



DCU Conference Showcase

7th December 2011



Introduction & Welcome

Prof. Brian MacCraith

President- Dublin City University



David Doyle
Conference Office
Dublin City University



Survey of DCU Staff

- The results show that DCU staff organised **17** conferences over a 2 year period with a high % of international delegates
- DCU did especially well attracting **Education** based conferences it was also a leading organiser of **Science & Research** conferences.
- In total, an estimated **1,811 delegates** attended conferences organised by DCU academics
- Of these **42% or 761** were estimated to be **international delegates** (i.e. travelled from outside the Republic of Ireland.)

Survey of DCU Academics

- Assuming delegates & those accompanying them stayed for the duration of the conferences, an estimated **3,305 bed nights** would have been generated by these conferences.
- Based on these assumptions, conferences hosted by DCU have generated an estimated **€1.73m in total revenue to the Irish Economy**
- In the last 4 years, €933,000 of departmental budget was spent on Conferencing and Accommodation in non-DCU owned companies



How does DCU Benefit from Conferencing?

- Money spent in DCU stays in DCU
- Allows us to improve and upgrade our facilities
- Enhances the reputation of the University and the hosting department
- Enables us to give better more competitive rates to you
- Allows us to portray Ireland & DCU as a destination for [large world events](#)



DCU Conference Facilities

- **The Helix**
 - Capacity for up to 1800 Delegates
 - Exhibition Area

- **DCU Main Campus**
 - 70 Additional meeting rooms
 - Capacity from 10 – 400
 - Exhibition Area

Nursing
School



Business School

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Ireland



Additional Facilities on Campus

- 1100 En-Suite Bedrooms – Campus Residences
- Restaurants, Cafes, Bars – Trispace Catering/The Helix - Catering for up to 1100 persons
- Leisure Centre and Sporting Facilities – DCU Sport
- Reserved Car-Parking
- Spar, Pharmacy, Bank, Library, Bookshop



Tennis Ireland

Tennis Ireland









I would like to organise a conference – What do I do next?

- Contact the DCU Conference Team.
- Knowledge, Advice, Experience in Conferencing & Events
- All organisational services provided by the conference office are complimentary
- We act as a “One stop shop for conferencing”
- Fill in a simple application form.
- Contact: David Doyle
Ext: 8037
david.m.doyle@dcu.ie





Fáilte Ireland's Conference Ambassador Programme

Ruth Watkins – Conference Officer
Failte Ireland

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Connect with Excellence

What is a Conference Ambassador?

The Conference Ambassador programme helps people like you to bring your *International Association Conference, Meeting or Workshop* to Ireland.



Conference Ambassador Support

Financial assistance towards:

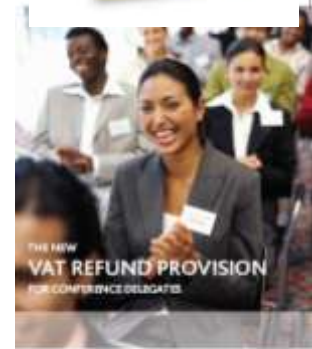
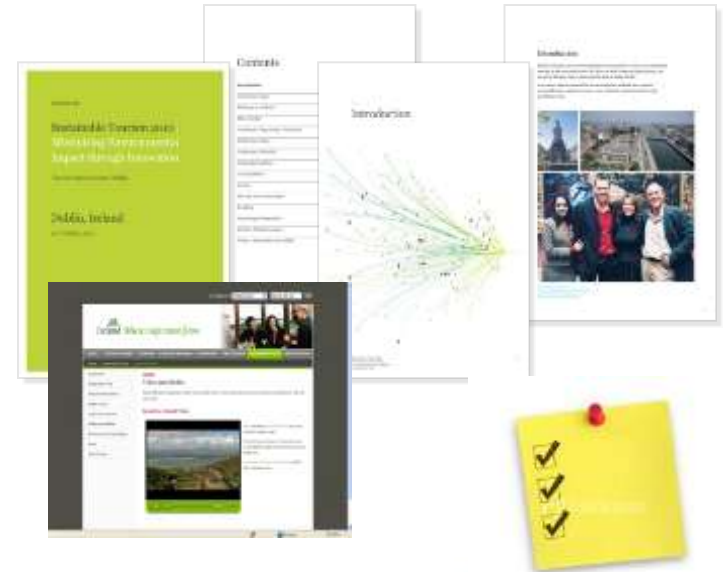
- **Bid process**
 - Support to produce bid document
 - Travel & accommodation related to presenting bid
- **Site inspections**
 - Bring key decision makers to Ireland to view proposed venue & programme
- **Marketing costs**
 - To ensure maximum delegate turnout
 - Marketing at preceding conferences
 - Utilising Tourism Ireland colleagues – over 20 Market offices

