







Fáilte Ireland's **Business Tourism & Events Team**



Paul Keeley **Director of Business Development** Tel: +353 1 8847110 Mob: +353 86 2229333 Paul.Keeley@failteireland.ie



Miriam Kennedy (Mat Leave) **Head of Business Tourism and Events** Mob: +353 86 7726640 Miriam.Kennedy@failteireland.ie

Meet in Ireland

Fáilte Ireland's Business Tourism and Events Team is a specialist division focusing on promoting Ireland as a world class international business tourism and events destination.

The Business Tourism Unit is the team behind the Meet in Ireland brand which is the official MICE (meetings, incentives, conferences and events) brand for the island of Ireland. It comprises of three tourism authorities: Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland, who work in partnership to promote Ireland as a leading conference and meetings destination.

We provide an extensive range of practical and financial supports which are tailored to secure international business tourism for Ireland.

Business Development and MICE Supports Programme



Jenny Finegan **Business Development Officer** Tel: +353 1 8847137 Mob: +353 87 7640228 Jenny.Finegan@failteireland.ie



Karen O'Sullivan **Business Development** Tel: +353 1 8847151 Mob: +353 86 1415291 Karen.OSullivan@failteireland.ie



Geraldine Jeffers **MICE Supports Officer** Tel: +353 429339748 Geraldine.Jeffers@failteireland.ie



Catherine Killaly MICE Supports Tel: +353 1 8847117 Catherine.Killaly@failteireland.ie



Ciara Gallagher **Head of Business Tourism & Events** (Acting) Tel: +353 1 8847125 Mob: +353 87 2771157 Ciara.Gallagher@failteireland.ie

International Association Conference



Letitia Wade **Association Conference Officer** Tel: +353 91537751 Mob: +353 87 6362858 Letitia.Wade@failteireland.ie

Neasa Ni Dhomhnaill



Association Conference Tel: +353 1 8847169 Mob: +353 86 0580458 Neasa.NiDhomhnaill@failteireland.ie



Susan Kelly **Business Tourism** Tel: +353 1 8847152 Mob: +353 86 1415292 Susan.Kelly@failteireland.ie

Meetings & Incentives



Mary Collins Meetings & Incentives Officer Tel: +353 1 8847225 Mob: +353 86 7705016 Mary.Collins@failteireland.ie



Roisin Gaffney Meetings & Incentives/Trade Liaison Tel: +353 1 8847754 Mob: +353 85 1671410 Roisin.Gaffney@failteireland.ie

Event Ireland

Event Ireland is a new team within Fáilte Ireland tasked with growing international bed nights through the events sector. This will be achieved by identifying, bidding for and winning events of scale for Ireland in partnership with relevant stakeholders. The team offers a range of practical and financial supports aimed at individuals and organisations bidding for events.



Edel Mitchell Event Ireland Officer Tel: +353 1 8847897 Mob: +353 87 2923460 Edel.Mitchell@failteireland.ie

Jennifer Churchward

Tel: +353 1 8847256

Manager - Event Ireland

Mob: +353 87 6114015

Jennifer.Churchward@failteireland.ie



Azeta Seery Event Ireland Officer Tel: +353 1 8847180 Mob: +353 87 8112666 Azeta.Seery@failteireland.ie



Frances Kinsella **Event Ireland** Tel: +353 1 8847230 Mob: +353 86 8533381 Frances.Kinsella@failteireland.ie

Dublin Convention Bureau



Sam Johnston Manager - Dublin Convention Bureau Tel: +353 1 8847285 Mob: +353 86 8258770 sjohnston@dublinconventionbureau.com

Dublin Convention Bureau

Dublin Convention Bureau work with international meeting planners and their trade partners every step of the way to secure international conferences, meetings and incentives for Dublin.

A full range of practical supports and trade platforms are available to trade partners.

Lynda Reilly

Aileen Healy

Tel: +353 1 8847712

Mob: +353 86 0425805

International Association Conferences

Meetings & Incentives



Meetings & Incentives Officer Tel: +353 1 8847283 Mob: +353 86 7749878 dbrogan@dublinconventionbureau.com

Donna Brogan (Mat Leave)



Steve Fenton **Meetings & Incentives Officer** Tel: +353 1 8847283 Mob: +353 83 4408898 sfenton@dublinconventionbureau.com



Sandra Fahy Meetings & Incentive Tel: +353 1 8847182 Mob: +353 86 0434551 sfahy@dublinconventionbureau.com



Louise Syms

lsyms@dublinconventionbureau.com

Meetings & Incentives

Mob: +353 86 6061996

Tel: +353 1 8847286

Association Conferences Tel: +353 1 8847282 Mob: +353 86 0265498 ahealy@dublinconventionbureau.com

Association Conference Executive

lreilly@dublinconventionbureau.com



Mary Browne **Association Conferences** Tel: +353 1 8847271 Mob: +353 85 7723843 mbrowne@dublinconventionbureau.com





We annually host 80 international buyers from our key markets on fam trips.



Business tourists spend 2-3 times more than leisure tourists.

Regional Convention Bureaux

Four Regional Convention Bureaux across the country work in partnership with Meet in Ireland.

International trade platforms

We provided over 40 overseas opportunities for Irish trade to meet face to face with international meeting planners.



Business tourist are worth **€1648** to the Irish economy.

Ambassador Programme

We have recruited over 1,500 **Conference Ambassadors** to our programme.

Use the #MakeItIreland hashtag to help promote your brand awareness internationally to our 5,654 followers.

Business Tourism is worth an estimated €669 million to the Irish economy.



Practical Supports

We offer a range of practical supports including; access to Ireland's Content Pool www.irelandscontentpool.com with new imagery and videos that you can include to help you sell Ireland's Big Brands of Wild Atlantic Way, Ireland's Ancient East and Dublin.





Website

Through MeetinIreland.com we promote Ireland as a world-class business tourism destination. New website launching 2017.

The average

business

tourist **spent**

5 nights in

Ireland in

2015.

Fáilte Ireland's leisure brands;

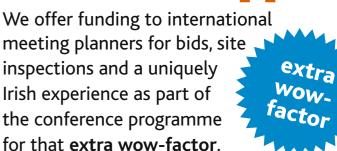
The Wild Atlantic Way, Ireland's Ancient East & Dublin, Breath of Fresh Air stimulate innovation and improve our international competitiveness in our MICE programmes.

Event Ireland focus on attracting large scale international events to Ireland.

Financial Supports

We offer funding to international meeting planners for bids, site inspections and a uniquely Irish experience as part of the conference programme







everything you wanted to know about MICE in reland but were

afraid to ask.