



53rd ICCA Congress
1-5 November 2014
Antalya, Turkey

PROVISIONAL PROGRAMME



Contents

Welcome Message	4
Local Host Committee	6
Venues	7
Programme Overview	8
Congress Education Programme	10
ICCA Best Marketing Award 2014	14
ICCA Best PR Award 2014	14
Business Exchange	16
Silent Auction	17
Join the #ICCAWorld online community	17
Social Programme	18
Registration Information	20
Hotel Accommodation	22
Tours	23
Getting There	24
Useful Information	25
Acknowledgements	26

Contact Details

The ICCA Events Department is the secretariat for the Congress. Please contact us at:

ICCA Head Office

Alpha Tower
De Entree 57
1101 BH Amsterdam
The Netherlands

And ask for:

Mieke van Loenen

Director Events
Direct phone: +31 20 398 1902
Email: mieke@icca.nl

Jill Frazer

Events Manager
Direct phone: +31 20 398 1912
Email: jill@icca.nl

Carmen Ferrari

Events Executive
Direct phone: +31 20 398 1910
Email: carmen@icca.nl

Sina Bunte

Events Assistant
Direct phone: +31 20 398 1961
Email: sina@icca.nl

The latest information and updates to this provisional programme can be found on the ICCA Congress website:

www.icca14.iccaworld.com

Welcome Messages

Message from ICCA President Arnaldo Nardone



Arnaldo Nardone

Dear ICCA colleagues

Antalya has for millennia been one of the great meeting points for the civilisations of the Mediterranean, an exchange centre for knowledge, skills and trade, and I am truly delighted that this November ICCA will be making its own global cultural contribution towards this great tradition. Twenty-first century Antalya is also in the process of reinventing itself as a top quality, modern international conference destination, building on its tremendous success over recent years in the leisure tourism industry. Our presence is of enormous symbolic and practical importance to our hosts in achieving this ambitious development strategy, and I am sure ICCA members will be astounded by the scale and quality of Antalya's meetings industry venues and support services.

As well as wonderful Turkish hospitality and culture, there will be many familiar treats in store for ICCA regulars and newcomers alike. There will be yet another high-level, custom-designed education programme, using innovative design concepts as well as intellectually stimulating ideas and case studies from clients, experts from outside our industry, and our own most innovative and adventurous members, with speakers drawn from all regions of the world. Our industry is evolving at an incredible rate; the overall business environment is subject to massive disruptive influences; competition has never been tougher, and this is only going to become more so. In this complex and confusing world, ICCA is committed to bring you insights, inspiration, and practical assistance to build better strategies, stay ahead of your competitors, and get inside the minds of your clients. And of course you'll be able to sign up to exchange vital information on major international association congresses with your peers, ICCA's unique strength; you'll be able to spend valuable time one-on-one with numerous consultants and expert advisers; there will be space for your own user-groups, consortium meetings, and for you to negotiate individual business deals with other members, and to discover new contacts from distant shores who might quickly turn into close friends or business partners.

An ICCA Congress should not be seen as a single event for 1,000 delegates - it is a platform for 1,000 separate events to take place. With this personalised philosophy in place, you can create your own success at the Congress by defining your objectives and using our high-tech tools and helpful staff, to find the right people, to identify solutions to your most pressing business challenges, to expand your skill-set, and to profile your own destination, venue or company with what is certainly the most influential annual gathering of meetings industry leaders and innovators.

I look forward to seeing you all in Antalya, when I'll be able to offer a big thank-you for making my four years as your President so enjoyable and memorable!

A handwritten signature in black ink, appearing to read 'Arnaldo Nardone', with a long horizontal stroke extending to the right.

Arnaldo Nardone,
ICCA President

Message from Chairman of the Local Host Committee



Nizamettin Şen

Antalya; I would like to express my warm greetings, "Merhaba" from one of the most authentic corners of Anatolia.

In the ancient world Antalya and its environs were home to countless civilizations and cultures. Because of this, the region was named as Pamphylia, "the land of all people, the place where cultures meet".

For thousands of years, philosophy was of great importance for Antalya and its surroundings and the tradition continues even today with its activity in the tourism sector. Antalya, which hosts millions of tourists every year both Turkish and international, has become one of the most prominent touristic regions in the Mediterranean.

Antalya is not only a sun, sea and sand destination but has also earned an important place in meetings and incentive industry. Through the efforts of the Antalya Convention Bureau, over the last 17 years, Antalya has now begun to reap the benefits of its investments. In 2014 Antalya will host more than 250 national and international congresses.

When we decided to bid for the ICCA Congress to be held in Antalya, we knew that our task was very hard. İstanbul, which is a wonderful congress destination, hosted this event in 1993. But our main idea was to shift the perception of the touristic city to new congress destination. Antalya now hosts 12 million tourists a year but also has a great potential and infrastructure for Congresses and Incentives. Being geographically close to many emerging markets allows Antalya to be a powerful networking and business exchange destination.

We believe that the 53rd ICCA Congress will be a mile stone for Antalya and give it a chance to show its great potential to the distinguished professional delegates of ICCA.

Our motto is AllinAntalya – Meet & Teem and we are ready to welcome you in Antalya.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Nizamettin Şen". The signature is stylized and includes a large, sweeping flourish at the beginning.

