52nd ICCA Congress
2 - 6 November 2013
Shanghai, China - P.R.

PROVISIONAL PROGRAMME
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The latest information and updates to this provisional programme can be found on the ICCA Congress website:  
www.iccaworld.com/dbs/congress2013
Welcome Messages

Message from the ICCA President

Why should every ICCA member want to be in Shanghai this November? The answers to this question are very simple: If you are engaged in a globally-connected business - and which ICCA members are not? - you need to understand how China is shaping and driving our global economy. Your business survival might depend on this knowledge.

If you are interested in Chinese consumers, Chinese delegates, Chinese business partners or Chinese competitors - and let's be honest, you would be crazy not to be investigating at least one of these groups! - come and learn how to communicate and work with these explosively expanding audiences. Your future prosperity may be at stake.

If you want to experience a Civilization State with thousands of years of sophisticated culture, a booming consumer market with a population of over 1.3 billion, unique business models and entrepreneurial thinking, and a city that is defining the shape of the 21st century metropolis, start booking your flights today!

If you want to network with the thought leaders in our industry from all regions of the world, do business with the most innovative meetings companies, and pick up the smartest marketing ideas from the most successful congress cities, where else would you possibly want to be?

And if you want to experience ICCA's unique business culture - for the first time or the twentieth - join us to celebrate ICCA's 50th anniversary since we were founded in 1963 (even though it will be the 52nd congress - in two early years our founders held two such meetings!), and to encounter the warmth and enthusiasm of your Chinese ICCA colleagues.

See you in Shanghai!

Arnaldo Nardone, ICCA President
Message from the Chairman of the Local Host Committee

With only six months to go before the ICCA Congress, all the members of Local Host Committee have been working hard to ensure our ICCA members, VIP delegates and guests will have a unique meeting experience.

For pre and post tours, four tour operators have offered delegates and guests a range of organized tour options to places of special interest throughout China. These tours will take the participants to popular destinations in China like Beijing, Xi’an, Hangzhou, etc. Participants may also contact them for tailor-made tours.

Optional city tours will take you to Shanghai’s various landmark attractions like the Bund and the Yuyuan Garden Complex on our double deck sight-seeing buses.

For opening ceremony and welcome reception, we have chosen the Shanghai Expo Center, one of the convention centers in Shanghai and located in the former 2010 World Expo Site. We would like to treat you with not only a variety of culinary delights, but also sights and sounds.

The Shanghai Exhibition Center is chosen for our CAT Night Goes to Beijing. Built in 1950s with the design of Russian classical style, the Center was the site of Hardoon Gardens. Exciting and funny Chinese games will be organized for our daring participants in its impressive central hall.

Gala dinner will be at the Grand Ballroom of the Shanghai International Convention Center. We hope you will be WOWed by our specially selected entertainment exclusively staged for our ICCA friends.

We will create a memorable ICCA Village during the much anticipated ICCA Congress in November. And we can’t wait to welcome our “Long Time No See” industry professionals.

See you in China this autumn!

Dao Shuming
Chairman of Shanghai Municipal Tourism Administration
Committees

China Local Host Committee

SHAO Qiwei, China National Tourism Administration (Honorary Chairperson)
DAO Shuming, Shanghai Municipal Tourism Administration (Chairperson)
CHENG Meihong (Connie), Shanghai Municipal Tourism Administration (Vice Chairperson)
WANG Yue, Beijing Municipal Commission of Tourism Development (Vice Chairperson)
LI Hong, Hangzhou Tourism Commission (Vice Chairperson)
LI Bingcheng, Shanghai Municipal Tourism Administration (Secretary General)
Patrick CHEN, Shanghai Municipal Tourism Administration (Deputy Secretary General)
REN Jianghao, Beijing Municipal Commission of Tourism Development (Deputy Secretary General)
CHEN Bin, Hangzhou Tourism Promotion Center
Frankie GAO, MCI (INCON Group)
Raimondo Gissara, Triumph Asia Partner
Hans HAN, Shangai Expo Center Co., Ltd.
HUANG Jin, Shanghai Oriental Pearl Radio & TV Tower Co., Ltd.
LIU Ping, China Star Ltd.
Silvia SHEN, Zhejiang CYTS International Travel Co., Ltd.
SUN Yan, Inmeeting Solutions Company Ltd.
WANG Jiming, Shanghai International Convention Center
Lisa XU, Shanghai Airlines Event Management Co., Ltd.
Justin YANG, Shanghai International Conference Management Organization
Cindy ZHANG, Pacific World
James ZHENG, Shanghai International Conference Management Organization
Maria ZHENG, Shanghai China Travel International Ltd.
David ZHONG, MICE China
Ella ZHOU, Shanghai Spring International Travel Service Ltd.
ICCA Meetings Advisory Group (MAG)

