

Special Dossier

Organising Corporate Events in Switzerland

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SWISSTECH CONVENTION-CENTER LAUSANNE

Providing the Platform for Innovation in Swiss Romande

WRITER
Lindsay Michiels



The SwissTech Convention Center, which opened in 2014, marks the debut of the first fully automated venue space, located on the campus of the École polytechnique fédérale de Lausanne (EPFL). Situated 40 minutes east of the city of Geneva in Lausanne, the center is equipped with cutting edge modular technologies that compliment the city's reputation as a vibrant tech innovation incubator and tech research hub.

Andre Schneider, vice president for Resources and Infrastructure for the EPFL, has described the space as a "living laboratory for the future of conferences". The conference center has highly flexible modular flooring that can

be adapted to an event's specific needs, transforming from an auditorium to a cocktail or exhibition hall within 15 minutes.

The Canadian-patented Gala Venue Technology quickly and automatically transforms a tiered seating arrangement into a flat ballroom floor with no cracks or variation in height through motorized swivel columns that are attached to each row of seats and raised and lowered with a self-guiding system under the flooring. The possibility to transform an auditorium for a conference into one for a gala dinner without having to transport invitees is absolutely unique. Today, this technology provides unmatched flexibility in trans-

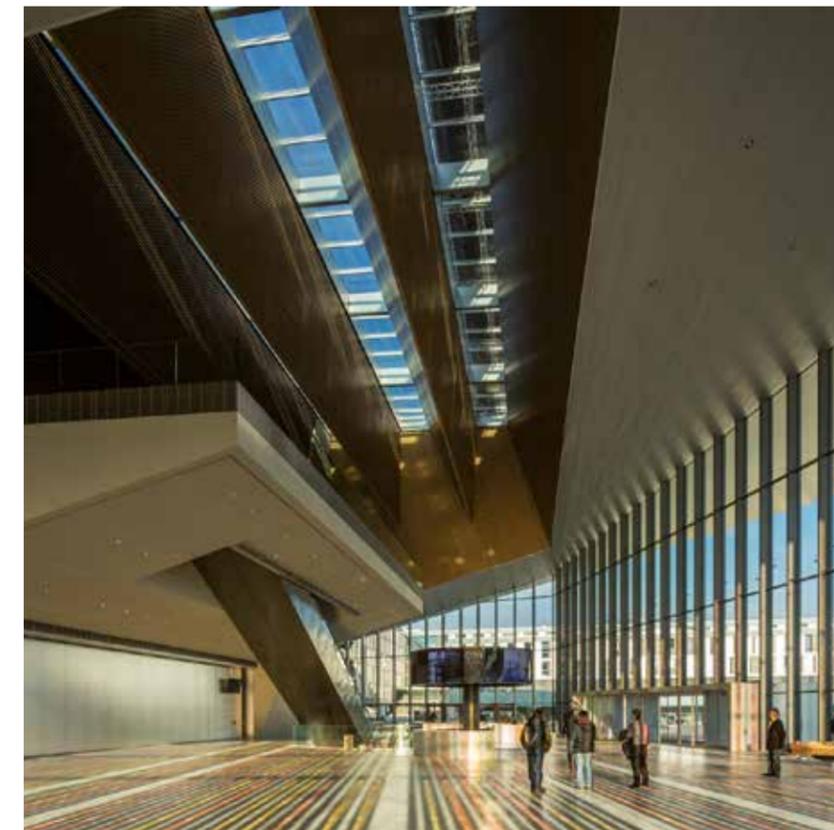
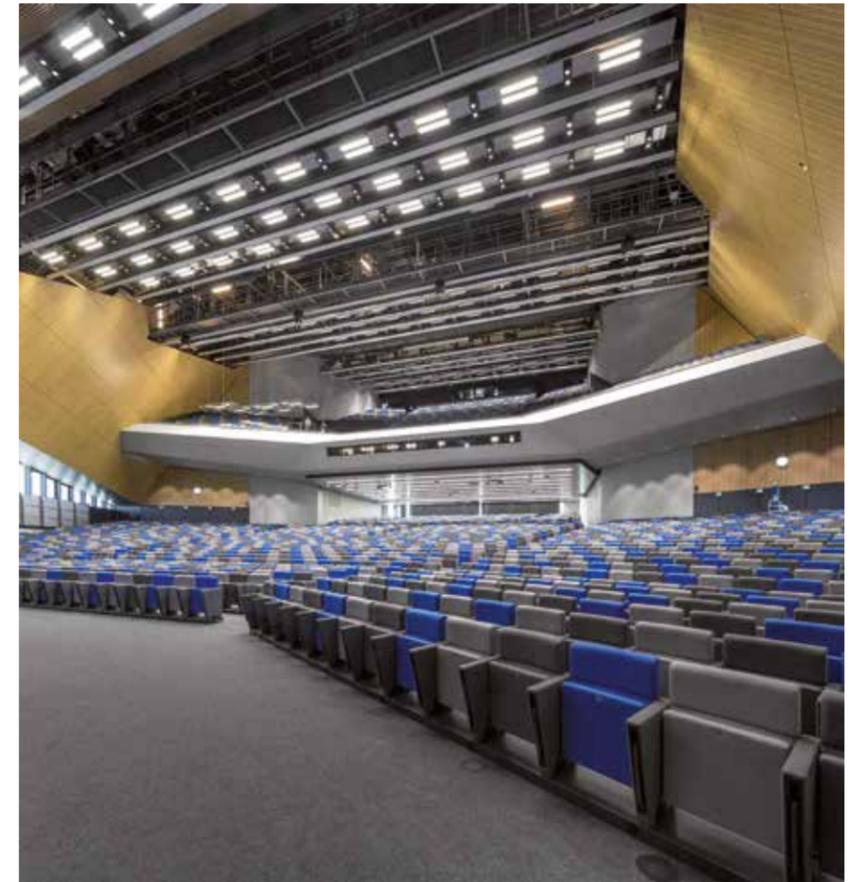


