

# The Ambassador

Let Edinburgh be your host

Issue 24  
Spring  
2011

**Inside this issue:**  
Ambassador Events  
Meet an Ambassador  
Conference Tips  
New Developments  
Spotlight – The Royal Museum Project



**Cover Image:** Giant Panda feasting on bamboo

In January 2011, the Royal Zoological Society of Scotland and the Chinese Wildlife Conservation Association signed a historic agreement to bring two giant pandas to Edinburgh Zoo – the first to live in the UK for 17 years! Read more inside about the benefits this project brings to Edinburgh...

**Edinburgh Convention Bureau**   
Inspiring Conferences

## Elaine's Column



Welcome to our Spring Ambassador newsletter. It's great to see the crocuses blooming after the deluge of snow in November and December. As we leave Winter behind us and look forward to Spring and new beginnings, we also look forward to the completion of a number of significant redevelopment projects in the city. We hope this newsletter will give you a flavour of what to expect from these projects and provide you with some ideas for any forthcoming conference which you may be organising.

**Congratulations!** Firstly to Professor Bruce McGorum at the Dick Vet Equine Hospital, who was winner of our prize draw competition featured in the last newsletter. Well done Bruce in winning the case of wine – we hope you enjoy it! Thank you to everyone who took part in the competition and for your excellent recommendations on potential conferences to attract to the city and names of potential new Ambassadors – all of which will keep the Ambassador team at ECB very busy.

Prof. Bruce McGorum



Congratulations also to Dr John March from BigDNA, the winner of the business category of the 2010 Glenfiddich Spirit of Scotland Award. We know that many of our Ambassadors are recognised for their valued contribution in their particular area of expertise, so if you have won an award recently – please let us know!

Over the last few months, we have been improving the Ambassador section of the ECB website. Each page has now been refreshed with updated content, images and links. New features have been added and include PDF's of our Ambassador Programme leaflet and past editions of the newsletter – if you have missed a copy of the newsletter you can now catch up online. If there is anything you would like to see on the website, we would be delighted to hear from you.

With best wishes,

**Elaine**

**Ambassador Programme Manager**  
[elaine.miller@conventionedinburgh.com](mailto:elaine.miller@conventionedinburgh.com)

## Belated Christmas Cheer!

Due to snow and adverse weather conditions, we postponed our Christmas Cocktail evening for Ambassadors but to chase away the winter blues we rescheduled and invited Ambassadors to The Hub in January 2011.

Over fifty Ambassadors and guests enjoyed drinks and canapés at the stunning venue. The grade-A listed building, which was originally built as the Assembly Hall and offices for the Church of Scotland, went through a transformation in 1999 and became the headquarters for the Edinburgh International Festival (EIF).

The Hub offers three rooms suitable for meetings and dinners as well as a relaxed downstairs café. Ambassadors had the opportunity to see round the facilities and were treated to a fascinating insight into the Edinburgh International Festival by Joanna Baker, Managing Director of the EIF. Joanna gave a sneak preview of this summer's shows, which reflect an Asian theme and will include artists from India, Korea, Japan, China, Taiwan and Vietnam.

For further details please see the EIF website [www.eif.co.uk/festival-2011](http://www.eif.co.uk/festival-2011)



### Venue Factfile:

- Maximum capacities:  
Banqueting 300 / Reception 550 / Theatre 400
- Catering available
- Disabled access
- Distance – city centre location  
Edinburgh Airport – 9 miles
- Find out more at  
[www.thehub-edinburgh.com](http://www.thehub-edinburgh.com)



## Portrait of the Nation

The world's first purpose-built national portrait gallery and one of Edinburgh's finest buildings, the Scottish National Portrait Gallery will re-open in November 2011 after a refurbishment project which has spanned more than two-and-a-half years.

Ambassadors gathered at the National Gallery of Scotland, The Mound to get the inside track on this long awaited new visitor attraction and venue space.

James Holloway, Director of the Portrait Gallery, explained what the £17.6 million refurbishment will offer visitors and provided an introduction to the 17 exciting new exhibitions and displays, including a dedicated photography gallery. James also highlighted the exciting entertaining opportunities which the refurbished venue will provide.



