

Vienna, 19 June 2017

Austria Center Vienna confirms five more large-scale congresses between now and 2021

Team brings congresses with an additional 16,000 delegates to the Austrian capital. Ambassadors strategy, flexibility and eye for trends pay off.

- **2018: Radiodays, obesity conference and summertime dam congress**
- **Dermatologists returning for the third time in 2020, and 2,500 psychiatrists will meet at the venue in 2021**
- **Ambassador programme initiated by the Austria Center Vienna turns the nation's scientific community into champions for the destination**
- **Congress centre's flexibility and high-quality approach to hosting events are decisive**

"The acquisitions made over the past few weeks speak for themselves," confirmed a highly satisfied Susanne Baumann-Söllner, Managing Director of the Austria Center Vienna. "And new bookings for 2018 are coming in all the time. As things currently stand, 19 international and numerous domestic events have confirmed their bookings at the Austria Center Vienna. Our sales team is doing a fantastic job."

Vienna as a meeting place for radio experts, engineers and medical practitioners

In spring 2018, around 1,500 media experts from 62 countries will come to Vienna for the international **Radiodays Europe** conference. This annual gathering is widely regarded as a creative workshop for all future radio broadcasters. At the end of May 2018, the four-day **European Congress of Obesity** (ECO 2018) will give 800 leading international experts the chance to compare notes and present the latest research findings on adiposis.

The Austria Center Vienna team is particularly pleased about securing a booking for the start of July 2018, when the International **Commission On Large Dams** (ICOLD) World Congress comes to town. "July is actually the off season for congresses, which makes it all the more important for us to show participants Vienna's strengths as a destination in summer," Baumann-Söllner said. This event is expected to attract around 2,000 international **dam builders and operators** and equipment suppliers for major dam projects.

Additional conferences booked for 2020 and 2021

The European Academy of Dermatology and Venereology (EADV) will be returning to the Austria Center Vienna in 2020 for the **third time** with around **9,000 dermatologists**. “The EADV is an ideal example of a satisfied customer that keeps on coming back to the Austria Center Vienna as a direct result of the high-quality execution of previous congresses,” Baumann-Söllner confirmed. In 2021, **2,500 psychiatrists** from the World Federation of Societies of Biological Psychiatry will meet at the venue.

Destination ambassadors flying the flag for Vienna

The focus on large-scale international conferences – the category that generates the most induced economic impact for Vienna and Austria – and the aim of delivering the best possible quality is paying off, as reflected in the figures for 2016. “Revenue increased by a further 16.6% year on year in 2016, to EUR 11.9m, making it the **best year in the history** of the Austria Center Vienna,” Susanne Baumann-Söllner commented.

Innovative concepts and modernisation of the infrastructure at the centre had a major hand to play, just like the **prestigious ambassadors programme** initiated by Susanne Baumann-Söllner last autumn. “This involves reaching out to **top Austrian scientists and researchers** who can help influence which destination is chosen for future events in the course of their involvement in international scientific associations. We help them communicate the destination’s strengths and exclusive networking opportunities with high-calibre speakers covering topics related to congress organisation. This is our way of helping the Austrian scientific community to bring even more international congresses to the city,” Baumann-Söllner explained.

Flexibility and an eye for the latest trends are decisive

“We are noticing a distinct shift towards **smaller meetings**, discussion groups and **networking activities**. And we are ideally placed to accommodate this growing trend thanks to the flexibility of our 180 rooms and 24 halls – all of which are partitionable. Following extensive **modernisation** and **expansion** of the centre’s infrastructure we now provide the ideal setting for a wide range of meeting formats, meaning that we are always able to accommodate the latest trends,” Baumann-Söllner added. **New outdoor meeting formats** are being introduced for the first time this year to help bring the green spaces around the Austria Center Vienna into play for participants. The new Meeting & Networking2go concept lets organisers host smaller meetings and interactive formats in the neighbouring Donaupark. Easy-to-transport, self-inflating seating and webcubes for seamless internet access are all part of the package.

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 (ACV). The Austria Center Vienna is Austria's largest conference centre, with 24 halls, 180 meeting rooms, and some 22,000 m² 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. Visit www.acv.at for additional information.

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