

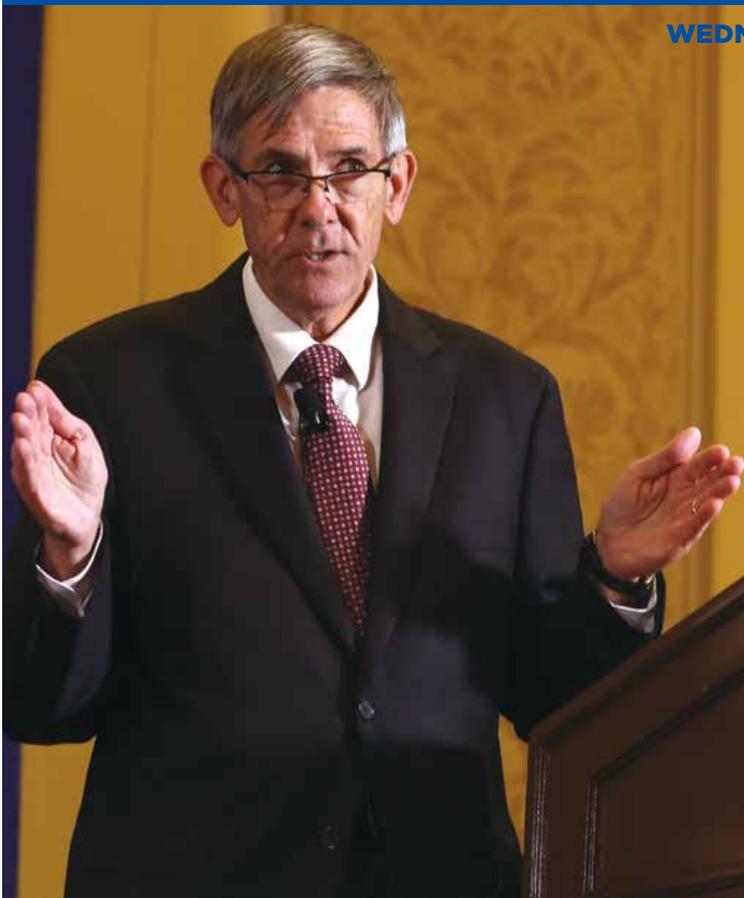
THE *pulse* OF THE MEETINGS INDUSTRY.

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WEDNESDAY | OCT. 19, 2016 | LAS VEGAS



Bruce Davidson, director of the U.S. Office of Support Anti-Terrorism by Fostering Effective Technologies (SAFETY) Act Implementation, said the industry is bringing great value to the task of helping Homeland Security keep events safe and secure.

Meetings industry earns praise for security leadership

The U.S. government is commending the meetings industry for agreeing to provide it with a comprehensive set of event security guidelines and standards.

Speaking to a group of media representatives yesterday at IMEX America 2016, Bruce Davidson, director of the U.S. Office of Support Anti-Terrorism by Fostering Effective Technologies (SAFETY) Act Implementation, said the industry is bringing great value to the task of helping

Homeland Security keep events safe and secure.

"I want to be clear," he said. "I am not successful unless you're successful, and I take that to heart. I applaud your leadership."

The IMEX Daily spoke to the team behind the initiative.

How prepared is the meetings industry currently? Are there any current guidelines in place?

There has been significant work done

see **SECURITY**, page 46

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I am not successful unless you're successful, and I take that to heart. I applaud your leadership.

Bruce Davidson, U.S. Office of Support Anti-Terrorism by Fostering Effective Technologies (SAFETY) Act Implementation

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Safety first in the meetings industry

In today's world where anything can happen, meeting and event planners know that safety is a No. 1 priority. Pacific World, a leading DMC operating in 36 countries and over 100 destinations, makes safety a primary focus in all of its events.

Safety is an integral part of operations, as many meeting planners are responsible for a large number of delegates and clients across different markets. Pacific World has a detailed emergency response plan and contingencies for every scenario; yet, the company still encounters situations that are unprecedented.

"These are uncertain times, and an increase in the number of security incidents has been headline news. As a global DMC, we want to help the industry face the issues and ensure that their processes are transparent, consistent and up-to-date, just one of our IMEX America themes this year," said Selina Chavry, global managing director of Pacific World.