forming spaces currently not present in any other venue space in Switzerland.

This system allows for greater creativity in event configuration, utilizing

the same space for a variety of purposes over the duration of an event from exhibitions and receptions, to cocktail parties. These three module conference rooms can accommodate a total of 3 000 people, bringing an added value to high level meetings such as scientific congresses, corporate annual events, product launches, and general assemblies.

The SwissTech Convention Center sits in close proximity to EPFL, allowing for invitees to conveniently visit the campus, set up meetings with EPFL staff and professors, and invite speakers from the university to participate in events. The opportunity for knowledge transfer between the organizing company and attendees at these events, congresses, or product launches with events in EPFL



education and research sectors is a very unique asset that a hotel or a congress centre could not offer.

To host a product launch within the walls of the region's primary technical research hubs can heighten the value and scope of the event, giving added weight to a product or innovation.

Given many options for venues across the globe, the scientific and business community has hosted notable events at the SwissTech Convention Center, such as the Alpine High-Tech Venture Forum and the International and European Associations Congress. Upcoming events include the NCCR Robotics Annual Retreat, Swissquote's General Advanced Mathematical Methods in Finance Conference, and, in May 2016, the UNESCO Chair in Technologies for Development: From Innovation to Social Impact. In addition, a number of private companies in the Lake Geneva region have planned their end of the year celebrations in the venue. ««««

For more information:
www.tstcc.ch

CORPORATE EVENTS AT EINSTEIN MUSEUM

In the Footsteps of a Genius

This year, the Einstein Museum in Bern is in a festive mood. Various jubilees and the continuing popularity of the museum are a cause for celebration—and an excellent reason to follow in the footsteps of the genius together with partners, customers or employees.

Centenary of the General Theory of Relativity

Bern's Einstein Museum has a number of reasons to celebrate: it is now ten years since the opening, during the Einstein Year 2005, of the exhibition marking the centenary of the Special Theory of Relativity. Ten years after publishing his famous formula $E=mc^2$, Albert Einstein completed his General Theory of Relativity in 1915. The year 2015 marks the centenary of this second sensational discov-

ery and thus again puts Albert Einstein in the international spotlight.

