

Aberdeen

ConferenceNews Supplement

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Aberdeen
Scotland's
Silver City

Aberdeen's two universities offer a selection of spaces for corporate events ➔ p7

Make your next event memorable by hosting it at the AECC ➔ p10

Enjoy some leisure time in Aberdeen following your conference or event ➔ p17



VisitAberdeen

“Aberdeen has so much to offer in terms of history, culture and attractions and is certainly a city on the move.

VisitAberdeen are a relatively new organisation but we aim to create awareness of what Aberdeen has to offer for both tourists and business travellers alike.

CEO of VisitAberdeen, Steve Harris

VisitAberdeen is the Destination Marketing Organisation for Aberdeen and will be delighted to assist in:

- Recommending a suitable venue for a conference or event
- Bespoke accommodation booking service
- Itinerary suggestions
- Site inspections
- Conference pre-marketing
- Wide variety of activities for incentives



VisitAberdeen
www.visitaberdeen.com



Aberdeen - the ideal destination for conferences and events

With the headquarters of many multinational companies setting up home in Aberdeen, not only is it Europe's booming oil and gas capital, but it's also a prime location for international commerce and one that offers world-class business tourism.

The city centre is seven miles from Aberdeen International Airport, which links to over 50 worldwide destinations, including major Scandinavian and European

cities, ensuring connectivity with both the rest of the UK and further afield.

VisitAberdeen was recently formed as the Destination Marketing Organisation (DMO) for the City of Aberdeen, Scotland's 'silver' city. VisitAberdeen's aim is to promote the city to both business and leisure sectors.

The Granite City was listed as one of the UK's top cities for hosting international conferences in the 2012 *International Congress and*

Convention Association rankings, and it offers a diverse range of sites to suit any business meeting requirement.



Aberdeen Exhibition and Conference Centre (AECC) is a frontrunner in excellent conference provisions. With an in-house committee on hand

to ensure events are tailored to meet expectations, AECC can support meetings of all sizes and arrangements.

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Aberdeen International Airport has excellent routes from Europe



Destination	Time	Daily Flights
London (all)	1 hr 35 mins	18
Dublin	1 hr 35 mins	1
Frankfurt	1 hr 55 mins	3
Copenhagen	1 hr 40 mins	2
Paris	1 hr 55 mins	5
Amsterdam	1 hr 30 mins	5
Stavanger	1 hr 0 mins	6
Bergen	1 hr 15 mins	1
Kristiansund	1 hr 30 mins	1
Esbjerg	1 hr 20 mins	1

Team Aberdeen

TeamAberdeen puts teamwork at the forefront for meetings and events

Launched in February 2013, TeamAberdeen is the formation of an integrated approach between key industry partners:

- Aberdeen International Airport
- Aberdeen City Council
- Aberdeen Exhibition and Conference Centre (AECC)
- Aberdeen City and Shire Economic Future
- University of Aberdeen
- Robert Gordon University
- VisitAberdeen

The TeamAberdeen approach of demonstrating a strong working relationship is aimed at helping prospective and existing clients decide to bring their events to Aberdeen.

The partnership was amply demonstrated by the recent win of the Routes Europe 2015 conference, where the ‘team’ approach featured strongly in the organiser’s decision to bring their event to the city.

Team Aberdeen - Ambassadors will be launched in September 2013 and will be a re-launch of the previous successful ambassador programme run by Aberdeen Convention Bureau.

Team Aberdeen - Ambassadors is a partnership between AECC, VisitAberdeen, University of Aberdeen and Robert Gordon University. The partnership will work



together with academics working at the two universities to bring conferences associated with their fields of expertise to Aberdeen.

VisitAberdeen will provide support to the Ambassadors, such as:

- Marketing material promoting the destination
- Meeting with conference organisers and preparation of bid documents
- Assistance with expenses for the Ambassador to effectively sell

Aberdeen as the destination for their organisation’s conference

- Site visits for conference organisers
- Creating a conference and social programme
- Pre-marketing of conferences
- Venue and accommodation sourcing and booking. **CN**





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Aberdeen's academic venues

Aberdeen has two universities both offering superb meeting facilities

Aberdeen's two universities boast a selection of spacious areas that can be used for corporate events.

The University of Aberdeen is a versatile venue, with several onsite spaces to host events. Its Elphinstone Hall, a distinguished venue built in 1930 is a destination of choice for dinner dances, exhibitions and large-scale meetings.

In September 2011, the University opened its new £57m library. The flagship project of its capital investment programme, the glass cube will provide a facility which matches the University's international academic ambitions.

Providing greater awareness of Aberdeen as home to priceless historic collections, it shows the University of Aberdeen as a

pioneering institution which is increasingly recognised internationally as a centre of excellence in learning and research, while offering a stunning setting for small meetings and events.

Robert Gordon University (RGU) offers modern conference facilities, having recently undergone a multi-million pound expansion.