Corbin Ball, CSP, CMP, Chief Executive Officer, Corbin Ball Associates, U.S.A.
Mariano Castex, Managing Director, MCI Latin America (INCON Group), Argentina
Nina Freysen-Pretorius, Managing Director, The Conference Company, South Africa
Juan José García, Director of Marketing and Sales, Barceló Congresos, Spain
Mirannda Ioannou, Managing Director, SCS Ltd., Cyprus
Steen Jakobsen, Convention Director, Wonderful Copenhagen, Denmark
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Mathias Posch, President, International Conference Services Ltd., Canada
Martin Sirk, Chief Executive Officer, ICCA, The Netherlands
Ulrike von Arnold, Deputy Director, Vienna Convention Bureau, Austria
Martin Winter, Chief Executive Officer, Gold Coast Tourism Corporation, Australia

Venue

Shanghai International Convention Center, located in Lujiazui Financial and Trade Zone, sits next to the Oriental Pearl TV Tower and across from the famous Bund. This world-class meeting venue was completed in April, 1999 and most recent renovation took place in 2010. The 4,400-square-meter Grand Ballroom on the seventh floor is one of the largest pillarless banquet rooms in Asia, which could be used for a 3,000-people conference. The Auditorium seats 800 and is equipped with an advanced simultaneous translation system that can provide translation up to ten different languages. The Conference Hotel, Oriental Riverside Hotel has 260 deluxe guest rooms and several restaurants offering a rich variety of cuisines.

www.shicc.net

Co-sponsored by Shanghai Municipal Tourism Administration (SMTA) and Shanghai International Convention Center (SICC).
ICCA: 50 years of commitment and expertise

“ICCA is not just a professional community it’s actually a family.”

Tom Reiser, Executive Director, International Society on Thrombosis and Haemostasis

“Basically I cannot do my work without ICCA. If there wasn’t a database, or a network of ICCA friends and colleagues around the world that I can call, my professional life would be quite useless”

Eric Bakermans, Manager Meetings & Conventions, Netherlands Board of Tourism & Conventions

“At my first ICCA Congress in Adelaide, Australia in 1990 I personally got to know 150 ICCA member colleagues around the world, and it has been my most important business network ever since. Congratulations to all of you around the world who have been wise enough to become part of the ICCA family!”

Anne Wallin Rødven, Convention Director, VisitOSLO

www.icca50.com
Programme Overview

Friday 1 November
Registration (afternoon)

Saturday 2 November
Registration
Optional City Tour (morning and afternoon)
First Time Attendee Programme (afternoon)
ICCA Board of Directors Welcome Drinks for First Time Attendees
Accompanying Guests Welcome Reception

Sunday 3 November
Registration
Congress Opening
Sector Meetings
Sector Education
Chapter Meetings
General Assembly
Welcome Reception

Monday 4 November
Expert Advice Appointments
ICCA Data 1 on 1 Appointments
Education
Business Exchange
Fringe Meetings
CAT Night Goes to Beijing

Tuesday 5 November
Expert Advice Appointments
ICCA Data 1 on 1 appointments
Best Marketing Award
Education
Gala Dinner

Wednesday 6 November
Expert Advice Appointments
ICCA Data 1 on 1 Appointments
Copenhagen Lecture *Sponsored by Danish ICCA members*
Education
Closing Session
Next Destination Reception

Thursday 7 November
Optional City Tour (morning)
Please see the programme overview on the congress website for the most up to date information:
www.iccaworld.com/dbs/congress2013
**First Time Attendee Programme**
*Sponsored by Meetings Mindset*

**Make ICCA 2013 your most productive conference yet!**

If this ICCA Congress is your first and you would like to ensure you are prepared to get the most from it, sign up for the First Time Attendee Programme and plan to arrive in time to participate on Saturday 2 November at 15.00 hours!

This session is specifically designed for people who are relatively 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 Shanghai 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.
4. This is a unique opportunity not to be missed and we look forward to meeting you in Shanghai!

**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 internal matters, different sector education sessions start and delegates can choose which sector education session they would like to join regardless of which sector they belong to.
Education strategic partner:
We are delighted that Reed Travel Exhibitions will again be our Strategic Partner for the Congress education programme.

Each year ICCA puts together a comprehensive 3 day education programme specifically for that year’s Congress, bringing together a creative mix of clients, external experts, and a wide range of those ICCA members who are undertaking the most innovative and exciting initiatives around the world. We avoid “off-the-shelf” presentations to ensure that the content is custom-designed to be as relevant for ICCA members as possible. A large proportion of the content is designed to stimulate strategic thinking and to consider future directions in which our industry is likely to evolve, and the economic, technological and societal changes that are driving this evolution.