Practical supports.....



Practical Supports

- Ireland DVD
- Sample 'Why Ireland' Presentation
- Sample Bid Document
- Image Library
- Sample programmes
- Conference Checklist
- Vat Reclaim on accommodation
- Governmental and regional letters of invitation
- Marketing worldwide at preceding events with Tourism Ireland
- Delegate information
- Introductions to trade/PCO's
- Venue options
- Site Inspection itineraries
- Marketing advice



Fáilte Ireland
Welcome to Ireland



PROMOTING DUBLIN
AS A WORLD CLASS
BUSINESS DESTINATION

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Conference Ambassador Support

- **No restrictions on size of conference**
- **No restrictions on subject matter**
- **Simple application process**
- **Support agreed over a number years**





PROMOTING DUBLIN
AS A WORLD CLASS
BUSINESS DESTINATION



Aer Lingus 



Meet in 
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Aer Lingus


New Conference Event Portal

- Tailored to each Event
- Instant access to flight schedules & fare quotations
- Event Logos & images

OVER 500 people:

- Early bird discount offer
- Unique URL
- Trackable




Aer Lingus 

Home - Badminton Ireland 2011

Home | Manage bookings | Travel Information | Get On | Find | My Aer Lingus | Travel Essentials | Vouchers | News | Call

Badminton Ireland 2011

International Championships
Lisburn, 7 - 11 December 2011



Aer Lingus is delighted to support the Badminton Ireland International Championships and we look forward to welcoming Participants onboard our flights.

Aer Lingus operates direct flights to Belfast International Airport from 6 cities.


At Dublin Airport, which is just a 1.5 hour drive by Motorway from Belfast, we fly from direct from 70 airports in 22 countries around the world.

Choose from:

- 38 daily services operating from 16 airports across the UK
- 20 countries in Europe, including Austria, Belgium, Bulgaria, Croatia, Czech Republic, Finland, France, Germany, Greece, Hungary, Italy, Lithuania, Morocco, Netherlands, Poland, Portugal, Romania, Spain, Switzerland & Turkey
- 4 US Airports - Boston, Chicago, New York & Orlando - or connect at those gateways from over 50 cities across the US and Canada

Please note some of our routes operate on a seasonal basis.

For instant fare quotations, schedule information and to make a booking, please enter your preferred travel dates and routes in our booking engine to the right.



Connecting flights for participants travelling from further afield

Aer Lingus has Strategic Codeshare & Interline Agreements in place with other Airlines, which allow passengers and their baggage to be through-checked to their final destination and make connections as seamless as possible. Aer Lingus Partner Airlines include British Airways, KLM, United Airlines, JetBlue, Qantas Airways and Cathay Pacific Airways. Passengers who wish to connect onto Aer Lingus flights are advised to contact these Airlines' local Reservations Departments or their local Travel Agent, who will be able to provide more details on fares, routings and schedules etc.

Hot! Aer Lingus makes Group bookings easier!