RGU is well regarded as a modern, forward thinking University and was named best UK University for Employment in 2013 by the Higher Education Statistics Authority. This image is fuelled by the new £120m Riverside East campus development which offers state of the art, purpose-built facilities. These include lecture theatres capable of holding up to 300 delegates. **CN**



Top: University of Aberdeen's King's College. Above: The Elphinstone Hall. Main: Riverside East Campus at RGU





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Crathes Castle



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www.nts.org.uk/corporatevenues clross@nts.org.uk 0844 493 2539

Aberdeen's unique venues

Aberdeen offers an array of unusual and unique venues for conferences and events

With an impressive portfolio of castles and stately homes all within easy reach of the city, the National Trust for Scotland welcomes corporate clients looking to organise gala dinners, drinks receptions, private tours, meetings, teambuilding events and company BBQs.

Set in breathtaking locations and surrounded by gardens and rolling estates, these venues offer an accessible, exclusive, and secluded

alternative to city centre locations, often with extensive grounds suitable for large-scale marquees.

Only a few minutes' walk from the city centre, and right on the beach front, is Aberdeen's Beach Ballroom, a venue which has been foremost in the hearts of Aberdonians since it first opened its doors in 1929.

Over the years the Beach Ballroom has played host to a range of events, including royal visits, corporate dinner dances, graduation balls, pop

concerts, fashion shows, exhibitions and conferences. The Ballroom can accommodate up to 600 guests for dinner.

Also within the city centre and ideal for smaller meetings and dinners is the Gordon Highlanders Museum. The museum offers a historic and beautiful setting for entertaining, fine dining and conferences. The museum offers the finest Scottish cuisine served by officers in regimental dress. **CN**



Memorable events with AECC

As the Gateway to the Scottish Highlands, Aberdeen is home to the Aberdeen Exhibition and Conference Centre (AECC), the North of Scotland's largest conference centre, hosting over 600 events every year and welcoming over 300,000 visitors annually



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Located close to Aberdeen city centre, AECC is next to the Royal Aberdeen Golf Course, overlooking the North Sea and the Aberdeen Science and Technology Park, home to the world's most advanced research and development facilities for the oil, gas and renewable energy sectors.

AECC is home to the biennial international show Offshore Europe. "The largest oil and gas event production in the Eastern Hemisphere brought a record breaking 63,000 people to the four-day show this September, an increase of over 25 per cent on the 2011 event," says AECC's MD Brian Horsburgh. "A record-breaking 1,500-plus organisations were exhibiting in the six exhibition halls which this year covered an expanded floor space of 27,217sqm, the equivalent of eight football pitches.

"Following on this month, over 400 scientists will arrive for the 17th International Workshop on Campylobacter, Helicobacter and Related Organisms, then Joe Bonamassa performs, and the month ends with the annual Aberdeen and Grampian Chamber of Commerce Northern Star Business Awards and the Scottish Home Show. In between this the centre will host many smaller meetings, training events and workshops. For meetings big or small, AECC really does have the spaces for them all," he adds.

AECC can accommodate conferences of any size, with Plenary Room capacity for up to 2,000

delegates. AECC offers 7,500sqm of purpose-built exhibition space, two 700-capacity multi-purpose suites, a 440-capacity auditorium, a conference room for 240 and 20 breakout rooms suitable for 10 - 150 people. In addition many of the centre's meeting rooms feature natural daylight. The centre also has The Northern Light Tower, which is the highest viewing point in the city, and a great location for receptions.

The Teams at AECC work with every event organiser to make their event a success. In-house services include catering, event management, AV/IT, exhibition, stand-builds and marketing, although external contractors are also welcome.

The AECC is an 'AIM Accredited Venue', providing clients with tangible evidence of the service quality they should expect to receive when holding an event at the centre.

"Sustainability is important at AECC," says Horsburgh. "Our business is all about people, and people consume resources and create waste. As members of the Green Tourism Business Scheme, AECC was awarded Gold Status following a recent grading visit and is currently working towards ISO 20121 accreditation. The venue is also working toward best practice in exhibition industry event management as part of the eGuide initiative to improve regulations at UK event venues."

For a unique Scottish experience and a conference to remember, look no further than the AECC. **CN**

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Conference hotel venues

Aberdeen has a range of hotel venues on offer for conferences and events

Aberdeen currently has just under 4,000 hotel bedrooms between three- and five-star standard. However, with a buoyant market created mainly by a vibrant oil industry, Aberdeen has been the attention for a number of hotel chains deciding to invest in the city. By the end of 2014 it is expected that another 1,200 rooms will be available.

Many of the hotels have extensive conference facilities for up to 800 delegates. These include the five-star Marcliffe Hotel, Mercure Ardoe House, Marriott and the three Thistle Hotels.

The Marcliffe and Ardoe House offer spas to relax in after a day at a conference and are ideal for partners to pamper themselves.

Just outside Aberdeen is a host of country house hotels - Meldrum House Hotel, Banchory Lodge Hotel, Raemoir House Hotel, all of which offer conference facilities for smaller sized meetings. **CN**



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The ultimate incentive destination

Why not try Aberdeen and its countryside for an incentive trip?