At the original location of the 'Miracle Year' 1905

Albert Einstein (1879–1955) was living in Bern when his Theory of Relativity (published in 1905) turned our perceptions of space and time upside down. The Einstein Museum in the Bernisches Historisches Museum commemorates this sensational discovery at the original location. Over an exhibition area of approximately 1000 m², impressively displayed original objects, writings and films document the life of Einstein, while at the same time illustrating the major historical events of his time. Aspects from Albert Einstein's private and working life are considered and bring out the person behind the master. The discoveries the

scientist made in physics are explained by means of easy-to-understand animations. His love affairs, his commitment to the cause of nuclear disarmament in his later years and other personal insights paint a comprehensive picture of Albert Einstein as a person.



Scientist, private person and contemporary witness

Visitors to the exhibition walk in the footsteps of the physicist through the various stages of his life. Having spent his childhood in Ulm and Munich, he studied in Switzerland. In 1902, Albert Einstein's first permanent employment at the Swiss Federal Institute of Intellectual Property brought him to Bern, where three years later he went on to revolutionise physics with his groundbreaking theories. The scientist continued his research in Berlin, where he

worked on the General Theory of Relativity in the middle of the First World War. When practical proof of some of the theory was found in 1919, he gained lasting fame, which was yet further enhanced by his public support for European peace just before the outbreak of the Second World War. The exhibition comes to its conclusion in Princeton where Einstein spent the final years of his life.

500 000 people have visited the 'Person of the century'

Ten years after it was opened, the Einstein Museum continues to enjoy huge success and, so far, there have been 500 000 visitors. The museum is particularly popular with international guests and last year people from 54 different countries and from all continents visited the exhibition. Elected 'Person of the Century' by the news magazine TIME in 1999, the professor with the wild hairdo continues to fascinate us in the 21st century.

Corporate events at the museum

Albert Einstein's curiosity and persistence, as well as his boldness in breaking new ground, have made him a role model for many people. By visiting the Einstein Museum, the staff and members of companies or organisations are given an opportunity to discover the intellectual capacities of this scientist. There are excellent catering facilities at the Bistro Steinhalle in the museum park. Here, it is possible to organise practically anything from a stand-up reception to a multi-course meal. Separate rooms with the necessary infrastructure for lectures, conferences or gatherings of up to 200 people can also be rented at the museum.

Individual tours of the museum are possible using an audio guide available in nine languages. For groups, a competent team of specialists in history and science give visitors one-hour tours in English, German or French, providing fascinating information and entertaining anecdotes. In addition, the Bernische Historisches Museum, which houses the Einstein Museum, offers eleven other permanent exhibitions on history, archaeology and ethnography with objects from all periods of human history. «»»



Corporate Events at the Einstein Museum in the Bernisches Historisches Museum
Tue – Sun 10 am – 5 pm, Mon closed

- Corporate events in a historic ambiance
- Infrastructure for corporate events of up to 200 people
- Guided tours in English, French and German

For more information: Elke Guth, +41 31 350 77 19, elke.guth@bhm.ch.

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Bistro Steinhalle
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Montreux Riviera

WRITER
Lindsay Michiels



Nestled between some of the world's most beautiful mountain ranges and Lake Léman, Montreux Riviera is an ideal location for making unique memories and hosting unforgettable events. From the Geneva airport, Montreux Riviera is a forty-minute drive by car and one hour by train via a breath-taking route through the UNESCO registered Lavaux terraced wine vineyards.

The 2m2c Montreux Music and Convention Centre, one of the region's main venues, is walking distance from an estimated 1 000 hotels rooms in Montreux's city centre, along with restaurants, a casino, shopping areas, and a promenade along Lake Léman. Visitors also have a number of centrally located hotels to choose from where modern taste and amenities tastefully meet the grand Belle Epoque designs of

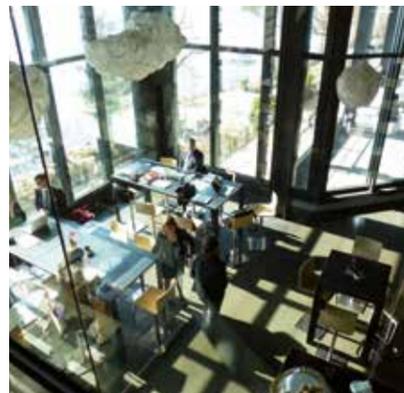
the early 1900s.

