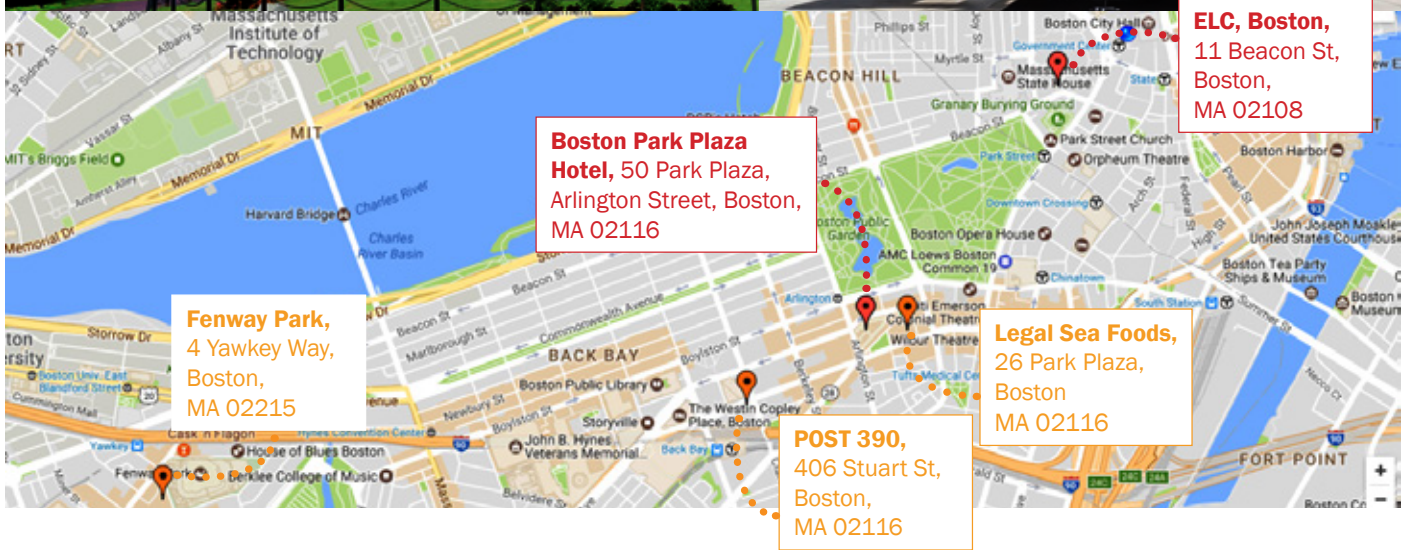




Delegate information pack



Fenway Park,
4 Yawkey Way,
Boston,
MA 02215

**Boston Park Plaza
Hotel, 50 Park Plaza,
Arlington Street, Boston,
MA 02116**

ELC, Boston,
11 Beacon St,
Boston,
MA 02108

Legal Sea Foods,
26 Park Plaza,
Boston
MA 02116

POST 390,
406 Stuart St,
Boston,
MA 02116

Members

BEFORE THE WORKSHOP

Online appointment making: Appointments are made in advance through Marcom eSchedule PRO. You should have already received your login details.

ON ARRIVAL

Register at the IALC registration desk: You'll receive your welcome pack, workshop manual and name badge. This badge is your passport to all events. Please wear it throughout the Workshop.

Internet access: WIFI access will be available.

Meeting format: Appointments are 25 minutes long with a 5 minute break between appointments. A digital timer will signal the end of each appointment.

AGM: This year the **extended AGM** will start on **Wednesday 22 March 16.00-18.00** with brand strategy discussions taking place from 13.30 - 15.30.

The AGM is where members discuss and vote on IALC strategy. Members must attend at least 1 AGM every 2 years. You will receive information and the draft AGM agenda in March.

Contact us

workshop@ialc.org
Boston:
1-617-571-9244
1-617-477-3485





Itinerary: All events are located at the Boston Park Plaza Hotel unless otherwise stated.

Tuesday 21 March

13.00 - 21.00 Delegate registration
19.30 - 22.30 Optional dinner at **Legal Sea Foods**. Please meet in the foyer to walk across to the restaurant

Wednesday 22 March

08.00 - 21.00 Delegate registration
08.00 - 12.00 Committee meetings & New Members' Briefing
12.00 - 13.30 Lunch - EB and Committee Members Only
13.30 - 15.30 Round Tables Discussion
15.30 - 16.00 Coffee break
16.00 - 18.00 AGM Part 1
19.30 - 22.30 Members dinner at **POST 390**

Thursday 23 March

08.00 - 20.00 Delegate registration
09.00 - 12.30 AGM Part 2
12.30 - 14.00 Lunch
14.15 - 18.00 Seminars
19.30 - 23.30 Welcome Reception at **Fenway Park**. No backpacks. Please meet in the foyer for a shuttle bus.
Dress code: smart casual

