



MEETING CONSULTANTS

title

THE CONFERENCE CENTRE

subtitle

Requirements for market success

contents

What makes a conference centre a *good* conference centre?
Is it enough for it to be new and built with the best materials for clients to select it?
And how can an old venue be adapted to the requirements of today's clients?
Do all clients have the same demands in terms of facilities?

The conference centre plays an indispensable role in developing conference activity.
However, frequently, venues are built without appropriate technical design, or are managed by people without specific expertise, or even without the economic resources to market them properly.

The seminar will provide an in-depth look at what clients expect from conference centres: requirements dictated by international associations, equipment, management systems, rates and service standards.
The topics will be explored with the aid of data and pictures of national and international venues.

objectives

To identify the characteristics to build and manage a conference centre able to achieve success with a wider client base.

target

The seminar is aimed at those responsible for planning and managing conference venues: representatives of local governments, architects, professionals working in conference centres, hotels, convention bureaus and promotional bodies.

duration

- short module: 4 hours
- complete module: 6/8 hours.