

QNCC WINS GOLD AT MIMA AWARDS

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The Middle East's newest convention and exhibition centre has already made its mark in history by winning gold at the coveted 2009 Meetings Industry Marketing Awards (MIMA) in London.

Announced at a presentation dinner last Friday, the Qatar National Convention Centre (QNCC) won gold in the category for Best Print Advertising Campaign and was finalist for Best Brand Marketing Campaign.

On accepting the award, QNCC's General Manager, Paul D'Arcy said to achieve such accolades from our industry peers in our pre-opening phase is a credit to all concerned and especially Her Highness Sheikha Mozah Bint Nasser Al Missned, Chairperson, Qatar Foundation for her support in selecting a brand platform that typifies the Centre's landmark design and world-class features.

The initial QNCC brand concept was created by multidisciplinary design consultancy, FITCH Qatar based at Doha's Education City and IMAGO Communications were the agency responsible for developing the striking print advertising campaign.

"We are blessed with the incredible foresight of leading Japanese architect Arata Isozaki to propose such an iconic building design that inspired the creative designers to craft the overall brand development and realisation of our print media campaign," added D'Arcy.

The QNCC brand, the platform of all communication, was developed by combining heritage and modernity into a unique identity. QNCC's signature entrance features the intertwined branches of the Sidra tree, a beloved icon in Qatari culture. It is treasured by the Bedouins, who gathered beneath its branches to discuss and impart knowledge. QNCC's logo, as well as brand graphics, is symbolic of sidra branches.

QNCC was surrounded by a pool of well-established international venues and companies at the awards ceremony such as QNCC's sister venue, the Kuala Lumpur Convention Centre (KLCC). KLCC won Best Brand Marketing Campaign and is also managed by international venue specialist, AEG Ogden.

"To win gold amongst such an impressive field is testament to the strength of our marketing team led by our Director of Sales, Sue Hocking and AEG Ogden Convention Centres Group Marketing, Rochelle Uechtritz.

"Let this 2009 MIMA Award be known as the first of many in the lead up to our opening in 2011," summed up D'Arcy.

The Meetings Industry Marketing Awards (MIMA) was launched in 2002 to raise the standards of marketing in the meetings and events industry and to recognise the marketeers.

All entries are reviewed by an independent judging panel that is made up of meetings industry experts and leading buyers. Scoring criteria includes clarity of objectives, campaign strategy, creativity, campaign execution, use of budget and return on investment.

For further images to support this media release, visit <http://www.qatarconvention.com/centerimages.htm>

For further information, please contact:

Mr Paul D'Arcy, General Manager
Qatar National Convention Centre
Education City, PO Box 34195, Doha, Qatar
t: +974 454 6000 f: +974 454 6005
e: pdarcy@qatarconvention.com
www.qatarconvention.com

EDITORS NOTES:

Qatar National Convention Centre (QNCC) www.qatarconvention.com

A member of the Qatar Foundation and opening in 2011, at a cost in the region of USD1.2 billion, QNCC will feature a multi-purpose hall for 4,000 seated theatre style, a 2,300-seat lyric style three tiered auditorium and an additional 57 flexible meetings rooms to accommodate a wide range of events. Plus 40,000 sqm of exhibition space over nine halls, that will be adaptable to seat 10,000 for a conference or banquet.

QNCC is proudly managed by AEG Ogden, one of the largest facility and entertainment management specialists in the world. www.aegogden.com

Qatar Foundation www.qf.org.qa

Qatar Foundation's mission is to prepare the people of Qatar and the region to meet the challenges of an ever-changing world, and to make Qatar a leader in innovative education and research.



MIMA 2009 AWARD WINNERS IN LONDON



QNCC OPENING IN 2011