Ambassadors enjoyed excellent hospitality, including traditional Scottish canapés and drinks, provided by award-winning caterers, Heritage Portfolio.

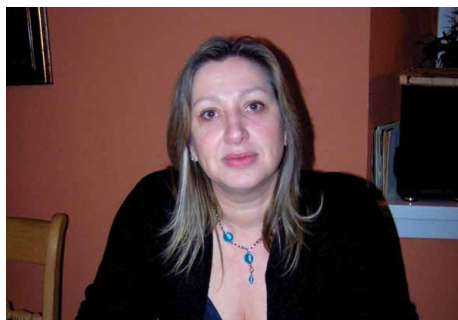
### Some key features at the Scottish National Portrait Gallery for event organisers:

- Fabulous new venue for gala dinners
- Exclusive private tours & social programmes
- Private meeting room & lunch room

### Venue Factfile:

- Maximum capacities:  
Reception 300 / Seminar & Lunch 40
- Catering available
- Disabled access
- Distance – city centre location  
Edinburgh Airport – 7 miles
- Find out more at  
[www.nationalgalleries.org](http://www.nationalgalleries.org)  
[www.heritageportfolio.co.uk](http://www.heritageportfolio.co.uk)

## Meet an Ambassador



**Introducing – Dr Lesley Sloss, FRSC FIEEnvSci  
Principal Environmental Consultant at  
International Energy Agency – Clean Coal  
Centre and United Nations Environment  
Programme, Fife**

**Period as an Ambassador:** 4 years

### **What has been your career path?**

My honours degree was in Biochemistry and my PhD in Microbiology but somehow I managed to land a job in an organisation advising on the clean use of coal.

### **What is the main purpose of your organisation and your role there?**

The IEA (International Energy Agency) Clean Coal Centre (CCC) is a non-profit organisation designed to provide members with expert guidance on coal and its use. We cover everything from coal markets and trends to carbon capture and storage. We advise many organisations internationally, including

the United Nations Environment Programme (UNEP). I specialise in issues relating to emissions of pollutants from coal combustion – the relevant international legislation and methodologies to reduce the emissions and their subsequent environmental effects.

### **What are your career highlights/successes?**

I am a UK expert on several International Standards Organisations (ISO) and Comité Européen de Normalisation (CEN) committees, helping to establish international standards for monitoring pollution. I'm also very proud to be a lead independent scientific advisor to the UNEP Governing Council in their negotiations on a new international treaty on mercury control.

### **What are you focused on at the moment and what does the future hold?**

The UNEP global mercury treaty is the next big thing for me. We have to work with the international community to establish a global action plan to reduce mercury emissions and mercury use in products such as light switches, cosmetics and dental amalgam. The treaty must be finalised by 2013.

### **Why did you become an Edinburgh Ambassador?**

Edinburgh never stops changing or improving – it's just the perfect mix of old and new. There are few places in the world where you can step out of a Disney Store on a high street and see a REAL castle. I am immensely proud to be able to say that I'm an Ambassador for the best city in the world.

### **What conference have you most recently secured for Edinburgh and how did you approach this?**

I'm very excited to be holding International Conference on Mercury as a Global Pollutant (ICMGP) at the EICC in July 2013. This conference will take place over 5 days for approximately 1200 delegates. Since the ICMGP will coincide with the launch of the UN treaty on mercury, we expect scientific and media interest to be high.

### **What support/assistance did you receive from Edinburgh Convention Bureau?**

The ECB are lifesavers. When I was asked to bid for the ICMGP I turned it down, several times. I regularly run meetings for 50-200 people, but a meeting of over 1000 was just too big for me to contemplate. But the wonderful people at the ECB sat me down, mopped my fevered brow, and took me through the whole process step-by-step. They explained everything from budgeting and registration through to how to "wow" my delegates at the gala dinner. I went from being terrified to host the conference to being terrified I might NOT host the conference.

