

CONFERENCES • CONGRESSES • BUSINESS TRAVEL
CORPORATE EVENTS • INCENTIVE

MICE DAY

MICE INDUSTRY LEADER'S MEETING PLACE

2019

WWW.MICEDAY.RU

WWW.MICE-AWARD.RU

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MICE INDUSTRY LEADERS' MEETING PLACE

on the Don	in the Ural region	in Moscow	in Sochi	in the North-West
Rostov-on-Don May 31	Yekaterinburg June 28	Moscow October 10	Sochi November 14	St. Petersburg December 12

- The MICE DAY 2019 is the venue for meetings of industry leaders and novices, customers and suppliers, creators and communicators.
- We have planned a series of events in 5 Russian cities in 2019 as a part of the project: Rostov-on-Don (May 31), Yekaterinburg (June 28), St. Petersburg (September 13), Moscow (October 10), Sochi (November 14)
- MICE industry development is of great importance for the country's economy: it contributes to expanding the share of non-resource exports, to further use of the 2018 FIFA World Cup infrastructure, and to promoting Russian regional tourist product for business guests.
- MICE potential of Russian regions implies the synergy of local industry and gastronomic brands, and original tourist products. The idea of conducting events at regional venues is to demonstrate the potential of Russian regions as destinations for business tourism to potential customers and agencies.
- MICE-passports of Russian regions will be compiled following the series of regional events in order to promote the industry on a global scale. The project involves creating a single information portal «MICE-passport of Russia», issuing catalogues and information booklets.

MICE-INDUSTRY as a Driver for Development of Russian regions

on the Don	in the Ural region	in Moscow	in Sochi	in the North-West
Rostov-on-Don	Yekaterinburg	Moscow	Sochi	St. Petersburg
May 31	June 28	October 10	November 14	December 12

- Business events develop business and economics of cities, regions and entire countries. Business tourism amounts from 30% in resort areas and to 90% in industrial regions (in overall amount of tourism within Russia).
- Major events let one stay in tune with global trends and figure out one's place in the world.
- Holding an event considerably invigorates regions' infrastructure (airports, railway stations, roads, territory improvements, sports and cultural facilities' constructing), boosts the level of services, as well as the development of small and medium-sized businesses, attracts young people and creates new jobs. Further maintenance of infrastructure generates long-term positive social impact.
- The infrastructure in each subject of the Russian Federation affords hosting different high-level events ranging from major international or all-Russian events to international industry and scientific events with more than 200 participants.



PRESS CONFERENCE
MICE INDUSTRY
as a Driver for
Development
of Russian Regions

- How to attract Congress & Convention organizers to your territory?
- Competition is very high: what needs to be done?
- Professional communities: who is who?
- There are great opportunities for Russia to improve its position on the international MICE industry market.

Major events let one stay in tune with global trends and figure out one's place in the world.

Russia is among **TOP 25** congress & convention destinations in Europe and ranks

21st

in the number of events held.

98 billion euros

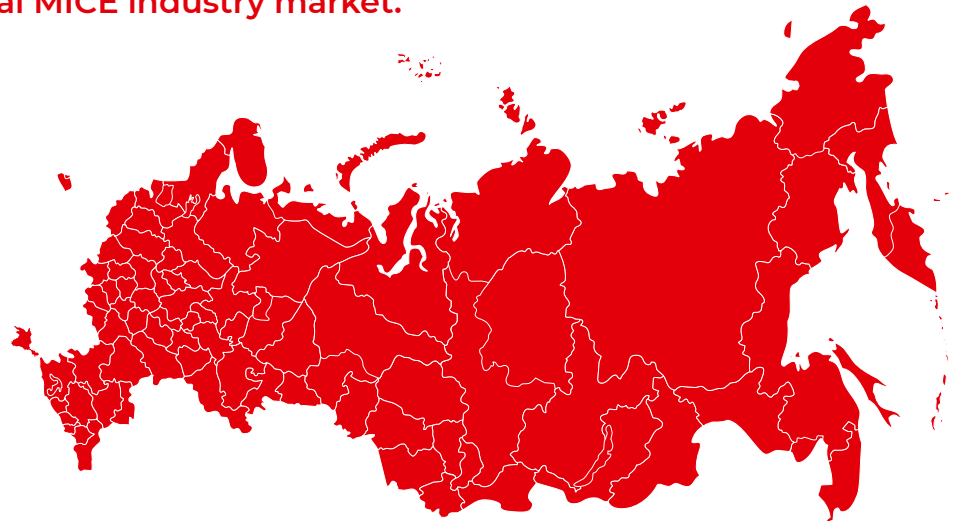
are spent by participants and guests at exhibitions and conventions annually.

