sector. The finalists will receive one complimentary registration to the ICCA Congress in Dubai to present their campaign. The winning business or organisation will be announced at the ICCA Congress closing session on Wednesday 14 November 2018.

The deadline for applications is 14 September 2018. For more information, please visit the Best Marketing Award website (www.bma.iccaworld.org).



Registration Information

	Early Bird 	Standard 	Late 	On-Site 
 Member Delegate	€945*	€1045*	€1145*	€1245*
 Member Co-Delegate	€845*	€945*	€1045*	€1245*
 +1 Accompanying Guest	€450*	€450*	€450*	€450*
	Up to and including 6 July 2018	On and after 7 July up to and including 21 Sept 2018	On and after 22 Sept up to and including 26 Oct 2018	On and after 27 Oct 2018

*Registration fees are VAT exempt.

Included in the registration fee:

- Access to all education sessions
- Lunches, coffee breaks, evening social events as indicated in the programme
- Airport transfers (on specific days only)
- City tour (at specified times only, pre-registration required)

Not included in the registration fee:

- Travel to and from Dubai
- Hotel accommodation

Registration Information

Member delegate

A member delegate is the first person from an ICCA member company to register for the event.

Member co-delegate

A member co-delegate is an additional person registering for the event from the same ICCA member company as the member delegate.

Observer

Non-member organisations considering ICCA membership may request to attend an ICCA Congress as an Observer (once only) in order to find out more about ICCA and its business opportunities, meet the ICCA members, and make an informed decision about whether ICCA membership would be beneficial for them. Observer status is by invitation only, and there is a special registration fee. As suppliers of professional services to the international meetings industry, Observers are strongly encouraged to apply for ICCA membership.

Accompanying guest

Registered accompanying guests can attend all social functions, the Accompanying Guest Welcome Reception and the Accompanying Guests' tour programme. They are also allowed to attend the Closing Session if they wish. Please note however that accompanying guests are not able to attend any other aspects of the Congress programme (Chapter/Sector meetings, general assembly, education sessions, etc.).

For more information on attending as an Observer, please contact the ICCA Regional Director in your region:

Esmaré Steinhöfel, Regional Director Africa, Esmare.s@iccaworld.org

Noor Ahmad Hamid, Regional Director Asia Pacific, Noor.h@iccaworld.org

Elif Balci Fisunoglu, Regional Director Europe, Elif.b@iccaworld.org

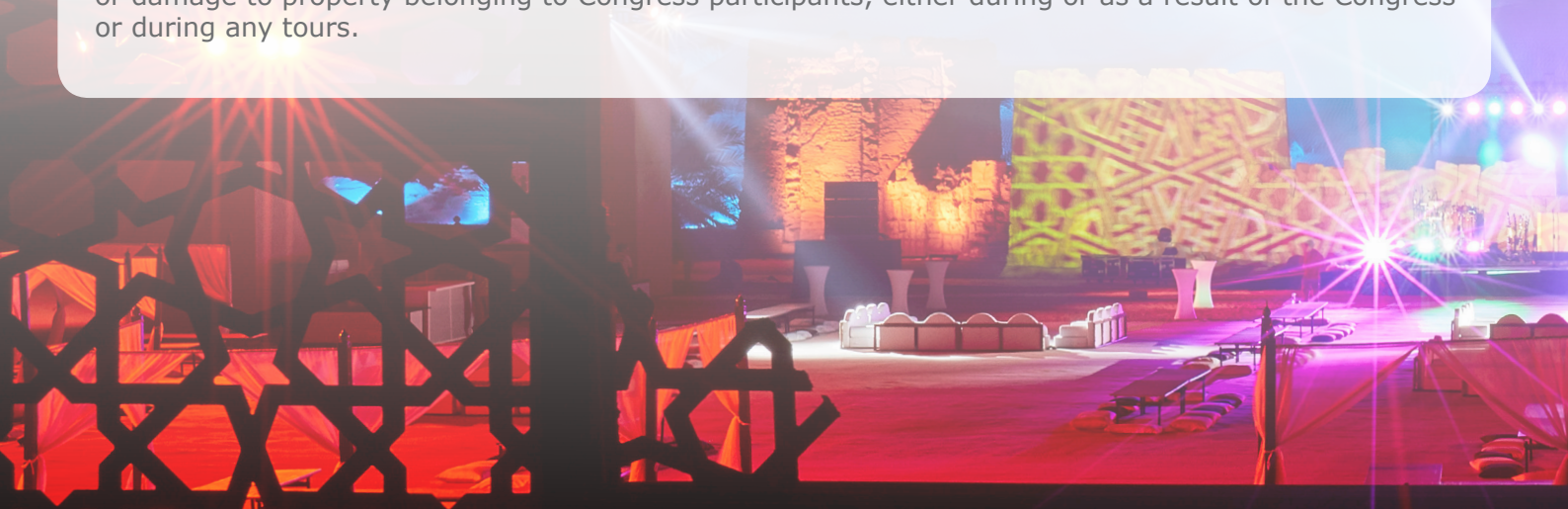
Santiago González, Regional Director Latin America and Caribbean, Santiago.g@iccaworld.org

