Istanbul CVB Launches New Planners' Toolkit

Turkey: Designed to provide associations with easy-to-use, comprehensive marketing tools for congresses and events in Istanbul, Istanbul CVB's new Istanbul Event Planners' Toolkit contains various options and can be customized according to planners' needs.

To read the full article, login or sign up for a free 30 day trial.
GMI Focus:

Seoul: Your Complete Convention City? (/index.php/63-gmi-news/811-gmi-focus-seoul)
Seoul's tagline 'Your Complete Convention City' is bold and catchy, but, does the destination live up to the promise?
Joem Lucht, Publisher of GMI Portal joined a press trip organized by the Seoul Convention Bureau to find out. The short answer is yes.
Click here for the long answer. (/index.php/63-gmi-news/811-gmi-focus-seoul)

Editor Pick:

The benefits from business events for a destination extend well beyond tourism spend. A new groundbreaking study reveals just how extensive those benefits are.
Click here for the full story... (/index.php/63-gmi-news/711-impact-of-business-events-beyond-tourism-benefits)

Economic Impact of Business Events Explained

Impacts of Business Events...