680,000 people

are employed in the exhibition industry worldwide.

1.8 mln jobs

are created in the exhibition servicing sectors.



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in resort areas to

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MICE DAY



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ON THE DON

MICE Industry in Russian Regions: Development Trajectories

Conference for MICE industry experts.

Thematic tracks:

- FIFA World Cup City as a magnet for major business events;
- Developing regional air transportation as a growth point for regional MICE activity;
- Territorial marketing: innovative formats leading to success;
- Effective communications of the region with its brand: where's the red horse running to?

BE IN RUSSIA@DON, workshop

The place for MICE-agencies representatives and MICE-customers to meet MICE-suppliers of the regions.

Contact Exchange. Presentations according to the workshop schedule.

Cherry Break. Okroshka Time.

MICE venues of the South of Russia

A series of short presentations (pitches) — brief, impressive and convincing.

- The original venues with the south color for team building activities;
- Master classes on traditional crafts of the Rostov region;
- Quests by unique historical objects;
- Educational programs;
- Technical and design solutions for your events

Panel Discussion on Developing Regional Information Agenda Live Broadcast from...:

press corps meet MICE industry experts.

MICE Professional Impression of Rostov, five unique MICE venues of the region.

Special Formats:

- «Gastrobattle of Russian regions» Taganrog (Igor Pashchenko) vs Yaroslavl (Leonid Kurtsev) vs Sevastopol (Tatiana Bolshakov);
- «The Event Went Wrong» Stand up night;
- «MICE Intensive».

Bleisure (business&leisure) on the free Don

- Yoga for the brain with the Don Father view;
- Traditional Cossack cuisine;
- Secrets of Crayfish cooking and eating
- Cossack rap.

SPECIAL PRICES! PROMO CODE: MICE DAY 2019

CONGRESS HOTEL DON-PLAZA 4*

<http://www.don-plaza.ru/>
115 Bolshaya Sadovaya St., Rostov-on-Don

The Congress-Hotel Don-Plaza is located in the centre of Rostov-on-Don. The Hotel offers accommodation in 233 rooms designed by the best Russian interior decorators. The hotel windows give panoramic view over the Don river and the historical centre of the city. The hotel's fitness studio offers a range of SPA treatments, a gym, a Turkish sauna (Hamam), a solarium, and massage service.

Room type	Price, RUB
Standard Single	3900
Standard Double	4700
Business Single	4700
Business Double	5500
Deluxe Studio	8800

MERCURE ROSTOV-ON-DON CENTER 4*

<https://www.accorhotels.com/ru/>
35/107 Voroshilovsky Prospekt, Rostov-on-Don

The Hotel is located a 7-minute walk from the Don River embankment, Mercure Rostov-On-Don Center features a sauna and a fitness center. Free WiFi is available on site. The rooms offer air conditioning, an electric kettle and a flat-screen TV with satellite channels. Guests can dine in D`Ajemoff Restaurant serving traditional Russian and French cuisine, or order room service and breakfasts in the room.

Room type	Price, RUB
Standard Single	6900
Standard Double	8400
Privilege Single	7900
Privilege Double	9400

RADISSON BLU ROSTOV-ON-DON 5*

<https://www.radissonblu.com/ru/hotel-rostov-on-don-25G/4-Beregovaya-St.,-Rostov-on-Don>

The Hotel is located on the main promenade, just few steps from commercial and entertainment districts of the city. The hotel has a 24-hour front desk, fitness centre with sauna and private parking. High-speed Wi-Fi is provided throughout the property. Guests can also benefit from the on-site fitness center which also offers a separate spa zone with sauna, hammam and whirlpool bath.

