



Joint ICCA UK & Ireland/Scandinavian Chapter Summer Debate

7 & 8 June 2012

EICC,
Edinburgh

**'Destination Northern Europe:
How to Maximise our City Assets'**



When: 7 & 8 June 2012

Tour of EICC's new space (max 20 people)* – Thursday 7 June 2012, 1100 – 1200 hrs

Lunch and Debate – Thursday 7 June 2012, 1200 – 1800 hrs

Drinks Reception – Thursday 7 June 2012, 1800 – 1845 hrs

Gala Dinner – Thursday 7 June 2012, 1915 – 2230 hrs

Debate and Lunch – Friday 8 June 2012, 0845 – 1400 hrs

*EICC is offering an opportunity to view their new space and existing facility. When registering please provide your shoe size. Please note that the tour is limited to a maximum of 20 people due health and safety regulations.

Where: Edinburgh!

Venue:

The debate will be held at the EICC which is situated at the heart of Scotland's elegant and historic capital city. Being located just 7 miles away, the EICC is easily accessible from Edinburgh International Airport.

If you are travelling to the city by train you'll find that the EICC is only a short taxi ride from Edinburgh's Waverley Station and a 5 minute walk from Haymarket Station.

How to get there:

Edinburgh benefits from excellent road, rail and air links. Edinburgh Airport is Scotland's busiest airport, with over 25 airlines offering direct and connecting flights to and from more than 100 UK, European and international destinations.

Who should attend?

ICCA UK & Ireland and Scandinavian Chapter members who are interested in furthering their knowledge, sharing experiences and networking with colleagues from the conference and events industry. Non ICCA members are also welcome to attend.

Programme:

The debate, entitled **"Destination Northern Europe: How to Maximise our City Assets"**, will focus on how Northern European venues, cities and congress organisers/suppliers can utilise their resources and promotional opportunities to showcase why their destination should be top of any congress selection shortlist.

The Scandinavian chapter will specifically present details of their Nordic Sustainable Meeting Zone and subsequent Accord.

Delegates at the Joint ICCA UK & Ireland/Scandinavian Summer Debate will hear from speakers covering the following areas:

- City Assets
- Hybrid Events

- New DMO's
- Sustainability – A Northern European Perspective
- Technological Advancements

Social Events

The Drinks reception will be held at EICC following the debate on Thursday June 7 from 1800 – 1845 hrs. A bus will be available from EICC at 1845 hrs to take delegates to the Gala Dinner. The Gala Dinner will be held at the Royal College of Surgeons of Edinburgh from 1915 – 2230 hrs. A tour of the museums will be provided after dinner.

Meals and Refreshments

Tea and Coffee will be served on throughout both days. Lunch will be served on Thursday June 7 from 1200 – 1400 hrs and Friday June 8 from 1300– 1400 hrs. Please note these times are provisional and may be subject to change.

Dress

Dress for the dinner will be smart business attire and dress for the debate itself will be smart but informal.

Accommodation

There are 3 or 4* hotel options at preferential rates. To make your booking, please visit:

<https://cabs.conventionedinburgh.com/ei/cm.esp?id=150352&pageid= 3HP0YL32R>

Cost

Only £99.00 per person for ICCA members and £149.00 for non members. The gala dinner and all tea, coffee and lunch breaks are included within the registration fee. Please note you need to arrange and pay for your own travel and accommodation.

How to register

Please visit the link listed below to complete online registration:

http://aecc-webshop.ungerboeck.com/reg/reg_p1_form.aspx?oc=10&ct=CONF&eventid=15413

Useful Contacts

James Rees – ICCA UK & I Chapter Chair – Tel: 0207 069 4734 or 07739 924385

Jacqueline Bergstrom– ICCA UK & I Chapter Secretariat – Tel: 01224 330407 or 07813 152257