



Tuesday 24 May 2016

### **MCE South Europe 2016, The MICE Business Energizer Forum, taking place in Rome, Italy!**

The successful format of Europe Congress MCE events started many years ago with their Central & Eastern Europe version. After having hosted last year's event in Istanbul, and anxiously awaiting the news, this year the second annual MCE South Europe version will be taking place in Rome, Italy!

The eternal city has hosted gatherings and events for millennia. It offers a very wide and strong variety of opportunities for any event organizer and has therefore been picked as the destination to host up to 100 pre-qualified event planners that have upcoming interest placing business in South Europe.

South European destinations in the form of Tourism Boards and Convention Bureaus as well as MICE suppliers as Hotels, PCO's, DMC's, Congress Centres, Transportation Companies, AV Suppliers, Restaurants etc., will represent their services towards these selected key planners.

The unique 2,5 days' boutique event format allows all participants to get to know each other well. Spending time together assures potential business partners not only to connect but also to build on the aspects of understanding and trust. The cleaver program put together by Europe Congress mixes event essentials as pre-scheduled and match-made meetings with networking, socializing and key-note sessions.

The keynote educational program is being led by the Meetology Lab, a long standing partner of Europe Congress, with a formidable reputation in the field of interpersonal communication. Meetology Lab CEO, Jonathan Bradshaw will next to delivering ground breaking presentations also be performing as the moderator of the forum.

Asking Managing Director of Europe Congress, Alain Pallas, about the confirmation of the event in Rome, he stated: "In coordination with several partners from Rome, we're glad to have been able to announce Rome as the destination for the forum. The Sheraton Rome will form the host venue of the event, with all B2B meetings, keynotes, lunches, breaks and other networking ongoing in their comfortable and luxurious property. One of the two exclusive dinners will take place at the Radisson Blu es. Rome hotel, where their top deck restaurant will serve as the ideal viewing plateau over the Capital of the World. We're already looking much forward bringing everyone together there, support new business relations and work towards a profitable outcome for all involved."

With few partners of the event already mentioned, many are lining up to complete the total that will host and take care of the event buyer visitors to South Europe, Italy, the region of Lazio and Rome specifically.

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

Email: [info@europecongress.com](mailto:info@europecongress.com) or Telephone: +420 226 804 080

## 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 as coffee breaks, luncheons, dinners, reception and party.



## Participants:

60 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

80-100 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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