

Copenhagen Host of Successful BestCities Global Alliance Meeting



Last week, Copenhagen hosted the annual Alliance Management Review for BestCities Global Alliance. At the same time, Copenhagen hosted a workshop for 9 executives from international associations who were in town to learn more about the partners from BestCities Global Alliance.

The partners of BestCities Global Alliance - Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver - met last week in Copenhagen to review current joint projects and to plan for future initiatives.

During the three day meeting the alliance discussed how to further improve the services offered by the partners to international association meeting planners. The partners also discussed ways to raise the profile of BestCities Global Alliance.

As a regular agenda item, the partners had a knowledge exchange forum - this time with San Juan and Copenhagen sharing their strategies and experiences in working with local congress ambassadors.

Ms. Natasha Tomé from Dubai Convention Bureau who is the current chair of the Alliance Management Committee was very pleased with the outcome of the meeting in Copenhagen:

"It's been a phenomenal few days in Copenhagen! We always look forward to meeting up in our partner cities, and Wonderful Copenhagen Convention Bureau are wonderful hosts! Their creativity, efficiency and dedication provided a wonderful meeting environment. This led to an active and productive meeting where we've set action plans into motion, which promises to take the alliance forward at the same time as addressing current market needs. Best Cities Global Alliance continuously strives to improve upon our accredited service standards in accordance to what our clients need."

Following the Alliance meeting, the partners of BestCities Global Alliance hosted a client workshop for representatives from 9 international associations. The aim of the client workshop was to showcase what the BestCities partners can offer international associations and to build long-term relationships with key association executives.

One of the participating association executives was Professor Florence Thibaut, President World Federation of Societies of Biological Psychiatry:

"I felt welcomed instantly. The atmosphere has been friendly and relaxed. I feel BestCities Global Alliance is professional and reliable which is most important when considering destinations for our world congress."

During the workshop the participants experienced Copenhagen by foot as well as by bicycle. They attended a cooking class by one of the best Danish chefs, Mr. Claus Meyer, who was one of the founders of Copenhagen based noma, the world's best restaurant in 2010 and 2011. They were also invited to dinner at 'Geranium' where the world's best chef, Mr. Rasmus Kofoed, works the pots and

pans. The historical Kronborg Castle known by many as the setting of William Shakespeare's famous tragedy 'Hamlet' was also part of the program as host venue of the welcome dinner.

The next BestCities Global Alliance client workshop will be held in Dubai in November 2011.

You are always welcome to contact us for further information:

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