Who is CSI?

UAE Premier PCO

Based in Dubai
Focus on meeting industry challenges
Short lead times (sometimes less than 30 days) dominate our week as well as difficulty in getting contracts signed and final budgets sign-off.

European economic uncertainty remains, which spells increasing anxiety for future meeting outlook in the region.

Y generation jumping in meeting industry means an increase in their use of virtual and hybrid technologies.

Middle East instability entertaining the fear of the region and increasing difficulty to attract more meetings.
Concerns over global economic uncertainty dominate the horizon.

Demand for social media use will continue to increase.

Expect more but not always welcome forms of technology.

Meetings and events will become more interactive as new technologies allow attendees to take more active roles.
How is CSI addressing these challenges
<table>
<thead>
<tr>
<th>Challenges</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shorter lead times</td>
<td>Better lead qualification and online proposals for congresses smaller than 300 delegates.</td>
</tr>
<tr>
<td>EU crisis</td>
<td>Shifted our business development focus to GCC, Brazil, Russia, India and China</td>
</tr>
<tr>
<td>Middle East instability</td>
<td>Geographic education: Dubai is the switzerland of the Middle East</td>
</tr>
<tr>
<td>Virtual technology</td>
<td>Invested in e-marketing manager and developed smart phone app. for our congresses</td>
</tr>
</tbody>
</table>
Challenges

Global economy concerns

Social media, technology, & interactivity

Solutions

Reduce our dependency on third party event in developing in-house conferences and exhibitions

New initiative: Glocal meeting project

Invested in staff and technology knowledge within the office thru training, training and training...
Event case study
- Event title: World Diabetes Congress
- Date: 4-8 December 2011
- Attendance: 15,100 delegates
- Venue: Dubai World Trade Centre

Bid process

**Parties involved:**
Convention bureau, Congress Centre, Dubai Health Authority, PCOs
Achievements:
22% increase in delegate attendance - 15,100
18% increase in exhibition sales - over 4,000 sqm
$50 Million - Impact on local economy
City wide union

Services:
Hotel
Exhibition and sponsorship sales in MENA
Exhibition stand builder
Transportation
Social events
Local staffing
Regional marketing and promotion
Visa and airport management
Challenges:

**Hotels**: 80% of the rooms were booked 6 weeks or less prior to the congress

**Protocol**: HH Sheikh Mohammed, Sheikh Hamdan attended the Opening Ceremony and open the exhibition.

**Social events**: 1,200 delegates brought out in the Desert of Dubai for a bedouin feast.

**Immigration**: over 90 nationalities.
Scientific: UAE has the second highest prevalence of diabetes globally, with one in five people now living with Diabetes.
Membership opportunities: 1st World Diabetes Congress in the MENASA region. Over 2 Billion inhabitants with 5 hours flight radius.
**Our bid winning criteria**

**Legacy:** Dubai Diabetes Declaration, which will facilitate the implementation and monitoring of evidence-based policy from the United Nations Non-communicable Diseases Summit (UN NCD).
Infrastructure: 75,000 hotel rooms and over 100,000 sqm of congress infrastructure
Suppliers: 4 accredited PCO and 14 DMCs
What about our bidding secrets?
Key ingredients in compiling a successful and winning bid
What challenges do we face when compiling a bid?
Association status: Absence of legal status

Small population: Less than 10M vs 50M in SA

Hotel prices: Developed an alliance specific for association meetings

Local chair: Need to go outside the UAE to find some.
When you are considering Dubai or UAE as a potential destination for your congress, think of CSI.

Alexandre Lolliot
email us at CSI@emirates.com

Thank you!