

The CCD NEWS

SPRING 2011



CCD
THE CONVENTION
CENTRE DUBLIN

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Adaptable
sign

friend, Cammie

THE CCD WINS SILVER AT M&IT AWARDS 2011

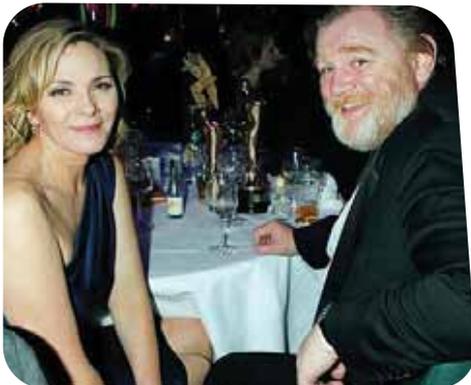


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**WIN
A TASTY
FALLON & BYRNE
HAMPER**

FALLON & BYRNE



WELCOME

Happy St. Patrick's Day and welcome to our Spring Newsletter

Nick Waight
Chief Executive



Happy St. Patrick's Day and welcome to our Spring Newsletter.

I'm delighted to announce that, in the six months since our opening, we've hosted over 200 events at The CCD. These include Globe Forum, Brand Event's Taste of Christmas, Business & Finance Awards, Digital Media Awards, Fertilities 2011 Conference, the Health and Safety Authority Conference, European Crohn's and Colitis Organisation Conference and the American Chamber of Commerce 50th Anniversary Gala Dinner. We even had a little bit of Hollywood glamour on the 12th of February when we hosted the 8th Irish Film & Television Awards Ceremony with a variety of Irish and International stars in attendance.

All of the events, held at The CCD over the past six months, have led to a €22 million boost to the local economy. 2011 is also shaping up to be a very busy year for us, with a wide range of upcoming events, including conferences, meetings, banquets and concerts.

On 28th of February, we were delighted to receive a fabulous silver award for 'Best Overseas Conference Centre' in the Meetings and Incentive Travel Awards 2011. In this edition, we also have an update on our attendance at International Confex 2011 in early March.

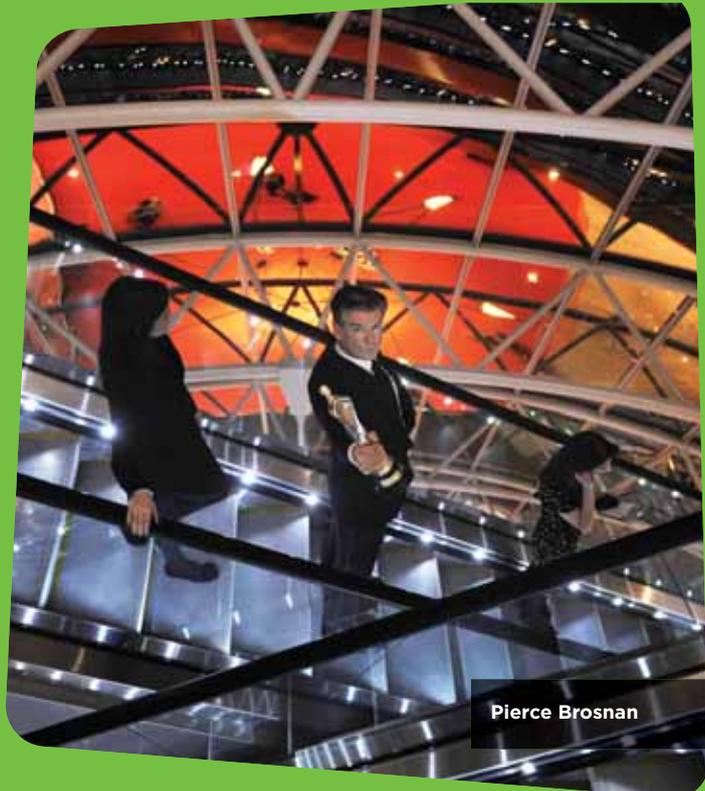
I would also like to introduce you to Cammie, The Chameleon, who joined The CCD last September and is busy working with the various teams at The CCD on a variety of events. Cammie has already featured in our latest advertising campaign 'Adaptable by Design' and will appear on our website soon too! We created Cammie to help bring The CCD to life by telling stories about activities and events through Cammie's eyes.