Room type	Price, RUB
Standard Single	7900
Standard Double	9400
Superior Single	8400
Superior Double	9900

MARINS PARK HOTEL ROSTOV 3*

<https://www.rostovhotel.ru/>
59 Budyonnovsky avenue, Rostov-on-Don

Centrally located, Marins Park Hotel offers modern accommodations 601 m from Rostov Train Station. It features an airport shuttle service, a tour desk and an on site business center. The spacious rooms are decorated with wooden furnishings and are air conditioned. They offer cable TVs and the private bathrooms with a bathtub and hairdryer.

Room type	Price, RUB
Standard Single	3100
Standard Double	3500
Superior Single	3700
Superior Double	4100

TRANSFER

Official partner — Transfer operator «VeryGoodTransfer».

Promo code MICE DAY 2019

CONTACT PERSON:

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FLIGHTS

Official partner — Azimut Airlines

<https://azimuth.aero/ru>



DEPARTURE	ARRIVAL	DATE	FLIGHT	DEPARTURE TIME	ARRIVAL TIME	PRICE, RUB
Moscow	Rostov-on-Don	30 May	A4-202	18:00	19:50	4300,00
Rostov-on-Don	Moscow	1 June	A4-201	07:30	09:25	3735,00
Rostov-on-Don	Moscow	1 June	SU6184	20:00	22:00	4829,00
Saint Petersburg	Rostov-on-Don	30 May	A4-204	10:45	13:20	6725,00
Rostov-on-Don	Saint Petersburg	1 June	A4-203	07:10	09:50	8275,00
Rostov-on-Don	Saint Petersburg	1 June	SU6382	21:40	00:20	12026,00
Kazan	Rostov-on-Don	30 May	A4-216	10:40	12:35	3165,00
Rostov-on-Don	Kazan	1 June	A4-215	08:10	09:55	4565,00
Makhachkala	Rostov-on-Don	30 May	A4-212	17:45	19:20	3430,00
Rostov-on-Don	Makhachkala	1 June	A4-211	15:35	17:00	2865,00
Simferopol	Rostov-on-Don	30 May	A4-206	20:55	22:10	4080,00
Rostov-on-Don	Simferopol	1 June	A4-205	13:55	15:15	6265,00
Sochi	Rostov-on-Don	30 May	A4-224	21:50	23:00	3230,00
Rostov-on-Don	Sochi	1 June	A4-223	13:30	14:40	3165,00

CONTACT PERSON:

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IN THE URAL REGION

MICE Industry in Russian Regions: Development Trajectories.

Conference for MICE industry experts.

Thematic tracks:

- The value of the development of the MICE industry for the region's economy and implementation national projects;
- Russian convention and exhibition infrastructure: how to compete with international industry leaders for attracting major events;
- The 4.0 industry events: is MICE industry ready for business digitization?
- Cost effectiveness of the congress / exhibition event;
- The city as a magnet for major business events;
- New strategies for exhibition centers: finding a balance between essence and entertainment.

BE IN RUSSIA@URAL, workshop

The place for MICE-agencies representatives and MICE-customers to meet MICE-suppliers of the regions. Contact Exchange. Presentations according to the workshop schedule.

Industry Discussion Platforms

- **Digital Immersion.** Smart solutions for the MICE industry;
- **Strategies Workshop.** International business development strategies ;
- **Analysis.** Media Consumption in Russia: Watching Videos, Platform Rating, Youth Interests, Social Media Use in Russia;
- **Venue Marketing.** Innovative solutions leading to success.

MICE venues of the Urals

- Industrial quests for grand industrial facilities;
- Master classes in traditional fishing (mining of gold, semi-precious stones, pottery craft);
- Educational programs;
- Technical and design solutions for your events.

Occasion: a new Congress Hall opening

Bleisure (business&leisure) in the Urals

- Ural Music Night;
- Visit to the Yekaterinburg Central Stadium;
- Photo Session on the 52nd floor at 186 meters;
- Programs:
 - «Ural Gems»;
 - «Industrial Ural»;
 - «Imperial Route»;
 - «Nevyansk City – the layers of history from Peter I to the Demidovs».