Nizamettin Şen
President, Local Host Committee

Local Host Committee

Ministry of Culture and Tourism of Republic of Turkey – Ömer ÇELİK (Minister)
Governorship of Antalya – Sebahattin ÖZTÜRK (Governor)
Antalya Metropolitan Municipality – Menderes Mehmet Tefrik TÜREL (Mayor)
Antalya Chamber of Commerce and Industry – Çetin Osman BUDAK (President)
Akdeniz University – Akın AKSU (Deputy Dean)
Akdeniz Hotelliers Association – Yusuf HACISÜLEYMAN (President of the Board)
Antalya Convention Bureau – Sinan İNAN (Director)
Cornelia Hotels – Zafer ALKAYA (General Manager)
Halic Congress Center – Handan BOYCE (General Manager)
ICF Airports – Abdullah KELEŞ (Board Member)
ICF Airports – Yaşar DÖNGEL (Board Member)
İstanbul Convention and Visitors Bureau – Elif BALCI FISUNOGLU (General Manager)
İstanbul Convention Center – İhsan GEMİCİ (Assistant Sales and Marketing Director)
İzmir Convention and Visitors Bureau – Kerim GÜLEÇ (Director)
Kenes Turkey – Sadık ÇAĞLAR (Managing Director)
Rixos Group – Yusuf ÇAVDAR (Rixos and ICC Cluster General Manager)
SunExpress – Emre BAHTOĞLU (Sales and Marketing Manager)
Susesi Luxury Resort – Dede AKKAŞ (Director of Sales and Marketing)
Turkish Airlines – Nesrin GÜLEY (Group and Conventions Manager)
With support of all ICCA Members in Turkey

Venues



Susesi Luxury Resort, located in the county of Belek, is one of the finest conventions hotels in Antalya which combines the All-Inclusive concept with the famous Turkish hospitality.



With 554 rooms starting from 40 sqm and a convention centre spread over 6.600 sqm which can host an event of 2.000 participants conveniently makes Susesi Luxury Resort an ideal venue to maximise networking. The convention centre is carefully designed to have easy access from guest rooms and the main restaurant while special touches such as the convention center's own

reception and check-in desk highlight the convention oriented design of Susesi Luxury Resort. The largest hall 'İstanbul' being 1.800 sqm in size, coupled with 13 meeting halls offer flexibility for any event set-up requirement and the 3.600 sqm daylight receiving foyers ensure your delegates are not short of the Mediterranean sun.

www.susesihotel.com



Cornelia Diamond Golf Resort and Spa is located next to Susesi Luxury Resort with a walking distance of 5 minutes door to door. With main hall capacity of 1.400 people, Cornelia Diamond has 6 multipurpose meeting halls to hold meetings up to 2.000 guests. The hotel has 571 rooms with a minimum room size of 42 sqm and offer all-inclusive service.



www.corneliaresort.com

Susesi and Cornelia's convention centres will jointly play host to this year's ICCA Congress, and both are official hotels. The hotels and the all-inclusive system will ensure an unmatched networking environment where participants will be able to get together and catch up even after the official sessions and social events are over.

The distance of the venues to Antalya Airport is 35 kilometers which takes around 40 minutes of travel time. Complimentary transportation will be provided to participants staying at the official hotels to/from airport and social event venues on designated arrival/departure and event days.

Programme Overview

Friday 31 October

Registration (afternoon)

Saturday 1 November

Registration

Optional City Tour (morning and afternoon)

First Time Attendees Introduction Programme (afternoon)

ICCA Board of Directors Welcome Drinks for First Time Attendees

Accompanying Guests Welcome Reception

Sunday 2 November

Registration

Official Opening

Sector Meetings

Sector Education

Chapter Meetings

Business Exchange

ICCA General Assembly

Welcome Reception

Sunday Lunch

Sponsored by IMR



Monday 3 November

Expert Advice Appointments

ICCA Data 1 on 1 appointments

Monday Morning Wake up Call

Education

Business Exchange

Fringe Meetings

Istanbul CAT Night

Monday Lunch

Sponsored by IMEX



Tuesday 4 November

Expert Advice Appointments

ICCA Data 1 on 1 appointments

Education

Best Marketing Award

Dinner

Wednesday 5 November

Expert Advice Appointments

ICCA Data 1 on 1 appointments

Copenhagen Lecture

Closing Session

Next Destination Reception

Copenhagen Lecture

sponsored by
Danish ICCA members



Thursday 6 November

Optional City Tour (morning)

Please see the programme overview on the congress website for the most up to date information:

www.icca14.iccaworld.com

First Time Attendee Programme

Sponsored by the Meetology® Group



Make the most of your 2014 ICCA Congress!

If the 2014 ICCA Congress in Antalya is your first and you would like to ensure you are prepared to make the most from it, sign up for the First Time Attendee Programme and plan to arrive on time to participate on Saturday 1 November at 14.30 hours!

This session is specifically designed for people who are new to ICCA and the industry.

The format is simple:

1. A preview of the main social and educational highlights of the congress as well as an overview of who and what to look out for.
2. A fun, light-hearted and interactive presentation based on meetings behaviour that will offer you a variety of practical techniques to help you perform in Antalya at your very best.
3. Round-table discussions led by Mentors, who will share their experiences with you as well as advise which sessions they think you may find useful for your professional and/or personal development. They will be available throughout the Congress.

General Assembly

This is the annual meeting for ICCA members to conduct the legally required business of the association and to set its strategic future direction, and includes such matters as future budgets and fee levels, exclusions from membership, and voting for new members of ICCA's Board of Directors. The President and Chief Executive Officer report on past performance, the challenges facing the industry as a whole and new business initiatives, and ICCA member delegates are able to vote on a range of important issues. Time is allocated during the day for delegates to meet in sector and chapter groupings to debate the key issues and to share relevant information with one another.

