

3rd edition

**MIS**<sup>+</sup>  
INTERNATIONAL

Meetings in the   
1 - 3 OCTOBER 2023  
MARBELLA **SUN**

# SUMMARY REPORT



## SUMMARY

The third edition of MIS International took place in Marbella from October 1st to 3rd, and brought together a balanced mix of international meeting buyers and Spanish suppliers.

The workshop welcomed buyers from South Africa, Canada, USA, UAE as well as European planners from France, Germany, UK, Italy,... Suppliers ranged from different Spanish cities, DMCs, venues and hotels, activities and technology.

Participants stayed at the newly opened Hard Rock Hotel - Marbella.

### **3D/2N of business and fun**

The workshop kicked off with a welcome cocktail - dinner at the Hard Rock Hotel - Marbella, accompanied by live music.

Business meetings were held during the two mornings at the hotel. Buyers were assigned tables and each buyer - supplier meeting had a 15-minute duration.

But not everything was about business... During the afternoon, the group enjoyed lunch on the terrace at the Maruja Limoon restaurant, hosted by the Costa del Sol Convention Bureau. Located next to the Iglesia de Nuestra Señora de la Encarnación, the group witnessed and applauded a couple who got married at the church. No, this was not programmed by the organisation!

To discover and enjoy some of the possibilities of things to do in Marbella, and to provide a fun and dynamic environment to build relationships, participants can choose an activity among three options: a hike through the Buenavista Mine – an abandoned mining complex located in the Sierra Blanca of Marbella; a tour of Marbella's old town with wine tasting and a percussion workshop to learn about Flamenco and its music.

Dinner was held at the beachfront restaurant, La Milla, hosted by Turismo Andalucía. The group was welcomed by a "coro rociero"; a typical chorus from the Andalusian region. The coros rocieros are born from the fervour of María Santísima del Rocío, whose devotion dates back to the 12th century. They are usually present in religious ceremonies as well as weddings and communions. Some participants even showed off their impressive Flamenco dance moves while others clapped and cheered on.

The last day, the workshop ended with lunch at the Hard Rock Hotel with its iconic cheese burger menu and goodbyes in between. Lunch boxes were also prepared for buyers who had to leave earlier.

All good things must come to an end but as we say in Spanish, it's not an "adios" but a "hasta pronto". We look forward to having you with us at the next edition of MIS International, which will be hosted in Valencia 2024.

## **See you in Valencia!**

**6 - 8 October, 2024**



120 PARTICIPANTS

46%

BUYERS

47%

SUPPLIERS

7%

ORGANISATION

## BUYERS

Average  
evaluation on  
quality  
(maximum 5)

4.9

Workshop in  
general

4.7

Suppliers



## SUPPLIERS

Average  
evaluation on  
quality  
(maximum 5)

4.9

Workshop in  
general

4.8

Buyers



## APP USAGE

378

Messages sent

5,864

interactions

1,353

meetings 1to1

1,791

contacts  
scanned

Excellent organization, good meetings, and great extra activities, especially gastronomy, which was outstanding!  
- Goran Valic, Terra Mundus BV (Buyer)

A good networking space and a very diverse buyer profile which contributed to the success of MIS International 2023.  
- Belen Perez Gascon, Turismo Costa del Sol (Supplier)

My overall experience was really good and I prefer MIS in front of other similar forum and tradeshows.  
- Fredrik Eliasson, Coworker Events (Buyer)

The quality of the event is good, as well as the seriousness and commitment of the buyers.  
- Marisa Martin, Higuera Málaga, Curio Collection by Hilton (Supplier)

A really enjoyable and informative 2 days learning about Marbella and the region.  
- Samantha Salisbury, Jonsam Events Ltd (Buyer)





## BUYERS

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**CONNECTING MEETING  
PROFESSIONALS SINCE 2000**

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**eventoplus.com**

The largest meetings directory with more than 2,000 suppliers. More than 26,000 page view per month

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Digital newsletter sent to more than 17,000 subscribers, 3 issues per week



**eventoJobs**

The only job search platform dedicated to the meetings industry in Spain

### COMMUNITY

#### Social networks

More than 55,000 followers



### INDUSTRY AWARDS



**Premios eventoplus**

The most prestigious awards for the Iberian meetings industry (19th edition, Sep 2024, Madrid)

### PRINT



**eventos Magazine**

The leading reference publication of the meetings industry. More than 5,000 subscribers, 15,000 readers. Distribution audited by OJD.

*\*Published in Spanish*

#### Venues guide

Exclusive directory dedicated to showcase venues for meetings

*\*Published in Spanish*

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A practical guide of who's who and what each agency offers in Spain

*\*Published in Spanish*



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#### Personalised guides

We help destinations and companies in defining content in practical formats to communicate their offers effectively. Ask us for yours!

### FACE-TO-FACE



**MIS (Meeting & Incentive Summit)**

A one-day conference-workshop with Spanish buyers and international destinations and suppliers (12th edition, 7-8 Feb 2024, Madrid)



**MIS International**

3D/2N workshop that connects international meeting buyers with Spanish suppliers, complete with destination experiences and networking

(4th edition, 6-8 Oct 2024, Valencia)



**MIS Andalucía**

Experiential workshop to discover the market offers in Andalusia (2nd edition, 28-29 May 2024, Cadiz)



**BED (Barcelona Event Day)**

A one-day business and networking event that connects meeting planners and suppliers in Barcelona (7th edition, 9 Jul 2024, Barcelona)



**MED (Madrid Event Day)**

A one-day event dedicated to production and technology for meetings (2nd edition, Sep 2024, Madrid)

**SPORTS & EVENTS  
WORKSHOP**

**Sports & Events  
Workshop**

The first specialised international marketplace where suppliers meet with sports events and meetings buyers (3rd edition, 9-11 Apr 2024, Mallorca)

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