ISTANBUL CONVENTION & VISITORS BUREAU WITH A NEW INTEGRATED MARKETING PLAN FOR 2015

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Q: What are the expectations for this year’s ICCA Congress in Antalya?

ICCA is the global community of meeting industry and every year ICCA Congress is an environment where all members learn a lot about recent developments and challenges of the industry. It is nice to hear that ICCA is investing more on technology and that they are offering new products like Big Data. We will be hearing about new market trends and will be meeting with experts from...
other fields which are going to allow us to review our own strategic plans. ICCA Congress is always a great opportunity for training but especially this year’s education program is offering a lot. As Istanbul CVB, I and 3 of my staff will be participating in the Congress and try to follow every single detail during 5 days. Moreover this year it is a really exciting congress for us because ex-General Manager of Istanbul CVB, Handan Boyce, is running for ICCA Presidency and we are proud with her.

Q: In your opinion, what will Congress seasons 2015 be like and what major events are you planning?

As a leading and one of the top 10 congress destinations, **Istanbul is going to host various congresses and meetings in 2015**. Three of them, to give an example, are 17th World Congress of the World Federation of the Deaf (WFD) with 7,000 participants, 32nd World Veterinary Congress (WVC) with 5,000 participants and 31st International Epilepsy Congress (IEC) with 4,000 participants. We are proud to host WFD in our city since it is a worldwide organization representing 70 million deaf people in five continents worldwide and working towards the global achievement of human rights for all deaf people. World Veterinary Congress, on the other hand, will constitute an important forum and exciting venue for dissemination of advanced scientific knowledge and technological development in most veterinary fields. The scientific program of International Epilepsy Congress is to be innovative and engaging, with a wide range of main and parallel sessions, as well as teaching and video sessions. So we will be enjoying of having lots of important events in the city. As a destination which is home to 7 convention, 3 exhibition centres and almost 100,000 total guestrooms and 114 five-star hotels, Istanbul is ready to welcome more than 100 congresses in 2015. We start to see that industry is recovering the economic uncertainty which was a challenge for all of us.

I am also happy to inform you that **Istanbul Convention & Visitors Bureau has a new integrated marketing plan for 2015** which will keep Istanbul on the agenda as a leading congress destination. The aim of this new marketing plan is to represent Istanbul effectively towards convention sector and to contribute to increase the market share of the city. In order to strengthen the brand value of Istanbul, press conferences will be organized in 2015 in Germany & UK. Additionally, Istanbul Press Trip will be held in 2015 April. For these activities, ICVB will work in cooperation with national & international PR agencies. Furthermore, ICVB will have an international advertising campaign.