I look forward to seeing you at The CCD soon!

Nick Waight,
Chief Executive,
The Convention Centre Dublin

8th Annual Irish Film and Television Awards – February 12, 2011

On Saturday, February 12, The CCD rolled out the red carpet to greet Ireland's top talent including Pierce Brosnan, Saoirse Ronan and Brendan Gleeson as well as a bit of Hollywood with Sex and the City Star Kim Cattrall. The event was also attended by President Mary McAleese who gave a very powerful and moving speech about the inspiration of the Irish Film and Television industry. The big winner of the night was Juanita Wilson's Bosnia-set film, As if I am not there, which scooped the Best Film, Best Director and Best Writer awards. Another strong winner was the fourth and final series of The Tudors, which picked up awards for Best Drama Series/Soap, Best Costume Design (Joan Bergin) and Best Make-up and Hair.



Pierce Brosnan



INTERNATIONAL CONFEX 2011

We have just returned from International Confex 2011, taking place for its last year in Earls Court London before it moves to ExCel. This was our second year to host our own stand and this year our design reflected our new visual identity as well as our new character 'Cammie the chameleon'.

In fact, Cammie was at the stand in person to greet visitors and pose for many photos! We were delighted once again with the fantastic number of visitors to our stand and with the warmth

Elaine Phillips
Head of Marketing & Communications



and enthusiasm shown to us by everyone we met, not only when discussing the venue, but also regarding their experiences of Ireland and Dublin.

We had a huge response to our Confex prize draw, which offered a special Rugby weekend in Dublin for two including flights, accommodation, transfers, dinner for two and two premium tickets for the Six Nations Rugby - Ireland V England Match on Saturday, 19th March. And the winner is Karen Townsend from Zibrant.



New Faces at The CCD

Rebecca Walsh
Events Manager



Rebecca joins us from The Stephen's Green Hibernian Club where she was Sales, Marketing and Events Manager and was responsible for marketing the Club to a new audience through their Conference & Banqueting and Events departments. Events included private facilities at the Punchestown Racing Festival, Cork Race Week and the May Fly, overseas speciality trips to include opera, wine and shooting and in-house events. Previously Rebecca has worked for Verve Marketing, ICC Concepts, The Vaults and Merrion Stockbrokers.

Gareth Neville
Technical Production Manager



Gareth brings to The CCD over 20 years of experience in events. Having previously worked as Production Manager for venues such as The Round Room at The Mansion House, The Event Centre in Punchestown and the CHQ Building, Gareth also worked on a variety of events from car launches to outdoor festivals and everything in between. Live television is an area that Gareth is no stranger to either having worked on The Late Late Show for 18 years plus many other TV shows such as the Eurovision Song Contest, so it's probably no surprise that his 'baptism of fire' at The CCD was the IFTA's!

The CCD and The Ritz Carlton, Powerscourt, both win Silver in M&IT Awards 2011

We were so delighted to win the Silver Award for 'Best Overseas Conference Centre' in Meetings and Incentive Travel (M&IT) Industry Awards 2011. M&IT magazine readers cast more than 8,300 votes for 19 awards with more than 1,900 organisations nominated. The winners were revealed at a gala dinner on the 28th of February at the Park Plaza Westminster Bridge, London.

BBC TV Presenter Kate Silverton returned as the MC at the awards event, which also raised funds for

Save the Children, a charity working to stop the spread of preventable diseases in children worldwide such as pneumonia, malaria and measles. This year, £53,500 was raised for the charity through sponsorship, ticket sales, donations of money and prizes and an online auction.

We would also like to congratulate our fellow Irish venue, The Ritz Carlton, Powerscourt, who received the Silver Award in the 'Best Overseas Hotel' category.





SALES UPDATE

Catherine Newhall-Caiger
SALES DIRECTOR



World Molecular Imaging Congress 2012

Set to attract 2,500 delegates, this four-day annual conference will include representatives from over 39 countries worldwide and will help boost the local economy by €3.8million. Scheduled from 5 - 8 of September, 2012, the event will gather together the world's molecular imaging community to share research to help advance the field of Molecular Medicine worldwide and to provide a platform for networking within the industry.

