



## Emirates Commercial Worldwide Conference, Dubai

### The project

**Client:** Annual Conference  
**Project Type:** Annual Conference  
**Venue:** Airport Expo, Dubai  
**Date:** 23rd – 26th May 2008  
**Audience:** 1,200 senior staff members from Emirates Worldwide offices

### The overcoming challenges

- Senior staff members from all over the World (Over 60 countries)
- Registrations and logistics organisation were added till the last day of the pre conference.
- Developed a successful strategy to co-ordinate the transfer of delegates from different hotels
- CSI implemented a communication flow to handle requests that were being made by different levels of management efficiently
- Time Management for CSI was a focal point as every aspect of the programme demanded precise co-ordination in terms of scheduling as it involved the senior management of the airline.
- Very short timelines for creativity

### The tools

- Experienced and enthusiastic team of event managers and co-ordinators
- Sophisticated event Business Management Registration system
- Structured methodology of work resulting in a professional and hassle-free Conference organisation

### The verdict

**Sue James – Senior Manager, Emirates Network Passenger Sales commented:**

*"I would like to thank the CSI team for the excellent work and support in making this conference a success. This years' conference brought new challenges with the largest delegate numbers and transfer logistics. The CSI team did an incredible job! The transfers went smoothly and timely as did the registrations and all the other logistics CSI were involved in. CSI are a team to be proud of and a great team to work with. I would like to say that we look forward to working with you again."*

### The results

- An increased delegate attendance compared to last year's Conference (1200 attendees) an increase of 25% due to extended invitations
- A successful Conference for the Emirates Group.

## WHY CSI?

**CSI** established an expert operational structure from the commencement of the project and showcased a greater efficiency in executing the Conference whilst maintaining smooth lateral communication.