The area offers a wealth of activities for corporate retreats and team building conferences at convenient distances. A one-hour commute is all it takes to access Switzerland's glorious glaciers, which receive year round snowfall. But a glass of Chasselas is just as easily had on an outdoor wine terrace, followed by a refreshing swim in the lake—all in the same day.

The quaint city of Gruyere is 1 hour by train on the well-renowned GoldenPass line, which offers panoramic windows specially designed for observing the magnificent natural scenery. Rochers-de-Naye is only 45 minutes away, where extraordinary views on Montreux, Lake Léman, and the Alps are all in a day's work.

For a downtown experience, take in any number of museums along the riv-

iera. To debut in 2016 is Nestle's "Nest", named after it's famous company logo. The complex will be a fun and innovative centre that tells the story behind Nestle and its brands, just behind the railway station in Vevey. The floor of the Vevey Castle is host to the Brotherhood of Winegrowers, which traces the unique cultivation of grape vines in the region. Finally the life of former Montreux Riviera resident Charlie Chaplin will be exhibited with the debut of "Chaplin's World", opening its doors to the public in Spring 2016.



A true gem, the region holds a wealth of timeless experiences for both visitors and residents.

2M2C CONVENTION CENTRE MONTREUX

High Quality on a Small City Scale

WRITER
Lindsay Michiels

The 2m2c Montreux Music and Convention Centre sits right on the edge of Lake Léman, in the heart of Montreux. The 18 000 square meters centre echoes the city's strong history as a place for convening and hospitality. This small city nestled within the Swiss Riviera has been convening meetings since the end of the First World War and home to the signing of the Montreux Convention which gave Turkey control of the Bosphorus Strait.

In the 1950's, Montreux became a popular place for congresses organized by the television industry, one of the decade's most cutting edge and innovative industries. It was due to the growing popularity of congresses hosted in Montreux that the city decided to invest in a convention centre, which was built in 1973.

General Manager of the 2m2c Montreux Music and Convention Centre, Rémy Crégut explains, "I don't think there is a place in the world where you can host such a range of events. Through the year, 2m2c is home of the Montreux Jazz Festival, but also hosts comedy festivals and annual conferences to UN peace negotiations and medical congresses. The technology we've invested in accommodating the technical aspects of music festivals means there is capacity of a number of other types of events".

The 2m2c has recently renovated the Stravinski Auditorium which offers the most cutting edge acoustic technology to accommodate the Annual Montreux Jazz Festival. The auditorium's mobile ceiling allows for the acoustics to be adapted based on the sound requirements of any concert or event.

Rémy Crégut, describes, "Our challenge is to have the best technology in place to ensure the most modern standards in hosting a festival". Approximately 7 million Swiss francs has been invested in the acoustics of venue to provide exceptional results, making it one of the best equipped concert halls in Europe.

Year-round, the 2m2c also serves as a multi-purpose venue, which includes an



Rémy Crégut, General Manager of the 2m2c

auditorium for hosting up to 1 800 guests. The 2m2c also has a multi-purpose hall which hosts up to 1 200 guests. Event teams at 2m2c are dedicated to planning a diverse range of events, with different levels of security in place, meeting technological needs or other more unique requirements.

Montreux, a city of only 25 000 inhabitants provides the right scale for holding diverse events. As such a city is reliant on these types of events and tourism for their local economy, so there is much more dedication from a variety of stakeholders that would not be even remotely possible in cities like Paris or New York.

"We know how to please organizers. When we meet with them on a particular event, we are able to have all the key actors present at the table. From the head of the tourism office, to key hotel managers to security or policemen; we

all work together to ensure all the pieces fall in place", says Mr. Crégut.

Approximately fifty percent of 2m2c clientele are consistent customers, some that have been holding events at the centre for the past thirty years. This is a clear indication of the quality of services offered.

