

Meet Tokyo at the BestCities Global Forum in Dubai

27 October, 2016, Tokyo, Japan:

BestCities Global Alliance, a strategic collaboration between 11 of the world's premier meeting destinations, including Tokyo, has announced its most impressive programme to date, for its flagship annual event, the [BestCities Global Forum](#), taking place in **Dubai from 4-8 December 2016**.

Hosted in partnership with Dubai Business Events and Professional Convention Management Association (PCMA), the BestCities Global Forum presents the ideal learning environment for association senior executives responsible for organising international events. The unique and stimulating four-day session is guaranteed to educate and inspire delegates to create a lasting legacy for their organisation, while also generating new opportunities for future collaboration with peers from around the world.

Places are limited, but still available, with over 20 associations already signed up, including World Autism Organisation, Alzheimer's Association, International Astronautical Federation and World Environmental Education Congress.

Held in the impressive surroundings of Dubai, the Forum features a packed programme of relevant case studies and thought-provoking expert speakers. This year's programme includes: Forum Facilitator, Hazel Jackson, CEO of Emirates based biz-group; Dr Tommy Weir, Speaker and Professor of Hult International Business School; Oliver Martin, a stakeholder engagement strategist, specialising in destination development; Philip Davies, President of strategic brand consultancy EMEA Siegel + Gale and Sherrif Karamat, Chief Operations Officer, PCMA.

The Forum will cover a range of relevant topics such as advancing the purpose of international associations through long-term legacy development, improving the event's benefits to the host community and creating strategic partnerships with destinations.

BestCities Board Chair, Jonas Wilstrup, Convention Director of Wonderful Copenhagen Convention Bureau said: "The Global Forum will focus on advancing the purpose of meetings, beyond delegate numbers to long-term legacy development. We will be exploring how global associations can create genuine partnerships with destinations, improving the event's benefit to the host community and strengthen the success of the organisation moving forward.

"This is the biggest event in the BestCities' annual calendar and an exclusive opportunity for association delegates to learn and work with one another, beside the Forum's experts. It brings them together with 11 of the world's best convention bureaus, enabling delegates to gain an in-depth and a bespoke understanding of each city's unique, high quality offering, guaranteed by the BestCities Alliance standard."

While the majority of the sessions will take place in the impressive five star JW Marriott Marquis Hotel, host Dubai, will also play an integral part of Global Forum, with Dubai Business Events planning a lavish showcase of the city's rich cultural and social environments. There will also be the opportunity for delegates to establish relationships with local industry contacts, along with the network of BestCities partners.

Steen Jakobsen, Director of Dubai Business Events, said: "Dubai Business Events is delighted to be hosting the BestCities Global Forum. As a destination, Dubai is the ideal backdrop for an event that promotes innovation and legacy development, both crucial elements to associations' future success and growth. In recent years Dubai Business Events has worked closely with a number of international association meetings to help develop long-term legacies, both for the emirate and the organisation. With legacy also a core element of World Expo2020 Dubai, the Forum will be the ideal opportunity for delegates to gain a greater insight into the Expo team's legacy planning ahead of this prestigious global event."

Oliver Martin, Partner at Twenty31 Consulting Inc, said: "During my career I have worked with over 50 national and regional tourism boards, helping them to identify the unique opportunities for their destinations and develop strategic branding plans that bring future success. The priority focus for my Global Forum session will be to present the linkages between tourism and economic development and how attending association delegates and BestCities' partner cities can collaborate and build potential lasting legacies for their international meetings and host destinations."

With no cost to attend, including return business class flights to Dubai, accommodation and meals, the Global Forum is open to senior association executives (or AMC on behalf of Associations) considering hosting International Business Events that rotate globally, relevant to any of the 11 BestCities Global Alliance partner cities: Berlin, Bogotá, Cape Town, Copenhagen, Dubai, Edinburgh, Houston, Melbourne, Singapore, Tokyo and Vancouver.

To register or for further information on the BestCities Global Forum programme visit: tiny.cc/GFDubai or email jane.cunningham@bestcities.net @BestCitiesGA #BCDubai

Event listing information:

What: BestCities Global Forum

When: 4-8 December 2016

Where: JW Marriott Marquis Hotel, Dubai

Attendance: Open to all senior executives of associations that hold global events, (or AMC on behalf of the associations).