"We are very excited to be bringing our annual Congress in 2012 to Dublin for the first time," said Kim Pierce the Executive Director of the Academy of Molecular Imaging. "We are confident our delegates will enjoy Dublin and The CCD as it provides a world-class facility right in the heart of a vibrant European city that is filled with culture and fun."



Interactive Design Association Annual Conference 2012

Interaction 12 -
www.interaction12.ixda.org

Dublin was one of five cities competing to host Interaction 12, the annual conference of the Interaction Design Association (IXDA). Other proposed cities included Berlin, Delft, Helsinki and Paris. This is the first time that Interaction has been held outside North America. Dublin was

selected based on the strength of the city's coordinated, city-wide support for the conference, the activity of the local interaction design community, the experience of the professional conference team, and the quality of the conference facilities on offer.

Scheduled to take place at The CCD in February 2012, Interaction 12 will gather together the international design community to network, exchange ideas and show case design projects and is set to attract in excess of 750 delegates. Interaction 12 is being co-hosted by IADT (Dún Laoghaire Institute for Art, Design and Technology) www.iadt.ie and IxDA Dublin. Abbey Conference & Corporate have been appointed as the Professional Conference Organiser for the Conference.



Corporate Event Case Study **Google EMEA Sales Conference - October 2010** by Jane Gallagher **Green Light Events**

Green Light Events was asked by Google to look at potential destinations for their annual sales conference in 2010. Previous venues for this conference were Dublin, Berlin, Seville, Rhodes and Killarney. The CCD was contacted in late 2009 as Green Light Events was keen to bring the event back to Dublin. Green Light Events felt The CCD was the perfect venue for this event, so worked closely with Catherine Newhall-Caiger to convince Google of this during their many site inspections and, finally, Google announced Dublin as the clear winner for the Conference.

Green Light Events worked closely with a great team from The CCD. This was to be the first large corporate event in The CCD, so they had a lot to prove. It was all

hands on deck for the entire team, with senior management working on the floor along with everyone else. No job was too difficult and no request was too taxing. The CCD team worked with professionalism and flair throughout. It was a pleasure working with them. And Google were very pleased with the choice of venue and deemed the Dublin event to be a huge success.

Since the Google Sales Conference last year, Green Light Events has confirmed two more large events with The CCD and we're looking forward to working with the team again in 2011.



New Challenges Marie Lawlor Head of Conference Sales

We are delighted to announce the appointment of Marie Lawlor as Head of Conference Sales.





MEET OUR PARTNERS

Celebrating its 20th birthday in 2011, The International Convention Centre (ICC) Birmingham has a strong strategic partnership with The CCD, which often includes pitching multi-year/multi-venue deals with clients.

This offers clients the flexibility to book two outstanding venues in two very different locations with preferential rates, and has worked well as both venues are similar in size and have extremely high standards. Organisations already signed up for a multi-year deal include:

- British Orthopaedic Association September 2011 The CCD, The ICC - 2013
- Association of Coloproctology of UK and Ireland - July 2012 - The CCD, The ICC - 2014

New Innovations at The ICC

In 2010, The ICC began a consultation process with regular customers at a Client Symposium. To meet their needs and requirements, The ICC team recently launched a new suite of technology solutions to improve the client and delegate journey.

- **The new ICC website:** Your gateway to The ICC and Birmingham; find out what's happening in the city at the same time as booking your meetings online: www.theicc.co.uk

The ICC Birmingham

- **YourSpace:** An internet based one-stop-shop dedicated to your event; where the interactive space provides a portal for real time, up-to-the-minute information.

- **Clever Projection:** Use the latest technology to get more from your presentations with a high-tech multi-background presenting aid, incorporating video, scrolling text and

presentation slides all at the same time.

- **Webstreaming:** Provide front-row seats for presentations, speeches and seminars for those who cannot attend. Cutting-edge technology can help you generate extra pay-per-view revenue and spread your message crystal-clear to a far larger audience.



