

TAO 欧洲之路。 *European Incoming.*

Newsletter October 2016

Dear Friends and Partners of TAO European Incoming,

Welcome to the October edition of the TAO Newsletter. This month we update you on the latest news from the TAO team, a brand-new MICE technology and a newly-opened, stately hotel in the wilds of Wales. And, as usual, we share some of the highlights of the European festival calendar for this winter.

We hope you enjoy this month's update, so please do share your feedback. And as always, if you'd like more details about any of the ideas or topics in this edition of our newsletter, please just drop us a mail.

News from TAO:



TAO and ten&one Celebrate Oktoberfest!

In keeping with the Bavarian traditions of their homebase in Munich, the teams of TAO and its sister company, ten&one, paid a visit to this year's Oktoberfest. The employees of both companies enjoyed an afternoon of Bavarian food, beer and good fun in the Armbrust-Schützen-Festzeit tent. A tour of the fairground rides and shooting stands was also on the cards, as well as some entertaining team-building!



Weframe One – A New Project for TAO

Together with its sister company, ten&one, TAO is delighted to be involved in the sales and marketing of a brand-new MICE technology for all groupwork, presentation and meeting situations: WeFrame One.

Weframe One provides all the facilities required in a group-work environment. Preparation, meeting content and to-dos are stored digitally in the cloud, and are presented in a clearly visible, easy to understand and simple way. The ideas, opinions and creative suggestions of all participants in a work session can be displayed, discussed, edited, shared and actioned on Weframe One's 85" multitouch screen, right in the meeting room or remotely. Participants can link up to the technology through any chosen device; smartphone, tablet or laptop.

Weframe One is at home in hotels and conference centers, and anywhere else that professional and effective teamwork is carried out. For more information, please contact your TAO team.



Thorsten Wilhelm, Managing Director of TAO, to Speak at the CMIC in Beijing

The China Meetings Industry Convention 2016 (CMIC) takes place in Beijing from 8th to 10th November 2016, and is considered the most significant and influential annual event and business platform in the Chinese MICE industry. The CMIC 2015, held last December, was attended by around 3,000 participants.

This year's event will take place at the Yanqi Lake International Convention & Exhibition Center in Beijing. On 10th November, TAO's Managing Director, Thorsten Wilhelm, will give a keynote speech on the topic of "Innovation in MICE Products & Services".

“I’m delighted to have been invited to attend the CMIC as a speaker,” noted Mr. Wilhelm. “It’s a sign of TAO’s standing in the Chinese MICE market, and I’m more than happy to share our knowledge and experience with our colleagues and partners in China.”



Meet TAO at IBTM World in Barcelona – 29th November to 1st December 2016

ibtm world is the leading global event for the meetings, incentives, conferences, events and business travel industry. The event takes place each year in Barcelona, Spain, gathering meeting industry professionals for three days of business opportunities, education and networking.

This year, as always, the team from TAO will be present in Barcelona, so why not make an appointment to meet us? We’ll be on hand to share ideas, know-how and innovations from across Europe. And we’re always very happy to personally meet partners and potential clients from China.

Contact your TAO team to make a date with us in Barcelona!

Activities & Locations:



Palé Hall: A Welsh Wonder

Re-opened this September after a multi-million pound renovation, Palé Hall is a 19th-century country home, situated on the edge of Snowdonia National Park in North Wales. Built in 1871 by Henry Robertson, a well-known railway engineer, the manor house has played host to the likes of Winston Churchill and Queen Victoria.

The hotel's new owners, Alan and Angela Harper, have respectfully restored its 18 bedrooms and suites giving each one its own identity and style with. Every guestroom offers picturesque views of the rural Welsh landscape.

A member of the exclusive Small Luxury Hotels of the World, Palé Hall offers the perfect location for an intimate corporate retreat, board meeting or creative weekend. The style of the hotel gives it the atmosphere of a private house-party, and allows for the whole property to be hired. Whether it's welcome drinks in the Grand Hall, a summer gala dinner on the lawn or a presentation in the library, the unique surroundings of Palé Hall offer a luxurious backdrop for every small-scale, high-end MICE project.

Please contact the TAO team for further details.

Festivals and Events around Europe:

Each month, we'll keep you updated on forthcoming events, festivals and exhibitions taking place around our continent. Here are three highlights to watch out. Contact TAO for more details of how to incorporate these events into your MICE planning.



Carnevale di Venezia, Venice, Italy – from 11th January 2017

While January and February herald the high point of the traditional carnival period in many European countries, carnival in Venice is in a league of its own. The elegance and extravagance of the masked balls, water processions and parties that mark this special time of the year in Venice, is unmatched. Carnival in Venice is a glittering celebration of history and opulence, with fantastically costumed revelers making the streets of this atmospheric city come alive. This unique spectacle is not to be missed.

Hogmanay, Edinburgh, Scotland – 31st December 2016

In most parts of central and western Europe, Christmas is the most important festival of the year. In Scotland, however, the biggest celebrations have historically been reserved for "Hogmanay", a New Year's festival rooted in ancient Pagan rites, where fire and music are used to drive out the spirits of the old year, and welcome

in the new. The Scottish capital, Edinburgh, is the site of the largest Hogmanay festival, the highlight of which is the midnight countdown from 31st December to 1st January, marked by fireworks, processions and performances, and quite a lot of whisky. Be prepared to sing along, have a drink and be surprised by the occasional friendly hug from a local!

Up Helly Aa, Lerwick/Shetland Islands, Scotland – 31st January 2017

The Shetland Islands are the most northerly of the British Isles, located to the far north-east of mainland Scotland. For centuries, the islanders' nearest neighbours were the ancient Vikings of Norway, and Up Helly Aa marks the importance of Viking culture in Shetland. Each year, on the last Tuesday in January, up to 1000 local men, dressed in traditional costume, march through the streets of Lerwick with flaming torches. Given the freedom of the city by the mayor for 24 hours, they celebrate in true Nordic fashion; with song, processions, feasting and dancing. The highlight of the day is the ritual burning of a Viking longboat. In the darkness of the night, the 1000 men gather around the wooden vessel, before throwing their lit torches into it, creating a spectacle of fire and light.

And don't forget!

TAO European Incoming is your one-stop shop for all MICE projects in Europe. Whether you're looking for assistance with incentives, trade fairs, congresses, meetings and workshops, kick-off, merger or motivational events, corporate hospitality or business travel, we've got it covered. With a network covering more than 28 European countries, TAO European Incoming can support and guide you through the whole continent.

**To find out more, visit our website (in Mandarin and English) at:
www.tao-incoming.com**

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