Senthil Gopinath, Regional Director Middle East, Senthil.g@iccaworld.org

Joanne Joham, CMP, CMM, Regional Director North America, Joanne.j@iccaworld.org

Travel and Health Insurance

It is strongly recommended that participants take out insurance to cover loss (including registration fees) incurred in case of cancellation, medical expenses and damage to or loss of personal effects. The organisers of the 57th ICCA Congress will not be responsible for any medical costs incurred by participants. ICCA and the Local Host Committee will not accept liability for personal injuries or for loss or damage to property belonging to Congress participants, either during or as a result of the Congress or during any tours.



Venue and Accommodation

Dubai World Trade Centre, DWTC (nr. 6 on the map)

Dubai World Trade Centre (DWTC) is the largest convention and exhibition complex in the Middle East, welcoming more than 3 million visitors annually. Located on Sheikh Zayed Road in the heart of Dubai, DWTC spans over 1.3 million square feet of covered event space as a fully integrated venue, with hotels, restaurants, cafes, and shops. DWTC hosts hundreds of events every year, from trade fairs and mega consumer shows to meetings and congresses.

DWTC first opened in 1979 and has played a critical role in the growth of international trade

for the Middle East region. The mega-venue has been instrumental in propelling Dubai to economic powerhouse status and has enabled DWTC to become one of the most sought-after exhibition centres globally.

Delegates attending the ICCA Congress are guaranteed a smooth, enjoyable experience with DWTC's services, features and functions, including a fully integrated Wi-Fi system.

Accommodation

Delegates attending the ICCA Congress will have the chance to experience the rich variety and quality of hospitality in Dubai, choosing from five hotels located within walking distance of Dubai World Trade Centre (DWTC). For five-star luxury, Conrad Dubai, Fairmont Dubai and Sheraton Grand Hotel, all located in stunning skyscrapers across Sheikh Zayed Road from DWTC, are all ideal options. Each of these world-class properties feature relaxing spas, exceptional

restaurants, and spectacular views. Meanwhile, Novotel World Trade Centre Dubai and Hotel Ibis One Central also offer guests comfort and convenience, incorporating high service standards that will leave visitors to the city satisfied and content.

Booking links will be provided in the registration confirmation email.

Official Hotels



Fairmont Dubai (headquarter hotel, nr. 1 on the map)

A unique mix of contemporary design and urban chic, Fairmont Dubai is an icon in the financial heart of the city. Modelled after an Arabic wind tower (*barajeel*), this 34-storey hotel features 394 guest rooms, including 128 suites and penthouses. Guests who wish to stay at this hotel can enjoy a full

health club, spa and two rooftop swimming pools with breathtaking views over an ever-changing Dubai skyline. The hotel is located on Sheikh Zayed Road, just 10 minutes away from Dubai International Airport and the world's largest shopping centre The Dubai Mall, as well as Burj Khalifa and the Dubai Fountain. Fairmont Dubai has eight contemporary dining and entertainment venues, offering an array of gastronomic and evening activities. The hotel has direct walkway access to Dubai World Trade Centre.

Standard room rate from: AED 1,045 / AED 1,150

Address: Sheikh Zayed Road, P.O. Box 97555, Dubai, United Arab Emirates

Website: www.fairmont.com/dubai



Venue and Accommodation

The logo for Conrad Dubai, featuring the word "CONRAD" in a large, serif font above the word "DUBAI" in a smaller, sans-serif font, all within a brown rectangular border.

Conrad Dubai (nr. 2 on the map)

Conrad Dubai is a stylish, internationally-designed haven. Consisting of 555 luxurious rooms with panoramic views, three unique dining and entertainment venues, an exotic outdoor pool, luxurious spa and fitness centre. The hotel also offers many networking outlets, including IZEL, a lounge providing live beats from the hottest Latin bands. Other networking areas include Cave, a Parisian bistro, Suga, a butler style service lounge, and Purobeach Urban Oasis, an outdoor pool lounge located around an elevated pool surrounded by beautifully landscaped lush gardens.