More than 100 contributors drawn from all regions of the world participate each year as speakers, panellists, moderators, and discussion leaders - not only sharing existing know-how and experience, but creating entirely new practical ideas and alternative ways of thinking about the meetings industry.

As well as our traditional highlights, the ICCA Best Marketing Award and the Copenhagen-Denmark Lecture, in ICCA’s 50th anniversary programme there are numerous new innovations, including three half-day “conferences-within-the-congress” mini-programmes on CEO strategic thinking, doing business in China, and a special “going global” theme primarily designed for Chinese suppliers. We’ll also be featuring some short, sharp sessions to stimulate fresh thinking, lots of small group sessions with selected speakers for delegates who want to explore subjects in even more depth than usual, and offsite surprise sessions that combine local flavours with innovative ideas to improve your business. As always we’ll be bringing in outside experts from a range of industries and top clients, particularly from the association meetings sector, and we’ll be drawing on the tremendous experience of our own members. But this year we’ll also be investing heavily in specialist moderators to run many of the sessions, to ensure that our round table discussions extract the maximum possible value for each and every delegate.

We’re particularly keen to hear from ICCA colleagues about interesting new business models and innovations, case studies, successes and failures. Let us know if you would like to contribute as a speaker, panellist, or round table discussion leader in any of the sessions listed in the following provisional list of topics, or if you have any additional topics that you would particularly like to see on the programme. We can't promise to include every offer or suggestion in this year’s Congress, but every idea is taken seriously and may appear in a future Congress or other ICCA event if we aren’t able to fit it into the 2013 Congress. You can volunteer through, or send your ideas to Jill Frazer, Events Manager: jill@icca.nl
Provisional list of education topics

The era of disruptive ideas – short plenary sessions to stimulate new thinking.

Ethics in the meetings industry – follow-up discussions from one of the most controversial sessions in Puerto Rico 2012.

Trade fairs and international congresses – overlaps, collaborative opportunities, and common challenges (including Chinese perspectives).

WiFi and the future of broadband services – what does the future hold for clients, venues, and tech suppliers.

The ultimate guide to convention bureau business models – different structures and business philosophies today and tomorrow.

Strategic thinking in international associations – what are your top clients trying to achieve, and how do their meetings help deliver these goals?

CEO Deep Dive on strategic planning – half day session, pre-qualification and registration required.

Big Data – the hottest business topic today, but what does it actually refer to, and where is the relevance for meetings industry companies?

Memory Edge: Building Total Recall – ICCA is delighted to welcome back our old friend Bob Gray, memory expert supreme, whose sessions at previous Congresses have consistently scored the highest evaluations.

Walking in other people’s shoes – what happens when clients move over to become suppliers and vice versa, or when private sector executives move to the public sector; what important lessons can we learn from occupying alternative mental perspectives. This innovative session challenges you to test this out for yourself.

How multinational companies are using live events to strengthen their brands.

In praise of “slow” – how strategic thinking and client relationship-building can be significantly improved by stepping back from today’s super-fast working environment.

Beamed-in speakers & beamed-out content – what works, when, and why. A practical, comparative exploration of the different technical options for virtual/hybrid meetings management, and when to use them.

Design Thinking – how the techniques that have been created and perfected by the world’s top design companies can help us to improve our current standard business practices in the meetings industry.

Unlock the creativity hidden amongst your staff – do you really know what your staff are capable of, and are you guilty of letting some amazing talent go to waste?

Tablets – what’s happening, what’s coming, why we will all be using Apple and Android tablets at our meetings in future.

Beyond commission – confrontational debate by passionate believers in the pros and cons of building many of our industry’s business models around commissions.
Media and PR workshop – hands-on session to help you get the best out of your media relations, and to build a coherent PR and social media strategy.

Advanced bidding workshop – Pre-qualification and –registration required.

Essentials of association bidding workshop.

China Focus for non-Chinese: Half-day pre-registered programme for delegates who are serious about doing business in China.

Made for China – Going Global: Half day programme for Chinese ICCA members who want to improve their global marketing effectiveness.

ICCA University projects – the latest findings from ICCA-sponsored research into different facets of our industry, and introductions to the next round of research projects.

Small group sessions – various outside speakers and experts, pre-registration and attendance at main session essential.

Creativity workshop – techniques and concepts to unleash creative thinking and problem-solving for all areas of the meetings business, as individuals and teams.

