

# EVENT POINT

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**DESTINATIONS: BONITO AND CEARÁ**

**HYBRID EVENTS**

**TRAVEL AND CORPORATE EVENTS**



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The aim of Event Point International - Brazil Edition is to share with a global MICE audience Brazil's qualities as a destination for events, congresses and incentives. This magazine is a joint venture between Event Point International publishers, that have a large experience in the meetings industry, and MICE Business Brasil, a project by Rose de Almeida, one of the leading content producers of the Brazilian MICE industry. This first edition will be distributed on the main MICE exhibitions throughout the world.

# THE IDEAL SETTING FOR THOSE WHO SEEK BOTH LEISURE AND BUSINESS

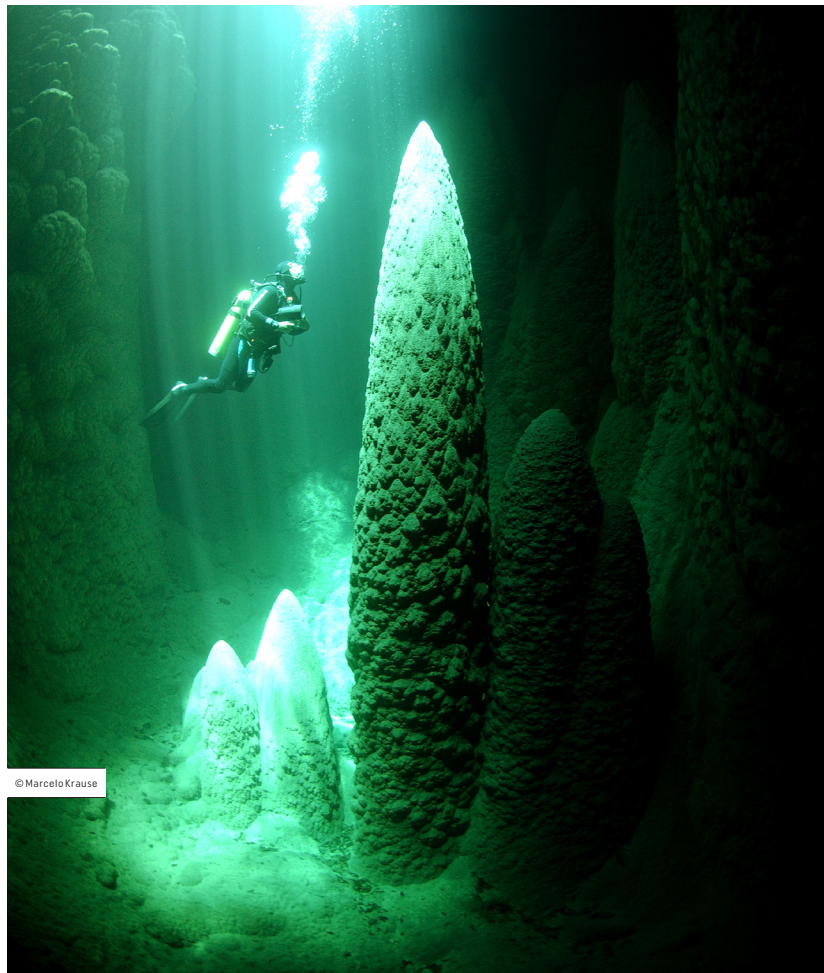
# BONITO, A PLACE TO MERGE EVENTS, PEOPLE AND NATURE

**It is not new that our world is in a fast process of change. Nor that people are increasingly demanding. Thus, deciding on a destination for an incentive, congress or corporate event can not only involve quality infrastructure or hotel excellence. It is better to understand the experience that the participant will have on site.**

The Brazilian city of Bonito, in Mato Grosso do Sul, seems to be one of the few places in the world where nature makes an ideal setting for those who seek both leisure and business, for those who are looking for suitable meetings, incentives and conventions infrastructure, and different and responsible environmental discoveries. The Bonito Convention Centre, for example, located 11 minutes from the city's airport and one kilometre from the city's commercial and gastronomic hub, is ready to accommodate up to two thousand people. Its architecture reproduces an authentic Guaicuru indigenous village and offers an air-conditioned auditorium, an exhibition pavilion and multipurpose rooms. The whole area is surrounded by green fields and with wide parking. Through Bonito Convention & Visitor Bureau and IDB - Bonito Development Institute it is possible to access all suppliers that support the necessary logistics to organise and produce any kind of events. Chosen the #1 Destination for Summer 2017 National Geographic, Bonito is one of the world's top ecotourism destinations offering principles of sustainability and environmental preservation favoured by a unique voucher system, as the city controls the number of visitors and promotes ethical and respectful attitudes towards its natural heritage.