Montreux Music and Convention Centre is close to a good range of quality hotels, also all walking distance from key city attractions. All buses and public transport are also free for anyone staying at a hotel in Montreux. Finally, the 2m2c sits on the edge of Lake Léman never failing to impress visitors with stunning views of the Alps opened by the expansive and translucent, blue water. ««««

For more information:
www.2m2c.ch



Palexpo: seven exhibition halls, eight flexible conference rooms, and a flexible outdoor space

Switzerland is traditionally known as a country of destination for its renowned ski resorts, great hiking, luxurious hotels, and a unique wine culture. The smaller scale allows visitors, whether coming for business or pleasure, an opportunity to access a variety of experiences in a relatively short period of time.

Additionally, with the emergence of multi-nationals and the United Nations over the past 20 years, it has become a very attractive place for hosting high level events: Davos World Economic Forum Annual Meeting and Art Basel to name a few.

Venues with originality, flexibility, and exclusivity that provide a source of inspiration for both organisers and attendees are the key to a successful event. Mr. Antoine Painot, director of events at MCI, a Geneva-based events management company, says that “a venue or place plays a key role in an attendees experience of an event, and a good venue serves as a continuation of the theme of an entire event.”

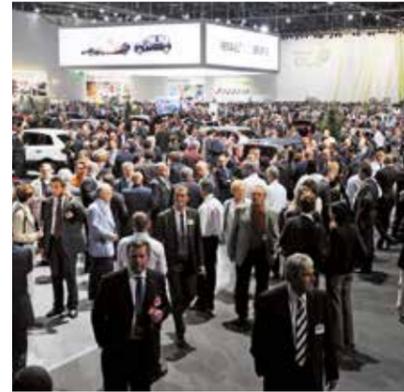
MCI offers some key insights as to why the Swiss Romande is such an at-



Palexpo's Villa Sarasin, a 19th century villa

tractive place for hosting congresses, festivals, and conferences. Mr. Painot explains: “Besides the area’s magnificent beauty, the Swiss Romande region is easily accessible from all cities in Europe. The area hosts original and innovative venues coupled with a ‘Swissmade’ service and experienced, reliable partners.”

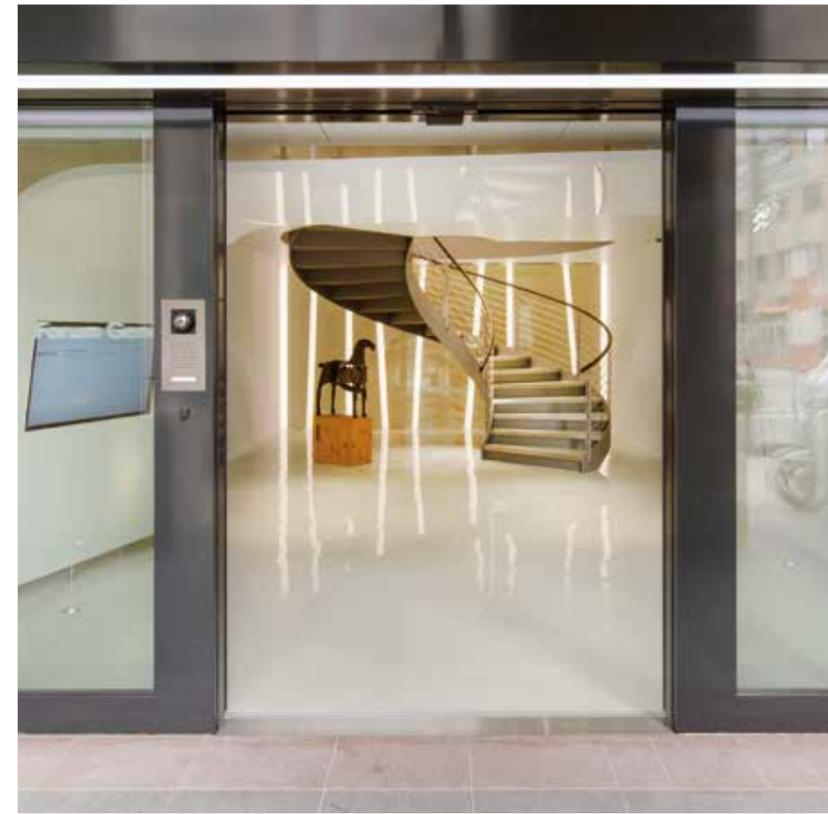
Swiss Romande presents a wide variety of venue options that enhance the experiences of attendees, clients, and partners, for conferences and congresses, festivals, shows, and galas.