Selina Chavry

Top tips for safety planning at large-scale events

- Face the tricky questions.
- Schedule pre-event training.
- Have open communication channels.
- Prepare incident planning for events that are on the move.
- Work with local authorities.
- Establish clear roles and responsibilities.

Tips for building a crisis management checklist

- Do we have the means to communicate with someone in the office? Is there a process to ensure this?
- Do we have all the facts (as opposed to speculation)?
- Do we have a working relationship with the authorities? Which are the parties involved?
- Are transport companies checked before hiring?
- Are guests monitored during their journey?
- In case of an emergency, are drivers aware of the predetermined evacuation routes?
- What are the roles and functions of all security personnel? ■

>> Booth 2030
>> pacificworld.com

Private Safaris eyes aggressive growth with new leadership

Private Safaris plans to reinvent itself, using its parent structure and new leadership to drive aggressive growth, while also entering new markets.

Private Safaris' parent company, Kuoni, recently came under the ownership of Swedish private equity group EQT. Kuoni sold its tour operator activities in Europe and overseas.

"The changes over the last few months, both from a parent-company structure perspective as well as a leadership perspective, have opened up massive opportunities for us to really reinvent ourselves," said new CEO Monika Luel.

Instead of viewing this as a lost distribution link, Luel views it as an opportunity to deepen what would now be a voluntary relationship with a customer base that was no longer married to Private Safaris.

Luel also suggested that Private Safaris would position itself for more meetings and events business, relying on the global Kuoni brand to back its growth strategy. The company has a full-fledged meetings and events team as well as sister DMC companies operating in the Middle East, Asia, Australia and the U.S. ■



Kuoni, the new parent company to Private Safaris, has a full-fledged meetings and events team as well as sister DMC companies operating in the Middle East, Asia, Australia and the U.S.

>> Booth 3023
>> privatesafaris.com

Intelligent, one-on-one business introductions

Time is precious, and face-to-face time is invaluable when networking your business. Zenvoy is the business matchmaking platform that,

like a dating site, introduces people who should meet. Users complete a profile and a proprietary algorithm takes charge to cultivate valuable one-on-one connections that are a good fit for business interests. The platform focuses on associations, conferences and professionals.

"Research shows that one-on-one networking is more beneficial than 'working a room' at an event," said Bill Webster, co-founder and COO of Zenvoy. "If you live and die by referral-based business, Zenvoy can supercharge your networking value by bringing targeted business introductions right to your email inbox."

To get started, users join Zenvoy by answering a few simple questions about their professional specialty, industry, age, experi-

ence and location. The algorithm's primary goal is to then match users with mutually beneficial needs. A middle-market clothing company CEO might be matched with an apparel-space investment banker, for example.

Zenvoy for professionals

Users can join Zenvoy's premium networking community as individuals or be invited as members of a private group. In both cases, users adapt their profiles to fit their networking needs and receive email notifications when an introduction is appropriate.

Zenvoy for associations and conferences

Almost 80 percent of conference organizers polled say networking is their attendees' most valued benefit. The difficulty lies in adequately supplying enough networking value to each person, which is exactly where Zenvoy excels.

Zenvoy offers groups the ability to

create, manage and invite members to join their private or public networking communities. Zenvoy can be "white labeled" so groups own their members and branding.

"Zenvoy is a game changer," said Carina Bauer, CEO of the IMEX Group, an early adopter of the Zenvoy platform. "In a show that's as large and busy as IMEX America, we're clear that it's our duty and pleasure to bring people closer together for long-term mutual gain."

Planning events through Zenvoy allows attendees to conduct purposeful networking. Administrators are able to organize the timing of introductions within their networks for maximum efficiency.

The platform has 3,500 organizations and 1,300 cities in its network, including major markets such as Los Angeles and New York. ■

>> Booth 765
>> zenvoy.com

“ If you live and die by referral-based business, Zenvoy can supercharge your networking value by bringing targeted business introductions right to your email inbox. **”**

Bill Webster, Zenvoy co-founder and COO