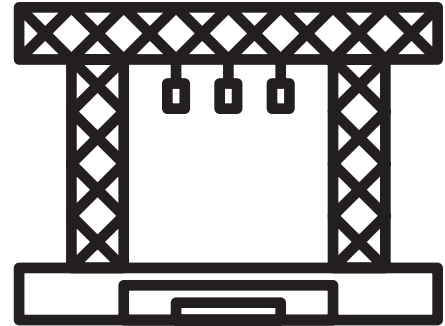


Bonito Convention Centre



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# HYBRID EVENTS: OPPORTUNITIES AND CHALLENGES

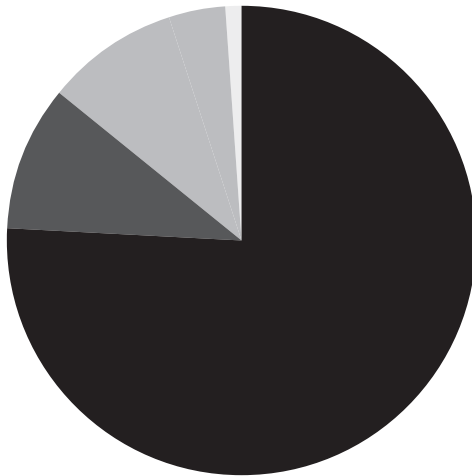


The hybrid event is another relevant tool for event professionals to broaden their audience and diversify revenues.

Hybrid events have become a relevant part of this sector's daily life. It means that the event is held simultaneously with the physical presence of the participants in one venue, with the use of digital components in its transmission and / or reception to other places. To understand their importance, their objectives, their target audience and how the hybrid event is used, an unprecedented survey was conducted in Brazil, which shows that 83% of respondents said they would choose them and 76% said they will be increasingly used.

The events that most attract a hybrid format are congresses (79%). And their choice is not surprising, as 70% seek hybrid events to broaden the scope of participation. The success of a hybrid event is assessed by the number of online participants (64%) and engagement. More than 70% of respondents become aware of the technologies at the events they attend. The quality of transmission was cited by 82% because it is not used very often yet. Therefore, the second factor in choosing this solution is its cost-benefit ratio (70%).