### **What is your favourite place in Edinburgh?**

I love to walk along Salisbury Crags and up the Royal Mile for a cup of tea and a scone at Clarinda's Tea Shop and also during the Fringe, being part of the festival experience. But for pure indulgence, it has to be the haggis and whisky at The Dome on George Street.

## Panda-monium

Following five years of political and diplomatic negotiation between the Royal Zoological Society of Scotland (RZSS) and the Chinese Wildlife Conservation Association, it is anticipated that two giant pandas will arrive in their new home at Edinburgh Zoo later this year.

David Windmill, Edinburgh Ambassador and former CEO of RZSS, said *"This is a landmark occasion for RZSS, Edinburgh Zoo, the UK and China. It represents the beginning of a programme of research, education and partnership and the project has huge benefit for the UK and Scotland, both in supporting giant panda conservation and in enhancing our programmes in education, science and conservation."*

While the primary purpose of the project relates to the conservation of giant pandas, there will be other significant benefits including the enormous pull the pandas will have as a visitor attraction and the associated economic benefit this will provide in attracting leisure visitors to the city.

For ECB and Ambassadors, the arrival of the pandas will help to strengthen our ability to secure related conferences in the field of conservation and veterinary science. You never know we may be talking about an international bamboo conference in a few years time!

Find out more at [www.edinburghzoo.org.uk](http://www.edinburghzoo.org.uk)



## Promoting a Global Destination

Edinburgh Convention Bureau Ltd (ECB), Destination Marketing Edinburgh Alliance Ltd (DEMA) and Edinburgh Film Focus (EFF) will integrate in the first quarter of 2011 to form the basis of a new promotional body for the city – Marketing Edinburgh Ltd.

Marketing Edinburgh Ltd will provide Edinburgh with a single commercially focused body for city promotion and a range of professional expertise and skills drawn from each of the integrating organisations. It will be based on co-ordination, alignment and partnering – an organisation which will be more than the sum of its parts – and one which for the first time will allow Edinburgh to be promoted as a truly global destination in which to invest live, work, study and visit. By bringing the resources of the three organisations together, new investment will be attracted to cross selling opportunities between the functional areas of business tourism, leisure, inward investment and the attraction of talent to the city.

Private sector funding will be important to the new organisation and will be achieved through

a blend of membership, commercial services and project funding. Encouragingly the private sector has indicated that it will be even more willing to invest in the work of an integrated independent body which can offer higher impact and simpler interface.

A powerful group of directors has been appointed to form the Marketing Edinburgh Ltd Board, the collective profile of the twelve directors represents a wide spectrum of expertise from both the private and public sectors, reflecting Marketing Edinburgh's strategy to form strong partnerships with the business and public sector communities.

The Board is led by Edinburgh Ambassador Alan Johnston, who currently chairs both ECB and DEMA. Commenting on the new promotional body Alan said: *"We are embarking on a bold new strategy to ensure Edinburgh is recognised as a modern 21st century global destination where companies and people will want to invest, live, work, study and visit. Marketing Edinburgh will deliver an integrated and cohesive approach to achieving our ambition."*

For further information visit [www.marketing-edinburgh.co.uk](http://www.marketing-edinburgh.co.uk)

# Conference Tips Perfect Pairings



## Winton House and Appetite Direct

Winton House is a stunning, exclusive use Scottish Castle set in extensive gardens in the beautiful East Lothian countryside.

As catering is such a significant part of any conference, it is important to start thinking about catering needs as soon as the conference programme and venue have been decided. Consider the nature or theme of your event and what type of impact you are looking to make when providing food. A delegate will often walk away from a conference not only remembering what they learned but also what they ate!

Winton House and award winning catering company, Appetite Direct Ltd, cater to each event individually, discussing every detail with clients and customise menus accordingly, including working to set budgets if required. In this economic climate, it is important to get best value for your money.

**Capacity: Banquet 84 / Reception 120**

*Large or small marquees available on request*

[www.wintonhouse.co.uk](http://www.wintonhouse.co.uk)  
[www.appetitedirect.com](http://www.appetitedirect.com)

Catering is such an important part of any conference. Many unique and exciting venues partner with professional, specialist catering services – we asked a few leading venues and caterers for their tips on pulling a successful event together.



