

Why meeting planners choose BestCities destinations



Who are we?



“Best Practices. Best Meetings. BestCities.”

- The world’s first convention bureau alliance with eight partners in five continents, Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver.
- We deliver the world’s best convention bureau practices for the meetings industry.



Our Vision:



BestCities Global Alliance will be recognised globally for being innovative and setting and delivering the **world's best convention bureau practices** for the meetings industry.



How can we make this happen?



- Our BestCities Quality Management System (QMS) provides an established set of quality standards and processes across the Alliance. Annual certification by LRQA (Lloyd's Register Quality Assurance) guarantees to clients that all BestCities destinations live up to these standards.
- This is the first world-wide certification programme for convention bureau organisations. Certification is dependent on all BestCities members, and the alliance head office successfully passing the annual audit.





LRQA NEWS RELEASE

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June 24, 2008



The BestCities Global Alliance is one step closer to becoming the world's first consortium of convention bureaus to be fully certified by a worldwide certification programme.

The group of eight international convention bureaus, which includes the Dubai Convention Bureau (DCB), is working towards a Global Certification Programme designed to quantify each convention bureau's quality of service and assets of value.

Throughout the past year, the BestCities Global Alliance has been working closely with Lloyd's Register Quality Assurance, Ltd. (LRQA) and the Mohamed Al Geziry Consultancy (MAGC) to develop and implement its certification program.

Read the full article at arabianbusiness.com or visit Bestcities.net

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Certification: Quality guaranteed

by ArabianBusiness.com staff writer on Tuesday, 08 April 2008

As the BestCities Global Alliance prepares to be officially certified, MIME investigates what certification will mean for the region's meetings industry.

In the late 90s, five chief executives from different convention bureaus decided to pool their resources and form a strategic partnership.

Ten years down the line, the BestCities Global Alliance (BCGA) is gearing up to become the world's first fully certified group of convention bureaus.

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Why clients choose us?



Each BestCities member:

- Delivers CVB practices which comply with an internationally recognized Quality Management System;
- Has at least one purpose-built convention centre which can accommodate 300-3,000 pax in plenary mode;
- Has a minimum of 10,000 hotel rooms in the city;
- Has a ICCA (International Congress & Convention Association) or UIA (Union of International Associations) record of at least 10 international association meetings over last five years.

In addition, each BestCities member is an attractive destination, with a positive environmental reputation and cultural sensitivity.



BestCities = BEST meeting experiences for
organiser AND delegates at any BestCities
destination



Why is a BestCities bureau different?



- “ The Quality Management System has elevated our operating structure which has made us more proficient. We are proud to be among the best of the best of destination marketing organisations.” – *Dubai Convention Bureau*
- “ Lloyds Register Quality Assurance (LRQA) certification has provided us with a major competitive edge because it attests to our ability and commitment to provide the highest service standards for our clients.” – *Melbourne Convention + Visitors Bureau*
- “The commitment to uphold the standards under the Quality Management System underscores the spirit of excellence in the delivery of services to all our clients.” – *Singapore Exhibition & Convention Bureau*



“ As the only African representative in this Alliance, the Cape Town & Western Cape Convention Bureau considers itself privileged to be given a platform to meaningful input into the global best practice model.” – *Cape Town Convention Bureau*

“ Being part of this elite consortium of convention & visitor bureau organisations has provided us with a forum for the exchange of ideas and this has proven to be an invaluable asset – *Puerto Rico Convention Bureau*

“BestCities bureaus care most about their clients’ successes, and will readily go the extra mile to ensure this. That is the BestCities signature – unparalleled dedication and professionalism – *Copenhagen Convention Bureau*