## HYBRID EVENT USE PROJECTION



### 76%

It will be increasingly used

### 10%

It will be the main type of event in the future

### 9%

It will grow, but with resistance to use

### 4%

Do not know

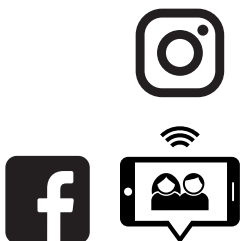
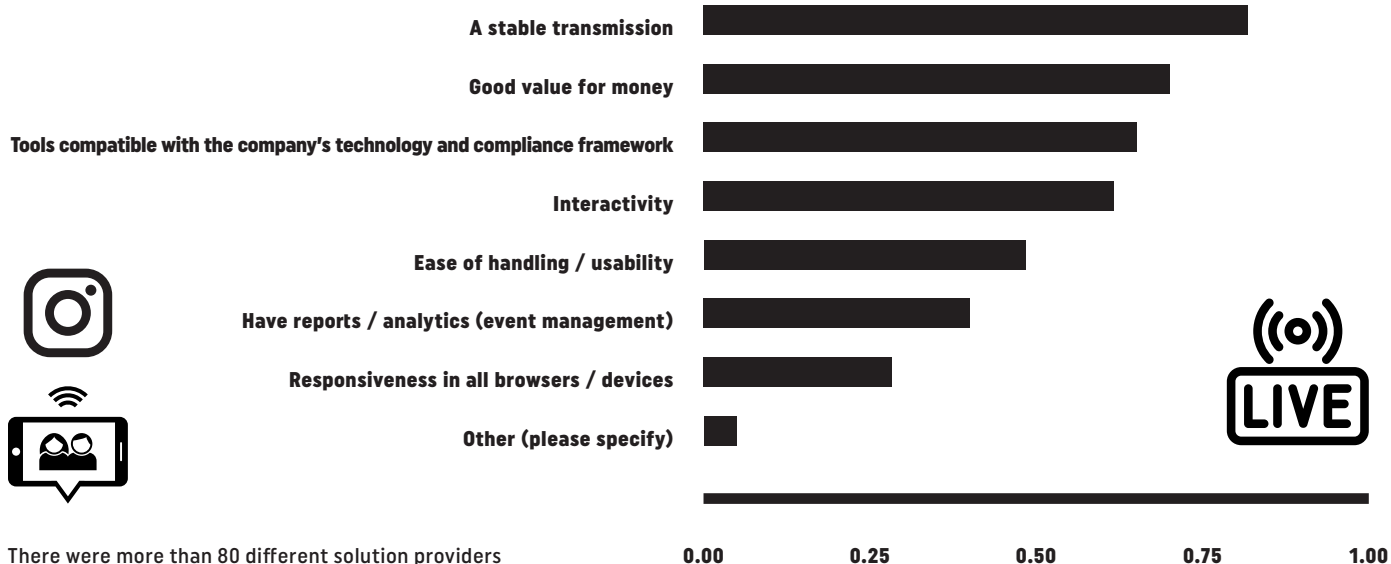
### 1%

It will not grow, as it is very specific





# FACTORS FOR CHOOSING A HYBRID EVENT SOLUTION



There were more than 80 different solution providers quoted, and the most cited solution provider had 7 citations, reflecting the dispersion of this market. One of the main conclusions of this study is the validation of the huge market potential that hybrid events offer and the countless opportunities for customers, participants, suppliers and other stakeholders in the sector. Do you want to know more about this study? Request your copy to: [rdasissi@gmail.com](mailto:rdasissi@gmail.com)

0.00 0.25 0.50 0.75 1.00



**Vanessa Martin** VM Consultadoria director  
**Gerson Christensen** SSK Análises director



## Everybody goes here.

# HOW ARE TRAVEL AND CORPORATE EVENTS RELATED?

Although closely related, Events and Corporate Travel are still quite separate in the corporate world. Logistics providers are generally the same (airlines, accommodation facilities and logistics agencies). A lot of synergy could be generated with a combined management of these three suppliers - not necessarily having only one manager, but a line of thought and joint action between these professionals, aiming at optimisation and better use of resources. Many companies tell their employees to purchase their event tickets on online booking tools (OBTs), which in theory would be suitable for transient travel - that is, individual corporate travel, and not groups. In these cases, ticket negotiations do not apply, as each employee follows the Travel Policy rules and discounts. The cost is debited from their individual cost centre, not from the marketing budget (more common in event groups flying). It should be noted that these tickets will then be accounted for in Travel reports, budgets and savings calculations, although their ultimate purpose is event participation. Then there are the necessary Trip Reasons, which are nothing more than identifying



the reason for the trip that gives rise to that booking - in this case, the company must provide, both in its OBT and in the travel consultant's attendance systems, the "Events / Congresses / Meetings" option, in order to be possible to track "event travelers" and value identification for analysis and negotiations. The same travel motive can be used for the traveler to justify not booking a hotel on OBT or via the agency, as there are companies that even allowing the purchase of individual flight tickets, do not stop negotiating the blocking of apartments; or there is an official hotel for that specific event, which the traveler reserves directly with its organisation; or a colleague of his makes the reservation on a hospitality basis, as a good host. There are many nuances and possibilities in these two complex worlds that sometimes meet. Only experienced experts can help companies understand how and where they come together and how to optimise this union.