Conrad Dubai is located at the heart of the city's vibrant financial and shopping district, minutes from Dubai International Airport and in close proximity to Downtown Dubai and Burj Khalifa. Conrad Dubai has direct walkway access to the Dubai World Trade Centre.

Standard room rate from: AED 1,000 / AED 1,150

Address: Sheikh Zayed Road, P.O. Box 115143, Dubai, United Arab Emirates

Website: www.conraddubai.com



**Sheraton
Grand**
HOTEL DUBAI

Sheraton Grand Hotel, Dubai (nr. 3 on the map)

Standing 54 stories tall, Sheraton Grand Hotel, Dubai comprises 474 guest rooms and suites, ushering in contemporary refinement and attentive personalisation to Dubai's bustling business and social scene. Located on Sheikh Zayed Road, just 10 minutes away from Dubai International Airport and 10 minutes walking distance from Dubai World Trade Centre, the contemporary hotel offers compelling services and access to the rooftop pool, spa, and 4 dining venues to suit every palate. Sheraton

Grand Hotel, Dubai offers guests refined luxury experiences and seamless access to Dubai's leisure and business hotspots, such as The Dubai Mall and Burj Khalifa.

Standard room rate from: AED 1,050 / AED 1,155

Address: 3 Sheikh Zayed Road, Dubai, United Arab Emirates

Website: www.sheratongranddubai.com



Novotel World Trade Centre Dubai (nr. 4 on the map)

Experience 4-star comfort at the Novotel World Trade Centre Dubai hotel, with amazing skyline views of Sheikh Zayed Road. The Novotel World Trade Centre hotel has 412 rooms and suites where you can relax after a busy day. Enjoy free wifi, international cuisine, one of Dubai's top jazz venues, a spa and salon, a pool and other luxury amenities. As the name suggests, the hotel is situated right next door to DWTC, so ultra-convenience is afforded to you. Spacious, contemporarily designed and adaptable, this hotel is perfect for all your needs. From breakfast to lunch or dinner, Novotel provides balanced choices and à la carte service 24/7. At Novotel, you can count on enjoying a relaxing meal in a friendly, stylish setting. With numerous entertainment options and amenities, Novotel offer guests a memorable stay.

Standard room rate from: AED 520 / AED 560 (depending on length of stay).

Address: P.O. Box 9622, Happiness Street, Dubai, United Arab Emirates

Website: www.novotel-dubai-world-trade-centre.com

Venue and Accommodation



ONE CENTRAL DUBAI

Hotel Ibis One Central (nr. 5 on the map)