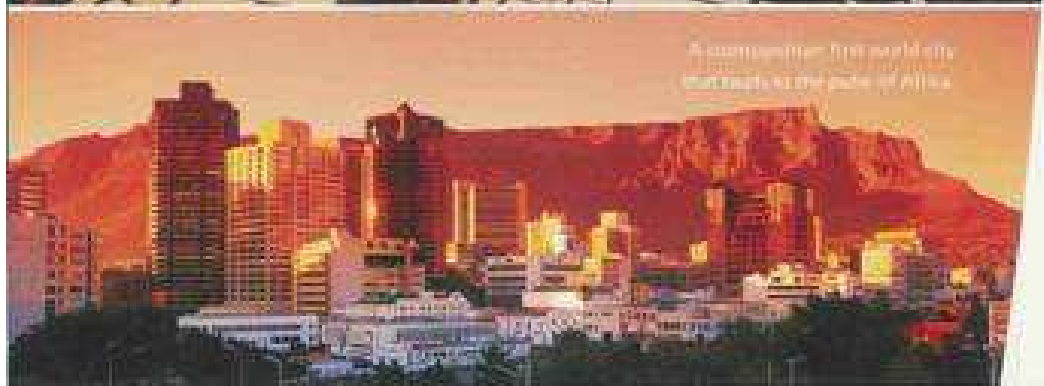
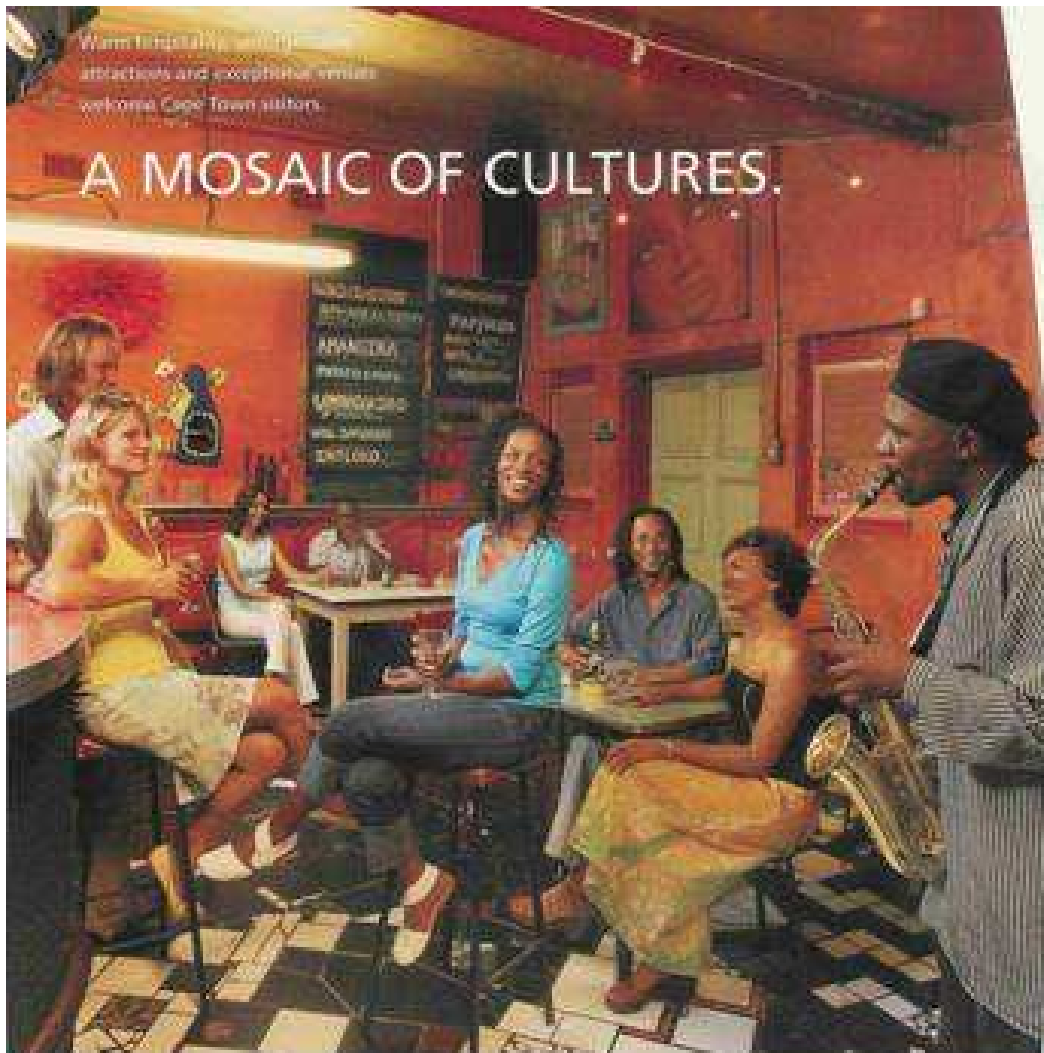


How can BestCities Global Alliance benefit you?



- Our global network helps you access new destinations which promise the same level of excellent service;
- Our exchange of bid intelligence and development of best practices ultimately makes your meetings organisation easier;
- Alliance-wide KPI monitoring and benchmarking ensure continuous improvements in our service delivery;
- Combined knowledge and destination expertise of our partners create unparalleled synergy in the international association meetings market;
- Be identified with BestCities brand, which guarantees your organising team a consistent level of service excellence, and your delegates the BEST meeting experience.





