



Summer 2005

CEO'S NOTE:

Welcome to the second edition of the DCB member newsletter.

I am delighted to report that Summer 2005 has been a very busy period for the conference industry in Dublin. The city has seen a wide variety of global associations celebrating their annual conference in Dublin. Topics have spanned medicine, agriculture, finance, beekeeping and harps to name but a few.

A sample of the latest conferences has been:

11th-13th May 05	INAA Conference – Int'l Network of Accountants and Auditors	120 delegates
31st May-3rd June	Velo-City 2005	590 delegates
4th-7th July 05	Tripartite Coloproctology	1,500 delegates
27th June-1st July 05	XX International Grassland Congress 2005	1,000 delegates
21st-26th August 05	39th World Apiculture Congress	4,000 delegates
17th-23rd July 05	9th World Harp Congress	1,200 delegates

Nearly 600 cyclists from the UK, mainland Europe, USA and beyond arrived in Dublin for Velo City which was held between May 31st and June 3rd in the National Concert Hall, Trinity College Dublin and the Mansion House. The 9th World Harp Congress was successfully held in O'Reilly Hall in July with 1,200 interested delegates coming in from across the globe to celebrate this wonderful musical instrument, while the 39th World Apiculture Congress welcomed its 4,000 delegates to the RDS as the main conference venue.

How can we establish the value of conferences to Dublin? ICCA (International Conference and Convention Association) estimates that conference delegates are individually worth approximately €1,400, excluding flights. So if you do a few calculations, e.g. Apimondia is worth an estimated €5.6 million. That money is spent on registration (includes most of the social programme and F&B) and accommodation; the remainder is spent in the host city on shopping, visiting attractions and generally enjoying what the city and country has to offer. These conferences allow Dublin the opportunity of showcasing what this international and cosmopolitan city has to offer, while also giving delegates the opportunity of using the city as a gateway to discover the island of Ireland.

DCB is funnelling more and more energy into going after association conference business. This is truly a lucrative business and one in which Dublin should invest time, money and energy to support. It is a truly global and sustainable sector, one that won't be as affected by geo-political events and one which can benefit many of DCB's members right across all categories. As you read on, you will see that DCB has become a silver partner of the Association Gateway, which gives us access through marketing and networking to UK Associations. This is just one of the many initiatives to come in order to tap into this market.

I hope that you enjoy reading about the latest updates within the DCB. Your comments and suggestions are always welcome.

With best wishes

Jean Evans
CEO



Martin Cullen TD, at Velo-City 2005

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SEMINAR

Dublin Convention Bureau in conjunction with Failte Ireland held a seminar on Business Tourism on May 5th 2005. Over 150 people from the tourism industry in Dublin and the east coast attended this half day event in the Stillorgan Park Hotel. The speakers took the industry through some of the trends and updates regarding the sector, while giving the participants a more indepth understanding of Business Tourism as seen by hoteliers, PCOs, Dublin Convention Bureau and incentive houses.

Topics discussed at the seminar were:

- Defining the business segments
- Getting the business – an overview from the US Incentive perspective
- Winning and managing the business from the PCO perspective
- Marketing from a 5* hotel perspective
- Overview of the Dublin Convention Bureau and how best to get value from being membership

If you would like to receive copies of the presentations, please contact DCB for further information.



PROMOTIONS & EVENTS

In intensive effort has been made by Dublin Convention Bureau to increase awareness of the existence of the Dublin Convention Bureau and to increase the profile of Dublin as a Business Events destination.

Recent Promotions and Events

April 16th-18th	Association Expert Seminar	Frankfurt
April 19th-21st	IMEX 2005	Frankfurt
May 5th	DCB Seminar 2005	Dublin
May 9th-10th	Meitheal 2005	Dublin
May 11th-12th	EMIF 2005	Brussels
July 1st	UK/I Summer Debate	Belfast
July 7th – 9th	ICCRM	Seville

Upcoming Promotions

Sept 23rd	Incentive Workshop	Paris
Oct 5th-6th	M&IT	London
Nov 6th-9th	ICCA Congress	Montevideo
Nov 29th-Dec 1st	EIBTM	Barcelona
Dec 15th-16th	ICCA UK/ I Winter Debate	TBC

Dublin Convention Bureau also has an agreement in place that DCB material will be distributed through the 40 promotions attended by Dublin Tourism around the world.