SPECIAL PRICES! PROMO CODE: MICE DAY 2019

HYATT REGENCY EKATERINBURG 5*

<https://www.hyatt.com/en-US/hotel/russia/hyatt-regency-ekaterinburg/yekhr>
8 Borisa Yeltsina St., Yekaterinburg

Hyatt Regency Ekaterinburg offers accommodations a short walk from the city square. All rooms feature individual climate control, LCD TVs and bathrooms with deep baths and rain showers. The spa & fitness center includes a state-of-the-art gym, a sauna, a hammam and a whirlpool bath. There's also an indoor swimming pool with poolside seating and panoramic views of the city.

Room type	Price, RUB
Single	9500
Twin	12000

ATRIUM PALACE HOTEL 5*

<http://atriumhotel.ru/ourhotel>
44 Kujbysheva St., Yekaterinburg

The hotel offers modern accommodations fitted with elegant furnishings in the center of Ekaterinburg, a 5-minute walk from Geologocheskaya Metro Station. Atrium Palace Hotel provides air-conditioned guestrooms with satellite TV. Free WiFi access is available throughout Atrium Palace. Guests can relax with a massage treatment and in the hotel's infrared sauna. Atrium Palace Hotel offers a well-equipped gym for guests that like to keep fit.

Room type	Price, RUB
Single	5000
Twin	6500

FOUR ELEMENTS EKATERINBURG 4*

<https://www.ekb.4ehotels.com/>
9A Prospect Lenina, Yekaterinburg

The hotel is located in the center of Yekaterinburg. Free WiFi and a 24-hour fitness center are available at Four Elements Ekaterinburg. The modern, air-conditioned rooms are decorated in warm colors and come with a flat-screen TV and a mini-bar.

Room type	Price, RUB
Single	6500
Twin	7500

TSENTRALNY 3*

<http://hotelcentr.ru/>
74 Malysheva St., Yekaterinburg

Tsentralny Hotel, located in the historical center of Yekaterinburg. The hotel features free WiFi and 24-hour reception services. The spacious guestrooms have comfortable beds and a TV..

Room type	Price, RUB
Single	3000
Twin	4550

HOTEL TENET 3*

<http://tenethotel.ru/>
1A Khokhryakova St., Yekaterinburg

The hotel is located in Yekaterinburg, 400 m from 1905 Goda Square. Free WiFi in public areas and free private parking are available.

Room type	Price, RUB
Single	3300
Twin	4300

TRANSFER

Official partner — Transfer operator «VeryGoodTransfer».

Promo code MICE DAY 2019

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EXCURSIONS 30th of June 2019



EXCURSION	Duration	Min. pax.	Price per person, RUB
Nevyansk –one of the first plant-cities in Ural (Pottery master-class)	6 h	7 чел.	3600
Emperor's route	6 h	7 чел.	3000
Industrial Ural: Berezovsky	6 h	7 чел.	3600
The legends of Ural treasures. Artisan Danila's master-class.	6 h	7 чел.	4400

The price includes: transport services, professional guide services, tickets to museums, lunch.

FLIGHTS

Official partner — Ural airlines

www.uralairlines.ru



DEPARTURE	ARRIVAL	DATE	FLIGHT	DEPARTURE TIME	ARRIVAL TIME	PRICE, RUB
Moscow	Ekaterinburg	26 June	U6-261	10:00	14:20	from 5716
Ekaterinburg	Moscow	30 June	U6-274	12:00	12:30	from 5416
Saint Petersburg	Ekaterinburg	26 June	U6-173	12:15	17:05	from 7446
Ekaterinburg	Saint Petersburg	30 June	U6-623	11:40	12:40	from 9446
Sochi	Ekaterinburg	26 June	U6-220	08:40	13:50	from 10106
Ekaterinburg	Sochi	30 June	U6-321	15:05	16:30	from 12816
Ufa	Ekaterinburg	26 June	UT-106	18:30	20:00	from 4485
Ekaterinburg	Ufa	30 June	UT-105	11:35	13:05	from 4485

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booking@miceday.ru



MOSCOW



Russian MICE-map: Regional Promotional Strategies

Conference for regional authorities and MICE industry experts.