Chapter Meetings

Chapter meetings are scheduled to enable delegates to discuss ICCA matters with colleagues from the same geographical region, and to hear about new developments and regional initiatives.

Sector Meetings

Delegates will first meet in their sectors (industry supplier segments) to discuss issues of relevance to their branch of the meetings industry, to debate the merits of policy changes and other proposals recommended by ICCA's Board of Directors, and to develop new ICCA projects and promotions. After discussing those important internal matters, different sector education sessions start and delegates can choose which sector education session they would like to join regardless to which sector they belong to.

Congress Education Programme

Strategic Partner:

IBTM Global Events - Leading exhibitions for global meetings, events and business travel industry



Reed Travel Exhibitions is again our Strategic Partner for this year's education programme. Their support has helped us create what we're sure will be ICCA's strongest and most innovative programme ever.

Distinctive and unique; genuinely global

The ICCA Congress has built a reputation for designing and delivering an education programme that is distinctive and unique. The vast majority of sessions are created specifically for each Congress, with a few regular favourite topics enlivened with fresh case studies. Many sessions will combine perspectives from business experts from outside our industry with the experiences and case studies of ICCA members, always trying to identify the key strategic changes that are disruptively influencing meetings and the wider global economy. Our speakers will be brought in from all around the world together with a sprinkling of local Turkish talent, and we aim to cover the most urgent interests of all industry sectors – venues, destination marketing, meetings management, transport and beyond, reflecting the make-up of our incredibly diverse gathering of delegates.

Relevant and new ideas, not off-the-shelf presentations

We are far more interested to include unique marketing ideas and genuinely innovative case studies, even if presented by ICCA members for whom English might be their second or third language, rather than restricting ourselves to native English speakers who can deliver polished presentations, but we will of course showcase some really inspiring speakers with strong business messages to share. As in previous years, we expect to eventually involve over 100 individuals as speakers, panellists, session leaders, case study presenters, and moderators.

Strategic thinking; pragmatic skills; commitment to interactivity

Some sessions are included to stretch delegates' imaginations on a variety of strategic issues and to break down day-to-day modes of thinking; others are more pragmatic, designed to teach delegates how to extract the maximum value from ICCA's own range of services and new products. Almost all sessions are interactive, with Round Table discussions and other formats designed to extract and share the thoughts and experiences of the audience. As we introduced at the 2013 Congress, we've once more invested heavily in a team of expert moderators who will be working throughout the programme to ensure that each session runs as effectively as possible, and who will also be involved in the detailed design of the format of their sessions. We'll also be using the SpotMe App to obtain instant feedback and enhance interactivity, and to follow up conversations after the Congress is over.

Aimed at high level executives; international association expertise

Since two-thirds of the Congress delegates are typically at Director or CEO level, our educational content will be similarly high-level, including a number of pre-registered, half-day mini conferences, including one "CEO Deep Dive" and another on "Advanced bidding". And because ICCA is the world leader in the field of international association meetings, it's no surprise that many of our sessions will be devoted to this field, with top association clients included amongst our speakers and panellists.

Traditional highlights

The ICCA Congress education programme has its own rituals and traditions, and these will inevitably be highlights of the programme: On Monday we'll be starting the programme with our "Monday Morning Wake-up Call" plenary session, featuring surprising and challenging short keynotes, Tuesday will kick-off as always with ICCA's Best Marketing Award presentations, for which we are still open for entries, and Wednesday's showcase will inevitably be our Copenhagen-Denmark Lecture (speaker still under negotiation, details to be posted on the Congress website as soon as confirmed). We'll feature a number of "Outside the Box" sessions where lectures will take place off-site with local Turkish speakers, showcasing fascinating topics of business interest.

Space for members' sessions and one-on-one time with speakers

As always, there will be space in the programme for Fringe Meetings, where ICCA members' own user-groups, consortia and interest groups can take place. And many of our guest speakers will also be available as experts in our "Expert Advice Session" programme, where delegates will be able to schedule private or small-group meetings to address their specific concerns or interests in a more intimate setting.

More member involvement welcomed

At this stage in the planning process, after listening to extensive feedback from a wide range of ICCA members, the framework of the education programme is virtually complete. However, we still retain some open slots for particularly strong educational ideas that members may suggest over the next few months, and we are always on the lookout for relevant case studies and keen panel volunteers to be included in the existing programme, where there are numerous places still waiting to be filled. Please keep sending in the recommendations and requests to ICCA Head Office, since ideas that can't be included in 2014 will be considered for future Congresses.

Content designed to drive your business forward

Our primary objective in designing this programme has been to stimulate new thinking, to help delegates break away from their day-to-day mental constraints, and to facilitate the exchanges of knowledge, experience and ideas between members working in radically different business and cultural environments, but who can all find a shared, mutually respectful platform within ICCA. Each individual delegate will be sure to find some sessions that meet their personal objectives, interests and areas of expertise, and which are directly relevant to the needs of their business. Each will be sure to come across new ideas that will be personally inspiring or that could help to lift their business to a new level of success; other ideas will be uncomfortable and controversial, but may help to safeguard their organisation's future by understanding the new threats that are fast approaching. There may be disagreements and arguments, but also shared insights and the creation of new business opportunities during the discussions that play such an important part in most of the sessions. This is all part of the necessary process to be successful in a world where the pace of change is continuing to accelerate, and where standing still is simply not an option.

