

Eventos Internacional

Site Inspection ESOMAR 2015

Novembro 2014

SÃO PAULO CONVENTION & VISITORS BUREAU

Apoio

Elisabete Sorrentino, Cintia Hayashi



Visita de Inspeção

ESOMAR 2015

Evento: ESOMAR Latin American Conference

Entidade Apoiada: World Association of Research Professionals -ESOMAR-

Expectativa de Público: 500 pax
ICCA: 6004621

[Website](#)

Data visita de inspeção

04 e 05 de novembro

Participantes: Helen Parker (Sales and External Relations Manager – ESOMAR) e
Cintia Hayashi (SPCVB)

Motivo: Visita da representante da ESOMAR World Research à cidade de São Paulo, sede do LATIN AMERICA 2015

CARNIVAL OF INSIGHTS:
CELEBRATING RESEARCH
São Paulo / 26-28 April.

Foi realizada uma apresentação do trabalho do SPCVB, visita ao Hotel Hilton, espaços para sediar o jantar de abertura e um city tour pela cidade de São Paulo.



Site Inspection São Paulo - ESOMAR 2015

Dates: November 4th an 5th 2014

Event: ESOMAR Latin American Conference – São Paulo 2015

Participants

Helen Parker	Sales and External Relations Manager - ESOMAR
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Supporter

Cintia Mari Hayashi	International Event Analyst SPCVB
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Wednesday, November 5th

09h00 Meeting at Hilton Hotel with SPCVB

10h00 Hilton Site Inspection

11h15 Walk to Club A – Sheraton Hotel

11h30 Club A Site Inspection

12h00 WTC Sheraton Site Inspection

12h30 Lunch at Barbacoa D&D

13h30 Barbacoa and Bon Restaurante Site Inspection

Thursday, November 6th

09h00 Meetings at Hilton Hotel (Only Helen)

13h00 Pick up Helen to City Tour

14h00 Lunch at Mercado Municipal – Mortadela Brasil

14h40 Continue the City Tour

17h30 Departure to the Airport – GRU International Airport

19h00 Check in at the Airport

22h20 Helen's flight

Visita de Inspeção

ESOMAR 2015

Hotel Hilton São Paulo
Morumbi



Helen Parker (ESOMAR),
Meireane Carvalho e
Renata Caldas (Equipe de
vendas Hilton) e Cintia
(SPCVB)

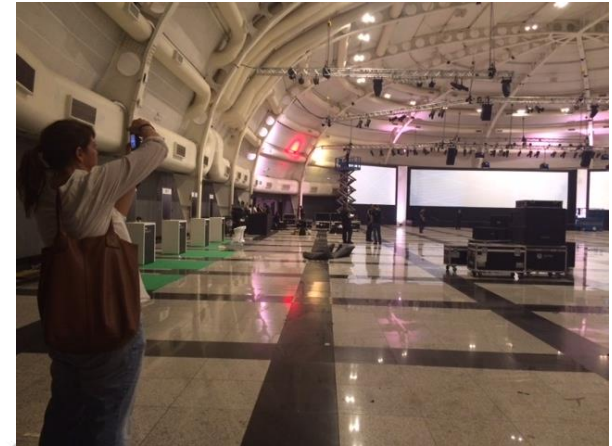


Helen registrando as
dependências do Hilton
São Paulo Morumbi

Visita de Inspeção

ESOMAR 2015

Club A, Sheraton São
Paulo e WTC Convention
Center



Cintia, Helen Parker e Isabela Perazza (Gerente de Vendas Internacional, Sheraton São Paulo WTC Hotel) em visita ao Club A – indicação para sediar o jantar de recepção e visita ao WTC Convention Center – possível espaço para sediar o mundial.

Visita de Inspeção

ESOMAR 2015

Barbacoa D&D e
Resturante Bon



Almoço no Restaurante Barbacoa D&D.
Naelson (Gerente Barbacoa), Helen e
Cintia



Visita ao Restaurante Bon - Rede Barbacoa e
vizinho do Barbacoa D&D - para o jantar de
recepção (200 pax)

Visita de Inspeção

ESOMAR 2015

City Tour
Mercado Municipal
Almoço no
Mortadela Brasil



Visita ao Mercado Municipal e almoço no Mortadela Brasil

Visita de Inspeção

ESOMAR 2015

City Tour
Pacaembú e
Vila Madalena



Visita ao Museu do Futebol e Estádio do Pacaembú



Visita ao Beco do Batman e Coffee Lab - laboratório de torra, degustação e preparo de cafés, localizados na Vila Madalena

Visita de Inspeção

ESOMAR 2015

Release – Facebook SPCVB

Release SPCVB. Disponível em:
https://www.facebook.com/groups/spcvb/338508616300858/?notif_t=group_activity



Spcvb Convention with Cintia Mari

November 5 at 4:24pm

O SPCVB, representado por Cintia Mari, da área de eventos Internacional participou nesta manhã, da visita de inspeção em hotéis e espaços da região Berrini, para sediar o ESOMAR - Latin American Conference, evento captado para a cidade de São Paulo com o apoio da entidade e que acontecerá em abril de 2015.

Na foto1: Helen Parker (Sales and external relations manager - ESOMAR), Meireane Carvalho (Coordenadora de vendas - Hilton São Paulo), Cintia Hayashi (SPCVB) e Renata Calda (Gerente de vendas - Hilton Sao Paulo Morumbi)

Foto 2: Cintia Hayashi (SPCVB), Helen Parker (Sales and external relations manager - ESOMAR) e Isabela Sanches Perazza (Gerente de vendas Internacionais- Sheraton São Paulo)

[See Translation](#)



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Visita de Inspeção

ESOMAR 2015

Oportunidade de
Negócios geradas

- 1) Agência de Viagens
- 2) Restaurantes
- 3) Espaço para eventos



Agência de viagens escolhida para o city tour.



Restaurantes escolhidos para as refeições.



Espaços para eventos escolhidos para visitar.

Visita de Inspeção

ESOMAR 2015

Feedback da Associação Internacional

"I was first introduced to Cintia a number of weeks before my visit, and I was impressed by the offer to assist with our event where possible. I personally had no real expectations of our meeting nor any real idea of what Sao Paulo has to offer.

Cintia has extremely helpful during our meeting and with that of the Hilton itself. I was personally only expecting to receive details on brochures and extended stays in Sao Paulo, but instead Cintia took me to visit other venues, which I was not expecting and was very grateful for.

We visited 2 dinner venues Club A Site and Barbacoa and Bon Restaurants. Plus thanks to Cintia, we visited the Sheraton congress center for potential larger congresses in the future. It is always helpful for ESOMAR to visit venues and this was unexpected. During these visits Cintia shared very interesting and useful information with me, and my interest in Sao Paulo increased. As this visit was for business, I was not expecting to have the time to see much of Sao Paulo. However Cintia was kind enough to organize a last minute tour and for me to be dropped off at the airport.

The tour was fantastic and even though I have only seen a small component of Sao Paulo, I have walked away with a new appreciation of the city and it's culture. I will be recommending to my colleagues and to delegates that Sao Paulo is certainly worth staying for 1 extra day and in fact, I will suggest staying 2 or more days. It is a wonderful energetic city and I look forward to returning".

Thank you for all of your support.

Helen