Cost: Free to attend, including return business class Dubai flights, accommodation and meals

For further information and to register interest: tiny.cc/GFDubai

Event summary:

The ideal learning environment for association international event organisers, the BestCities Global Forum is a unique and stimulating four-day session guaranteed to educate and inspire. Held in the impressive surroundings of Dubai, the Forum features relevant case studies, thought-provoking expert speakers and close collaboration with peers from around the world.

In partnership with Dubai Business Events and PCMA, the forum will cover key topics such as advancing the purpose of international associations through long-term legacy development, improving the event's benefits to the host community and creating strategic partnerships with destinations.

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For more information please contact Sarah Ormerod or Ali Liddy at Wire

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Notes to editor

Key Speakers Biographies

Hazel Jackson, Global Forum Facilitator & CEO of biz-group

Hazel has built an impressive reputation and successful multi-million dollar business – biz-group FZ LLC – during the past 20 years based in Dubai. Nearly two decades ago, and with just US\$700 in her pocket, Hazel founded biz-group, which she has developed from a small training company into an organisation of 52 professionals servicing the Middle East's corporate training, team building and business coaching needs.

Dr Tommy Weir, Professor of Hult International Business School

A thinker, speaker and writer to the core, he holds a doctorate in strategic leadership from Regent University and is a professor at Hult International Business School. Dr Weir will engage delegates in a 'fireside' chat around how we create belonging as leaders and build tribal leadership.

Oliver Martin, Partner at Twenty31 Consulting Inc

A stakeholder engagement strategist, specialising in destination development, Oliver is an expert in the design and execution of research to identify innovations in marketing, sustainability and reputation strategy. At Twenty31 he works closely with senior leadership teams in regional and national tourism boards across the globe to measure competitive performance and brand resonance and navigate the sustainability agenda.

Philip Davies, President of EMEA Siegel + Gale

Philip leads the global strategic brand consultancy EMEA Siegel + Gale in EMEA. Based in London, he's behind the people, the work and the firm's belief that complex brand challenges can be solved through simple, unexpected fresh strategies, stories and experiences. Philip will connect with how associates create a compelling purpose behind their events and how this can be linked to creating legacy. Philip will introduce his ideas in a high impact keynote and then make them tangible and applicable in a workshop on Tuesday.

Sherrif Karamat, Chief Operations Officer, PCMA

Sherrif joined PCMA in 2003, and appointed COO in April 2008. PCMA inspires, connects and innovates the global business events community and provides senior education and networking for Business Events Strategists in the events sector. In his role at PCMA, Sherrif oversees all of PCMA's major revenue streams and also oversees the organisation's global business development and is an integral part of PCMA's strategic planning; financial reporting; technology and business innovation; and education strategy.

About BestCities:

BestCities Global Alliance is an international network of 11 leading convention destinations around the globe. They are distinguished by the commitment of the members' convention offices to offering special standards of service. Members include Berlin, Bogotá, Cape Town, Copenhagen, Dubai, Edinburgh, Houston, Melbourne, Singapore, Tokyo and Vancouver. www.bestcities.net

About Dubai Business Events:

Dubai Business Events is the official convention bureau of Dubai and a division of the Dubai Corporation for Tourism and Commerce Marketing. With in-depth knowledge of Dubai, its unique culture, world-class convention venues and the specific requirements of the business event industry, Dubai Business Events offer a full spectrum of convention and event planning services. www.dubaibusinesssevents.com

About PCMA:

PCMA inspires, connects and innovates the global business events community. We are the world's largest community for Business Events Strategists; providing senior education and networking for the events sector. PCMA crafts and shares knowledge and market intelligence enabling organisations to make informed business decisions, while providing a platform for peer-to-peer exchange. Headquartered in Chicago, PCMA has 17 chapters throughout the United States, Canada and Mexico with members in more than 40 countries. www.pcma.org

About Tokyo Convention & Visitors Bureau:

The Business Events Team at the Tokyo Convention & Visitors Bureau serves as a one-stop shop to assist meeting and event planners and organizers to bid for international business events in Tokyo, and also promotes Tokyo as a destination for such meetings. For more information, please visit businesseventstokyo.org
