

ASSOCIATION
MEETINGS
INTERNATIONAL

ami

October '07

FEE ISSUE

FLAT RATE OR
COMMISSION?

TREND

CORE PCOs AT
DEATH'S DOOR

REFLECTION

MAESTROS TAKE
A FINAL BOW



HELEN REGAN

CARER'S FACE


MALTA

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MALTA
MALTA TOURISM AUTHORITY



A modern cruise liner graces Valletta's ancient waterfront

The Maltese Islands consist of a group of three small islands in the heart of the Mediterranean. The destination has been attracting conference and incentive groups for a number of years and a great variety of other visitors for centuries. Malta has much to offer as a venue for smooth-running business meetings as well as a destination to host travel incentive rewards. The English-speaking environment facilitates good communication; organisers can speak their minds, knowing that they will be understood. The locals are renowned for their hospitality and professional track-record in the conference and incentive travel field.

POPULAR FOR CENTURIES

WHAT'S NEW

- ▶ The Palace, an urban five-star deluxe boutique hotel with 150 bedrooms and themed suites, a spa and leisure centre, state-of-the-art meeting rooms and exclusive restaurants.
- ▶ The newly rebuilt Grand Hotel Excelsior, overlooking the Marsamxett Harbour and Manoel Island, a five-star city and resort hotel set in the 16th century bastion walls of Valletta.
- ▶ Malta Fairs & Conventions Centre, equipped to stage any type of event from mega congresses to seated dinners or concerts.
- ▶ Palazzo Falson Historic House Museum, formerly known as 'The Norman House', has reopened after major restoration. One of the oldest buildings still standing in Mdina, it can host private functions for around 100 people standing or 30 seated.
- ▶ Malta will join the EU's Eurozone on January 1, 2008.

CITY PROFILE

2,898 rooms in 14 five ★ hotels
 5,776 rooms in 37 four ★ hotels
 3,815 rooms in 51 three ★ hotels
12,489 rooms in 102 hotels (total)
 130 rooms in universities
266 beds in four hostels
 Non-residential convention centres: **2**
 Hotels with attached convention centres: **27**
 Max. seats largest hall: **10,000**

ACCESS ↑

Airport name: Malta International Airport
 Distance from capital city: 10 km.
 Time from capital city: by road 10-20 min.
 International cities served regularly: 40
 Visa not required for visitors from most countries staying less than three months. Malta will soon be part of the Schengen agreement

CONVENTION BUREAU

The fully fledged MICE Segment Team within the Malta Tourism Authority offers assistance in the form of logistical consultation, sponsorships, information, familiarisation trips and site inspection visits.

Significant CONVENTION HOTELS	Guest rooms	Max seats theatre-style
Grand Hotel Excelsior	424	850
InterContinental Malta	450	750
Radisson SAS Bay Point Resort	252	700
Westin Dragonara Hotel	313	650
Radisson SAS Golden Sands Resort & Spa	300	600
Corinthia San Gorg Hotel	250	500
Hilton Malta	294	480
Le Méridien St Julian's	282	350
Corinthia Palace Hotel	155	500
The Phoenicia Hotel	136	300
Kempinski Hotel San Lawrenz	106	320
Ta' Cenc	82	170

Significant CONVENTION CENTRES	Max seats largest room	Exhib sqm
Malta Fairs & Convention Centre	10,000	7,000
Eden Arena	1,700	1,660
Mediterranean Conference Centre	1,400	3,205
Hilton Conference Centre	1,200	964

AMBASSADORS & HOST COMMITTEES

Many professionals, mostly medical and pharmaceutical, promote Malta and pitch for annual congresses. In turn, the MTA assists these 'ambassadors' in every way possible.

IS IT SAFE?

Safety is a right in Malta.



WHO TO CONTACT

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HOTELS THAT LOVE TO SAY YES!



Stanley Muscat
President of E-MCR

St Julian's at sunset

PERFECT FOR SIZE, SERVICE AND BUDGET

THE EURO-MED CONGRESS FOR RADIOGRAPHERS IS A RELATIVELY NEW EVENT ON THE CALENDAR AND MALTA HAS SERVED IT WELL TWICE. STANLEY MUSCAT, LONDON-BASED PRESIDENT OF E-MCR, EXPLAINS WHY HE WOULD LIKE THE ISLAND TO BE EURO-MED'S REGULAR VENUE

E-MCR was set up in 2001 to promote the radiography profession within European and Mediterranean countries. Its remit is to initiate research, publish a journal and organise congresses. Consequently, over 300 delegates from 28 countries in Europe and North Africa attended the second Euro-Med Congress, September 6-8 at Malta's Corinthia San Gorg Hotel in St Julian's.

The scientific programme was divided into 10 sessions which were organised in parallel on two of the three days. The third day was devoted to debates on political issues affecting the profession. The official language was English and, for an additional fee, simultaneous interpretation was available in Italian, French and Russian.