## Dundas Castle and Prestige Scotland

Dundas Castle is one of Scotland's most beautiful and historic castles situated in the heart of a 1000 acre estate in South Queensferry. It provides one of the most magnificent settings for receptions and dinners.

Dundas works in close partnership with award winning caterer Prestige Scotland. They will prepare tailored proposals that take into consideration your needs and budget. They recommend meeting clients at the venue for a menu tasting so that you can spend time with their talented chefs.

Key elements to consider in the creation of a menu include demographics, specifically age and sex of the delegates, and certain foods appeal to different nationalities. Also a low carbohydrate lunch keeps delegates energised!

It's not just about getting the catering right but also the linen, crockery, flowers etc which enhance any event and Prestige can assist with free event design services.

**Capacity: Banquet 200 / Reception 90**

*This includes the permanent Pavilion Marquee. Grand Marquee available on request.*

[www.dundycastle.co.uk](http://www.dundycastle.co.uk)  
[www.prestigescotland.co.uk](http://www.prestigescotland.co.uk)



## Mansfield Traquair and Heritage Portfolio

Often described as 'Edinburgh's Sistine Chapel', the absolute grandeur and beauty of Mansfield Traquair makes it one of Edinburgh's most spectacular, surprisingly versatile and flexible venues.

Heritage Portfolio is the exclusive event partner for Mansfield Traquair. The award winning team will work with you to create suitable menus based on what is important to your delegates. They like to establish what the demographics are of the delegation, the nationality, and where the conference has been in the past. It is important to understand what the catering is for e.g. the social programme or is it to be placed within the exhibition hall. Knowing what has worked well in the past is useful, what are the plans for other parts of the event and also, very important, are there any time restraints that the chefs need to work towards.

If there is a specific budget, Heritage Portfolio can work within this to provide good quality, tasty food which is affordable and can also develop different service concepts which often reduce aspects of the cost.

**Capacity: Banquet 350 / Reception 600**

[www.mansfieldtraquair.co.uk](http://www.mansfieldtraquair.co.uk)  
[www.heritageportfolio.co.uk](http://www.heritageportfolio.co.uk)

## New Developments

There are always new and exciting developments happening in the city. Read on to learn of new conference facilities at Edinburgh Napier University and of a makeover to one of Edinburgh's most prominent and prestigious buildings.

### Assembly Rooms

An 18-month refurbishment of this A-listed Georgian building commenced in January 2011 to return this venue to its former splendour.

This unique city centre venue on George Street offers clients two large opulent spaces – Music Hall and Ballroom, which are ornately decorated with intricate plasterwork and crystal chandeliers, providing the perfect setting for a variety of events. The venue also offers a range of smaller function suites to support the larger spaces or for one off smaller events.

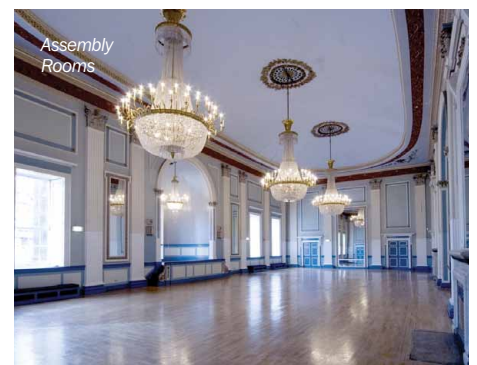
[www.assemblyroomsedinburgh.co.uk](http://www.assemblyroomsedinburgh.co.uk)