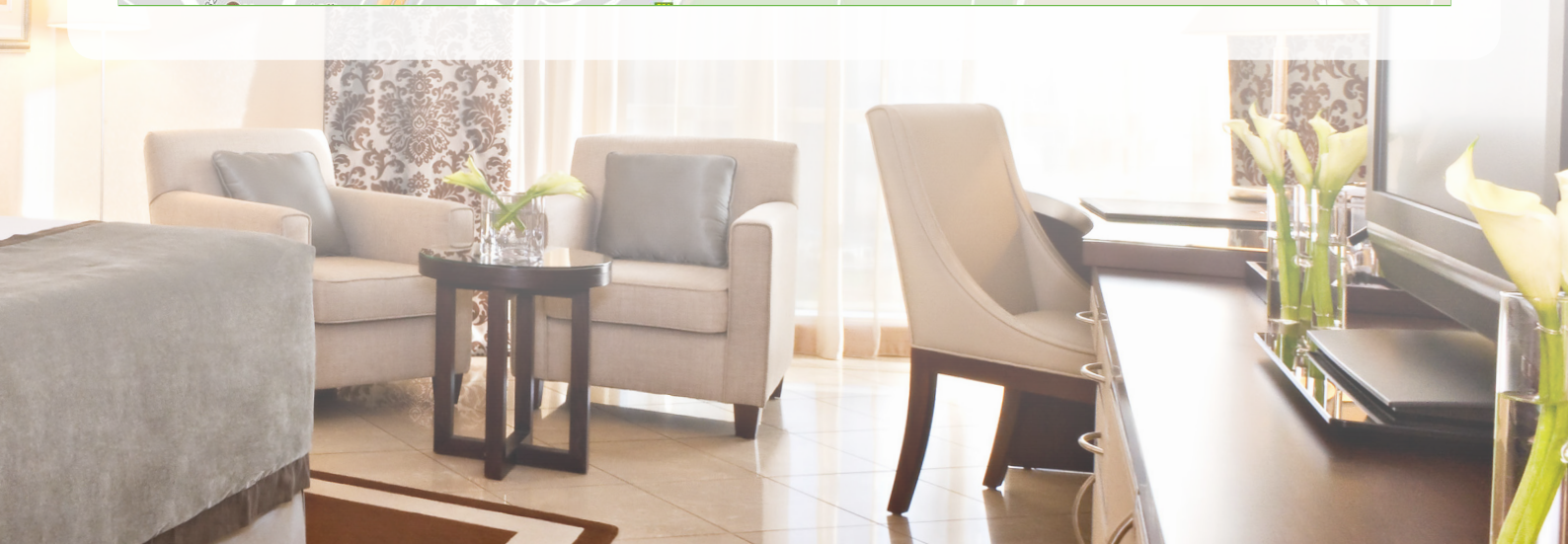
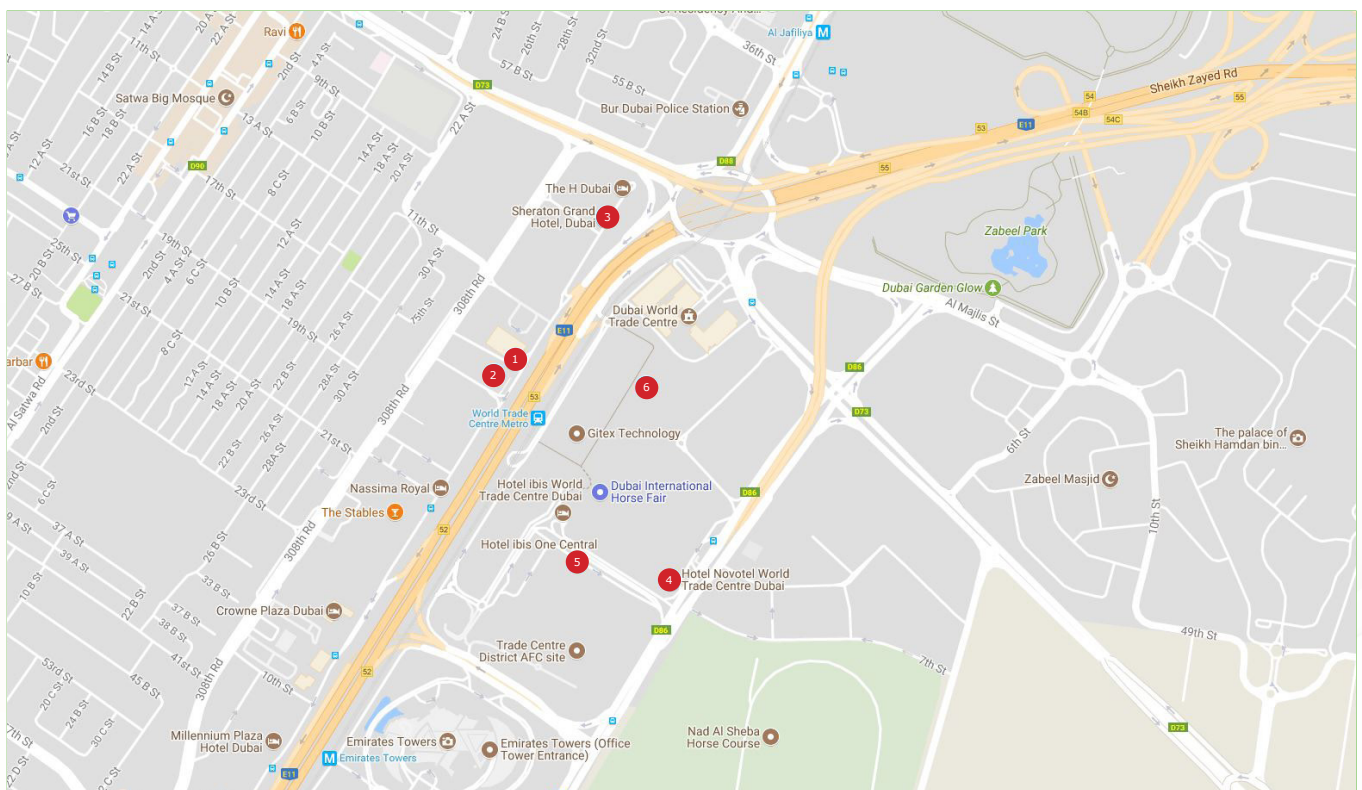
Dubai Hotel Ibis One Central is a 3-star business hotel located in the heart of Dubai with 588 rooms, all tastefully decorated. The hotel is situated next to and offers easy access to Dubai World Trade Centre. The hotel is just 15 minutes away from Dubai Airport and within easy reach of Dubai Mall, Downtown Dubai and Burj Khalifa. Guests can enjoy the international themed entertainment venues that are offered in this new hotel.