Thematic tracks:

- Modern convention and exhibition infrastructure: global trends;
- Outbound MICE capacity of Russian regions: infrastructure & creativity;
- Scenarios for industry digitization.



BE IN RUSSIA TOP-100, super workshop

More than 100 regional MICE exhibitors versus more than 400 corporate MICE clients and agency representatives. MICE-pitching: brand new venues.



MICE Battle of Russian Regions

This is a unique opportunity to introduce your region and urge MICE experts, agencies and clients, who will gather in the WTC Moscow Congress Center, to hold an event in your region!



10th Russian Business Travel & MICE Award Ceremony

Traditionally, the awards will be given in 15 categories. About 250 nominee companies are going to take part; the geography of the participants is diverse and includes all Russian regions, from Kaliningrad to Vladivostok.



SOCHI



Thematic tracks:

- MICE 2019 performance;
- Changing formats: the future of conferences and exhibitions, incentives and cooperatives;
- Communication patterns in terms of digitalization;
- Wine & cinema as drivers for new formats;
- Russian MICE professional communities: who is who?



MEET in SOCHI!, workshop

The place for MICE-agencies representatives to meet MICE-customers.



ST. PETERSBURG



Russian MICE-map in Scale: New Regional Opportunities

International conference as a part of the UNWTO General Assembly program.

Thematic tracks:

- International MICE industry trends.
- 10 forecasts by 10 MICE gurus.
- Content Workshop.
- WOW-speakers market.
- Immersion into the digital.



MEET in RUSSIA!, international workshop

More than 100 agencies and venues from all Russian regions will present their products to foreign agencies and corporate clients.

MICE-pitching: brand new venues.

OBJECTIVES

Russian MICE infrastructure has made a quantum leap in terms of competitiveness on a global scale. However, regional authorities are not fully aware of their region's potential on the Russian MICE map and market operators lack information about regional capacities.



AUDIENCE

Integrated registration for all the four projects
will turn this event into
THE LARGEST EVENT IN RUSSIAN MICE-INDUSTRY!

- »» Government of the Russian Federation
- »» Federal and regional development institutions
- »» Russian regional executive authorities
- »» Professional event planners, professional conference organizers, major Russian and foreign MICE and event agencies
- »» Foreign and Russian corporate MICE-clients
- »» Federal and regional DMC, all regional event market operators, MICE-properties: hotels, venues, restaurants, catering companies, rural tourist centers, carrier companies, event equipment suppliers, production centers, performing actors, cover bands, hosts and presenters
- »» Industry and business media