New models of collaboration – review of how successful previously presented programmes have been since they were introduced at the 2011 or 2012 Congress, and presentation of interesting new case studies.

Hot topics in the medical meetings field – a new panel of clients, suppliers and reps from the pharmaceutical industry discuss the latest top issues facing the largest and most valuable field in international association meetings. A regular subject at the Congress, but fresh discussions and new challenges every time!

“Laugh, I nearly cried!” – how humour can be used to deliver amazing business impact, and the dangers of misusing it!

The ICCA Italian Committee is again sponsoring iPads to be used in various education sessions.

Business Exchange Coffee Zone is sponsored by Triumph Group, Internet Cafe Coffee Zone is sponsored by Zhejiang CYTS, and Press Room is sponsored by China Star Ltd.
Continuing Education Contact Hours

Continuing Education Contact Hours (CEs) 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 accreditation programme. CEs are necessary for the submission of the CMP application and CMP re-certification. Education sessions applicable for CEs will be indicated in the final programme, including the number of hours which can be obtained and the corresponding domain of the CMP International Standards. For more information on the CMP programme visit the Convention Industry Council website at: www.conventionindustry.org

Fringe Meetings

ICCA has again created a timeslot for members who want to organise any of the following during the programme:

- User groups (we advise all ICCA members who sell their services/products to other members to consider setting up a User Group for clients and prospective clients).
- Marketing consortia.
- Follow-on discussions on presentation topics.

If you wish to arrange a meeting, please contact Carmen Ferrari (carmen@icca.nl)

Expert Advice Appointments

This important element in the Congress programme enables delegates to obtain practical solutions for their most important challenges, and advice that is specifically designed for their individual needs, and unlocks the tremendous expertise that exists within ICCA membership.

Throughout the Congress programme delegates will be able to attend pre-booked 30-minute one-to-one appointments with Experts (drawn from both ICCA members and guest speakers) covering a wide range of topics.
ICCA Data Workshops & 1 on 1 Appointments

Introductory ICCA Data Workshops will take place on Monday, Tuesday and Wednesday. These workshops provide a general introduction to ICCA’s unique online Association Database including 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. These sessions are designed for the experienced user and will focus on new developments, sophisticated search options, and creative uses of the available data.
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 on the next page.

A lead for the ICCA BE Shanghai 2013 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 amongst 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 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 evening social events. SpotMe will help delegates to identify leads and to send meeting requests to other BE participants.

If you have already registered for the 52nd 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 as soon as possible.
Example BE Lead proposal form

1. Bidding/Decision-making Process:

1.1 What type of bidding/decide-making process is used?

1.2 Does the association have a published manual with details on how to bid for the congress?

1.3 How many years in advance of the meeting can bids be submitted?

1.4 How many years in advance of the meeting is the actual decision made?

1.5 Please describe any minimum requirements to be met in order for a bid to be considered:

Accessibility - international (e.g., they insist on having a major hub airport):

Accessibility - local (e.g., what is an acceptable travel time from airport to main venue; do hotels have to be within walking distance from main venue):

Main venue: what type preferred or required (e.g., hotel; university; congress center):

Main venue: minimum capacity of plenary room:

Main venue: minimum number of breakout meeting rooms (include typical capacities if known; e.g., 20 breakout rooms 500-1000 per each):

Main venue: site of exhibit space (NB please any estimate given is gross or net, and m² or ft²):

Delegate accommodation: how many bedrooms required in which star category (e.g., 300 5 star double rooms):

1.6 Financial criteria relating to the decision:

Please indicate what sort of financial considerations are most important to the association (e.g., do they aim to make a big profit from the event; is it more important to secure exhibitors; is it important to secure large sponsors, etc.)

2. Other useful information:

2.1 Delegate profile:

Please give any information relating to the type of delegates expected (e.g., do they pay to attend themselves or do their companies/organisations pay for them; or they traditionally tip speakers or budget conferences; is there list of companies/women included in the conference; are there fees and diners for all delegates included in the registration fee, etc.):

2.2 Other useful background on the association:

Please let us know anything that you think will help us understand the association and their event.

Important to bring costs into line in order for students and academics from developing countries to attend: 15% of the total number of congress participants are submitted to the International Society of Cardiology for registration. However, these are not critical to secure congresses. A budget needs to be presented as part of the bid document to demonstrate feasibility of the congress.

Yes, there is flexibility with the dates of the event; however, we have to be held in March and June.

Identification of lead PCI who will ensure the accommodation. Marketing support to help the delegate numbers is also important. Delegates will often have a specific congress, so the congress needs to be presented which congress is it.

To increase membership numbers and awareness of association in local environment, and overall the general awareness of Congress:

To encourage the development of local and international congress is supported with the product in the field.

