

## Convention and Incentive Marketing Magazine - March 2005

### Nelson and the "WOW" factor



If a conference doesn't already have a set theme, in Nelson the scenic beauty and ambience are subtly injected. That is the view of Nelson Convention Bureau manager Astrid Fisher, who says Nelsonians like to put something of their area into a conference to make it memorable. "Seafood, art and culture, and food and wine typify the region."

Conference venues in and around Nelson are diverse and interesting. In the centre of Nelson, the Rutherford Hotel Nelson - A Heritage Hotel regularly hosts themed gala dinners. Conference manager Glen Thompson says that about 80 per cent of conference groups theme their gala dinner. "If they're looking for ideas we suggest involving the WOW aspect and a sea/seafood theme." Nelson company Creative Occasions is used by the hotel to do its theming work. "They have been working with us for quite a few years and know the hotel well." says Thompson.