Provisional list of topics:

(Please note that titles will change, that some sessions relate to more than one category, and that some topics may be brought together in a single session. As session titles, descriptions and speakers or panellists are confirmed they will be posted on the ICCA Congress website, together with helpful background information and/or suggestions for pre-Congress reading).

Half-day mini-conferences

(All will require pre-registration and qualification, with limits on attendance)

- CEO Deep Dive – capital projects; risk management; communication strategies
- Advanced Bidding - delegates will have to demonstrate experience of leading multiple bids
- Focus on Healthcare meetings – detailed discussions on regulatory environment and CME challenges
- ROI Workshop

Strategic thinking

- Big Data
- Neuromarketing
- Airline expansion and investment strategies and their implications for meetings
- New ways of designing city economic development strategies
- Intellectual capital – theory and practice for destinations
- Innovation – what does it really mean in practice
- Harnessing Chambers of Commerce and local business leaders
- EU Horizon 2020 – biggest research funding programme in Europe's history – implications for meetings

Congress Education Programme

Sector-specific knowledge sharing

- Destination Marketing: Convention bureau best practice and benchmarking – wisdom of crowds
- Venues: Avoiding obsolescence – challenges and solutions
- Meetings Management: Designing meetings to extract and create knowledge

Geographical market focus sessions

- Doing business in and with China – follow up results from Shanghai Congress
- Doing business in and with Russia & CIS
- Business lessons from Turkey

International association focus

- Strategic thinking and challenges facing international associations
- Latest research on the changing roles and influence of AMCs
- How and why association-type meetings are being created by non-associations
- Has association business become too risky for PCOs to handle?
- How to build new sponsorship models for the associations you work with
- How innovatively are associations using new technology?
- How to stop annoying association clients – bad habits and practices to avoid

Marketing & bidding skills

- Fundamentals of bidding – for those relatively new to int'l association market
- PR skills - featuring shortlisted candidates for 2014 ICCA/IMR Best PR Award
- Advanced presentation skills
- Small & nimble – how can small companies compete
- No money marketing – how to succeed when budgets are cut (including how to exploit “business on the books”)
- New models of collaboration – review of models introduced at previous Congresses + new examples
- Corporate ID design – workshop using ICCA's own corporate ID to explain core principles

Cool case studies and issues

- Winning and exploiting the World EXPO
- Sports events – crossover lessons for the meeting industry
- How small destinations can host massive events – new accommodation solutions
- Hybrid meeting case studies & principles

Food for thought

- Real CSR – how a venue can help rehabilitate prisoners
- The importance of “Rituals” during meetings and within organisations
- Dress for success – how your appearance influences your company's and personal success
- Creative crowd-sourced business problem-solving workshop
- “ICCA's got Talent” – this year a focus on staff talent apart from those related to performance
- Corporate giveaways – why are they usually so bad, and how to choose gifts that work
- Mentoring for two-way success – for both top leaders and future leaders
- The future direction of CRM systems in a mobile and social world
- Tech: what's being adopted fastest, what's heading our way?

ICCA skills

- Introductory ICCA Data workshop
- Advanced ICCA Data workshop, including how to use new “ICCA Big Data Search”
- ICCA Data one-on-one
- Using ICCA Online Statistics tool: competitor reports; advocacy; strategic planning; PR
- Using ICCA PR Kit effectively
- How to bid for and win the ICCA Congress – open to potential bidders for future congresses

Continuing Education Contact Hours

Continuing Education Contact Hours (CECH) for the Certified Meeting Professional (CMP) Designation and Recertification.

ICCA supports the aims of the Convention Industry Council in promoting the CMP designation as a respected professional certification programme. CECHs are necessary for the submission of the CMP application and CMP re-certification. Education sessions applicable for CECHs are indicated in the programme, including the number of hours which can be obtained and the corresponding CMP International Standards section. For more information on the CMP programme visit the Convention Industry Council website at www.conventionindustry.org

Spotme will be used to track which education sessions you have attended. You must be present for the full session in order to obtain your CECHs. After the congress, you will have access to your Spotme 'briefcase'. Here you will be able view and print off a list of credits you obtained during the congress.

Our SpotMe app is co-sponsored by
Shanghai Municipal Tourism Administration



上海市旅游局
Shanghai Municipal Tourism Administration

If you are interested in co-sponsoring the App, please contact Mieke van Loenen (mieke@icca.nl)

ICCA Data Workshops & 1 on 1 appointments

Introductory ICCA Data Workshops will take place parallel to the presentations and discussion forums on Monday, Tuesday and Wednesday.

The Introductory Workshops provide a general introduction to ICCA's unique online Association Database including the Hot Leads, Key Contacts, Calendar and other services which ICCA offers. You will learn how to use these research tools through in-depth demonstrations and case studies.

Furthermore, delegates will be able to book 30-minute 1 on 1 appointments with ICCA data researchers for more personal advice and training.

ICCA Best PR and ICCA Best Marketing Award 2014

ICCA Best PR Award: We are watching you!