Participate in a BestCities client workshop as our hosted VIP buyer.

Case study:
BestCities
client workshop, Cape
Town 2009

BestCities Client workshop, Cape Town 2009



- Seven international association clients converge in Cape Town for 4 day client workshop comprising site visits, tourism, unique sightseeing with CSR component, client forum and a chance to exchange information and client workshop to introduce BestCities destinations.

“It was a really good event – far more outstanding than many others I have attended. You know, we were quite keen on Cape Town for quite some time, but not having visited the city, I was not going to make any commitment.”

- *Prof Denys Wheatley, President, International Federation of Cell Biology*



“I gained considerable insights into the various ways that organisations such as my own select venues and manage their major conferences and have much food for thought to take back to my fellow officers in the WFP. BestCities seems to have a very good grip on the arrangement and management of major meetings and selected venues.

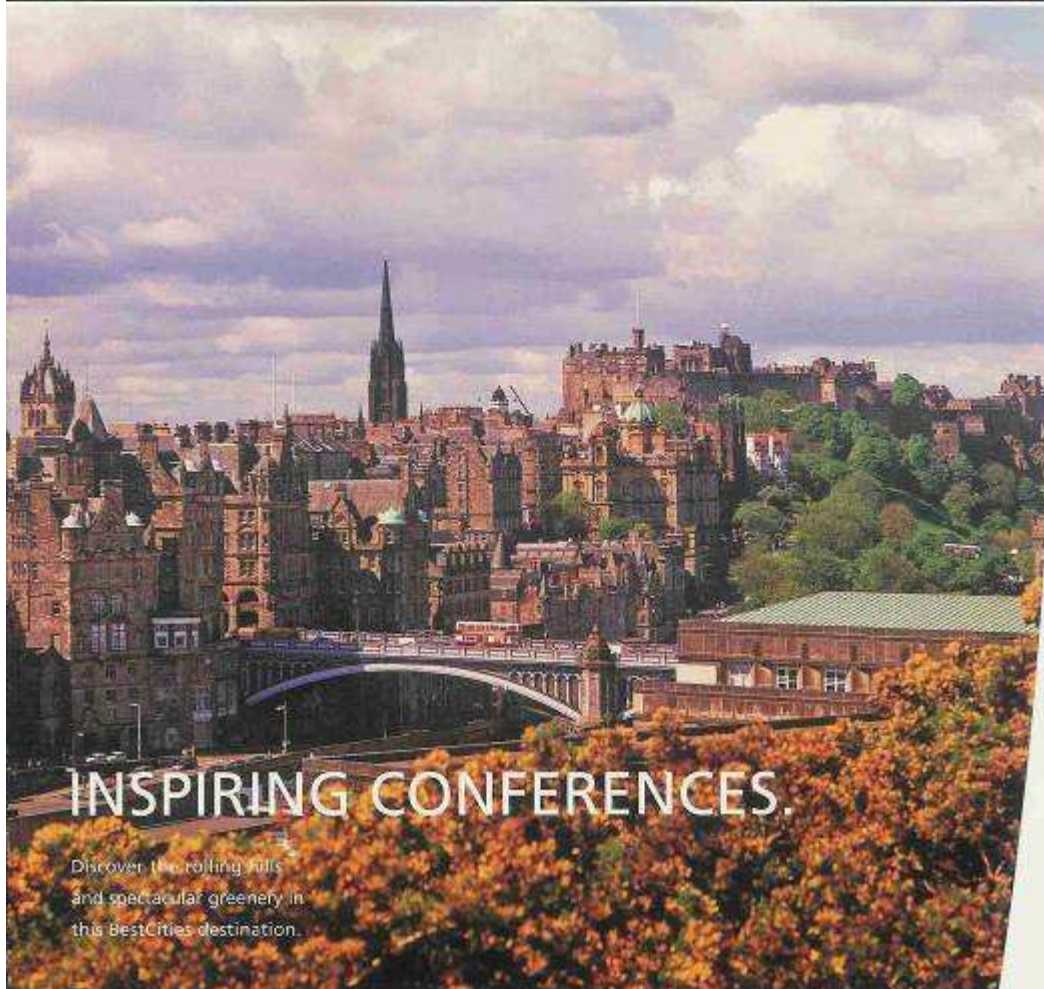
I found Cape Town to be a superb venue for future conferences and the local hospitality was excellent and greatly appreciated.”

- *Dr Les Chappell, Executive Secretary, World Federation of Parasitologists*





A royal Scottish welcome awaits your delegates.



INSPIRING CONFERENCES.

