



Dear ICMA Participant,

We would like to offer you a very **warm welcome to Amsterdam**, where we are joined by attendees from across 26 different countries for the **ICMA Spring Conference 2016!** This letter is to help you orientate yourself as you settle into the hotel, and make sure you don't miss anything at the start of the event. Throughout the event you can reach me on the ICMA mobile +31 615 067 378 should you have any questions. Please note that the usual programme format has changed, so even if you have attended many ICMA conferences please check the programme carefully so you don't miss any important sessions. We now have for a second time, an official closing session on Friday afternoon.

#### **Wednesday 4 May**

Boot Camp Registration 12.00 – 13.00 (Room: Atrium Foyer in the Conference & Meeting Center on Level 1)

You can pick up your badge and conference schedule from the ICMA registration desk. Please let Hannah know immediately if there are any changes we should be aware of.

SEO Boot Camp 13.00 – 17.00 (Room: Matterhorn 2 in the Conference & Meeting Center on Level 1)

This session is additional to the main conference programme and only open to those who have pre-registered and pre-paid.

General Registration 18:30 – 19.00 (Room: Atrium Foyer in the Conference & Meeting Center on Level 1)

Come and collect your badge and conference schedule from the ICMA registration desk.

Welcome Reception 19.00 - 22.00

Join us in the Atrium Foyer located in the Conference & Meeting Center on Level 1, for our welcome reception drinks and buffet. We will also be celebrating ICMA's 30<sup>th</sup> anniversary so this is an important event!

#### **Thursday 5 May**

Conference Registration 08.00 – 08.30

There will be a last chance to register at the ICMA registration desk set up in the Atrium Foyer on Level 1 for the late arrivals to collect their badges and conference schedules. Breakfast is also served from 07:00 – 08:45 in the main hotel restaurant.

Plenary Sessions 08:45 – 17:00

Plenary sessions start at 08.45 in Matterhorn 1+2 in the Conference & Meeting Center on Level 1. You will receive full details of Thursday & Friday's schedule at the registration desk. You can also view the full programme on the ICMA website using this URL <http://bit.ly/1VrgobJ>

Group Dinner 19:315

Please meet in the hotel foyer at 19:15. The venue is just a 2 minute walk from the hotel and we will be departing at 19:25 sharp.

#### **A few helpful hints for your stay**

- All breakfasts will take place in the main restaurant Silk Road
- Lunches on Thursday and Friday will take place in the main restaurant Silk Road
- All coffee breaks take place in the exhibition lounge – Atrium Foyer on Level 1
- Wifi is complimentary for ICMA attendees. To access in meeting rooms please follow these steps to log in:
  1. Connect to the conference room (in the case of Thursday 5 May morning please connect to Matterhorn) through the internet settings. The Wi-Fi password is then: MHRamsterdam0000
- Checkout time is 12.00 – If you are leaving on Friday please be sure to check out before the morning session starts or during the morning coffee break. The concierge will store your luggage until departure.

I look forward to seeing you very soon!

A handwritten signature in dark ink, appearing to read 'Hannah Worrall', written in a cursive style.

Hannah Worrall