The ICCA Best PR Award recognises exceptional PR performance, covering both traditional print and web/social media channels. The unique feature of the ICCA Best PR Award competition, in association with International Meetings Review (IMR), is not only that it is open to every ICCA member, but there is no need to actually send in an entry! In fact, you can't enter in the traditional sense! Instead, the judging panel is carefully evaluating the PR coverage of ICCA members over the course of the whole year. Editorial representatives from each IMR publisher, along with ICCA staff are on the look-out for strong story-telling, for high-visibility coverage, for brand consistency, for innovative and creative ways of successfully using social media channels, for PR that helps to overcome a crisis and PR that showcases success.

If you would like to present yourself as a candidate, or if you would like to nominate other ICCA members, please contact Mathijs Vleeming (mathijs@icca.nl) at ICCA Head Office



ICCA Best Marketing Award 2014

The ICCA Best Marketing Award, established in 1997, recognises the excellence and outstanding achievements of organisations in their effort to market their destination or product. Entries can range from:

- Innovative marketing to boost attendance or sponsorship for individual events (either established or brand new).
- Integrated marketing campaign covering all areas of the marketing mix by a venue or meetings management company.
- Re-branding of a city or country destination.
- Successful collaborative promotional event by a consortium of ICCA members.
- Tactical marketing campaign to overcome a negative business environment.
- Creative use of limited marketing budget to generate excellent return on investment.
- Launch campaign of a new meetings industry product or service.



The Best Marketing Award is open to all ICCA members, regardless of their sector and the finalists will receive one complimentary registration to the ICCA Congress in Antalya, Turkey in order to present their campaign.

The business or organisation that wins the competition will be announced at the ICCA Congress Closing session on Wednesday 5 November 2014.

They will receive:

- A valuable marketing package worth more than EUR 17,000* offered by Best Marketing Award sponsor, Bedouk Event Sourcing Solutions, and ICCA.
- A personalised award to display in their office.
- A personalised logo to use on their website, emails or promotional literature.
- Acknowledgement on the ICCA Website.
- Acknowledgement in Members Update Online.

The deadline for applications is Friday 19 September 2014

For more information, please visit the Best Marketing Award website: bma.iccaworld.com.

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

'It is a great pleasure and a real honour to win the ICCA Best Marketing Award. I feel that the efforts of our whole team have been appreciated. And we have proved again that the simple ideas are the best, you just need to put your heart into them'. Anna Gorska, CEO, Gdansk Convention Bureau, winner BMA 2013



SPOTME

Mobile technology and meeting architecture services to deliver contagious participation and supercharged networking for effective, participant-driven meetings.

www.spotme.com

Lausanne - Berlin - Paris - London - New York - Chicago - San Francisco - Singapore

Business Exchange

What is the Business Exchange (BE)?

Still potentially the most valuable part of the Congress in terms of Return on Investment is the Business Exchange. Rather like speed-dating with business leads, it is the easiest way to find new business leads for your venue or destination. If you can bring just one lead back to the office then the registration fee is already money well spent!

Once you have won an association meeting, it isn't likely come back to the same destination for approximately 10-15 years. And once the event is secured, there are two things you can do with your acquired information about that meeting: you can save it in your archive, where in a couple of years it will be too out-dated to use again. Or you can exchange this information for up to date and current inside information on other events you might win now. The latter you can do at the BE.

All ICCA members are invited to take part in the BE. It is free of charge, but pre-registration is necessary. To get an idea of the type of information which is being exchanged at the BE sessions, please see an example of the required forms for participation below.

A lead for the ICCA BE in Antalya, Turkey must:

- attract at least 250 participants.
- be held on a regular basis.
- rotate between at least 3 different countries.

Please note: In case of a past meeting, it should not have taken place more than 2 years ago.

Note that the bigger the rotation area is; the more interesting your lead will be for the other BE participants. (For instance; a meeting with a World/ International rotation will generate interest with more members than a meeting which only rotates between German speaking countries.)

What happens when you propose a lead?

Once we have received your completed BE lead proposal form we will check the suitability of the event and upon approval you will receive a confirmation that you are now registered for the Business Exchange. The BE confirmation will also include information on how to access the other BE leads which have been submitted, so you will be able to see an overview of who will bring which lead to the BE session. This will allow you to get in touch with BE participants beforehand to set appointments.

How will it work at the event?

The Business Exchange will be going on throughout the Congress. BE Participants will be using SpotMe to contact each other and make appointments with each other to exchange business information. You will share background details on potential meetings with fellow BE participants. There will also be an informal session without presentations; you only need to come prepared with regards to the event details and you should already have made your appointments to meet at the session. Additionally there will be the possibility to share BE information during breakfast, lunch and the social programme. SpotMe will help delegates to identify leads and to send meeting requests to other BE participants.

If you have already registered for the 53rd ICCA Congress, but you didn't indicate that you would like to participate in the BE, it's not too late! Please send an email indicating your interest in participating in the BE to our events department registration@icca.nl as soon as possible.

Congress AV

Sponsored by
Consys Communications Audio & Visual



Silent Auction

Funding education opportunities for young meeting professionals: associations and ICCA members!

How does it work?

At the ICCA Congress, delegates have the chance to bid for prizes donated by ICCA members. The prizes vary from hotel packages and flights, to local gifts. The amount raised is submitted to the ICCA Education Fund which financially supports initiatives such as the Forum for Young Professionals, held during EIBTM and AIME. The aim of these two Forums is to provide educational opportunities for young meetings professionals, both members and association meeting planners.

How can you help?

You can contribute by donating a prize via the Silent Auction website: www.auction.iccaworld.com. ICCA will promote your organisation, online and offline, to all ICCA delegates at the Congress, and to the associations and ICCA members attending the two Forums for Young Professionals.

