

ICCA RAS AL KHAIMAH MEETINGS INTELLIGENCE FORUM

Double Tree by Hilton Resort & Spa
Marjan Island
March 01-02, 2020

Registration



ICCA RAS AL KHAIMAH MEETINGS INTELLIGENCE FORUM

DAY 1 - SUNDAY, MARCH 01, 2020

08.00-09.00 **Registration and welcome coffee**

09.00-09.15 **"Welcome by Local Host and introduction to the Faculty"**

Opening speech:

Raki Phillips, CEO Ras Al Khaimah Tourism Development Authority. UAE

Welcome address:

Mubarak Al Shamsi, Board Member ICCA Middle East and Director Abu Dhabi Convention Bureau

09.15-09.30 **"Short briefing on forum format"**

Juan Jose Garcia, Faculty Leader, CMO, Bco Congressos, Spain

09.30-10.30 **"Welcome note & introduction to ICCA"**

What is association meetings?

Anju Gomes, Director ME, ICCA, UAE

Association meetings: do you really know who your customers are?

Juan Jose Garcia, CMO, Bco Congressos, Spain

10.30-11.00 **Networking break**

11.00-12.30 **How to master a successful bid process**

Juan Jose Garcia, CMO, Bco Congressos, Spain

Diego Juarez, Business Executive, Sevilla Tourism Board, Spain

In this session participants will learn how to develop a successful bid strategy. The session will also highlight individual components required to produce a winning bid such as establishing local bid committees, producing bid documents and conducting site inspections.

12.30-13.30 **Lunch break**



13.30-14.15 **Bidding workshop**

Juan Jose Garcia, CMO, Bco Congressos, Spain

Diego Juarez, Business Executive Sevilla Tourism Board, Spain

Teams will be assisted through the development of their bid strategy to secure a congress selected by the faculty for Ras Al Khaimah, including:

- Reviewing the selection criteria
- Constructing a bid presentation team
- Evaluating Ras Al Khaimah's strengths and weaknesses

14.15-15.30 **"Group work by each team on their own bid strategy"**

Group work - Presentation planning and rehearsal

Teams will work on their own 10-minute bid presentation.

*Groups must pass their presentations to the technical team during networking cocktail reception.

15.30-16.00 **Networking break**

16.00-17.30 **Panel discussion with meetings stakeholders:**

The future strategies of meeting planners:

How is business growth forecasted?

Moderator:

Juan Jose Garcia, CMO, Bco Congressos, Spain

Panel:

Raki Phillips, CEO, Ras Al Khaimah Tourism Development Authority, UAE
Mubarak Al Shamsi, Board Member ICCA Middle East and Director Abu Dhabi Convention Bureau

Khalid Walid Al Zadjali, Acting Chair Middle East ICCA Chapter and Director Oman Convention Bureau

Ahmed El Shal, Chairman, ICOM Group, Egypt

Ajay Bhojwani, Managing Director, MCI, UAE

17.30-18.30 **Networking cocktail reception**

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DAY 2 - MONDAY, MARCH 02, 2020

08.00-08.30 **Welcome coffee**

08.30-08.45 **Opening note**

Khalid Al Zidjali, Chapter Chair - ICCA Middle East and Director Oman Convention Bureau

08.45-09.45 **Group presentations**

Each group will be given 10 minutes to deliver their presentation and convince the panel that their bid is the best and Ras Al Khaimah should be given the right to host the meeting.

09.45-10.15 **Open deliberation & decision**

The Faculty will act as the Selection Committee for the association and will deliberate on which group presentation is the best in order to reach the final decision.

10.15-10.45 **Closing remarks & recommendations**

Juan Jose Garcia, CMO, Bco Congressos, Spain
Iyad Rasbey, Director MICE, RAKTDA, UAE



11.00-14.30 **Departure from hotel lobby by shuttle bus to Jebel Jais**

Ras Al Khaimah experience

Ras Al Khaimah Tourism Development Authority is pleased to extend an opportunity to all ICCA members to experience the Jebel Jais - the highest mountain in the UAE.

ICCA member can choose any of the activities below, courtesy of RAKTDA, to take back an enduring impact of this city.

Activities:

(choose one activity only)

- **Jebel Jais flight:** the highest mountain in the UAE is home to the world's longest zipline - 1.50-minute experience (20 members only)
- **Jais Sky tour:** Adventure meets serenity at the Jebel Jais Zipline Tour - 1 hour long (15 members only)
- **Jebel Jais hiking:** adventure any of the 6 unique trails by hiking - 1.5 hours long (15 members only)
- **Jebel Jais sky maze:** new obstacle maze on the UAE's highest mountain - 1 hour long (10 members only)

Due to extreme high interest, members are requested to book the preferred activity while registering.

Confirmation will be given on first-come, first-served basis.

13.30-14.30 **Lunch at the highest point in the UAE**

14.30 **Departure from Jebel Jais to hotel by shuttle bus**