



The Green Challenge!

Please note: The Meetings Industry is looking for future leaders who will be creative, innovative and professional. This fun, interactive and fictitious exercise is designed to create a competitive element between teams in an enjoyable but realistic situation. Even though this is simply an exercise, this bid situation could easily exist in real life. Enjoy it!!

Background:

Al Gore, well known environmentalist and producer of the film - An Inconvenient Truth, has been tasked by the United Nations to establish an annual environmental world summit which would be attended by leading politicians and environmentalists from around the world. Comparison in importance could be made to the annual World Economic Forum held in Davos, Switzerland.

As can be imagined, competition is fierce among countries to host this prestigious event. Mr Gore and his team of specialists will be visiting Abu Dhabi in 2010 to assess its bid. The visit will be in September 2010 and will last two days of which half a day will be spent in detailed discussions about the bid and the remaining one and a half days will be spent showing the group some of Abu Dhabi's environmental credentials.

The task:

Your team represents a local DMC (Destination Management Company). The Abu Dhabi Tourism Authority has asked local DMC's to present their ideas for a highly creative and focused environmental one and half day incentive programme that would appeal to Al Gore and his colleagues when they arrive next year.

The winning DMC (team) will be invited to organise the visit of Al Gore and his party. .

Your presentation will take place on Wednesday 27 January 2010 during the Future Leaders Forum

For consideration:

- Due to the importance and prestige of this future event, budget considerations are not an issue and should not be considered in the proposal!
- The visiting party will consist of 5 men and 5 women
- The itinerary should cover the period from 0900 Monday 6 September 2010 to 1800 Tuesday 7 September 2010 and must include the half day bid discussion meeting
- You may contact the visiting group prior to their arrival to promote your itinerary
- Your presentation must last no longer than 7 minutes
- A/V facilities for the presentation will be available e.g. laptop, projector and speakers