Now Sports Teams can book a group of up to 25 persons in one single transaction at aerlingus.com. By booking early, Teams can secure the best available fare and they have the flexibility to add the passenger names up to 10 days pre-departure. All names must be input at the same time, which can be done online at a time convenient to the Group Leader. For quotations please click on "Groups" on our homepage booking engine or click on the Groups icon on our bottom of our homepage. Alternatively Groups can also be booked via our Specialist Group Reservations Team.

Tel: 0818 365007 (Irep. of Ireland), 0871 710 5222 (Northern Ireland);
Email: groups@aerlingus.com

Aer Lingus would like to wish everyone competing in the 2011 Yonex Irish Badminton International Championships the very best of luck!

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The value of a Conference Delegate in Ireland?

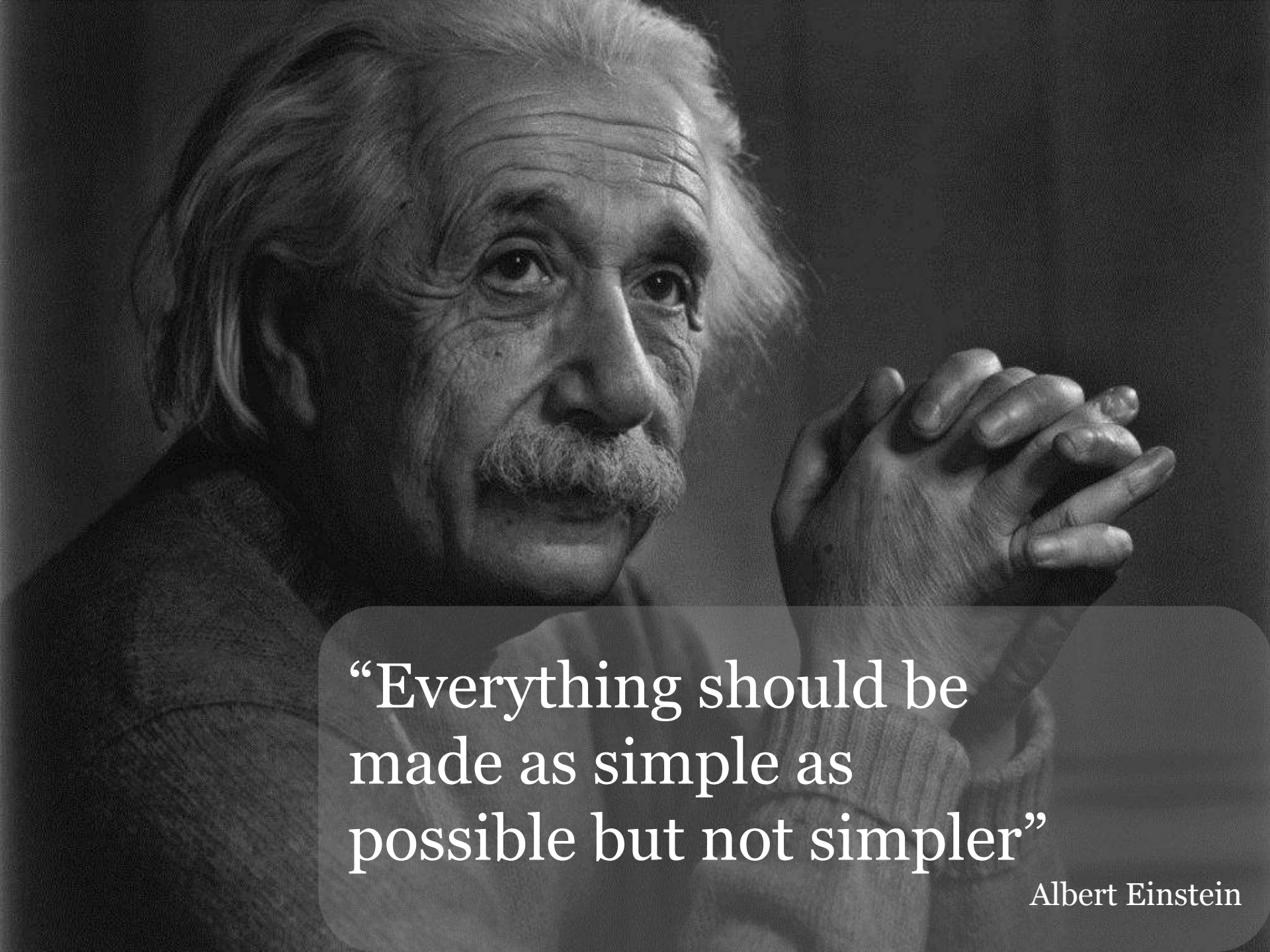


€1,300 - €1,500 p.p

- Over 2.5 times that of a leisure tourist
- One in four delegates travel with a partner/friend
- Delegates stay on average 2¹/₂ days pre or post conference

“Total promotable Business Tourism is worth €302.6 million to the Irish economy (2009)”

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“Everything should be made as simple as possible but not simpler”

Albert Einstein

Our Website:

 *meetinireland.com/conferenceambassador*

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Office of Vice-President for Research

Dr. Yuliya Shakalisava

DCU Conference Support Programme



DCU Conference Support Programme

- Funds conferences
 - Targeted at *research* conferences
 - Priority for conferences of national or *international* significance
- Funds travel cost for staff for the purpose of *putting forward DCU as a host for international reputable conferences.*
- 2 calls per year

DCU Conference Support Programme

Your event will be considered under this scheme only if:

1. It is hosted in DCU
2. Has a formal agenda
3. It is expected to have a minimum of 50 delegates
4. Involves a formal registration process
5. Takes a minimum of one full day
6. There is a person in charge (ie. Conference organiser)
7. It has at least three speakers.

DCU Conference Support Programme

- Funding for
 - conference publicity,
 - speaker honoraria,
 - travel,
 - lodging,
 - per diem expenses related to the event