The Annual International Motor Show

Palexpo: The Small Among the Great

Palexpo is conveniently located in Geneva, Switzerland, neighbouring the city’s international airport and a stones throw from its train station. For the past several years, Palexpo has been the home of Geneva’s International Motor Show, Art Geneva, and a line-up of conferences, including the International Association of Public Transport. Contributing to the cosmopolitan and global reputation of Geneva as a city, it also hosts a number of world-renowned trade, scientific, tech, and cultural events.



The Forum Genève, Credit Suisse Group's hub for conferences and courses in Geneva

With seven exhibition halls, eight flexible conference rooms, and a flexible outdoor space, the infrastructure also includes Villa Sarasin, a lovingly-restored 19th century villa with approximately 300 square meters for private receptions, special networking events, and exclusive galas. The entire exhibition and conference centre offers 106 000 square meters of floor space.

Palexpo prides itself on a sustainable development policy and commitment to responsible meetings. It aims to reduce transfers by offered a maximum amount of services in-house, recycles 70 per cent of waste, and derives electricity from renewable sources.

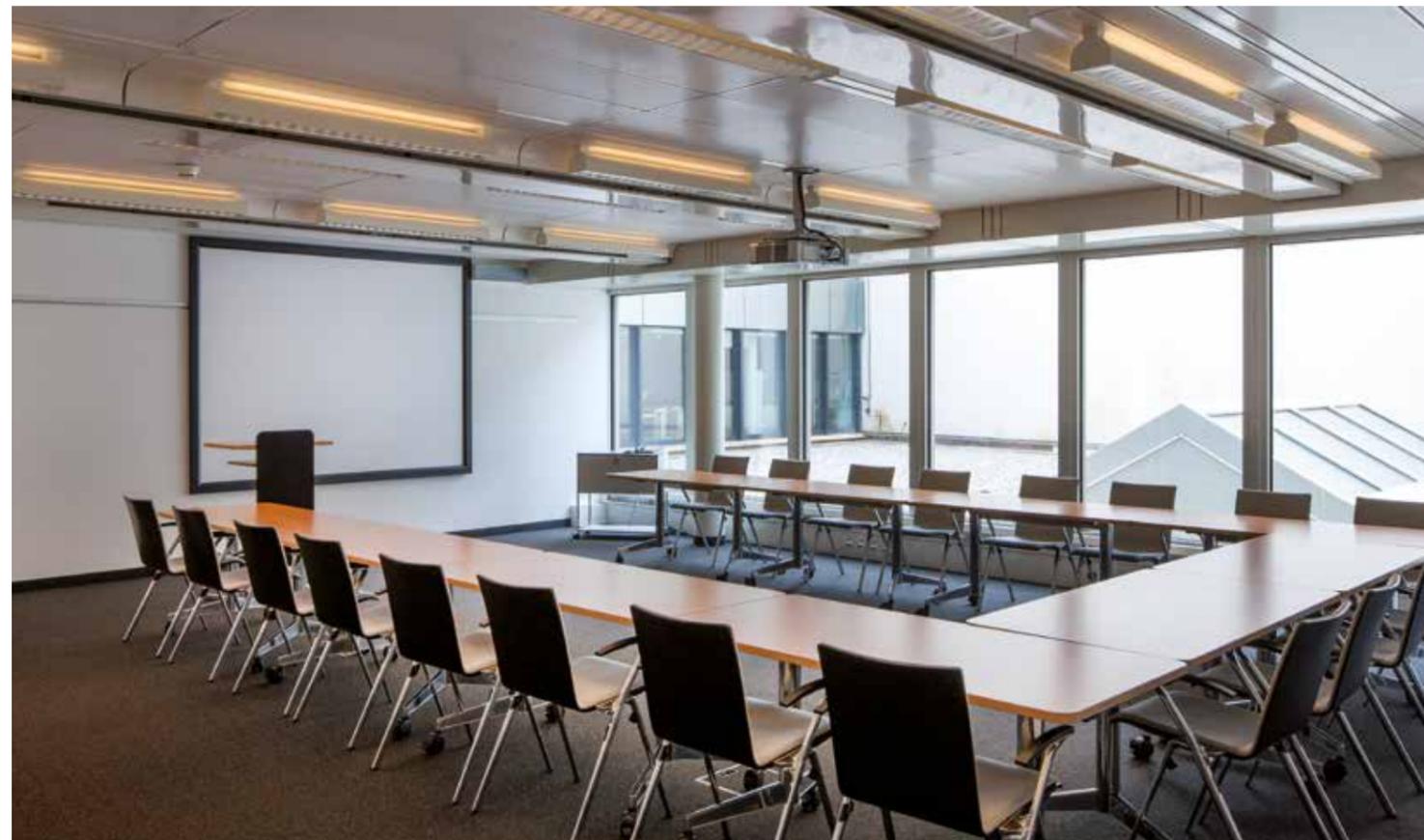
The Palexpo events team offers a wide range of services to include an in-house restaurant and audio-visual, translation, and catering services. The team is also passionate about developing their own events that fall within the corporate mission, which is to serve as a tool for the regional community and generate economic development into Geneva and its region.

