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Austria Center Vienna set to welcome an additional 9,000 participants in 2017 – venue lands two medical conferences and a US corporate congress

Alzheimer's and Parkinson's, and gynaecological oncology: the Austria Center Vienna team has convinced a pair of large-scale conferences to host their events at the nation's largest congress centre in 2017. With the support of the Vienna Convention Bureau (VCB), the venue also secured a booking for July 2017 from the World Credit Union Conference, which will bring a further 1,800 participants to the city from around the world.

At the end of **March 2017**, up to **3,500** international Alzheimer's and Parkinson's specialists will come to the Austrian capital for the **International Conference on Alzheimer's and Parkinson's Disease and Related Neurological Disorders**, followed by the Congress of the European Society of Gynaecological Oncology at the start of **November** with **3,300 participants**. Both events are managed by **Kenes Group**, one of the world's leading conference organisers. The Austria Center Vienna team and Kenes enjoy a long-standing and highly successful partnership. Dan Rivlin, CEO of Kenes, shared "**Vienna's attractiveness, accessibility and overall support available for large conferences** were all key factors that played a role in the selection of the destination. With Austria Center Vienna's **responsiveness** and the venue's versatility, we managed together to create a tailored proposition for both our events."

Additional event spaces a great sweetener

Michael Part, head of the Austria Center Vienna sales team, believes the **new area** in the **entrance hall** – which will be available to organisers from autumn 2016 – represents a major **sweetener** for both events. "The five new meeting rooms are perfect for use as **hospitality suites** by congress sponsors. Their **proximity to the industry exhibitors** in the entrance hall is another major boon. The Kenes portfolio contains a host of conferences for 3,000-4,000 participants and smaller exhibitions. These congresses are an ideal fit for levels 0 to 2 and thanks to the new spaces, there is also room for them to grow," he explained.

World Credit Union conference heading to the ACV in summer 2017

"We are also very pleased to have acquired America's **World Credit Union Conference** for **July 2017**, which will bring **1,800 participants** to the Austria Center Vienna," Michael Part continued. **US companies** are particularly **difficult to win** over, given huge competition from other European and worldwide locations. The collaboration between the **Vienna Convention Bureau**, headed by Christina Mutschlechner, and the Austrian Center Vienna team proved instrumental in bringing the event to Vienna.

2017: a year of international regular customers

In addition to the **European Congress of Radiology** (ECR, 20,000 participants) and another regular event, the Annual Congress of the **European Geosciences Union** (EGU, 12,000 participants), next year will see a return for the respected **St. Gallen Breast Cancer Congress**. Following its Austria Center Vienna debut in 2015, it will be back in March 2017

with 3,500 oncologists. The **European Association for Cardio-Thoracic Surgery (EACTS)** is another returning customer – after 2009 and 2013, it has confirmed that it will be holding its annual meeting in Vienna again in 2017 and 2021.

“Our aim is to build up **enduring partnerships** with the individual conferences, so that our team can become an integral part of the event organiser’s team. **Consistently high-quality support** from our **project managers** and **recommended suppliers**, coupled with ongoing upgrades at the Austria Center Vienna sends out a signal to organisers that every single conference sets new standards. Close cooperation with the **Vienna Convention Bureau**, which works tirelessly to ensure all partners in Vienna are up to standard – and to preserve the capital’s advantages as a destination for international event organisers – is an important sales argument,” explained Austria Center Vienna Managing Director Susanne Baumann-Söllner.

Another conference that already has returning-customer status, even before its premiere at the Austria Center Vienna in October 2017, is the 5,000-delegate **Annual Congress of the European Association of Nuclear Medicine**, which has already confirmed that it will be back again in 2020,” said Baumann-Söllner.

“Acquisition of these three new conferences and the continued loyalty of such highly respected international congresses underline Vienna’s **leading role** as a location for large-scale international events. I am delighted with the faith that they place in my team and me, and in everyone else who is **pulling in the same direction** as us. I am especially pleased with the fact that **our new strategy is proving** so effective and **striking the right note** with **international event organisers**,” Susanne Baumann-Söllner concluded.

About IAKW-AG

Internationales Amtssitz- und Konferenzzentrum Wien, Aktiengesellschaft (IAKW-AG) is responsible for maintaining the Vienna International Centre (VIC) and operating the Austria Center Vienna. The Austria Center Vienna is Austria’s largest conference centre, with 24 halls, 180 offices and meeting rooms, and some 42,000 square metres of event space (including 22,000 square metres of exhibition space), and is one of the top players on the international conference circuit. IAKW-AG and the Austria Center Vienna are headed by Chief Executive Officer Susanne Baumann-Söllner.

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