## Edinburgh Napier University

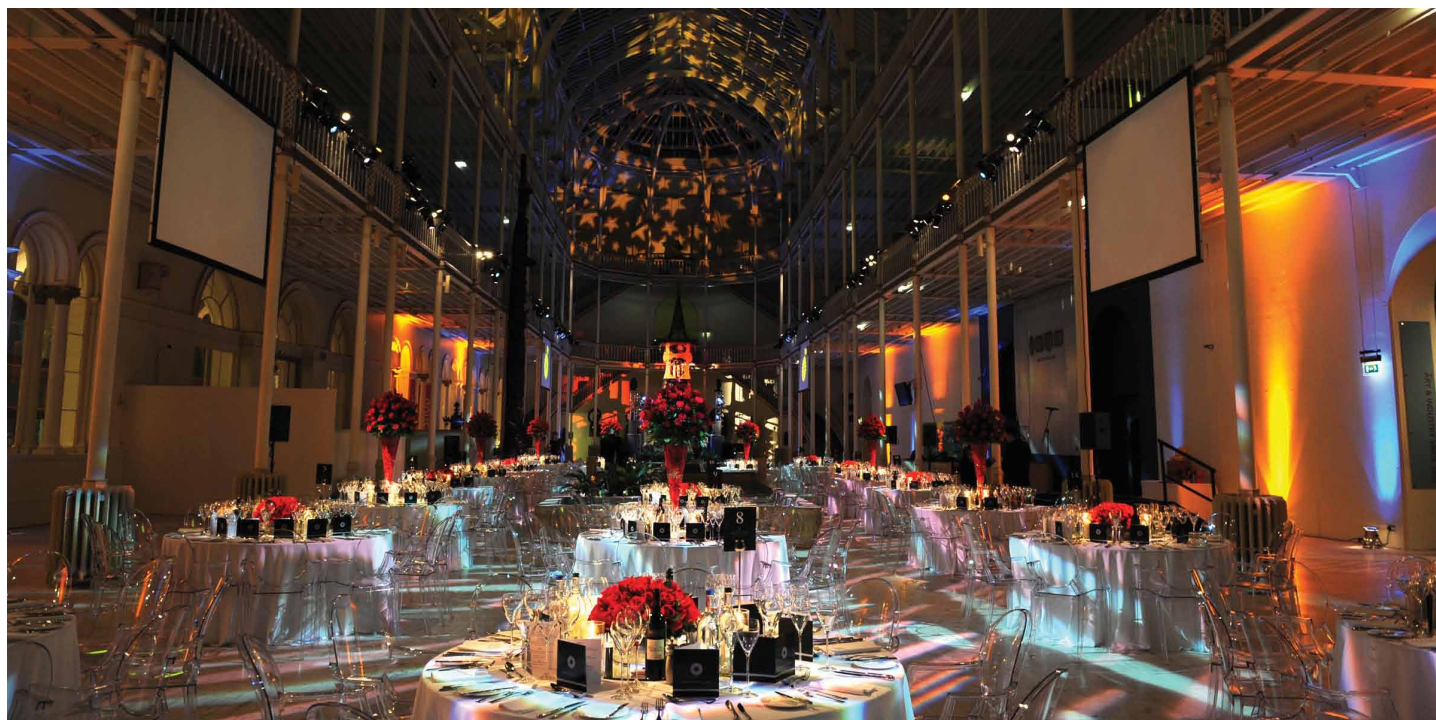
The new £60m Sighthill Campus offers modern meeting and conference space with a range of lecture theatres, seminar and meeting rooms suitable for 10 to 350 delegates. State-of-the-art audio-visual equipment in all rooms and Wifi access throughout this eco-friendly building – which is equivalent in size to three and a half football pitches! The views are stunning from the upper floors and a four-storey atrium is perfect for a drinks reception, with conference catering also available.

Edinburgh Napier has an impressive portfolio of venues across the city including the iconic Lindsey Stewart Lecture Theatre at Craiglockhart seating 200 delegates, the stunning Turmeau Hall at Craighouse which is perfect for gala dinners and the Edinburgh Suite Rooms for smaller meeting and networking events.

[www.napier.ac.uk/ccs](http://www.napier.ac.uk/ccs)



# Spotlight on: The Royal Museum Project



## *Making a world of difference...*

The countdown is on for the re-opening of The National Museum of Scotland which will open its doors on 29 July 2011 following a £46.4 million transformation.