Standard room rate from: AED 355 / AED 395 (depending on length of stay).

Address: P.O. Box 9914, Trade Centre District, Dubai, United Arab Emirates

Website: www.ibis.com

Map of the official hotels



Social Programme

We look forward to welcoming you to Dubai with a spread of unique and exciting experiences as part of our plans for social evenings throughout the ICCA Congress. Delegates will enjoy some of the world's most iconic buildings, with a welcome reception at the foot of the Burj Khalifa and CAT Night on the beach overlooking the Burj Al Arab. Later, a farewell dinner at Al Lisaili Desert Camp will prove a definitively Arabian experience.

Sunday Welcome Reception – Armani Pavilion

With al fresco dining and entertainment aside the tallest building in the world, the Armani Hotel Dubai will give you the perfect introduction to the city. Standing 830 metres high, Burj Khalifa is one of Dubai's most famous and recognisable landmarks.

As a delegate, you can expect an elegant, enchanting and entertaining welcome to Dubai, complete with the world-famous Dubai Fountain in the heart of the city. Minimalist décor and distinctive hospitality will also make this a night at one of the most exclusive venues in the city a truly memorable occasion.

Monday CAT Night – Jumeirah Beach Hotel



Set on the shorelines of the Arabian Gulf, with uninterrupted views of the iconic Burj Al Arab, Jumeirah Beach Hotel is a truly inspirational location that will introduce delegates

to Dubai's world-class nightlife venues and leisure resorts. With a striking wave-like design,

Jumeirah Beach Hotel is one of Dubai's most stunning and instantly recognisable structures set in one of the city's most popular hubs.

You will enjoy award-winning food and beverage offerings in this sublime setting, which provides the perfect venue for Monday CAT Night.

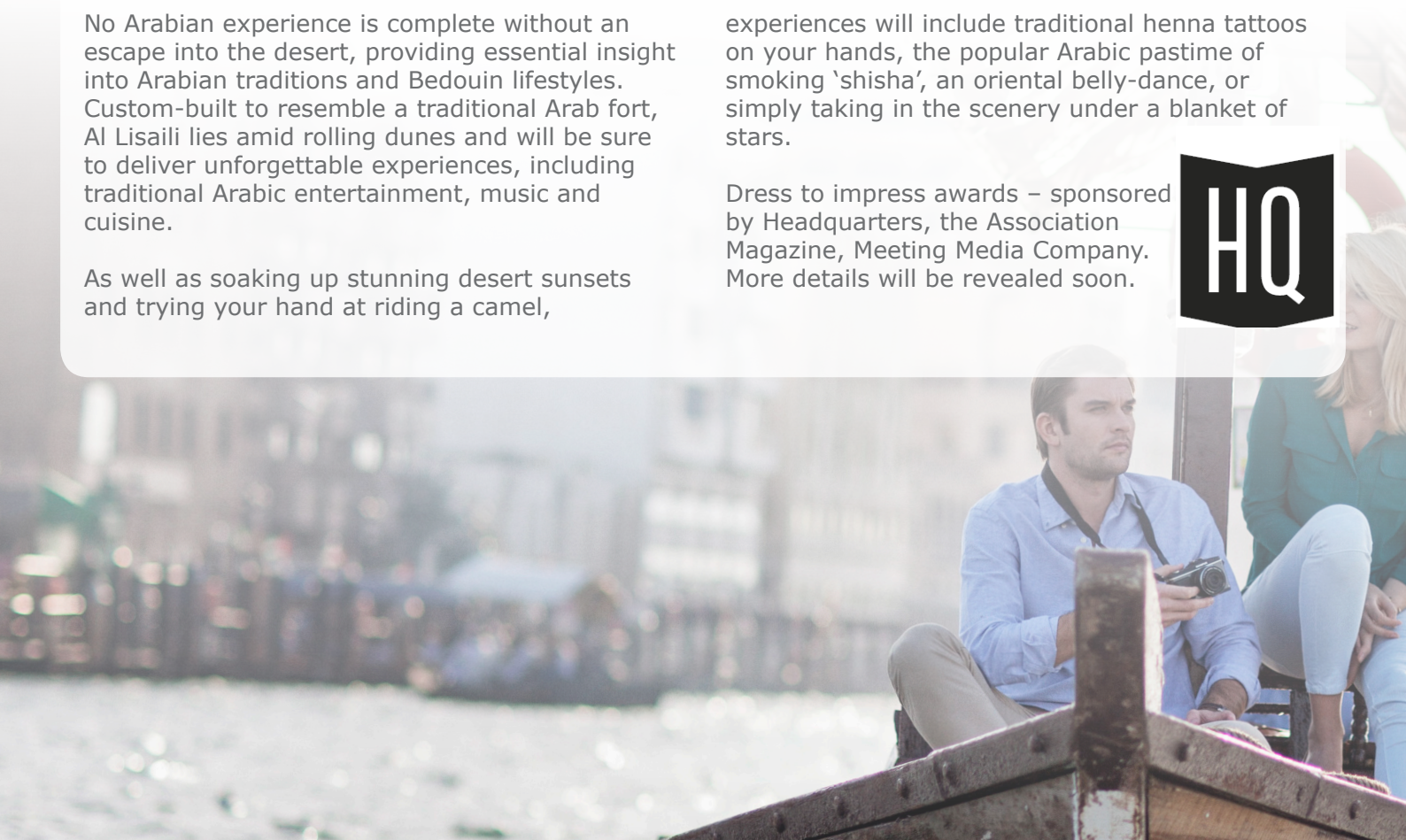
Tuesday Farewell Dinner – Al Lisaili Desert Camp

