



## MOVING FORWARD ...

### Calendar of Events

#### 1. ICPB Mega Show – Flagship Event

9th Conventions India Conclave - 2016, August/September

#### 2. Road Shows

##### INDIA ROADSHOWS

- **HYDERABAD** 31<sup>st</sup> Mar 2016
- **KOLKATA** First Week Of Jul 2016
- **INDORE** First Week Of Oct 2016
- **MUMBAI** First Week Of Nov 2016
- **AHMEDABAD** First Week Of Dec 2016

##### INTERNATIONAL ROAD SHOWS

- |                  |                        |
|------------------|------------------------|
| <b>AMSTERDAM</b> | Third Week Of Sep 2016 |
| <b>BRUSSELS</b>  | Third Week Of Sep 2016 |
| <b>PARIS</b>     | Third Week Of Sep 2016 |

#### 3. Participation Of ICPB In International Trade Shows

- |                  |                    |
|------------------|--------------------|
| • IMEX FRANKFURT | 19 – 21 APRIL 2016 |
| • IMEX LASVEGAS  | 18 – 20 OCT 2016   |
| • AIME MELBOURNE | 23 – 24 FEB 2017   |

#### 4. Training Programs

- 13-14 May, 2016– Entry Level
- September During Convention – Young Professional Forum Certificate Course
- First Week Of November 2016 – Middle Order Management Program In Collaboration With ICCA



# Vision 2018

- **MICE Sub Brand** – Brand to focus on Indian MICE and which leverages on the strength of mother brand – Incredible India !
- **City Bureaus** – Regional Chapters under the aegis of ICPB.
- **Market Creation** – Marketing and promotion through participation in various international trade shows under ICPB.
- **Promote India** - as 365 days destination
  - Enable ICPB to be a single window facilitator of ICPB for permissions
  - E-Visa for Meeting , Incentives, Conventions / Conference, Events / Exhibitions
  - ICPB to act as Nodal agency for processing Conference Visas
  - ICCA Membership access to ICPB
  - Inclusion of ICPB in the MOT's News Letter and all communications
  - Media MICE Policy
  - FAM Trips
  - Global Alliance - Worldwide Convention Bureaus



# Restructuring of ICPB

- Strengthening of ICPB Secretariat
- Membership Development – To add more segment
- Lead generation and assist Indian Associates to bid for International Conferences.
- Prepare of bid documents and presentation to Overseas buyers.
- Bureau to provide one stop information on MICE related information i.e. Convention & Exhibition Centres – Mice Planner
- Coordination for Site Inspections
- Assist Organisations in all permission and Conference VISA formalities.
- ICPB to bid for all International Conferences.
- To be the knowledge bank in the field of Conferences and Conventions of all stake holders to be created on National level
- To act as consultant for developing convention cities as new centers of learning and knowledge exchange.
- To create a standard operating parameters for the convention industry to certify the trade professionals to create global acceptance of Indian MICE product.



# MoT Support

## Procedural Changes....to increase business

### **Administrative and Procedure related**

- To simplify VISA Permissions and other city administrative permissions

### **Our Suggestions :**

- A general clearance for the conference Visa – one point contact
- Single desk MEA to coordinate for permission
- All forms and documentation on line submission
  
- City Permission – One point online permission



# MoT Support

## Marketing Plan

### Advertising – Media

- Through advertisements in general and professional journal – scientific, medical, law, engineering to educate and bring in awareness to the domestic buyer fraternity, both in India and abroad.
- Substantial amount of the Incredible India global advertising budget to be allocated to MICE.

### Periodic Research & Development

#### In areas related to :

- Economic impact of holding international conferences in the city – this will help states to create MICE related infrastructure.
- To evolve a system of collections and compilation on statistics on MICE in India.
- To procure or create a database – global for use in International trade and road shows
- Size of the convention industry



# MoT Support

## MDA Scheme

### Relook to attract bidding & subsequent business

- It is not possible for any Indian Organisation with the existing financial assistance to bid independently in comparison to what other countries put in their resources.
- Bidding process is costly – Travel & Accommodation cost
- Additionally it requires
  - i) Hosting of reception or cocktail dinner
  - ii) Gifts for OC
  - iii) Site inspections for the key members

### Suggestions

- i) Minimum financial assistance equal to US\$ 20,000 – US\$ 25,000
- ii) Local tourist office or Indian Embassy to be involved in PR exercise.
- iii) Recommendation from MoT to their offices abroad for assistance to organisers
- iv) Widely publicise the scheme



## Annexure C

# MoT Support

### **International Conferences**

- To encourage international associations to hold their meetings & conferences in India, a new scheme should be launched on a similar pattern to most of countries if they bring in more than 200 delegates – for example , they would be entitled for :
  - Complementary Cultural program
  - Cocktail reception or Dinner
  - Gifts for all delegates
  - Cultural evening at one of the monument
  - Some countries even offer financial assistance