Credit Suisse Forum

Forum Genève is Credit Suisse Group’s hub for conferences and courses. Located just below the Palais de Nations and 150 meters from the train station, the centre provides a space conducive to discussion, professional exchange, and cultivating partnerships. Opening its doors in 1992, it has been continually renovated to meet the most modern standards for comfort and design.

The Forum Genève’s events team offers multi-lingual support and can deliver targeting advice on a range of themes, from planning and hospitality to invitee experience. Catering services are also available. Clients are given customised proposals to meet any detailed or demanding event requirements. The Forum Genève also hosts regular events open to specific targeted audiences or are accessible by invitation.

The Forum Genève space is composed of two auditoriums, each with the capacity to hold up to 90 persons, two foyers, a salon, and a meeting room. Each of the meeting rooms are equipped with live communications devices for audio or video conferencing. The foyers are an ideal venue for events with versatile needs, including product »»»





The CFF Business Centre in the Geneva train station



CFF Business Centre

The Swiss Federal Railway, also known as SBB, CFF, FFS, renovated the Geneva train station, Gare Cornavin, in 2014 and opened a new Businesspoint Centre. The centre is situated within the newly renovated SBB Station next to Migros, on the first floor. 800 square meters are divided up into three zones for reception and meeting, open working, and conference rooms and private offices. The space is engineered to meet a variety of needs.

With a reservation at Businesspoint guests enjoy the reception and meeting zone, where they can receive support from SBB staff on anything from travel itinerary to making a restaurant reservation in town. Snacks and refreshments are also available.

The open and modern working space, which includes small offices and cubicles, makes Internet and printers available on use-based fees rather than reserved hours. And it does not matter if they're an SBB traveller or not, access is open to anyone*.

launches or annual meetings that end with a cocktail or gala in the same space. The venue also has a fully operational restaurant with a full dining area and kitchen for cooking workshops.

Compared to the many options in Geneva to host an event, Forum Genève is both classy and convenient. It is located in Geneva's city centre, which allows event invitees to easily retire to a nearby restaurant or bar in the downtown area.

For more formal meetings, individuals or groups can reserve conference rooms for up to 48 guests. Centrally located, discrete, and versatile, it is an appealing alternative to more conventional meeting areas like hotels. For clients traveling to Geneva, Businesspoint provides easy access to bus transportation, or a quick jaunt to the Geneva airport is all the less hassle, and saves time. Conference rooms have integrated technologies designed to meet a variety of conferencing needs, to include presentation infrastructure.

Director of SBB for the Swiss Romande region, Christian Rossi says that, "the real key advantage to SBB Businesspoint is that our pricing is all inclusive and with no extra charges for the additional services offered. We realise this is a big asset."

SBB is excited about this new element, which enhances the work atmosphere of its travellers as well as the general public. ««««