The refurbished museum will be a cultural flagship for Scotland and encompass both the Victorian Royal Museum building and the Museum of Scotland which opened in 1998. It will be the largest UK museum outside of London – displaying 20,000 items across 36 galleries.

Completion of this eagerly awaited redevelopment project will see cellars turned into public space, dated displays completely transformed and access improved throughout, so everyone will be able to share in a new

museum for the 21st century – and beyond. Look out for the striking new feature in the Grand Gallery, the Wall of Wonder. This amazing wall, spanning four floors, will incorporate approximately 1,000 fascinating objects from the museum's collection – everything from tiny mineral specimens to giant whale jaw bones, and even a gyroplane.

As well as offering the fantastic new displays, facilities for hosting special exhibitions, events, receptions, dinners and conferences will also be better than ever. The prestigious Grand Gallery will be able to accommodate up to 850 guests for dinner in stunning surroundings. This space together with 16 new galleries and a new entrance on street level, will create a unique event space to rival all others. There will also be a 200-seat

auditorium with break-out rooms available both day and evening.

Meetings and events will take place in a world class museum in stunning surroundings, with refurbished support facilities and private views of the galleries by arrangement.

The National Museum of Scotland offers magnificent surroundings for delegates with unsurpassed Scottish service and hospitality – 'Inspiring Events Surrounded by History' is the ethos of entertaining in this exclusive venue.

For further information on this exciting new development for the city, please go to **National Museum of Scotland** [www.nms.ac.uk](http://www.nms.ac.uk)

## **Other stunning venues managed by National Museums Scotland include:**

### **The National Archives of Scotland**

One of Edinburgh's finest, historic public buildings and located in the heart of the city. Designed by the distinguished architect Robert Adam, the majestic building provides two fantastic event spaces for dinners, receptions and meetings.

The breathtaking Adam Dome with its sweeping gallery, soaring dome and intricate ceiling plasterwork is a beautiful backdrop to any event and accommodates up to 160 guests.

With magnificent views of Princes Street and North Bridge, the Lord Clerk Register's Room is a splendid venue for a range of gatherings – banquet up to 50 and receptions for 60. The ornate fire place and picture windows make this a unique space in an exceptional location.

[www.nas.gov.uk/venuehire](http://www.nas.gov.uk/venuehire)

### **Duddingston House**

One of the finest 18th century houses in Britain, now available for exclusive use. Painstakingly restored, this elegant building with great fluted Corinthian columns and tetrastyled portico creates a breathtaking impression. A spectacular chandelier, striking staircase and impressive artwork in the Great Hall entrance lead directly into each of six rooms with stunning contemporary décor, designer details and digital technology.

A flexible venue in grounds with a variety of sized rooms – perfect for away days, team building, dinners, receptions, seminars and product launches.

[www.duddingstonhouse.co.uk](http://www.duddingstonhouse.co.uk)

**All event enquiries for National Museum of Scotland, Duddingston House and the National Archives of Scotland should be directed to the Hospitality and Events team at NMS** [hospitality@nms.ac.uk](mailto:hospitality@nms.ac.uk).



## Case Study... The Federated Logic Conference (FLoC)



Most Ambassadors find organising one conference a challenge, but for Professor Leonid Libkin, one was not enough.

FLoC took place in Edinburgh in July 2010 and generated over £5 million in economic benefit for the city. The event was attended by over 1,200 delegates and consisted of eight conferences and 50 workshops held at Edinburgh First, The University of Edinburgh.

Professor Libkin had been on the Steering Committee for previous conferences and was finally persuaded to host the event in Edinburgh. Edinburgh has strong connections in this field with the School of Informatics ranked the strongest in the UK for research and contributing 10% of the UK's world-

leading research (Source: RAE 2008). The School was very supportive of the bid.

### Did you employ any external support to assist with the organisation of FLoC?

We decided to do everything in house. We received donations from key companies such as Microsoft, HP and Google, as well as funding from Research Councils UK. ECB assisted here in providing us with an economic benefit figure that the conference could potentially generate, thus showing value and enabling us to secure funding.