No Arabian experience is complete without an escape into the desert, providing essential insight into Arabian traditions and Bedouin lifestyles. Custom-built to resemble a traditional Arab fort, Al Lisaili lies amid rolling dunes and will be sure to deliver unforgettable experiences, including traditional Arabic entertainment, music and cuisine.

As well as soaking up stunning desert sunsets and trying your hand at riding a camel,

experiences will include traditional henna tattoos on your hands, the popular Arabic pastime of smoking 'shisha', an oriental belly-dance, or simply taking in the scenery under a blanket of stars.

Dress to impress awards – sponsored by Headquarters, the Association Magazine, Meeting Media Company. More details will be revealed soon.



Social Programme

City Tour

A complimentary city tour full of Dubai's enchanting nuances is offered on the afternoons of Saturday 10 November and Wednesday 14 November. The tour is open to all delegates and accompanying guests free of charge. Registration for the tour is required.

Experience the new, futuristic side of Dubai, contrasted with the emirate's fascinating heritage and tradition. The tour will encompass a visit to all the iconic landmarks that make up the city's glittering skyline. From Palm Jumeirah, an artificial palm-shaped archipelago in the pristine Arabian Gulf and Burj Al Arab, a magnificent hotel and world icon in the shape of a boat sail

that symbolizes modern Dubai, to Downtown Dubai, home to the tallest building in the world Burj Khalifa and the city's hub.

During the city tour, discover Dubai's rich history as you visit the Al Fahidi Historic Neighbourhood, along with its famous wind-tower structures atop traditional homes and winding cobbled streets. Explore Dubai Museum for an enlightening journey through time, then make your way across the Dubai Creek in a traditional abra (water taxi) to visit the famous Gold and Spice Souks where you can practice your trading skills with the local merchants.

Pre- and Post-Tours

Several pre- and post-tours are on offer, such as visits to Abu Dhabi or Oman. Full details will be added on the Congress website. For any questions or other personalised offers, please contact:

Rhiannon Hiscocks, Associate Director
Congress Solutions International
rhiannon.hiscocks@emirates.com



Accompanying Guest Programme

11 November - Views from above: Seaplane Tour

Enjoy sweeping views of Dubai's skyscrapers, beaches and architectural marvels on a thrilling 45-minute seaplane flight. Experience an on-water take-off and landing, and a flight filled with panoramic scenes and photo opportunities. Take

off in the comfort of a state-of-the-art Cessna seaplane and feel your pulse race as you soar over some of Dubai's breathtaking attractions such as the Burj Khalifa, Burj Al Arab, Palm Jumeirah and The World Islands.

12 November - A day of tradition: Sheikh Mohammed Centre for Cultural Understanding

Experience the warmth of Emirati traditions at the Sheikh Mohammed Centre for Cultural Understanding (SMCCU). Enveloped by the ambience of a traditional home – a typical wind tower house in one of the oldest Emirati neighbourhoods in Bur Dubai – the enlightening experience will leave you with an understanding

of Emirati culture and heritage. Enjoy a walk through the Al Bastakiya neighborhood of the Al Fahidi Historic District and a visit to the Diwan Mosque. Return to SMCCU for a traditional meal while chatting with an Emirati host about the UAE's culture, customs and religion.