PUBLICATIONS



Dublin Convention Bureau held its Annual General Meeting on June 28th in the Gresham Hotel. A small number of members attended and the meeting was a success overall. DCB prepared a comprehensive report for this meeting and a copy of this publication was sent to all members. The report includes information on DCB's financial year and also updates about the latest marketing initiatives and some business success stories. Should you like to receive another copy of this report or if you did not receive it, please contact Donna Brogan at dbrogan@dublinconventionbureau.com and she will be happy to send this on to you.



The second edition of the DCB directory 'What's On Offer' is currently gone to print. This version includes all the newest DCB members as well as the updates about our current members. This directory, once again, offers members and clients access to the most up-to-date information on suppliers in Dublin and is a must for any supplier who wants to access the lucrative business events marketplace. If you would like to receive an updated directory, please contact Donna Brogan.

ADVERTISING & PRESS RELATIONS

Journalist meetings:

Martin Lewis (Managing Editor)
Meetings and Incentive Magazine (UK)
Interview for the October supplement on Ireland with M&I Magazine.

Advertising

ICCA Calendar – printed in 6,300 copies. 5,000 calendars are sent by IMEX to the hosted buyers that are invited to the trade show. ICCA undertake to send the calendar to their entire membership and the remainder are used at the trade shows attended by ICCA around the world.

Advertising and article in Elite PA – 2005 edition

Dublin Convention Bureau worked with Elite PA to produce an effective and targeted article about Dublin as a business events destination. The article was supplemented by Tourism Ireland's contribution on Dublin and Ireland in general.

Advertising and article in M&I Magazine - May 2005

DCB was interviewed by Alex Olliver earlier this year for the May '05 article on Ireland and Dublin for meetings and incentives.

Advertising

30,000 copies of the Ireland supplement were printed in Germany in time for IMEX 05. 8,000 copies were distributed at the show with the remainder to be used for other promotions and direct mail shots throughout 2005.



Elite PA



ICCA Calendar



EMARKETING

These ezines continue to generate awareness and DCB receives more enquiries as a direct result of these promotions. DCB has recently become an Association Gateway partner and as such has its own microsite and information page. This promotion is aimed at increasing awareness among the UK Association Conference sector. For more information log onto www.associationgateway.org



MEMBER UPDATES



Buswells Hotel

Fiona Lynn has recently joined Quinn Hotels as Sales Manager for Buswells Hotel. They have just completed a €2.5 million refurbishment of the whole hotel and were honoured to be awarded the accolade of "Ireland's Best 2005" at a ceremony that took place on the 7th July. This award independently recognises their commitment to service excellence.

Buswells Hotel, Molesworth Street is a hotel with special character and elegance – a modern hotel set in a unique Georgian setting. Newly refurbished to the highest standards, it has retained all of its charm from the Georgian era whilst being enhanced by modern conveniences. Some of their features include:

For more information contact: Fiona Lynn, Sales Manager
T: 01 614 6544 M: 087 052 4610 E: lynfn@quinn-hotels.com W: www.quinn-hotels.com

1. New Executive Boardrooms
2. Dry Leisure Suite
3. A La Carte Fine Dining Restaurant
4. Oak Lounge Private Bar

5. 67 newly refurbished rooms
6. Multi Story Car Park to the rear of the Hotel
7. Extensive Conference facilities

8. Broad Band
9. Business Suite
10. Highly Motivated Personalised Service staff



The Vaults

The Vaults is a multi purpose venue situated under Connolly station, and on the Luas red line. Now firmly established as one of the leading event venues in Dublin, The Vaults has played host to corporate events, business meetings, product launches, after show parties, fashion shows and weddings. Despite its 200-year-old interior, The Vaults is a flexible space and equipped with the latest in audio-visual technology. The entire building can be hired exclusively for up to 1000 people. There is nowhere more exquisite a setting for a meeting or event, than the stunning surroundings of the 19th century vaults.