You can donate a big or a small prize, packages or single prizes, leisure-related, meetings-related, objects, etc.! Be creative! To get inspiration from last year's prizes, please see what we auctioned in 2013 by scanning the QR code.



Silent Auction website: www.auction.iccaworld.com

Contact: Amanda Marochko, amanda@icca.nl

Join the #ICCAWorld online community

Use #ICCAWorld to engage with the ICCA community online:

- Ask the ICCA online community for advice
- Share the hottest articles that are a must-read for the ICCA community
- Share your ICCA activities
- Follow #ICCAWorld and engage with other members

Twitter : Use #ICCAWorld and follow @ICCAWORLD for the latest news and quick updates

Facebook : Like the "ICCA World" page to get a personal behind the scenes look at ICCA members and ICCA staff on facebook.com/iccaworld, and share your pictures and videos on our Facebook Wall by tagging the "ICCA World" page in your post or using hashtag #ICCAWorld.

LinkedIn : Ask your peers and join the discussion in the official ICCA LinkedIn group: "ICCAWORLD"

Flickr : All ICCA Congress Pictures will be made available on flickr.com/iccaworld

YouTube : ICCA's video channel: youtube.com/iccaworld

Social Programme

Sunday 2 November 2014



Welcome Reception at Cornelia Diamond Golf Resort and Spa

Partly sponsored by
Cornelia Diamond
Golf Resort and Spa



Walk through the orange gardens of Cornelia Diamond and join us at the first social gathering of the congress by the pool. It is time to get together with friends and colleagues whilst enjoying fine examples of Turkish cuisine and entertainment.

Monday 3 November 2014



İstanbul CAT Night at Titanic Deluxe Belek

Co-sponsored by
İstanbul Convention and
Visitors Bureau and CAT
Publications



Lying over 200.000 sqm of dramatic landscape among natural pine forests, Mediterranean Sea and Besgoz River, Titanic Deluxe Belek is the new Titanic hotel that offers unparalleled service and signature facilities that set the stage for an exceptional all-inclusive Antalya vacation. Experience the contemporary entertainment and night-life of İstanbul at the hotel's Titanic Square and Eternity Night Club and dance the night away.

Tuesday 4 November 2014



Dinner at Regnum Carya Golf and Spa Resort

*Partly Sponsored by
Regnum Carya Golf and
Spa Resort*



Come celebrate the spirit of ICCA with old and new friends during this evening filled with surprises. As the latest addition to Regnum chain opening its doors to guests in Spring 2014, Carya Golf and Spa Resort adopted it as a mission to blend luxury, elegance and quality and to offer an unforgettable, comfortable and luxurious lifestyle with a customised service concept. Regnum is not only active in golf tourism but with Carya Golf and Spa Resort, it also offers 7.500 sqm of meeting area with an astonishing 2.100 sqm Carya hall.

Dress to Impress Awards

*Full details will be revealed shortly
Sponsored by
HQ Magazine*



Wednesday 5 November 2014



Buenos Aires 2014 Reception at Susesi Luxury Resort

*Sponsored by
the Buenos Aires
Host Committee 2015*



Join your Argentinian colleagues for a delightful taste of what you can expect next year in Argentina.

Registration Information

To register for the congress and reserve hotel accommodation, please visit the ICCA Congress website: www.icca14.iccaworld.com

Registration Fees

	Early Registration	Standard Registration	Late Registration	On-site Registration
	Up to and including 26 June 2014	On & after 27 June up to & including 11 September 2014	On & after 12 September up to & including 19 October 2014	On & after 20 October 2014
Member Delegate	€895	€995	€1095	€1195
Member Co-Delegate	€795	€895	€995	€1095
Accompanying Guest	€400	€400	€400	€400

Included in the registration fee:

- Access to all education sessions
- Business Exchange
- Lunches, coffee breaks, evening social events from Sunday to Wednesday
- Airport transfers (on specific days and to official hotels only)
- City tour (on specified times only, pre-registration required)

Not included in the registration fee:

- Travel to and from Shanghai
- Hotel Accommodation

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 delegate. Each additional registration can be registered under this lower fee and you can make as many additional registrations as you want.

Observer

Non-ICCA members who are granted Observer status are entitled to attend the ICCA Congress incorporating the General Assembly once only in order to better understand the workings of ICCA. As suppliers of professional services to the international meetings industry, Observers are strongly encouraged to apply for ICCA membership. For more information on attending as an Observer, please contact Pat Soen, Director Membership (pat@icca.nl).

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, accompanying guests are not allowed to attend any other aspect of the Congress programme (chapter / sector meetings, general assembly, education sessions etc).

Method of Payment

Payment of the registration fee can be made by bank transfer (for bank details please see the invoice) or credit card (AMEX, MasterCard or Visa).

If you have not paid before the due date written on your invoice, ICCA reserves the right to send you a credit note and a new invoice with a higher fee if a registration deadline has passed in the meantime.

Registration Cancellation Policy

Notification of cancellation of registration must be sent in writing to the ICCA Events Department.

- For cancellations received up to and including 18 September 2014, a cancellation fee of 100 Eur will be charged. Accompanying guests will be charged 50 Eur.
- For cancellations received on and after 19 September 2014, no refund will be given, full amount required.
- Name changes are not accepted, unless the participant is from the same company.
- All refunds will be processed after the event.

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 organizers of the 53rd 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.