MICE DAY

THE WAY IT WAS 2018 DATA

70

**workshop
participants**

>1000

**industry
experts**

35

speakers

5

**major
events at
one venue**

15

**RBT&MA
award
nominations**

65

**subjects of
the Russian Federation,
the Republic of Belarus
and the Republic
of Kazakhstan**

20000000

internet polls

Highlights of 2018

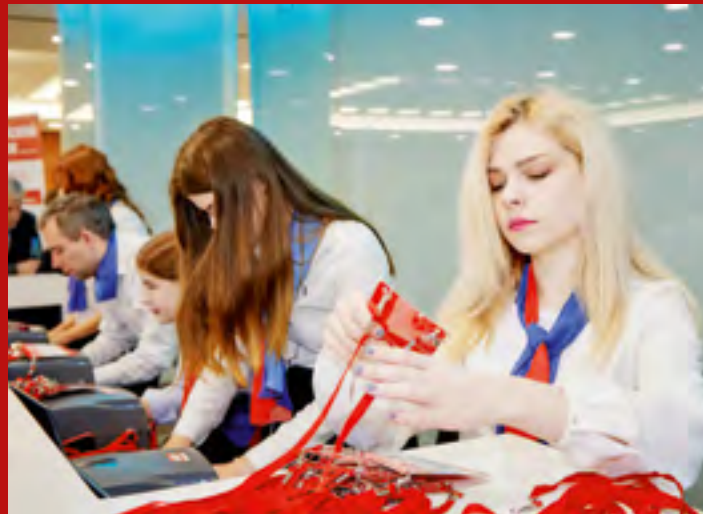
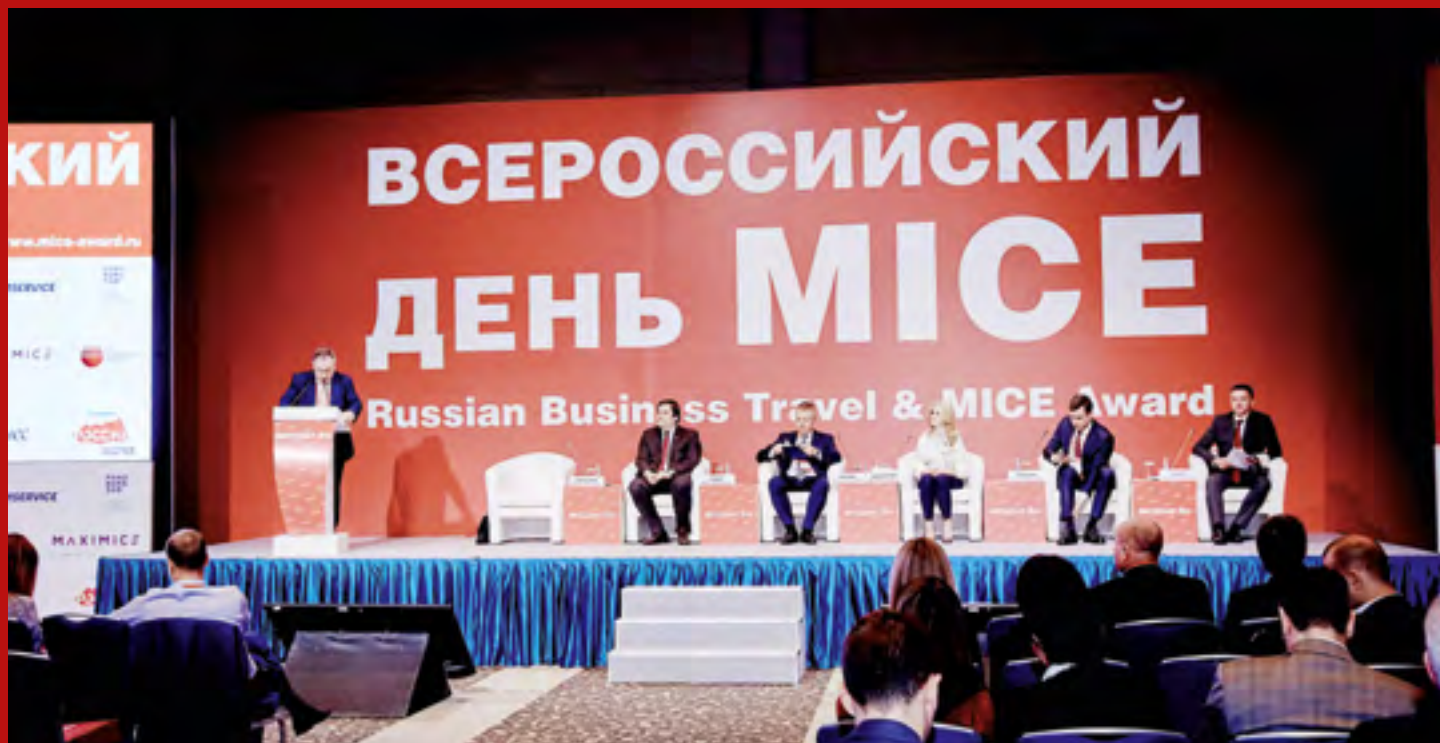


MICE DAY





MICE DAY





MICE DAY





ORGANIZERS



Chamber
of Commerce and Industry
of the Russian Federation



BE IN RUSSIA

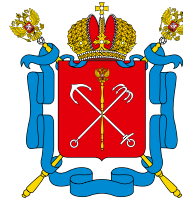
CO-ORGANIZERS



Ministry
of Investments and Development
of the Sverdlovsk Region



Ministry
of Economic Development
of the Rostov Region



St. Petersburg Committee
for Tourism Development



CONVENTION & VISITORS BUREAU
SOCHI

PARTNER ASSOCIATIONS



Ассоциация директоров
по Коммуникациям
и корпоративным
Медиа России



STRATEGIC PARTNERS



PARTNERS



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