13 November - A Mesmerising Falcon Experience

Gain an in-depth understanding of the traditional and noble art of falconry with an opportunity for a hands-on close encounter with hunting falcons in the desert. Enjoy a leisurely dune drive from the Dubai Desert Conservation Reserve to the

falcon campsite, but make sure to look for the majestic Arabian oryx en-route. Once there, you will learn about a selection of falcon species and the ancient art of falconry while watching experts fly the powerful and majestic bird.

14 November - Soak in the sights: Cruise on the Arabian Gulf

Relax and enjoy a leisurely sail on a crewed yacht with spectacular sightseeing along the Dubai coastline, with close views of The Palm Jumeirah and Burj Al Arab. Feel a gentle offshore breeze as

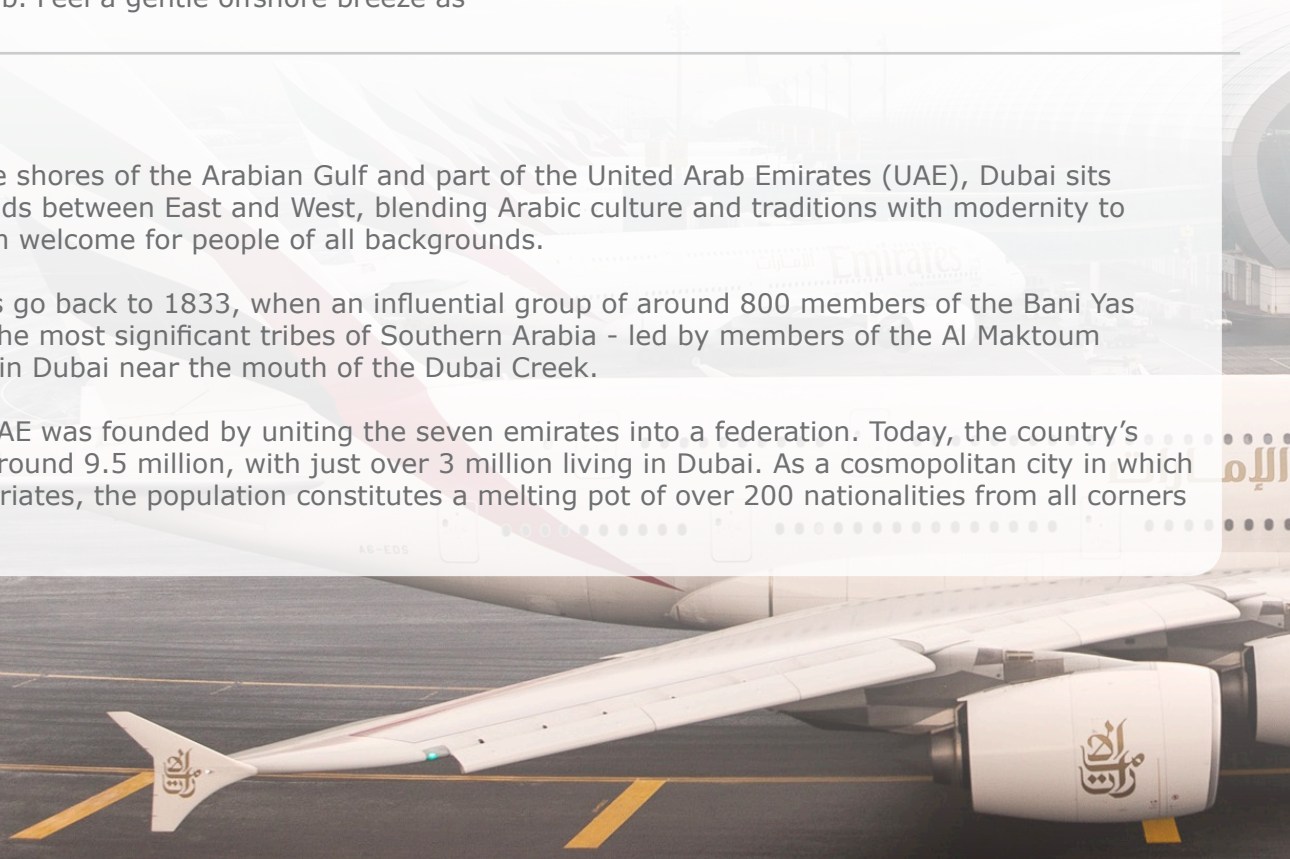
you slide along the waves, and admire the crystal blue sea and sunshine while enjoying the sights of the most breathtaking skyline in the Gulf.

