



34th World Congress of World Association of Cooks Societies, Dubai

The project

Client: World Association of Cooks Societies
Project Type: World Congress
Venue: Dubai International Convention & Exhibition Centre.
Date: 11th – 15th May 2008
Audience: 900 expert Chefs and catering industry professionals from 80 countries.

The overcoming challenges

- Delegates with high demand and expectations as they were primarily from the hospitality Industry ie Worldwide Chefs from leading hotel groups, Catering Professionals, and Academics
- Promoted the Conference to ensure large delegate participation
- Developed an efficient Communication strategy as delegates were from different countries and most were non English speaking nations
- Efficient hotel accommodation and visa management
- Enhanced logistical management was demonstrated by transfers of large number of delegates to parallel events during the Conference and social programmes

The tools

- Experienced and enthusiastic team of event managers and co-ordinators
- Most efficient On-site Management
- Proven and recognised methodology of work resulting in a professional and hassle-free Congress organisation

The verdict

Congress Director Alen Thong commented:

“On behalf of the executive committee of the Emirates Culinary Guild, we would like to thank you formally and wholeheartedly for your contribution towards making the Dubai congress the dazzling success that it was. We have had many complimentary letters from our international colleagues; some stating that they had enjoyed the best congress that they can remember.

Our closing “Deep in the Desert Gala Dinner” was a resounding accomplishment and a fitting high-value ending to the whole affair. From meet-n-greet, transport to closing dinner, our visitors were captivated and enthralled by the whole experience. Our grateful thanks for your wonderful support.

The results

- The most successful Congress staged in the history of WACS by attracting over 900 delegates from about 80 countries
- An increased delegate attendance of 90% over last year’s Conference in New Zealand (900 vs 250 attendees)
- Large revenue in way of sponsorship which made the Congress financially successful as well
- A successful Conference for the destination: Dubai

WHY CSI?

The role of CSI was crucial at every level as the local host of the Conference entrusted CSI with greater responsibility. CSI proved its Conference management skills whilst enhancing the delegate participation and making WACS 2008 a **memorable event** in the history of the World Association.