Friday 24 March

08.00 - 18.00 Delegate registration and help at Hospitality desk
08.30 - 10.30 Business appointments
10.30 - 11.00 Coffee break sponsored by islBooking
11.00 - 13.00 Business appointments
13.00 - 14.00 Lunch
14.00 - 15.30 Business appointments
15.30 - 16.00 Coffee break sponsored by islBooking
16.00 - 17.20 Business appointments
19.30 - 22.30 ELC Boston Party at **ELC Boston**. **Dress code: Wild West or smart casual**

Saturday 25 March

08.00 - 18.00 Hospitality desk
08.30 - 10.30 Business appointments
10.30 - 11.00 Coffee break sponsored by islBooking
11.00 - 13.00 Business appointments
13.00 - 14.00 Lunch
14.00 - 15.30 Business appointments
15.30 - 16.00 Coffee break sponsored by islBooking
16.00 - 16.50 Business appointments
19.00 - 02.00 IALC Gala Dinner, sponsored by Guard.me
Dress code: formal

Sunday 26 March

Morning Departure, Fam-trips depart - USA & Canada
Afternoon Boston add-on tour: sightseeing
Evening Boston add-on tour: dinner

View your personal itinerary in [My Registration](#) (log in: email & confirmation)

Location

Accommodation, registration, workshop & seminars:

Boston Park Plaza Hotel, 50 Park Plaza at Arlington Street, Boston, MA 02116

Contact us

workshop@ialc.org

Boston:

1-617-571-9244

1-617-477-3485

Evening events

Which evening events can I attend?

- Optional dinner - Delegates who booked this during registration
- Members' dinner - Main delegates, additional delegates attending the AGM, companions that chose this option.
- ELC Boston Party - All delegates*
- Gala dinner - All delegates*

*Except accommodation only companions

Special dietary requirements

Email workshop@ialc.org if you didn't tell us about your dietary requirements during registration.

Companions

There is no organised program for companions. Companions can ask the hotel concierge for help and advice on local tourist sites.

Fenway Park

No backpacks due to security issues.

PLANNING YOUR TRIP:

Hotel: The workshop hotel is the Boston Park Plaza. All agents are staying there. A double room costs \$263 including tax. Please book directly with the hotel. Please contact the hotel directly to book or make changes to your reservation.

Tel: 1-617-379-7129
e: reservations@bostonparkplaza.com

Credit card

Hotels require a credit card on check-in.

Visa information: Some nationalities must apply for a visa to enter the **USA** and **Canada**. You can request a visa support letter in [My Registration](#) or by emailing workshop@ialc.org.

It is your responsibility to check the most up to date visa regulations, determine if they are applicable to you and apply in plenty of time.

Contact us

workshop@ialc.org
Boston:
1-617-571-9244
1-617-477-3485

Local info

Time zone: EST (GMT -5)

Weather: 1-10 °C

Power: USA: 110V, Canada: 120V



Money: USD & CAD
Credit cards are widely accepted.

Smoking: Boston: smoking is banned in bars, restaurants and workplaces. Canada: smoking is banned in indoor public spaces and workplaces

Getting there:

FLIGHTS:

Logan International Airport is 3 miles (4.8 km) east of downtown Boston.

- A Taxi service is available from each Terminal (arrival level) curbside. Approx. \$25-30 USD (15-20 minutes' drive).
- Hotel Shuttle service at <http://www.gobostonshuttle.com/hotels>

ARRIVING BY TRAIN:

- AMTRAK connects Boston with many cities in the USA. For more information go to www.amtrak.com/home

ARRIVING BY CAR:

- The Park Plaza Hotel offers on-site **Valet Parking** for an overnight fee of approx. \$48 USD.
- Valet Parking Entrance Address: 34 Columbus Ave, Boston 02116.
- For more information contact the Concierge at +1 617 654 1912
- Self-parking at the **Motor Mart Garage** is also available across the street from the Boston Park Plaza Valet Entrance.
- Address: 201 Stuart St, Boston, MA 02116. Phone: +1 617 482 8380

Discounts

IALC and **oneworld®**

oneworld® is pleased to be the **official airline alliance of the IALC 2017 Workshop Boston**

As a registered attendee, you can access discounted flights for travel to this event. Take advantage today

Visit www.oneworld.com/events, select '**Attendee**' and enter event code **OW63E16** to access our on-line booking tool or Book Here

Our sponsors



Shipping

Stand materials and promotional items: Shipping labels are attached below. Please arrange for all items to arrive at ELC Boston **no later than 13 March 2017**



To: **ELC, Boston,**
11 Beacon St,
Boston,
MA 02108,
USA

Tel: +1 (617) 536-9788
email: elcboston@elc.edu

Sender / Company Name:

Delegate name:

Table / stand number:

Event: 2017 IALC Workshop

Box no. _____ of _____

WORKSHOP - Promotional items

Place one on the top and one on the side of each piece shipped to ensure proper delivery.

Please ensure delivery before 13 March 2017