Hotel Accommodation

Antalya is a new born star for international congresses, conventions and incentives; with its new and well equipped hotels and their convention facilities. Antalya has more than 375.000 beds to offer, with the best service from thousands of professional, educated, well-experienced, multilingual, friendly and courteous staff. The accommodation basis in most hotels of Antalya is all-inclusive which includes 3 meals, soft drinks, local alcoholic beverages and a selection of imported drinks.

The 2 official hotels for the 53rd ICCA Congress, Susesi Luxury Resort and Cornelia Diamond Golf Resort and Spa, are also all-inclusive facilities. Further information on which services and items are included in accommodation prices can be found on ICCA Congress website. Please note that airport transfers to/from official hotels will be provided on complimentary basis on designated congress arrival/departure dates and to/from social event venues only for guests staying at these hotels. Participants wishing to stay at other hotels should plan means of transport to/from the congress venue, airport and social event venues.

Hotel/Daily Rate	Single Occupancy	Double Occupancy
Susesi Luxury Resort	€144	€184
Cornelia Diamond Golf Resort and Spa	€158	€188

Above rates include local VAT of 8% and are on all-inclusive basis. For further information on all-inclusive basis please visit the ICCA Congress website.

Reservation Procedure

Please note you will be able to book your accommodation at the end of the ICCA Congress registration process. Once you have finalised your registration, you will see a link on the registration record page, which will take you to the hotel booking pages of Kenes Turkey.

Hotel bookings, proforma invoices and reservation confirmations will be done through the online booking system of Kenes Turkey and any questions regarding your accommodation, changes and cancellations should be made in writing to Mrs. Pinar Cobanoglu.

Please carefully read the payment and cancellation policies as they are different from previous years. Guests may choose to pay online by credit card or via bank transfer.

Cancellation/No-show Policy

Cancellations should be made in writing to Kenes Turkey, accommodation Executive: Mrs. Pinar Cobanoglu (pcobanoglu@kenes.com). For cancellations received up to and including 15 August 2014 no cancellation fee applies. If you cancel your room from 16 August – 12 September 2014, the hotel will charge your credit card with a cancellation fee of two overnights stays. If you cancel after 13 September 2014 or fail to attend (no-show), the hotel will charge your credit card for the whole stay.

Tours

Complimentary City Tour (Pre-registration required)

Half-day optional city tours are offered on Saturday 1 November (morning and afternoon) and Thursday 6 November (morning). Tours are open to all delegates and accompanying guests free of charge. Participants will be taken to Antalya Museum, the Antalya city centre and the open-air museum of the ancient Greek city of Perge.



Accompanying Guest Programme

The Antalya Local Host Committee is proud to offer accompanying guests a selection of 2 half day and 2 full day tours to showcase historic, cultural, artistic and architectural riches of the Pamphylia region.

The programme includes:

A one-day tour to ancient Greek city of Aspendos founded in 1.000 BC, the Manavgat waterfall and the province of Side.

A one-day tour to Demre, also known as the Lycian capital of Myra in ancient Greek, famous with tombs carved into rocks and home of Saint Nicholas and his church. There will also be two half day tours including a boat cruise and a visit to the ancient Greek village of Thermessos, located at 1.000 meter attitude on Taurus Mountains and Döşemealtı Carpet Village, which exhibits the finest examples of hand-woven Turkish carpets.

Pre and Post Tours

Our hosts will offer delegates and guests a range of pre and post-congress tours to special places of interest such as İstanbul, Cappadocia, İzmir and many other sites all over Turkey.

Below, you can find the contact details of ODS Turkey, our suggested DMC for pre and post tours whom you may contact before designing your programme to make sure you get advice to make the best out of your stay.

ODS Turkey

Contact Person:

Ms. Ayfer Karamese

Phone : +90 (212) 299 99 80

Mobile : +90 (533) 281 75 99

E-mail : akaramese@ods.com.tr

For tours offered by ODS Turkey, please visit:

www.ods.com.tr/sample_tours.pdf



Getting There

Antalya Airport operated by ICF Airports is 10 kilometers to city center and 35 kilometers to the 53rd ICCA Congress venue and official hotels. The airport has one domestic and two international terminals which served 25 million passengers in 2011. 395 airlines connect Antalya and Turkish Riviera to 300 destinations in more than 60 countries with direct and connection flights through İstanbul. Connections from İstanbul depart daily and the flight duration is 50 minutes.

Turkish Airlines is a member of Star Alliance, the world's largest airline alliance. The rapidly growing airline, flies to more countries than any other airline and has been awarded "Best Airline in Europe" as per result of Skytrax, three years in a row.

In addition, low-cost carriers like SunExpress (joint venture by Turkish Airlines and Lufthansa) and AnadoluJet (a Turkish Airlines subsidiary) are discount carriers and offer service to Antalya from Germany, Russia and many other locations.

Connecting flights to Antalya are a breeze, because all transfers are through Istanbul, one of the most connected airports in the world, which is just a 50 minute flight from Antalya. Not only does Turkish Airlines offer daily direct flights to Istanbul from 96 destinations in Europe and the Middle East, but it also offers direct service to Istanbul from New York, Moscow, Tokyo, Shanghai, Cape Town, and Bangkok, as well as many other leading international cities.

Official Airline

Turkish Airlines, a member of Star Alliance, is the official airline for the 53rd ICCA Congress. Details about congress advantages provided by Turkish Airlines can be found on the ICCA Congress website.



