



MCI Belfast – 2011 Event Update

MCI in the UK / May 2011

MCI Belfast enjoyed a very busy first half of the year organising major events for a wide portfolio of clients. Here's a quick rundown of some of the events managed by the team so far in 2011:

Budweiser & Magners Bar Staff Party

A highly motivating incentive took place at the Kings Hall Complex, Belfast, for 500 bar staff from across Northern Ireland. MCI chose this venue as it was an empty shell that

could be transformed into a superhero-themed event. The first exciting activity the guests took part in was the 'Superhero Showdown' – a giant inflatable assault course in which each bar competed to be crowned the ultimate superhero. Some well-known local DJs then hit the decks to the backdrop of state of the art audio visual displays projecting imagery and superhero movie clips on the walls of the venue. *"This event was designed to reward our customers with an unforgettable experience, it is fair to say... mission accomplished! Your help and support is very much appreciated. A big thank you."* Niki MacCorquodale, Factored Brand Manager, Tennent's NI



Northern Ireland Tourist Board – Industry Development Events

MCI worked on numerous NITB events in early 2011, including:

NITB Days Out Fair

MCI managed this complex event at the Ulster Folk and Transport Museum,

providing a relaxed and fun atmosphere to showcase Northern Ireland visitor attractions, tours, transport and local councils to an audience of excursion organisers. With its exhibition expertise and knowledge of the venue, MCI sold twice as many exhibition stands as in 2010 and ensured that everyone was given ample space to showcase their visitor attraction. *"I want to repeat my thanks to you all for such a superb job on Saturday. Time and time again feedback from the attendees showed how well organised the day was. Many of the exhibitors said it was the best organised event they have ever attended!"* Rosemary Lightbody - Culture, Heritage and Activity Tourism Manager.



northernireland
tourist board

NITB Tourism Conference

MCI organised the inaugural Tourism Conference; a key event in the Industry Development calendar for 2011. One of the key challenges of the event was appealing to a very broad audience with a diverse range of interests. MCI was responsible for managing logistics for the event, including all marketing and communication, providing keynote speakers, recruitment, venue sourcing, third party supplier management, delegate recruitment, speaker presentation management and all post-event evaluation management. MCI brought together an engaging mix of 14 international and local, public and private sector speakers. The speakers provided relevant, inspirational and motivational content for the audience. To further enhance the creative element of this event, MCI opened an interactive and exhibition zone where delegates could sample state-of-the-art technology and network with potential trade partners. Feedback showed that MCI delivered well beyond the client's original target of 75% satisfaction rate.

Coca-Cola Global Supply Chain Conference

The Coca-Cola Company in Atlanta, USA, enlisted the help of MCI to manage all ground logistics during their international conference in Belfast. MCI chose the stunning and unique Café Vaudeville as the location for the offsite dinner with entertainment in the form of a jazz band and a traditional Irish dancing troupe.



ABOUT MCI

MCI is a globally integrated association, communication, and event management company. For over 20 years, MCI has helped companies, governments and associations bring people together to create meaningful connections and win. Our combined expertise helps clients to outperform by offering strategy, creativity and execution in the fields of Association Management & Consulting (AM&C), Performance Improvement, Professional Congress Organisation (PCO), Meetings & Events and Destination Management (DMC). MCI now has 44 offices in 22 countries.

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