Geography

Situated on the shores of the Arabian Gulf and part of the United Arab Emirates (UAE), Dubai sits at the crossroads between East and West, blending Arabic culture and traditions with modernity to provide a warm welcome for people of all backgrounds.

The city's roots go back to 1833, when an influential group of around 800 members of the Bani Yas tribe - one of the most significant tribes of Southern Arabia - led by members of the Al Maktoum family, settled in Dubai near the mouth of the Dubai Creek.

In 1971, the UAE was founded by uniting the seven emirates into a federation. Today, the country's population is around 9.5 million, with just over 3 million living in Dubai. As a cosmopolitan city in which 85% are expatriates, the population constitutes a melting pot of over 200 nationalities from all corners of the world.



Useful Information

Getting There

Dubai's ideal location means that one-third of the world's population is within a four-hour flight and two-thirds are within an eight-hour flight. Dubai International Airport, the world's busiest hub for international passenger traffic, services 260 destinations across 6 continents through more than 140 scheduled airlines. The city's strong connectivity with the rest of the world is spearheaded by Emirates Airline, which operates a modern fleet between Dubai and more than 150 destinations. Meanwhile, the city's other homegrown airline, flydubai, has rapidly expanded and the low-cost carrier now services more than 90 destinations.

Visa and Passport Regulations

All passengers travelling to the United Arab Emirates require passports that must be valid for at least six months from date of entry to into the UAE.

Nationals of the following countries (including all EU member-states) who hold regular passports are eligible to obtain a 30-day UAE visa upon arrival: Arab Gulf Co-operation Council (GCC) States, Australia, Andorra, Austria, Brunei, Belgium, Bulgaria, Canada, People's Republic of China, Croatia, Czech Republic, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hong Kong SAR, Hungary, Iceland, Ireland, Italy, Japan, Latvia, Liechtenstein, Lithuania, Luxembourg, Malaysia, Malta, Monaco, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Russia, San Marino, Singapore, Slovakia, Slovenia, South Korea, Spain, Sweden, Switzerland, United Kingdom, United States of America and Vatican City.

Travellers from countries not listed above will need to arrange a visa in advance of travel. All visa applications are subject to approval by immigration authorities. For further information, please visit the website of the UAE Ministry of Foreign Affairs and International Cooperation (www.mofa.gov.ae).

Transfers

Airport transfers, as well as transport to and from all social evening events, will be provided from official hotels, which will have hospitality desks for any enquiries. If you are staying in a different hotel, you can go to one of the official hotels to catch a transfer to the social events.

Since all official hotels are located within walking distance of Dubai World Trade Centre, transfers will not be provided between hotels and the Congress venue.

Official airline



As the official airline partner for the ICCA Congress in 2018, Emirates offers excellent connections from all six continents to Dubai, serving more than 150 cities in more than 80 countries with direct flights.

Emirates is offering a discount for your travel to Dubai. To make a reservation, please visit www.emirates.com/ICCADUBAI2018 and use the promotional code: EVE6ICF

Other ICCA member airlines/alliances are offering discounts as well. For details, please see the Congress website.



Social Media

#ICCAWorld

We always urge delegates to engage with social media before, during and after the Congress to reap the benefits of the online association meetings industry community.

Use the official ICCA general hashtag **#ICCAWorld** to network with ICCA Members on Twitter and Instagram, and share hot content and key takeaways from education sessions with the ICCA community. You can search for the **#ICCAWorld** hashtag to check out what other members are posting and engage with them.

#RoadToDubai

Uniquely created for this year's congress in Dubai, you can use **#RoadToDubai** on Facebook, Twitter and Instagram to share images, tips and advice in the lead up to the Congress. Let others know how you are preparing to network, learn and engage with your industry colleagues, peers and speakers.

Need advice or solutions to a tricky business headache before you arrive in Dubai? Look no further than **ICCA's members-only LinkedIn group** to get answers to your question or query online. Sure enough, one of your fellow peers will respond. (Make sure you join the group first and follow the **ICCA company page**!)

Don't forget to **like the ICCA Facebook** page to stay up to date with the latest ICCA news, Congress info and speaker highlights, or just to hear what ICCA Head Office is getting up to on their journey to the Congress. We also look forward to seeing your pictures and updates, so don't forget to tag our 'ICCAWorld' page!

#ICCAFriends

ICCA's foundation is based on the sharing of association meetings information and best business practices, but our networks go far beyond! Share pictures with your fellow ICCA members from across the globe using the hashtag **#ICCAFriends**.



@ICCAWorld
#RoadToDubai
#ICCAWorld
#ICCAFriends



ICCAWorld



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