 - 50% discount on room hiring

CiCe Conference

- John Lalor – School of Education Studies
- Conference – Helix & DCU Campus
- June 2011



The Professional Conference Organiser

Dr. Noel Mitchell
Managing
Director
Keynote PCO
[www.keynotepco.](http://www.keynotepco.ie)



The PCO

- Professional service provider
- Delegate services – registration, accommodation, tours, etc via sophisticated online systems
- Project management – budgeting, logistics, promotion, social events, abstract submission, sponsorship



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The PCO

- Partner with conference host in management of the conference
- PCO adds efficiency and professionalism, plus increased revenues and cost controls
- Work closely with venue, Failte Ireland, industry suppliers as a support team for committee
- Management fees built into project budget

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KEYNOTE

PROFESSIONAL
CONFERENCE
ORGANISERS

Keynote PCO

- Specialist association conference organiser; scientific expertise in particular
- Irish owned and managed, senior staff work on projects
- Transparent and flexible financial models
- Focus on success through promotion and sponsorship
- Full quality certification as international PCO
- Research and bid assistance also available

Conference Bid and Research

- Keynote PCO will work with potential conference hosts to identify international conferences for hosting in Ireland
- Can research bid procedures and open dates, assist with bid submission.
- No charge for research and help with bid.
- Funding available from Failte Ireland for bids by conference ambassadors.

Sample Projects in DCU

- World Down Syndrome Congress, August 2009
- Hosted by Down Syndrome Ireland; 1,500 delegates



- EPS Plasma Physics Conference 2010
- Hosted by National Centre for Plasma Science and Technology DCU
- Registration Services for 700 delegates

KEYNOTE

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CONFERENCE
ORGANISERS

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“The congress was a tremendous success and broke all records when compared with previous congresses” World Down Syndrome Congress

KEYNOTE

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Thank you all for attending today.

We hope you will enjoy some canapés & mulled wine and a chance to talk to the members of the Conference Team