The E-MCR committee coordinated the congress, with GE Healthcare as the main sponsor. Collection of registration fees was very efficient thanks to E-commerce and internet banking facilities and the on-site services delivered by local contractors were outstanding, including provision of audio-visual equipment, IT services, transport logistics, design and publication.

Air Malta was the official carrier, offering discounts on flights to registered delegates, and the committee also organised an Air Malta chartered flight from Riga to bring

85 delegates from the Baltic States.

The recently refurbished Corinthia San Gorg offered excellent service as part of its 'Stress Free' commitment to organisers. A dedicated representative was responsible for all the logistics and a free mobile phone service was provided, pre-programmed



Pirates of the Mediterranean party night

with all the necessary phone numbers.

We used the main hall seating 600, the second hall seating 150, the boardroom seating 20 and a large foyer/exhibition area for registration, the poster exhibition and coffee breaks. Other halls were available – the facilities can accommodate more than 1,000 delegates.

During their stay, delegates were exposed to the culture and heritage of

the Maltese islands through pre- and post-congress tours and social events. These included visits to various museums and megalithic temples, dining at local restaurants specialising in Maltese cuisine in both Malta and Gozo and a concert of traditional folk music played on traditional Maltese instruments. A group of 55 delegates also spent half a day in the picturesque village of Gharb on Gozo, talking and mingling with the local people.

As a relatively young association, we are extremely satisfied with the encouragement we had from all those involved and, although our congress was small compared with some, we found strong support everywhere.

E-MCR has been hosted in Malta consecutively in 2005 and 2007 and, according to our rules, we have to organise the next congress in a different country. However, we believe Malta has a lot to offer in this sector, especially to associations and societies like ours which need to run their congress on a minimum budget and prefer to use in-house resources. The positive feedback we received from our delegates was very encouraging and we shall strive to bid for Malta to become the permanent venue for the Euro-Med Congress.



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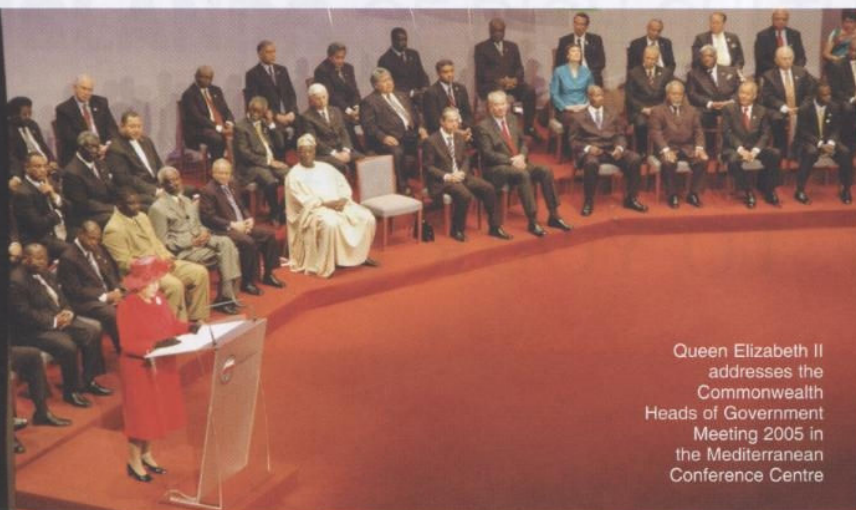
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Queen Elizabeth II addresses the Commonwealth Heads of Government Meeting 2005 in the Mediterranean Conference Centre

THE ISLAND FEATURES A RANGE OF LEADING MODERN FACILITIES SET ON A BACKGROUND OF AN ENVIABLE 7,000-YEAR HISTORY, IN AN ENVIRONMENT BLESSED BY A TYPICAL MEDITERRANEAN CLIMATE

MALTA'S UNUSUAL VENUES

Malta offers organisers the advantage of tailoring their delegates' programmes to their individual needs, incorporating historic sites, unique venues and places of natural beauty. A variety of themed nights, medieval banquets, Maltese 'festas', sailing and boat trips are regularly organised.

Understanding the need for large areas to host mega events, the new Malta Fairs & Conventions Centre (MFCC) is the novelty of the Mediterranean. The space was provided by the erection of a Tension Fabric Structure (TFS) in Ta' Qali and was previously used to accommodate the temporary Wembley Arena in London. The structure can accommodate a crowd of 10,000 seated and 22,000 standing and can be adapted to host two or more activities back-to-back. The fully air-conditioned structure measures 50 m. by 130 m. and has a pillar-free open space of 7,000 sqm.

The Mediterranean Conference Centre was constructed in 1574 by the Knights of St John, and was tastefully refurbished to provide state-of-the-art conference facilities covering an area of 7,000 sqm. The principal meeting room is the Republic Hall, originally a courtyard and now converted to seat up to 1,400 people, and there are a further nine halls.