Building grows in advance cause some limitation of commitment particular in uncertain economic times. However, generally speaking, there are no strong political obstacles. The deal is made by a second hand basis for voting members, as the bid has a real market function.

DELEGATE PROFILE:

Profile exists for 70% male, 30% female. A high proportion of medical researchers, pharmaceutical companies.

DELEGATES, SESSIONS, DINNER:

With the high growth in the membership list, however, at the last minute, the association received a large number of delegates from the USA, French, Germany, mainly European as we are not in Japan. 20 media members, over half are from Europe.

Most companies would pay for their staff to attend, however, there are some who would not, who would prefer to have a local company to organise for them, and to pay for it. Some companies would not do this, as it is not a good marketing strategy.

The Congress was also combined with 3 national meetings.

The association has just this year appointed a new President, Treasurer and Secretary. Membership is increasing and the number of congress participants is on track.
ICCA Best Marketing Award 2013

Sponsored by Bedouk Event Sourcing Solutions

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 full scale campaigns and branding exercises to individual promotions and events. The ICCA 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 Shanghai in order to present their campaign and the business or organisation that wins the competition will receive the Award at the ICCA Congress Closing session in Shanghai.

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.
• Rebranding 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.

Prizes for the winner:

• A valuable marketing package worth more than €17,000* offered by Best Marketing Award sponsor, Bedouk 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.

"It was our greatest honor for Meet Taiwan to be shortlisted, we got our 12 minutes of fame and more delegates are aware of Taiwan. Given the prestige of the award, we considered it to be an innovative marketing tool for Taiwan to strategically position ourselves at the international level. This achievement once again proves that Taiwan has progressed from being a "Made in Taiwan" label to "Innovate in Taiwan". Same as our meetings industry; we continue to thrive and shine the vision of our clients."

Sin Chen, AtoS (Taiwan) Ltd., winner BMA 2012

For more information on how to submit your entry, please visit the ICCA Best Marketing Award website bma.iccaworld.com, or contact Mieke van Loenen at mieke@icca.nl
ICCA Silent Auction

Support Educating Young Meeting Professionals!

You have the chance to support the education and development of young professionals in the meetings industry and at the same time increase the awareness of your products and services by taking part in ICCA's annual Silent Auction!

The Silent Auction is held each year during the ICCA Congress and the amount raised is donated to the ICCA Education Fund which financially supports the Forum for Young Professionals, held during EIBTM and AIME. The Forum for Young Professionals aims to provide educational opportunities for young meetings professionals and to help raise professional standards in the international meetings industry.

We invite you to actively participate in the Silent Auction by donating a prize and/or by bidding for the ones you find most attractive. You can donate a big or a small prize, packages or single prizes, leisure-related, meetings-related, objects, etc. Be creative!

The auction will be open for donations from 6 May 2013. To get inspiration from last year’s prizes, please see what we auctioned in 2012 by scanning the QR code or visit www.auction.iccaworld.com

The bidding will be done throughout the ICCA Congress using SpotMe. More information about the items will be displayed at the Silent Auction Stand on site.

If you would like to receive more information or to donate a prize, please visit our website: www.auction.iccaworld.com or contact Ivilina Boneva, email: ivilina@icca.nl

Social Media During #icca2013

Social media channels like Twitter and Facebook are not available in China-P.R. During the ICCA Congress in Shanghai, delegates can use SpotMe’s internal messaging system to share comments and pictures with each other and with ICCA staff. Like Twitter, the messages will have a 140 character limit. We will include your messages in your SpotMe briefcase so you can share them after the Congress.

Should you have any questions please contact Mathijs Vleeming (mathijs@icca.nl).
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
Social Programme

Sunday 3 November 2013

**Welcome Reception at the Golden Hall, Expo Center**

*Co-sponsored by Shanghai Municipal Tourism Administration, Hangzhou Tourism Commission, MCI, and Shanghai Expo Center*

During the World Expo 2010, the Center was the venue for national-level celebrations, VIP receptions and the press center. It is now one of the two international convention centers in Shanghai. The 4,520 sq. mtrs. Golden Hall on the 5th Floor can be used for various functions. Its sizable foyer offers a spacious outlet for coffee breaks and cocktail receptions for networking purposes.

Monday 4 November 2013

**CAT Night Goes to Beijing at Shanghai Exhibition Center**

*Co-sponsored by Beijing Municipal Commission of Tourism Development and CAT Publications*

Built in 1955 with help from the Soviet Union, this grandiose monument was designed in the Russian classical style of architecture and was named the Sino-Soviet Friendship Building. Eye-catching on the outside, this was the site of the 11-hectare (26-acre) Hardoon Gardens, a colonial-era fantasy estate built by millionaire Silas Hardoon. Its name was changed for several times and it was officially named as the Shanghai Exhibition Center in 1984.