**WIN
A TASTY
FALLON & BYRNE
HAMPER**

Win a Gourmet Irish Fallon & Byrne Hamper

In our latest competition, you can enter to win a fabulous Gourmet Irish Fallon & Byrne Hamper. Fallon & Byrne's mission is a simple one: to put the most delicious and inspiring food from Ireland and around the world on the shelves in their food hall or on a plate on their restaurant, all located on three lovely floors in the heart of Dublin city centre. Now Fallon & Byrne has boxed up the yumminess in a fabulous hamper to be won by one of our lucky readers. Presented in a beautiful wooden box

and stuffed with delicious Irish artisan goodies for you to enjoy, like traditional Irish shortbread and oatcakes, Gubbeen farmhouse cheese, handcrafted fudge, chocolates, jams, chutneys and more. So the next time you're in Dublin, why not pop in or visit them in cyberspace at www.fallonandbyrne.com

To enter our draw, please visit www.theccd.ie home page. Closing date is April 30, 2011. Terms and conditions apply.



FALLON & BYRNE
DUBLIN

The CCD Time Capsule

Last year, we reached out to local schools in the Spencer Dock area and invited them to participate in The CCD Time Capsule project. The theme was 'Life in the Docklands/Dublin 2010'. Submissions included stories, photos, drawings and craftwork. Many schools asked pupils to predict life in 2035. Some predictions included innovative new technologies such as a transportation pod using mind control, flying shoes, magnetic cars and pilotless planes that fly using computer technology only!

On November 24, we held a special ceremony to seal the Time Capsule with the local schools and Minister of Tourism, Culture and Sport, Mary Hanafin, TD. The final contents added to the Time Capsule on the day included a photo of the group attending the event, a copy of that day's Irish Times and a special note from Minister Mary Hanafin.

The Time Capsule was placed in a special chamber constructed below the ground just outside the front of the building to the West side. This chamber is sealed by a manhole cover, which includes a plaque to visibly mark the site. The Time Capsule will be sealed for 25 years to mark the term of the contract between The Convention Centre Dublin and the Office of Public Works - Irish Government. So look out for it the next time you visit The CCD.



St. Patrick's Festival 2011

The St. Patrick's Festival 2011 promises to be loaded with a variety of world class entertainment and events. The festival will begin with the annual parade, which will bring the streets of Dublin alive with marching bands from around the world, artists, dancers and street theatre troupes.

This year, the programme will also include some of the successful events from last year such as the Céilí, an outdoor celebration of traditional Irish dancing. Everyone is invited to join in and enjoy an afternoon of dancing, craic and traditional Irish music with experts leading the crowd through old favourites including the Siege of Ennis and the Walls of Limerick. Another popular event, the annual St. Patrick's Festival Treasure Hunt, will return offering event goers of all ages a free event and an opportunity to explore Dublin.

On March 18, the festival is hosting a brand new event, DublinSwell, to celebrate the City's new title as UNESCO's 'City of Literature'. The cultural event will take place in the 2000-seat Auditorium in The Convention Centre Dublin. The evening will focus on words and voices from literature, music, film and theatre including Sebastian Barry, Roddy Doyle, Paul Durcan, Glen Hansard, Paul Howard (Ross O'Carroll Kelly), Declan Hughes, Paula Meehan and Joseph O'Connor. Tickets are available from www.tickets.ie

Upcoming Events at The CCD

We have hosted over 200 events to date. Here are some of the events we will be hosting in 2011.

- (5-6 April) ACI Europe - Airport Trading Conference & Exhibition - 400*
- (7-9 May) Project Management Institute EMEA Global Congress - 1,500*
- (24-26 May) TM Forum - Management World Conference - 3,000*
- (21-26 August) International Statistical Institute Conference - 3,500*
- (8-10 September) European Seating Symposium - 600*
- (13-16 September) British Orthopaedic Association Conference - 1,200*
- (14-17 September) 7th European Course on Clinical Cytometry - 300*
- (15 October) The Nutcracker - Performed by The State Ballet of Minsk - 2,000*
- (25-27 November) Taste of Christmas - 10,000*

*This refers to the number of delegates attending the event.

Upcoming Sales Events

- ICCA Sector and Venue Workshop
Montreal
March
- March Sales calls
Montreal
Amsterdam
Geneva
London
- IMEX 2011
Frankfurt
May



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