

EventWales– A New Era

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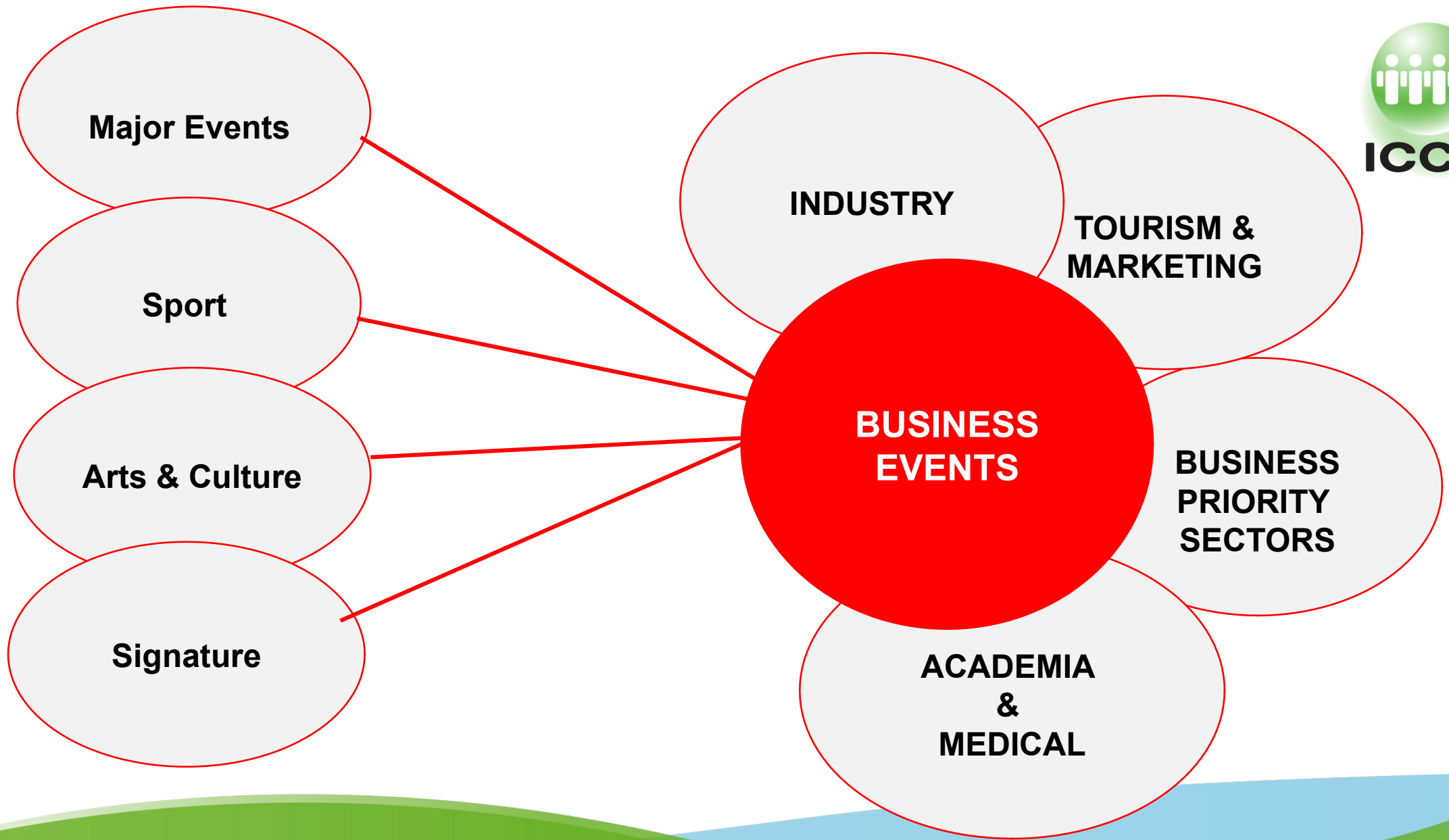
#MeetInWales – our objectives:

- Increase Wales' market share of the business events market
- Deepen the connection between business events and Wales' economic and academic sectors to promote FDI / economic growth / Knowledge capital
- Develop and promote a distinctive Wales business events brand proposition
- Prepare and educate Wales' business events product in anticipation of increased activity

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#MeetInWales – our messages :

- Wales' global outlook
- Wales' distinct culture & heritage
- Wales' MICE credentials
 - Wales' sector strengths
- Wales as a major events host
- Diversity of meeting spaces (from 100 – 5,000)
- Wales' wide range of “out of conference” activities





#MeetInWales