

‘Destination of Choices’ to suit your business events’ aspirations

Business venue is a place where people meet and discuss specific issues. Indeed, the business venue is vital in achieving conference or meetings objectives for it can shape the image of the company, create the perception and deliver experiences that can be referred to.

Choosing the right business venue adds more professionalism to the entire event. As a result, finding the venue that suits the budget and meet the needs is one essential step towards the success of your business events. Other relevant elements that must be taken into account include speaker, content, presentation method and technologies. All these elements must be finely integrated into the physical space of the meetings to enhance the efficient delivery of the speaker’s messages. Meanwhile, cooperative, skilled and well-trained staff as well as reliable security system will be additional success factors for business events.

For the year 2011 and beyond, it has become an acknowledged trend that attendees are being selective in taking part in the conferences/ business events. Consequently, conference organizers are driven to be more creative and innovative.

These days, a growing number of unique venues other than commonly used hotels or conference centers are serving customized meeting requirements. A vast array of unique venues ranges from farms to 5 star hotels, rugby grounds, cruise ships to racecourses.

The ICCA statistics report 2010 revealed that the usage of meeting facilities in hotels has been gradually increasing at the expense of the conference/exhibition centers and has taken the first place as the most popular type of venue since 2005, with the conference/exhibition centers taking the second spot. Meanwhile, the use of universities as congress venue rose by 1% to 21.1% in 2010 as evident in the case of the United Kingdom, where 38% of association meetings were held at universities.

‘Other venues’ whose definition includes castles, boats and museums also serve as locations for the association meetings market. This is more apparent in Europe than in other regions. The ICCA statistics 2010 revealed that Germany, France, Italy, Switzerland, and Hungary, have their congresses held in ‘other venues’ as opposed to hotels, conference/exhibition centers and universities at 13%, 19%, 13%, 23%, and 19% respectively.

2010 Congress venues used by continent



Determining venues that suit your business event.

Determining the suitability of business events venues calls for the knowledge of your event needs and requirements, which can be attributed to the target group and its size. Choosing suitable venues and room set up is not just selecting their physical look to reflect corporate image, but also other elements, including the internal lay-out of the conference venues and how they support logistical requirements of the organizers. Equally important is how IT facilities and capabilities can improve the audio-visual effects and services. All aforementioned determining factors must be bore in mind while inspecting the venues before making a decision. Whilst there can be advantages to complete these whole inspection and processes yourself, opting for an agency to do them on your behalf is an alternative. With your specific requirements, one can choose such varied agencies as systems based call centers or small yet regionally knowledgeable ones who can offer their geographical insights to help you choose the right venues for your business events.

Choosing the right venues.

It is an undeniable fact that budget plays a crucial part when it comes to choosing the right venues, not just in a sense that it helps narrow down the place and services, but also in a way that it can be spent creatively and wisely to suit the business event requirements. How? Budget is spent for the venue possessing certain qualities that can positively affect both mind and matter, rather than merely focusing on its accommodating physical space and structure. Such venue options are varied and available, which include resorts, retreat centers, cruise ships, bars, museums, to name but a few. The unique characteristics of these special venues can offer motivational and memorable experiences to the meeting audiences, particularly incentive groups and association meetings or even exhibitions.

When it comes to choosing the right venues, Thailand indeed offers a variety of choices that can be tailor-made to meet the unique and special meetings and business events requirements. The choices range from venue of innovative design, theme park, natural spots and eco-conscious venues to historic and cultural places like museums and palaces. These places, some of which are listed below, are ready to serve business event as you need it.

Believe in Thailand as Destination of Choices for your next business events.



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www.crystaldesigncenter.com



Tria Integrative Wellness

www.triaintegrativewellness.com

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INTEGRATIVE MEDICAL INSTITUTE





Praya Palazzo

www.prayapalazzo.com



Museum Siam

www.museumsiam.com



Grand Pearl Cruise

www.grandpearlcruise.com



Mrigadayavan Palace

www.mrigadayavan.or.th





Suan Pakkad Palace
www.suanpakkad.com



Kaeng Krachan National Park
www.dnp.go.th



Kui Buri National Park
www.dnp.go.th



Sampran Elephant Ground and Zoo

www.elephantshow.com



Pasak Hillside Resort

www.pasakhillside.com



Vic Hua-Hin institution of arts and culture

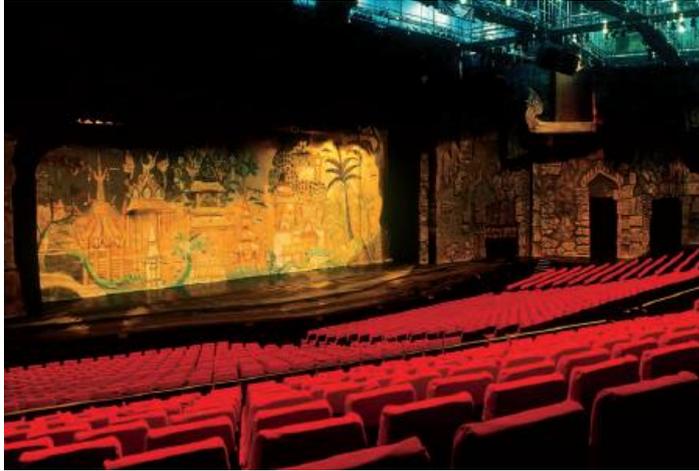
www.vichuahin.com



Khao Kheow Es-ta-te Resort

www.estateresort.com





Siam Niramit theatre
www.siamniramit.com



Dream world Fun Park
www.dreamworld-th.com



M.R. Kukrit's Heritage Home
www.kukrithousefund.com



Khum Khantoke
www.khantoke.com





Thai Village at Rose Garden Riverside

www.rosegardenriverside.com



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