



Friday 18 November 2016

MCE South Europe 2016: Flawlessly delivered, expectations exceeded, overall satisfaction

This week MCE South Europe 2016 took place in Rome. The boutique one-stop-shop event was brought to life to showcase South Europe as a fabulous MICE destination. The rich variety of South European MICE Solution Providers came to the Italian capital to represent their destinations and build reliable business relationships with leading event planners keen on finding new business partnerships.

This year the event was hosted by the Sheraton Roma Hotel & Conference Center, one of the key conference venue hotels in Rome. After the welcome reception in that hotel, the evening progressed with a true networking dinner with true Roman delights at the Apicio by Eataly restaurant at Starhotels Metropole.

After a fruitful day of pre-scheduled and matchmade meetings on Monday 14 November, interesting keynotes addressed by the always engaging Jonathan Bradshaw from the Meetology Lab, the evening progressed to event partner Radisson Blu es Roma, where all participants were offered a fabulous evening. With a welcome reception, a fantastic dinner, a DJ that got the crowd swinging away, the super moon visible from the 7th floor terrace the day was a complete success.

Igor Bufardeci, Director of Sales of the Radisson Blu es. Roma stated: 'Thank you for the great cooperation and partnership and also for the great organization of the event. I have already attended many others forums and workshops, but the quality of Europe Congress events is much higher.'

The second day of the event brought yet more one-to-one meetings, price winning presentation sessions and a formal closing of the very high value for money and time event. The closing session also brought words of thanks to Ms. Paola Rossi from Italian Glamorous Services and Mr. Pedro Marugan from Incoming Italy DMC, for providing high quality transfers and tours during the forum.

In such B2B event it is always essential to have the right mix of participants, the right thoughtful event program and bringing decision makers together. The feedback from the participants about the forum was superb. 'I am very glad for the opportunity to participate in the event, it was a pleasure to meet and to get to know so well a variety of MICE suppliers, services and products. It is always a true pleasure to attend events like this where everything is organized professionally and things are done efficiently.' Said Mariana Møller from Nykredit in Denmark.

When asking Mr. Alain Pallas, Managing Director of Europe Congress, organizer of MCE South Europe about the result of the event, he mentioned: 'Our job is about bringing MICE providers in touch with a continuous stream of new high business potential, by bringing carefully selected event planners at our events. By focussing on a region from which originate providers and through offering a various event program we can reach business synergy during the event. Mixing that with a highly dedicated team offering flawless and personalized services onsite, we reach the overall event success for our participants that we seek. We thank all for their participation and involvement into MCE South Europe and are looking forward to deliver more fantastic experiences in 2017!'

For more information and participation possibilities, please contact Europe Congress at:

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MCE South Europe 2016, Fact Sheet

Dates: 13, 14 & 15 November 2016

Place: Sheraton Roma Hotel & Conference Center, Rome, Italy

Key Benefits:

- ✓ 2,5 days MICE one-stop-shop B2B forum; 13-15 November 2016;
- ✓ High quality event venue: Sheraton Roma Hotel & Conference Center
- ✓ Minimum of 30 to 35 pre-scheduled and match-made one-to-one meetings with hosted buyers most likely to be your next business partners. Scheduling organized by organizer;
- ✓ 80-100 qualified, reference checked and high volume MICE event producing hosted buyers meet with exclusive 60 Convention Bureaus and MICE Providers from South Europe only;
- ✓ Boutique event format to maximize connectivity's: Total of up to 200 persons remain together for the event days: No visitors;
- ✓ Numerous educational sessions by Meetology Lab: Jonathan Bradshaw, and others;
- ✓ South Europe promotional sessions emphasizing the potential of South Europe;
- ✓ Social sessions offering full catering such as coffee breaks, luncheons, welcome reception, dinners and an after-dinner party to increase interaction;
- ✓ Endless networking opportunities with buyers with interest and business for South Europe.

Agenda and Program:

- ✓ Pre-scheduled and match-made one-to-one meetings
- ✓ Day networking, benchmarking and socializing in an inspiring environment
- ✓ Keynotes by industry experts addressing trending industry topics
- ✓ Social gatherings such as coffee breaks, luncheons, dinners, reception and party.



Participants:

40-50 Convention Bureaus and MICE Providers from South European Countries:

- Albania
- Bulgaria
- Croatia
- Cyprus
- France
- Greece
- Italy
- Macedonia
- Malta
- Monaco
- Montenegro
- Portugal
- Romania
- Slovenia
- Spain
- Turkey

60-80 leading event planners and decision makers in their organization of:

Origin:

- Germany, Austria, Switzerland: 20%
- United Kingdom & Ireland: 15%
- France, Benelux & Scandinavia: 20%
- Central & Eastern Europe: 10%
- Russia & CIS: 10%
- Middle East & Asia: 15%
- North America: 10%

Type:

- 65% Agencies
- 25% Corporate
- 10% Associations



"Productive, interactive, friendly environment" - Shell EP Services
"It was excellent! Perfect!" - Gloria Hotels&Resorts, Turkey
"Overall, this event was very good, the intimate size where I met and did business with far more people than at any large tradeshow. The venue for this event was amazing!" - Helmbriscoe
"Very well structures, no wasted time, excellent interactions with all professionals!" - Mykonos Luxury Travel, Greece
"The concepts is great and the variety of participants was really impressive" - GE Money Bank
"I believe it will not be exaggerated if I say that I felt at home, from the moment of arrival till the day of my departure; everything was perfectly excellent!" - Connection Tours, Turkey

Organiser:

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