Tuesday 5 November 2013

**Gala Dinner at the Grand Ballroom, Shanghai International Convention Center (SICC)**

*Partly sponsored by China National Tourism Administration*

Located on the 7th floor of SICC, and covering an area of 4,400 sq. mtrs., the Grand Ballroom can comfortably accommodate 2,000-seating banquet. The ballroom may be partitioned into 1/2 and 1/4 parts to meet different needs.

**Dress to Impress Awards**

*Sponsored by HQ Magazine*

**Theme: Sensational in Silk**
Wednesday 6 November 2013

Antalya 2014 Reception at the Shanghai International Convention Center (SICC)

*Sponsored by the Antalya Host Committee 2014*

Join your Turkish colleagues for a delightful taste of what you can expect next year in Antalya, a destination that has dramatically evolved over recent years from a star tourism performer into an impressive congress powerhouse.
Registration Information

To register for the congress and reserve hotel accommodation, please register online through the ICCA Congress website: [www.iccaworld.com/dbs/congress2013](http://www.iccaworld.com/dbs/congress2013)

Registration Fees

<table>
<thead>
<tr>
<th></th>
<th>Early Registration</th>
<th>Standard Registration</th>
<th>Late Registration</th>
<th>On-site Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member delegate</td>
<td>€890</td>
<td>€990</td>
<td>€1090</td>
<td>€1190</td>
</tr>
<tr>
<td>Member co-delegate</td>
<td>€790</td>
<td>€890</td>
<td>€990</td>
<td>€1090</td>
</tr>
<tr>
<td>Accompanying guest</td>
<td>€425</td>
<td>€425</td>
<td>€425</td>
<td>€475</td>
</tr>
<tr>
<td>Kids age 3-15</td>
<td>€150</td>
<td>€150</td>
<td>€150</td>
<td>€150</td>
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</tbody>
</table>

Included in the registration fee:
- Education programme
- Business Exchange
- Lunches, coffee breaks, evening social events from Sunday - Wednesday
- 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 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.

**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 able 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). To facilitate tracking of payments, please clearly indicate the invoice number.

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.

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

- For cancellations received up to and including 19 September 2013, a cancellation fee of 100 Euro will be charged. Accompanying guests (incl. kids 3-15 registration) will be charged 50 Euro.
- For cancellations received on and after 20 September 2013, 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 organisers of the 52nd 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

Shanghai offers a great choice of accommodation from boutique and star-rated hotels to budget hotels and serviced apartments to suit all budgets. The four official hotels are all located at Lujiazui, Shanghai’s financial district, and within walking distances to the Congress Venue. You will be able to book a room in one of these hotels during the registration process or alternatively, by contacting the ICCA Events Department: registration@icca.nl.

For more information on the available room blocks and cancellation policies, please visit the Congress website: [www.iccaworld.com/dbs/congress2013](http://www.iccaworld.com/dbs/congress2013)

Oriental Riverside Hotel Shanghai  
(from 1300 RMB per night)

Pudong Shangri-la, East Shanghai  
(from 1480 RMB per night)

Gran Meliá Hotel Shanghai  
- Please note this hotel will be taken over by the Kempinski Chain  
(from 1200 RMB per night)

Grand Hyatt Shanghai  
(from 1400 RMB per night)
Tours

Optional City Tour

Co-sponsored by Shanghai Spring International Travel Service Ltd. and Shanghai Oriental Pearl Radio & TV Tower Co., Ltd.

Optional city tours are offered on Saturday morning and afternoon, and on Thursday morning free of charge to all delegates and accompanying guests. Participants will be taken to Shanghai’s various landmark attractions like the Bund and the Yuyuan Garden Complex on our double deck sight-seeing buses.

Accompanying Guest Programme

Our hosts will offer accompanying guests a fascinating choice of activities. These include themed tours through the city as well as outlying attractions to discover Shanghai’s history, architecture, culture and art.

The tours include:

One day tour to Fengjing – an ancient water town, about 1.5 hours away from the city. Fengjing is a canal town, dating back to the time of the Yuan Dynasty (1271 – 1368). It is known for its ancient stone bridges and farmers’ paintings – a unique Chinese folk art.

One day cultural tour of Shanghai brings the guests to the Shanghai Museum famous for its rich collection of bronze ware, porcelain and antique furniture, and takes the guests to the China Art Palace – the former China Pavilion during the World Expo in 2010.