Where else in the world can you base yourself in a bustling, cosmopolitan city and within 30 minutes be on a championship golf course, start Europe's largest castle trail or start savouring the joys of the ultimate whisky trail?

Incentive travellers can stay in a castle like Fyvie, complete with turrets and spires towering over hectares of landscaped grounds and steeped in over 800 years of history. With a walled garden, loch and sculpted parklands, Fyvie's visitors have included Robert the Bruce, Edward I and Charles.

The countryside has country sports such as shooting and fishing on tap

and there are 30 golf courses within 30 minutes of the city. In the city and founded in 1780, Royal Aberdeen is the sixth oldest golf club in the world and host to the 2014 Scottish open. Just up the coastline you can find Trump International Golf Links, a wonderful and accessible addition to the local portfolio.

If it's food and drink experiences you are after, North East Scotland isn't known as Scotland's larder for nothing. Angus beef and seafood are just two of the delights to be sampled in the growing band of restaurants. Then there's whisky, whether it's a quiet dram before retiring or a full blown tour and tasting experience, it's all on your doorstep in Aberdeen. **CN**

Case study

Roselle Events recently welcomed an incentive group of 45 executives and their partners from Norway to Aberdeen.

A bespoke three-day experience included sampling the finest food, drinks, activities, accommodation and entertainment the city and Shire have to offer.

From Scottish cooking lessons to hill walking, and Loch side spa treatments, to dining in a castle, they enjoyed a VIP experience to remember.



Main image: Trump International Golf Links

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Leisure time in Aberdeen

Aberdeen has much to offer in terms of leisure activities following a conference

The history of Aberdeen has always been 'a tale of two cities' with a new and old town. Visitors can get up close and personal with famous granite architecture such as St Machar's Cathedral, King's College or Marischal College, the second largest granite building in the world.

The 'Granite City' is a food lovers paradise with almost every delicacy on offer from all corners of the globe. With a wide range of seafood, Italian

and Japanese delicacies, the city is full of delectable restaurants. Recent developments include the arrival of Jamie Oliver's Italian in Union Street, Nick Nairn's cook school and Carluccios at Union Square. Partner programmes could include a cookery lesson with celebrity chef Nick Nairn.

Cultural discoveries are a plenty with His Majesty's Theatre, Aberdeen Art Gallery and Aberdeen Maritime Museum on offer.

On the doorstep are the famous

castle and whisky trails complemented by breathtaking views of mountains, countryside and the sea. For the golfers there are 30 courses within 30 minutes' drive of Aberdeen to choose from and, of course, including Trump International Golf Links which opened in July 2012.

If teambuilding forms part of your conference programme, then Aberdeen has much to offer. From climbing through the trees with 'Go Ape' to off road driving. **CN**



Case study: Subsea 2013 at AECC

In February 2013 Aberdeen Exhibition and Conference Centre (AECC) welcomed Subsea 2013 to the venue for its ninth consecutive year. This two-day conference and exhibition has been held annually at AECC since 2004, and recently committed until 2016.

Subsea UK is the trade body acting for the UK subsea industry (consisting of over 53,000 employees, worth £8.9bn in services and products and with over 750 companies), bringing together operators, contractors, suppliers and people in the industry.

From a small event of 40 exhibiting companies and 200 visitors at the first Subsea event at the AECC in 2004, the 2013 event saw 140 exhibiting companies and over 3,700 visitors. It also included the Subsea UK 2013 Business Awards. The sell-out awards dinner, which welcomed nearly 850 guests, included speaker Dr Joe MacInnis, noted ocean scientist and among the first five people to dive to the *Titanic*.

The phenomenal growth of this event not only demonstrates the importance of the subsea industry to Aberdeen but also the need to provide the leading industry operators, contractors and professionals in the subsea oil and gas arena with a platform to do business and learn about the subsea sector.

Trish Banks, Operations Manager for Subsea UK, said: "Subsea UK holds its flagship conference at the AECC every year and we have always found the



venue to be of the highest standards and the team great to work with."

Looking forward to the 10th Anniversary, the event has been renamed 'Subsea Expo' and will take place on 5-7 February 2014

Maintaining its place as Europe's largest annual subsea event it is set to grow again - attracting over 170 exhibitors and 4,000 delegates.

Banks added: "As the subsea industry continues to be at the



forefront of development in new frontiers, going deeper and further than ever before, the sector must keep ahead in terms of research and development as well as in maintaining its market share. The annual Subsea conference provides an excellent opportunity to explore these challenges and to hear the industry debate how best to tackle them."

AECC hosted 17 large exhibitions during 2012-13, a 42 per cent increase year-on-year. New business has been added and existing business, such as the Subsea UK event, has been assisted to develop and grow. It is testament to the skills that AECC has that Subsea UK has confirmed its event for the next three years. The AECC is looking forward to working with Subsea UK in February 2014 to deliver a fantastic 10th Anniversary event. **CN**

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