

# EICC promoting Edinburgh in New York



The marketing department behind the Edinburgh International Conference Centre are off to New York for Scotland Week to promote Edinburgh and the EICC as a major venue.

The move comes just six months after the recently expanded venue in Scotland's capital was a first time exhibitor at IMEX America.

Making the trip EICC Head of Sales and Marketing, Louise Andrew said:-“We had a great response to being at IMEX in Las Vegas and it's a natural follow up to come to New York when there is such a strong focus on all things Scottish. With 50 million people in the world claiming Scottish ancestry and most of them living and working in North America I know we will meet organisers warm to the idea of staging events in Scotland.”

“We have a strong reputation in North America with International Associations and on this trip we are also keen to secure new corporate business attracted by Scotland's second Year of Homecoming in 2014 that includes two of the world's greatest sports events, the Commonwealth Games and the Ryder Cup”, added Andrew.

A series of business tourism related meetings and events are scheduled for Scotland Week that centre around the annual Tartan Day Parade on Sixth Avenue and the 10K Scotland Run and festival in Central Park. Both events take place on 5 April 2014.

Less than twelve months ago EICC opened a new £30m (US\$49m) expansion space. It features the world's first hall-wide

moving floor system, giving event organisers a unique set of event space optimisation options that are beyond the reach of conventional halls. Raked auditoria, arenas and tiered banqueting setups for 2,000 to 3,000 delegates can be delivered in record time in EICC's new Lennox Suite.

You can watch a video about the suite here:-

Seeing the Lennox Suite for herself later this year is Katlyn Keneally from New York based Strategic Meetings & Events. The Strategic Support and Client Concierge specialist will visit Edinburgh for the first time in the summer having won the trip in a delegate competition at IMEX America.

Katlyn's itinerary includes: return flights to Edinburgh courtesy of Marketing Edinburgh, two night stays with The Balmoral Edinburgh by Rocco Forte, Apex Hotels and Radisson Blu, dinner at The Dome, a gin tasting and dinner at the Sheraton Grand Hotel and Spa and afternoon tea and a Guerlain Spa treatment at The Caledonian, A Waldorf Astoria Hotel.

PHOTO Malcolm Cochrane