Half day tour of Shanghai’s Art Deco Architecture includes a visit to the world famous Fairmont Peace Hotel, Broadway Mansions and Garden Hotel.

Half day shopping tour will take the guests to a cashmere factory as well as the famous South Bund Fabric Market where the guests can have their silk, leather, woollen or cotton shirts, dresses and suits tailor made either in Chinese traditional or western modern style.
Pre and Post Tour Options

Our hosts will offer delegates and guests a range of organised pre- and post-congress tours to special places of interest throughout China. These tours will take the participants to popular destinations in China like Beijing, Xian, Hangzhou, Guilin, Hong Kong, etc.

There are 4 tour organisers for you to choose from. We suggest you contact them in case you want to join pre and post organised tours. You may link to their website to check their special offers. They can also offer personalised tours so please don’t hesitate to contact our DMCs with any wishes you may have.

**China Star Ltd.**

**Contact person:**
Gigi Wang  
Tel: +86 10 8456 2890 Ext. 214  
Fax: +86 10 8456 5553  
Email: wangzhe@chinastargroup.com

For the tours offered by China Star Ltd., please visit:  

**China Spring Tour**

**Contact person:**  
Jessica Ding/ Apple Zhang  
Tel: +86 21 6252 7670  
Fax: +86 21 6252 4277  
Email: congress@springtour.com

For the tours offered by China Spring Tour, please visit:  
[www.chinaspringtour.com](http://www.chinaspringtour.com)

**Shanghai Airlines Event Management Co., Ltd.**

**Contact person:**  
Jessica Jiang  
Tel: +86 21 3116 8943  
Fax: +86 21 3116 8867  
Email: jiangjr@satrip.com

For the tours offered by Shanghai Airlines Event Management Co., Ltd., please visit:  
[www.samice.com](http://www.samice.com)

**Shanghai China Travel International Ltd.**

**Contact person:**  
Lily Wang  
Tel: +86 21 6299 3792  
Fax: +86 21 6299 0070  
Email: wangl@ctish.cn

For the tours offered by Shanghai China Travel International Ltd., please visit:  
[http://iccatours.cti](http://iccatours.cti)
Getting There

By Air
Shanghai is home to two airports, Hongqiao (SHA, primarily domestic) and Pudong (PVG, primarily international), each with two terminals. Around 24 domestic, 71 regional and international airlines from over 110 destinations in China and 120 destinations in the world service the two airports. The high-speed maglev train connects the Pudong airport with downtown Pudong in slightly under eight minutes. Additionally, the two airports can also be easily reached by the city’s No. 2 metro line.

Getting around
Shanghai has an extensive public transport system including buses, taxis and a rapidly expanding metro system. All of these modes of public transport can be paid by using the Shanghai Public Transportation Card.

That the Shanghai Metro – which incorporates both subway and light rail lines – can carry as many as 7.5 million people per day is an indication of the sophistication of the city’s most extensive mass transport system. A total of 11 colour-coded lines criss-cross the city, connecting all the major stops. Clear bilingual signages and announcements make the metro easy to ride, and fares, starting at three yuan, are extremely reasonable. Trains run from around 5:30am to 10:30pm.

Taxis in Shanghai are plentiful (over 50,000 in total) and taxi fares are affordable for the average (14 RMB Yuan around 2 Euros for the first 3 kilometers from 5 am to 11pm). Taking a taxi is a fast and convenient way to get around Shanghai. The city has the best managed taxi service in China.

Official Airline
Star Alliance is the official airline for the 52nd ICCA Congress 2013, with Air China being the lead airline. Details are on the Congress website.

Transfers
Arrival transfers are from 1 - 3 November 2013 and sponsored by Shanghai Airlines Event Management Co., Ltd.. Departure transfers are provided on 7 November 2013 and sponsored by Shanghai China Travel International Ltd..
Local Information

Geography
Shanghai literally means the city by the sea. Shanghai is situated on the west shore of the Pacific Ocean. Right in the middle of China’s east coastline, Shanghai is an excellent sea and river port, boasting easy access to the vast hinterland.

The city is divided into two parts by the Huangpu River: Puxi (west of the Huangpu River) and Pudong (east of the Huangpu River). Puxi is the older part of the city and hosts the majority of shops, restaurants and museums. Pudong is the modern part, and is recognised for its rather unusual yet extremely impressive high-rises such as Shanghai’s tallest buildings, the Shanghai International Financial Center, Jinmao Building and the Oriental Pearl TV Tower.

Climate
With a pleasant northern subtropical maritime monsoon climate, Shanghai enjoys four distinct seasons, generous sunshine and abundant rainfall. The average annual temperature is 18 degrees Celsius (about 64 degrees Fahrenheit). The average annual rainfall is 1,200 millimeters (about 50 inches). However, nearly 60% of the precipitation comes during the May-September flood season.