For more information contact: Sarah McCrory
T: 01 6054700 E: smccrory@thevaults.ie W: www.thevaults.ie

NEW MEMBERS

- **Marriott Johnstown House**
Contact: Dervla McArdle
dmcardle@johnstownhouse.com

- **AVCOM Audio Visual Communications**
Contact: Tony Murphy
tony@avcom.ie

- **Jackson Court Hotel**
Contact: Darren Power
info@jackson-court.ie

- **Brooks Hotel**
Contact: Anne McKiernan
annemckiernan@brookshotel.ie

- **Castleknock Hotel & Country Club**
Contact: Ailbhe Stephens
ailbhestephens@chcc.ie

- **Regency Hotel**
Contact: Catherine McGettigan
banqueting@regencyhotels.com

- **Harveys Guesthouse**
Contact: Robert Flood
info@harveysguesthouse.ie

- **Roganstown Hotel and Country Club**
Contact: Meave Seavers
meaves@roganstown.com

- **George Frederick Handel Hotel**
Contact: Jonathan Hynes
info@handelshotel.com

BUSINESS SUCCESS STORIES

- In May 2005 a German incentive group of 66 people that DCB secured came to fruition and members and non-members that benefited were: Advantage ICO, Radisson SAS, Bartons, City Tours, Guinness Storehouse, Old Jameson Distillery, Ballyknocken House, Shelbourne Park, Golf in Druids Glen, Wicklow Tour, Brownes Restaurant.

- In April 2005 a Scottish client brought a group of 200 people to Dublin. Their event was held in the Burlington Hotel, while Trinity College Dublin was the recipient of the gala evening.

- In June 2005 PLATINUM one managed an association conference with 600 delegates for Velo-City in conjunction with the Department of Transport, Dublin City Council and Dublin Transportation Office. The venues used were National Concert Hall, Round Room, Trinity College Dublin, Stephen's Green Hotel, Fitzwilliam Hotel, Camden Court, Mespil Hotel, Jurys Christchurch, Bewleys Ballsbridge, Bewleys Leopardstown, Days

Inn Rathmines, Trinity Capital Hotel. Other hotels and B&Bs were also booked by some delegates directly.

- Another Scottish client confirmed a group of 200 people for a gala event in the Guinness Storehouse on 4th July 2005

- Portmarnock Hotel and Golf Resort is the recipient of a 100 person conference for February 2006. This business was won post various proposals and a site inspection organised by DCB.

- A major IT Company held a meeting and social programme for 12 of its Management in April 2005 in Dublin prior to another conference. Delegates accommodation was provided by the Clontarf Castle and the social programme revolved around the Merrion Hotel and Restaurant Patrick Guilbaud.

COMMENTS ABOUT DCB'S NEW MARKETING MATERIAL:

“This is great. You wouldn't believe the amount of times clients request this stuff.”

Carmel O'Dwyer – O'Callaghan Hotels

“Well done. That is a great brochure. I have to congratulate you on all the material you have produced. It looks very professional, contemporary in its look and will be of huge assistance to us in the market place.”

Nicola McGrane – Conference Partners

“Well done again, these brochures look really good and will be a big help in marketing and promoting the city.”

Emma Kyztia – National College of Ireland

CLIENT COMMENTS ABOUT DCB:

“We would like to extend our thanks to all concerned at the DCB for their enthusiasm and sponsorship of this course via supplying us with 500 Irish stamps to be used in the SAE contained within the invitation letter to all 552 Opticians in Ireland. In return we have advertised the course to all 10,500 Optometrists in the UK via a direct mailshot and set up a website www.eyecare3000.co.uk/eyecare3000dublin/index.htm

I would also like to personally add that after visiting the respective organisations for Cardiff, London, Glasgow and Belfast I found the DCB the most friendly and professionally organised.”

Dr Scott W Mackie BSc PhD MCOptom MFDO ABDO LVA Course Chairman Eyecare 3000 Specialist Continuing Optometric Training

“We were enormously grateful for the promotional information you provided recently, and might like to send out a small Dublin leaflet to our membership (530) when we distribute our scientific programme.”

Fiona Wilson - AUGIS/ALS - UK

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