**Fernão Loureiro**

Loureiro Consultores Founder and Director



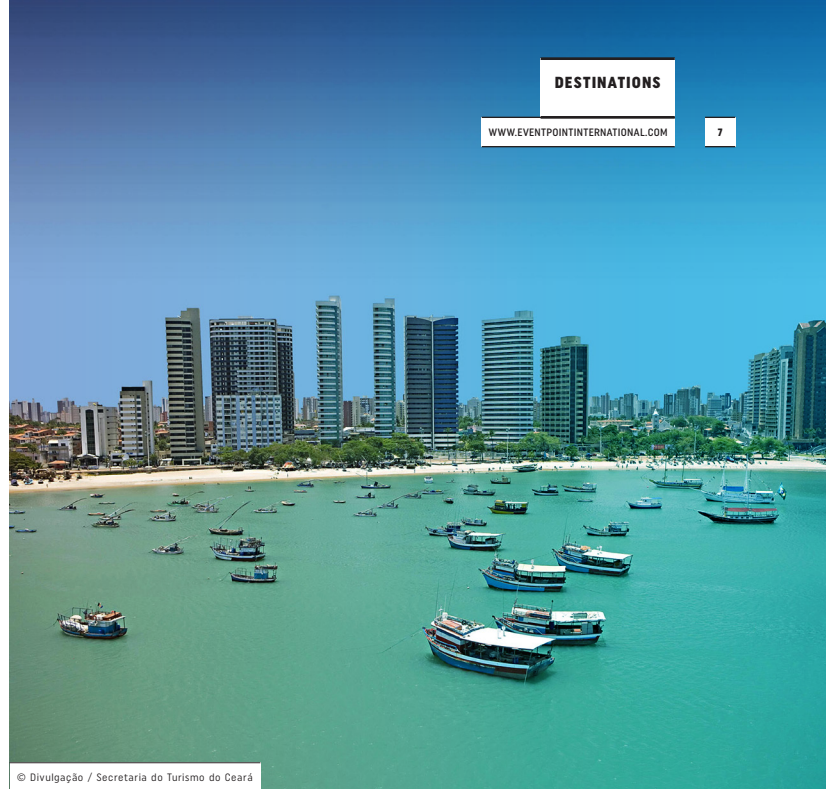
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# CEARÁ INVESTS IN A CONGRESS CENTRE AND AN AIR HUB TO POSITION ITSELF AS AN EVENT DESTINATION

**Since being chosen to host the Air France, KLM and Gol airline hub in northeastern Brazil, Ceará has been attracting the attention of both tourists and event and congress organisers.**

With this airport hub and the largest Latin American event centre in Fortaleza, Ceará expects to grow 17% this year in the flow of Portuguese tourists. This expectation will make Portugal reach the second place in the list of countries that send tourists to this destination, headed by France and followed by Italy, Germany and Argentina. If in 2017 the frequency was 14 international flights per week, now the state of Ceará registers 48 international flights a week, a significant increase in this area that encourages the entire trade to invest in different services and experiences. In addition to the pioneering nature of TAP, which has been traveling to the region for 20 years, there are now direct flights to Paris with Air France, Amsterdam to KLM, and Frankfurt to Condor, facilitating logistics to the traveller and putting the more than 500 kilometres beach coastline within reach of the European market. The Ceará Event Centre also contributes to establish Fortaleza, the capital of Ceará, as a corporate destination. The most modern of its kind in Latin America and the second largest in Brazil, with 76,000 sqm of floor space, is a multipurpose venue, divisible into up to 44 different areas, adaptable to organisers and events. The



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independent entries for each areas allow simultaneous events to occur, with different identities and needs, without interfering with each other. At the entrance of each hall there are a set of seven receptions that can work together depending on the event size. The venue recorded a revenue of R\$ 11,196,975.71 (2,537,178.71 euros) in 2018, a 26.9% increase over 2017 and the best result since it was inaugurated in 2012. In all, there were 103 events last year, which received about 670 thousand people. For this year, 65 events are already scheduled, such as medical congresses, the XII International Book Biennial (August 16) and the Knowledge Fair (September 25), along with others already scheduled up until 2024.

## SELFIES, ADVENTURE AND RELAX

To complete the program of congress attractions and enrich any holiday list, there are renowned beaches and sites such as Jericoacoara, Morro Branco, Canoa Quebrada, Fortim, Lagoinha, Flecheiras and a diverse hotel network. Extreme, aquatic, adventure, mountain sports with a pleasant climate, a countryside rich in religious tourism or facing the Cariri geopark with its archeology and fossil formations museum make this region a must-see destination.

Rose de Almeida

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**TAKING BRAZIL TO THE WORLD MICE STAGE  
YOUR BUSINESS CAN BE THE NEXT STAR  
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