The recently built Hilton Malta Conference Centre can accommodate up to 1,400 delegates in the main meeting room. The centre is situated in the popular St Julian's area, which boasts a high concentration of five-star hotels equipped with high-end conference facilities. This allows organisers of very large conferences to accommodate their delegations in close proximity of each other, thereby reducing transfer times and costs.

The Eden Arena, also in St. Julian's,

offers large uninterrupted floor space, as well as a significant amount of non-core space. It can accommodate up to 5,000 comfortably, making it an ideal venue for large parties, conferences and fairs.

The Eden Arena's strongest point is the flexibility that an empty hall provides. There is no hindrance of fixed stages, tables or chairs, therefore each event may be tailor-made to the smallest detail.

Since 2003, Eden Arena has hosted the local Bay Radio Music Awards and the largest New Year's Eve parties, as well as other annual events. And each year it hosts a large number of conferences, particularly since it is next

door to the five-star InterContinental Malta, which makes it an ideal place to organise events with five-star catering.

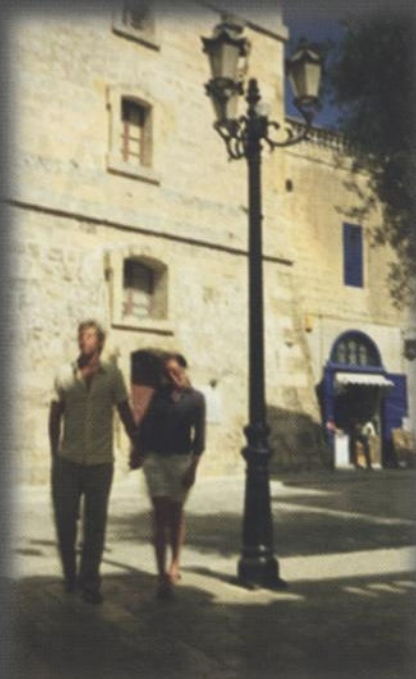
Other venues available to conference and incentive organisers include charming palazzos and converted old farmhouses around Malta and Gozo in which they can host a variety of events ranging from wine parties, themed events and Maltese evenings. Historic castles offer exclusive settings and scenic views for medieval banquets. The local government is also involving agencies such as Heritage Malta so as to make historical venues available to conference and incentive organisers.

The local government is involving agencies to make historical venues available to conference and incentive organisers



The Mediterranean Conference Centre's La Valette Hall (above)
Outdoor concert at the Vinhana Palace (left)

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ISLANDS OF RICH CULTURAL HERITAGE

SPOTLIGHT



Museum of Fine Arts

DUE TO THEIR STRATEGIC POSITION, THE ISLANDS HAVE HOSTED SOME OF THE MOST INFLUENTIAL PEOPLES IN THE PRESTIGIOUS HISTORY OF THE MEDITERRANEAN BASIN. ALL OF THESE LEFT THEIR MARK, MAKING MALTA AND GOZO THE ISLANDS OF RICH CULTURAL HERITAGE, WHICH THEY ARE TODAY

UPCOMING CONFERENCES IN MALTA

2007

52nd ISSA Convention & Trade Exhibition, Hilton Malta
Pacem im Maribus XXXII – Women, Youth and the Sea, Corinthia Palace Hotel

2008

Congress of the Confederation of European Baseball, Maritime Antonine Hotel, Millieha
Annual Regional Airline Conference – European Regions Airline Association Meeting, Westin Dragonara Resort Hotel

Malta's 16th century walled capital city of Valletta is a Baroque masterpiece of artistic architecture featuring five gates. Places to visit include St John's Cathedral, the Grand Master's Palace and the National War Museum.

The history of Mdina is as old as the history of Malta itself, with origins which can be traced back more than 4,000 years. Mdina, the old capital of Malta, is a typical mediaeval city and commands a magnificent view of the island. Although it is fully inhabited, it is known as the 'silent city' since silence reigns supreme. Places of interest include the cathedral, its museum and Vilhena Palace, where the National Museum of Natural History is housed in the 18th century Magisterial Palace of Justice.


Across the Grand Harbour to the south of Valletta are the Three Cities - the fortified towns of Vittoriosa, Cospicua and Senglea. They contain some of the most historic and cultural monuments in Malta. The Inquisitor's Palace, sited in the heart of Vittoriosa, is one of the very few surviving examples of a style of palace that would have been found all over Europe and South America in earlier centuries. The Folk Museum and the Maritime Museum are also worth visiting.

St Julian's is the place to go for dining and nightlife, including bars, discos, cinemas and nightclubs. The area is also a hot-spot for those in the mood for some retail therapy.

Gozo, Malta's sister island, stands still in time with its calm pace of life. Popular places to visit include the Citadel in Victoria, Ggantija temples, the Azure Window and the Ramla l-Hamra beach.





Azure Window on Gozo island




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