Transfers

The Belek district of Antalya where both congress venues are located is situated at 35 km distance from the Antalya Airport. Arrival transfers from Antalya Airport to the official hotels are available on 31 October and 1 and 2 November and departure transfers from official hotels to Antalya Airport will be carried out on 5 and 6 November. Please note that airport transfers to/from official hotels will be provided on complimentary basis to/from social event venues only for guests staying at these hotels. Participants who wish to stay at other hotels should also plan means of transportation to/from the Congress venue, airport, and social event venues.

Useful Information

Geography

Antalya is a coastal city located at the skirts of Taurus Mountain range, which is a part of the Alpide Belt, separating the coastal Mediterranean region and the central Anatolian Plateau.

Climate

The city has Mediterranean climate which is a particular variety of subtropical climate, characterized by hot, dry summers and mild to cool, wet winters. Around 300 days of the year are sunny, with nearly 3,000 hours of sunlight per year. Jumpers and coats may be needed on cooler evenings or days.

	November	Yearly
Average High	21,1°C / 70,0°F	24,2°C / 75,6°F
Daily Mean	14,9°C / 58,8°F	18,5°C / 65,4°F
Average Low	10,5°C / 50,9°F	13,6°C / 56,5°F
Precipitation	13,2 cm / 5,2 inches	105,7 cm / 41,6 inches
Average Rainy Days	7,50	78,20
Mean Monthly Sunshine Hours	186	2.997

Time

Turkey and Antalya are located in the East European Time Zone (EET) which is UCT/GMT +2 hours. Clocks are advanced an hour at the end of March and rewind back to EET at the end of October every year as Daylight Saving Time (DST) is used in Turkey. DST ends on Sunday, 26 October 04:00 local daylight time for 2014. During the congress days sunrise is around 06:20 and sunset is at 17:00.

Population

According to 2011 figures, Antalya has a population of 2.043.482 and is the 6th highest populated city of Turkey.

Visa Information

A valid visa is required for most countries' citizens to enter Turkey and below is general information for visa application effective as of March 2014. Please note that this information is intended to give a general understanding of visa regulations and may be subject to change after the release of this document. Therefore participants should check with their local Turkish embassy, consulate or visit the official page of Ministry of Foreign Affairs of Republic of Turkey at www.mfa.gov.tr for the most updated information on visa requirements and procedures.

The most convenient method of visa application (for eligible countries' citizens) is e-Visa, an online visa application system which can be accessed at www.evisa.gov.tr. Applicants need to provide the requested information to the system, (after the application is approved) make online payment and download their e-Visa.

Acknowledgements

ICCA and the Antalya Local Host Committee would like to thank the sponsors for their very generous support:

Akdeniz Hoteliers Association
 Bedouk Event Sourcing Solutions
 CAT Publications
 Consys Communications Audio & Visual
 Cornelia Diamond Golf Resort & Spa
 Danish ICCA members
 EIBTM/Reed Travel Exhibitions
 HQ Magazine
 ICF Airports
 IMEX
 International Meetings Review
 İstanbul Convention & Visitors Bureau
 Meetology Group
 Parthen
 Regnum Carya Golf and Spa Resort
 Sena Tourism
 Shanghai Municipal Tourism Organisation
 SpotMe
 SunExpress
 Susesi Luxury Resort
 Titanic Deluxe Belek
 Turkish Airlines

Sponsorship Opportunities

There are many possibilities for additional sponsors to raise their company profile before, during and after the ICCA Congress 2014. Please contact Mieke van Loenen, Director Events (mieke@icca.nl) for detailed information.

ICCA Business Partners

ICCA is proud to be strategically collaborating with Bedouk Event Sourcing Solutions, CAT Publications, EIBTM/Reed Travel Exhibitions, IMEX, International Meetings Review and Spotme to develop continuously improving commercial benefits for ICCA members world-wide.



Liability

The Local Host Committee and ICCA act as agents only in securing hotels, transport and travel services and in no event shall be liable for acts or defaults in the event of injury, damage, loss, accident, delay or irregularity of any kind whatsoever during arrangements organised through contractors or the employees of such contractors in carrying out services. Hotel and transportation services are subject to the terms and conditions under which they are offered to the public in general. The Local Host Committee reserves the right to make changes where deemed necessary, without prior notice to parties concerned. All disputes are subject to Turkish law.

Disclaimer

ICCA reserves the right to make changes to the programme if necessary. ICCA is not responsible or liable for non-delivery of services beyond its control.

With Star Alliance Conventions Plus



Without Star Alliance Conventions Plus



ORGANISING A MAJOR CONVENTION? CONVENTIONS PLUS, FROM THE WORLD'S LARGEST INTERNATIONAL AIRLINE NETWORK, CAN HELP YOU

Are you organising a major international convention? Expecting delegates from all over the globe? Looking for a simple one-stop solution for your delegates' travel needs?

Welcome to Conventions Plus.

This Star Alliance product provides a travel solution for major conventions, ensuring delegates can travel to your conference from any airport on the Star Alliance network on a discounted fare. With over 18,000 flights every day, serving 1,269 airports across the world, we are confident that we can meet your travel needs.

As the organiser, you have a single point of contact for all convention flight arrangements and a performance-linked incentive plan offering credits against your own travel costs. Even better, we provide a tool that allows each delegate to go online and book their own flights, freeing you of the need to get involved with every individual's travel plans.

For more information, please visit our website at www.staralliance.com/conventionsplus

