



<b>Subject:</b>	Request to present: MCI (ICC Belfast Strategic Partnership Project)
<b>Date:</b>	16 March 2026
<b>Reporting Officer:</b>	Keith Forster, Senior Responsible Officer Rob McConnell, Chief Executive, ICC Belfast   Waterfront Hall   Ulster Hall
<b>Contact Officer:</b>	Iain Bell, Director of Finance, Risk and Corporate Services – Belfast Waterfront and Ulster Hall

<b>Restricted Reports</b>	
<b>Is this report restricted?</b>	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Please indicate the description, as listed in Schedule 6, of the exempt information by virtue of which the council has deemed this report restricted.</b>	
Insert number <input type="checkbox"/>	
<ol style="list-style-type: none"><li>1. Information relating to any individual</li><li>2. Information likely to reveal the identity of an individual</li><li>3. Information relating to the financial or business affairs of any particular person (including the council holding that information)</li><li>4. Information in connection with any labour relations matter</li><li>5. Information in relation to which a claim to legal professional privilege could be maintained</li><li>6. Information showing that the council proposes to (a) to give a notice imposing restrictions on a person; or (b) to make an order or direction</li><li>7. Information on any action in relation to the prevention, investigation or prosecution of crime</li></ol>	
<b>If Yes, when will the report become unrestricted?</b>	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input checked="" type="checkbox"/>

<b>Call-in</b>	
<b>Is the decision eligible for Call-in?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

<b>1.0</b>	<b>Purpose of Report/Summary of Main Issues</b>
1.1	The purpose of this report is to inform members about MCI, an ICC Belfast strategic partnership project – and request that members of the MCI Team present on the project, findings so far and strategies to be adopted for ICC Belfast
1.2	<p>This presentation would provide context to discussions around driving Belfast as a business events destination and specifically ICC Belfast to adopt the below approach:</p> <ul style="list-style-type: none"> <li>• data-driven insights, market research, and lead generation to align with growth targets.</li> <li>• enhances competitiveness by focusing on targeted client segments/sectors.</li> <li>• is adaptable and scalable, to support phased growth from national to international markets.</li> </ul>
<b>2.0</b>	<b>Recommendation</b>
2.1	<p>Members are requested to:</p> <ul style="list-style-type: none"> <li>- Approve the presentation request for Oscar Cerezales, MCI Global President, and other MCI team members to present to the BWUH Shareholders' Committee on 15 June 2026.</li> </ul>
<b>3.0</b>	<b>Main Report</b>
3.1	<b>EXECUTIVE SUMMARY AND HIGHLIGHTS</b>
3.1.1.	At its annual strategy day in 2024, the BWUH Board of Directors reviewed the business plan and strategic direction of BWUH and made the decision to strengthen business intelligence and data to support proposed elements of the strategy and define the obtainable market size for ICC Belfast.
3.1.2	After significant research, MCI (a global audience engagement marketing agency specialising within the Business Events Industry) were engaged to present how they would support ICC Belfast facilitate a disruptive, scientific, measured and data driven approach in their go to market strategies.
3.1.3	MCI have been and will work with the BWUH Ltd team through a number of strategic pillars including, Strategic Planning, Growth Model, Pipeline development, Business Intelligence working towards the core scope:
3.2	<ul style="list-style-type: none"> <li>• ICC Belfast seeks to strengthen its pipeline to remain competitive and maximise sales performance.</li> </ul>

3.2.1	<ul style="list-style-type: none"> <li>The team wants to realign growth plans, needing recalibration, to fit realistic, data-backed goals.</li> </ul>
3.2.2	<ul style="list-style-type: none"> <li>Streamlining approach: Establishing a clear, simple, and accountable process.</li> </ul>
3.3	<p><b>Section 1: About MCI</b></p>
3.3.1	<p>MCI is a global marketing engagement agency specialising in creating meaningful connections between organisations and their audiences. Through a strategic blend of events, digital experiences, communications, and partnerships, MCI helps brands engage stakeholders, inspire communities, and drive measurable business impact.</p>
3.3.2	<p>With a presence in multiple countries and a diverse team of specialists, MCI partners with associations, corporations, and institutions to design and deliver integrated engagement strategies. The agency combines data-driven insights, creative storytelling, and innovative technologies to develop experiences that strengthen relationships, enhance brand value, and support long-term organisational growth.</p>
3.3.3	<p>MCI's approach is centered on understanding audience needs and translating them into impactful engagement programs that deliver tangible results for clients worldwide.</p>
3.4	<p><b>Section 2: Why MCI</b></p>
3.4.1	<p>ICC Belfast will benefit from partnering with MCI due to the agency's unique position within the global meetings, incentives, conferences and exhibitions (MICE) industry. As both a marketing engagement agency and a long-established Professional Conference Organiser (PCO), MCI operates at the intersection of event strategy, audience engagement, and international association management. This dual capability provides valuable insight into how global events are designed, marketed, and delivered.</p>
3.4.2	<p>MCI's extensive international network and relationships with global associations, corporate clients, and industry stakeholders position the agency as a strategic partner capable of attracting high-value international conferences and events. Through its global footprint and deep industry expertise, MCI has a strong understanding of destination selection, delegate engagement, and long-term event legacy — all key considerations for venues competing in the international conference market.</p>
3.4.3	<p>By collaborating with MCI, ICC Belfast will strengthen its reach within international event networks, increase visibility among global event organisers, and support the attraction and delivery of impactful conferences in Belfast and Northern Ireland. MCI's integrated approach</p>

	<p>to event strategy, marketing engagement, and stakeholder management aligns closely with ICC Belfast’s ambition to host world-class events that deliver economic, social, and knowledge legacy for the region.</p>
3.5	<p><b><u>Financial and Resource Implications</u></b></p> <p>N/A</p>
3.6	<p><b><u>Equality or Good Relations Implications/Rural Needs Assessment</u></b></p> <p>There are no equality or good relations implications in this report.</p>
<b>4.0</b>	<b>Appendices - Documents Attached</b>
	N/A