### The conference was hugely successful – why do you think that was?

We ran the most successful conference – the largest number of workshops, delegates and conferences. Most delegates stayed for five days and over 100 stayed the full two weeks with our highest attended day achieving 650 delegates.

We set the bar very high in terms of the paper submissions – taking only 20% of what was submitted. The workshops were a key element enabling delegates to come and listen and also to present.

We kept the registration fee low (£250) with over 80% of delegates registered on an early bird discount rate and provided inexpensive

accommodation using Pollock Halls. Edinburgh, with its famous landmarks, is an attractive city to visit – many delegates stayed on for a vacation after the conference.

### What has been the lasting legacy of the conference?

Cooperation at conferences, networking and the sharing of ideas is always a benefit. This conference helped put the School on the international platform. The reputation of the School is very high and so a conference like this helps us showcase this and ultimately attract the best talent to Edinburgh and to Scotland

### Would you volunteer to run a future conference?

*“On a smaller scale yes, but not one as large. But never say never!”*

#### Conference Factfile:

- Delegates – 1,200
- Type – International (over 900 delegates from overseas)
- Duration – up to two weeks (most delegates stayed 5 days)
- Venues – Edinburgh First at The University of Edinburgh
- Economic benefit – £5 million

## Save the date!

**Saturday 9 April 2011**  
*The Promise of Stem Cell Research*

This year's programme for the Edinburgh International Science Festival runs from 9 – 22 April and inspires people of all ages and backgrounds to experience the wonders of science and technology.

The Edinburgh Science Triangle is providing entertainment and workshops throughout the festival and will be hosting an exciting event on 9 April, in association with the Scottish Stem Cell Network.



Professor Anthony Hollander, the Arthritis Research UK Professor of Rheumatology and Tissue Engineering at the University of Bristol, will describe his personal journey in science and medicine, which in November 2008 included pioneering stem cell technology to save a woman's life.

An invitation is extended from EST and SSCN to attend this public talk, followed by a private drinks reception. A personal invitation will be sent to Ambassadors with further details and you are encouraged to confirm your place quickly as tickets for the speaker session are limited. Hope you can make it!

[www.edinburghsciencetriangle.com](http://www.edinburghsciencetriangle.com)  
[www.sciencefestival.co.uk](http://www.sciencefestival.co.uk)

## What's On?

*Below is a selection of conferences taking place over the next few months.*

For a full list please refer to the Conference Calendar under the membership section on our website [www.conventionedinburgh.com](http://www.conventionedinburgh.com)

Month	Event	Venue
<b>May</b>	CFA Institute 2011	EICC
	National Association of Decorative Fine Arts AGM	Edinburgh First – University of Edinburgh
	International Symposium on Myelodysplastic Syndromes	EICC
	Obstetric Anaesthesia 2011	EICC
<b>Jun</b>	European Union of Electrical Suppliers General Assembly	Sheraton Grand Hotel & Spa
	Neuroscience & Music IV: Learning & Memory	Assembly Hall
	Mothers' Union National General Meeting	Usher Hall
	British Pain Society Annual Conference	EICC
<b>Jul</b>	International Zebra Fish Conference	EICC
	11th International Symposium on Antarctic Earth Sciences	John McIntyre Conference Centre
	World Association of Girl Guides & Girl Scouts	Edinburgh Conference Centre – Heriot-Watt University
	Annual Meeting of the Association for the Study of Medical Education	Royal College of Physicians of Edinburgh
<b>Aug</b>	International Conference on Gas Hydrates	EICC
	IEA World Congress of Epidemiology	EICC
	Credit Scoring Conference	University of Edinburgh
	MediaGuardian Edinburgh International Television Festival	EICC

**Edinburgh Convention Bureau Ltd**  
29 Drumsheugh Gardens Edinburgh EH3 7RN  
Tel: 0131 473 3666 Fax: 0131 473 3878  
[www.conventionedinburgh.com](http://www.conventionedinburgh.com)  
[info@conventionedinburgh.com](mailto:info@conventionedinburgh.com)  
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