



PUERTO RICO CONVENTION BUREAU PRESIDENT AND CEO DISCUSSES A REDEFINED MEETINGS MARKETPLACE DURING ANNUAL MEMBERSHIP MEETING

– World Renowned Meetings Industry Leader and Visionary Roger Tondeur Shares Insights on Global Meetings with Members –

SAN JUAN, September 8, 2010 – “Redefining the Meetings Marketplace” was the theme for the Puerto Rico Convention Bureau’s Annual Membership Meeting which took place on Wednesday, September 8th at the Caribe Hilton.

In addition to highlighting the results of the Bureau’s efforts in promoting Puerto Rico as a meetings and conventions destination while securing group business for the Island, during the program Ana María Viscasillas, president and CEO, Puerto Rico Convention Bureau, discussed the importance of expanding the destination’s sales and marketing efforts beyond the regular U.S. market and looking for new ways to do business in those markets.

“By delving deeper into specialty markets such as medical meetings, amateur sporting events, meetings through Third Party planners, and our Ambassador Program our activities must include outreach to a wider range of geographic markets such as Europe and Latin America. There are great opportunities for Puerto Rico with regard to international association meetings and congresses that will play an important role in our short- and long-term success as we redefine our meetings marketplace,” stated Viscasillas.

Recently, the Bureau hosted high-profile international groups that included the Asociación Latinoamericana de Pediatría (ALAPE), Federación de Entidades Organizadoras

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PRCB “Redefining the Meetings Marketplace”.../2

de Congresos y Afines de América Latina (COCAL), the XX International Symposium on Glycoconjugate and the VI World Bonsai Convention to name a few, and sees more opportunity to make inroads into these largely untapped markets.

To that end, special guest speaker Roger Tondeur, founder and president of MCI of one of the largest event management, association and communications companies serving the international congress market, addressed the member-suppliers and industry leaders of the Bureau during the meeting. With 38 offices in 20 countries across Europe, the Middle East, Asia and Latin America, Tondeur offered his insights and strategies for Puerto Rico’s success in the global meetings marketplace.

During her presentation, Viscasillas explained the organization’s strategies for bringing more international groups and global organizations to Puerto Rico. In addition to furthering the relationships already developed from past international business and participating in major international tradeshows, Viscasillas, who currently serves as Board Chairwoman of the BestCities Global Alliance, will work to further leverage San Juan as a premier international meetings destination through the alliance’s member partners and business development activities.

“Being a sophisticated, world-class, international meetings location, we’re committed to sharing the destination’s attributes to a greater global audience; thus getting closer to our vision of making Puerto Rico the Preferred Meetings Destination of the Americas.”

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Editor’s Note:

The **Puerto Rico Convention Bureau (PRCB)** is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico’s competitive position in the Americas and abroad by increasing awareness of the Island’s outstanding meeting facilities and services, and produces approximately \$97 million to the local economy. The Bureau can be reached electronically through the Internet at info@meetpuertorico.com or at its website www.meetpuertorico.com. The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit www.prconvention.com. The Puerto Rico Convention Bureau is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination



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marketing organization. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit www.bestcities.net. DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



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