



World Airline Entertainment Association (WAEA) - 2008, Dubai

The project

Client: World Airline Entertainment Association Annual Conference

Project Type: Annual Conference

Venue: Grand Hyatt, Dubai

Date: 20th – 22nd April 2008

Audience: 200 senior decision makers from the Aviation Entertainment Industry.

The overcoming challenges

- High profile of attendees i.e. Worldwide Aviation Entertainment Professionals
- Developed a successful strategy with regard to delegate and Exhibition Management
- Enhanced meeting facilities were co-ordinated along with large number of exhibition space for the three day period
- The co-ordination of a buyer/seller meet within the Conference programme was challenging considering the short time frames

The tools

- Experienced and enthusiastic team of event managers and co-coordinators
- Proven and recognised methodology of work resulting in a professional and hassle-free Conference organisation

The verdict

Steven, Conference Director of WAEA stated:

“Staging the WAEA event in Dubai undoubtedly has set new standards for the event itself. In addition the professionalism showed by Congress Solutions International in every aspect of organisation has proven that Dubai comprises of the best solution and the expertise. CSI is indeed an efficient PCO who looks in-depth into all segments of organising”.

The results

- An increased delegate attendance. The delegate attendance increased by 30% as compared to last year i.e. from 155 to 200 delegates
- It was a very successful Conference for the destination Dubai
- The Board members of the WAEA are looking at the possibility of holding the World Conference of WAEA in the future in Dubai

WHY CSI?

CSI co-ordinated all aspects of the Conference in an organised manner whilst articulating industry specific experience through which the expectations of the Aviation Entertainment audience was fulfilled in a **memorable** manner.