Discover the rolling hills
and spectacular greenery in
this BestCities destination.



Case Study: BestCities Edinburgh

One year after initial certification of its compliance to BestCities QMS by LRQA, Edinburgh Convention Bureau's system conformity with ISO901:2008 is now 'very close.'

LRQA audit of Edinburgh Convention Bureau, 5 Oct 2009



- During the visit to Edinburgh Convention Bureau (ECB) by a LRQA assessor, it was established that the corrective actions from the previous audit (in 2008) have largely been effectively addressed and rectified.
- ECB have done a tremendous effort in responding to the previous audit report findings and putting in place corrective actions and identifying along the way a number of their own system improvements.
- It is considered that its system conformity with ISO 9001:2008 Standard is very close in several areas and that a realistic estimate is that with a focussed effort, any gaps could be addressed in a reasonable time scale.



Edinburgh Convention Bureau:
“Incomparable service standards”



“Edinburgh Convention Bureau are exceptional in the service that they provide. They provided an endless stream of knowledge and experience that meant we were able to organise our event without having to buy in expertise in conference organisation.

They helped us in maximising our delegate attendance, which even included providing a "visit Edinburgh" stand at the previous year's conference in Vienna. During our conference ECB provided volunteer Edinburgh Residents to help provide local knowledge to our international delegates.”

- *Vivienne Gracian, World Conference of Forensic Mental Health*

“In working with a Bestcities Bureau, international meeting planners can be assured of not only receiving consistently high customer service standards but also that there will be an unsurpassed delegate experience for their attendees” - *Edinburgh Convention Bureau*



Client survey 2009:



In a survey conducted by Lynn Jones Research for the Alliance within period May-Dec 2009, respondents rated 9.59 (on scale of 10) for their overall experience of BestCities convention bureau

Survey Name	Average Response (On a scale of 1-10)	Number of Responses from Different Surveys
BestCities Global Alliance Benchmark Report: Post-bid Survey		
Completed Surveys from 01.05.2009 to 31.12.2009		
Printed on 20.01.2010 at 14:26:39 Page 11 of 16		
Please rate the quality of the following aspects of Convention Bureau: Overall experience of Convention Bureau.		
Dubai Convention Bureau Post Bid Survey	9.67	3
Edinburgh Convention Bureau Post Bid Survey	9.33	3
Wonderful Copenhagen Convention & Visitors Bureau Post Bid Survey	9.80	5
Cape Town Convention Bureau Post Bid Survey	9.50	2
Singapore Exhibition & Convention Bureau Post Bid Survey	9.25	4
Puerto Rico Convention Bureau Post Bid Survey	9.00	1
Melbourne Convention and Visitors Bureau Post Bid Survey	9.75	8
Tourism Vancouver Convention Bureau Post Bid Survey	10.00	1
Average Response for Question	9.59	27



The BestCities Commitment to meeting planners:-



- Consistent and excellent service standards;
- Annual audit of service standards by Lloyd’s Register Quality Assurance (LRQA) to ensure compliance to our Quality Management System;
- Engage our global network to enhance client relationships that promote a better understanding of client needs;
- Evaluate our clients satisfaction post event and post bid for scope for improvements;
- Accurate, relevant and timely responses to client requests;
- Explore new ideas and opportunities via our Client Forums to enhance your meeting experience and value.



BestCities USP Overview

Cape Town

- One of the wine capitals of the world
- Ranked no. 1 conference city in Africa and the Middle East
- Unparalleled scenic beauty: where the Atlantic and Indian Oceans meet

Melbourne

- Voted World's Most Liveable City three times since 2002
- Home to one of the world's greenest and most awarded Convention Centres

Copenhagen

- Copenhagen is a compact city; everything is within walking distance
- Recognised as a globally leading sustainable meetings destination.

San Juan

- Oldest city in the American Commonwealth
- Bureau with more than 45 years of experience
- Host of the XXI Central American & Caribbean Sports Games

Dubai

- Number one convention Destination within North Africa, Middle East and Africa Region and regional trade and economic hub
- A combined approach to host large scale congress : Dubai Bid Alliance

Singapore

- Where Great Things Happen
- Top International Meeting City In the World

Edinburgh

- World Heritage Site
- Edinburgh voted the UK's favorite City in the Guardian & Observer Travel awards for the 9th Consecutive year.

Vancouver

- World's most livable city for second consecutive year
- North American destination with the most international meetings as recorded by ICCA – 2007, 2008 and 2009

Best Practices. Best Meetings. BestCities.

For more information: www.bestcities.net
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