In November, the average temperatures are from 7 to 17 degrees Celsius - about 45 to 63 degrees Fahrenheit in Shanghai. Sweaters and coats are necessary early November.

Time
China has one time zone. It is 8 hours later than GMT.

Population
Shanghai has a population of over 23 million.

Currency
Chinese currency is called Renminbi (literally people’s currency), often abbreviated as RMB (its currency sign is ¥). The unit for Renminbi is Yuan, Jiao and Fen. The conversion among the three is: 1 Yuan = 10 Jiao = 100 Fen. RMB is issued in both notes and coins. The denominations of paper notes include 100, 50, 20, 10, 5, 2 and 1 Yuan; 5, 2 and 1 Jiao; and 5, 2 and 1 Fen. The denominations of coins are 1 Yuan; 5 and 1 Jiao; and 5 and 1 Fen.

Credit cards are accepted at most hotels, tourist shops and some department stores. One can change money upon arrival at the international airports of Shanghai. Also most hotels offer foreign exchange services and exchange cash and travelers cheques.

Electricity
Electricity is supplied at 220 volts, 50 cycles. You are advised to bring an electricity adaptor with you. The most common plug types are the dual and three-pointed prongs.

Taxi
Taxis in Shanghai are plentiful and market competition has driven taxi fare down to affordable prices for the average resident (RMB14 for the first 3 kilometers, RMB18 after 11pm). Shanghai’s taxis are colorful. Cyan, yellow, white, green, blue, red, dark blue and dark red are the main colors of the taxis in Shanghai and the colors denote different taxi companies. The vacancy disk will help you know which cab is available. When the disk is upright and illuminated showing two Chinese characters --空车-- it means the cab is vacant.

Check the charge standardly marked on the windows of a taxi before taking it. Pay taxi fare as displayed on the counting screen.
Tipping
Cafeterias and bars in all hotels, and some fine dining restaurants and bars outside hotels may include a service charge of 10% to 15%. Tipping is not expected in most restaurants and hotels. But, tipping can be a way to show your satisfaction with the services. 1USD per bag/suitcase for the hotel bellboy and 1USD per day for the hotel room attendant is appreciated. Tipping for taxi drivers is not expected.

Useful Telephone Numbers in Shanghai
Country code: 86
City Code: 21 (Shanghai), 10 (Beijing)
Police: 110
Fire: 119
Ambulance: 120

Visa Application
Participants are advised to check with their local Chinese embassy or Chinese consulate for visa requirements. Before applying for Chinese visa, participants are advised of the following:

• It is suggested to apply for a tourist visa (Visa L) which is sufficient for attending a Congress in China.
• Please apply no earlier than 3 months before your intended date of entry into China. It is suggested to apply for a Chinese visa from September 1, 2013.
• Please make sure that your passport is valid from the date of application with sufficient blank visa pages.
• Upon application, you are requested to present 1 recent identical color photo - full face, front view, no hats/sunglasses, unmounted and against a plain light background.

If you are unsuccessful in obtaining a tourist visa or prefer to apply for a business visa, please email registration@icca.nl to obtain an invitation letter.

For fees, visa processing times, visa forms and other visa requirements, please logon www.fmprc.gov.cn/eng/wjb/zwjg to check with your local Chinese embassy or Chinese consulate.
Acknowledgements

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

- Antalya Host Committee 2014
- Bedouk Event Sourcing Solutions
- Beijing Municipal Tourism Commission of Tourism Development
- CAT Publications
- China National Tourism Administration
- China Star Ltd.
- Danish ICCA members
- EIBTM/Reed Travel Exhibitions
- Hangzhou Tourism Commission
- HQ Magazine
- ICCA Italian Committee
- IMEX
- Inmeeting Solutions Company Ltd.
- International Meetings Review
- MCI
- Meetings Mindset
- Pacific World
- Cotai Strip Macau
- Shanghai Airlines Event Management Co., Ltd.
- Shanghai China Travel International Ltd.
- Shanghai Expo Center Co., Ltd.
- Shanghai International Convention Center
- Shanghai Municipal Tourism Administration
- Shanghai Oriental Pearl Radio & TV Tower Co., Ltd.
- Shanghai Spring International Travel Service Ltd.
- SpotMe
- Triumph Group
- Zhejiang CYTS International Travel Co., Ltd.

Sponsorship opportunities
There are many possibilities for additional sponsors to raise your company profile before, during and after the ICCA Congress 2013.

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 Chinese 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.