

LARGEST CONVENTION CENTER IN A 5-STAR HOTEL

Sheraton Grand Bengaluru Whitefield Hotel & Convention Center has launched the largest convention center in a 5-star hotel. The convention center is a monumental venue with the largest pre-function area in the city. Equipped with state-of-the-art audiovisual facilities and located in the multinational IT hub of Bengaluru, the convention center promises to be the defining element for any occasion – be it a corporate event, an elaborate wedding or a party. Sharing his views on the much-awaited launch, General Manager Faiz Alam Ansari said, “The hotel is elated to announce the opening of the grandest convention center in the city. The dynamic venue is the first of its kind in a 5-star hotel



and a benchmark as the ideal MICE space. MICE contributes significantly to the year-on-year growth in our hospitality portfolio, therefore the launch will greatly add value and generate revenue for the property.”

As a primarily business-oriented hotel, the Sheraton Grand Bengaluru Whitefield Hotel & Convention Center has a

convention space which is designed to host a meeting capacity of up to 2,000 people spread over 2,602 sq m and structured with a ceiling height of 50 feet. It is integrated with an ultra-modern audio-visual facility and technical specs such as the 13,000 ANSI Lumens projectors as well as an in-built stage. Convention centers are becoming a vital element for every hotel design, which are addressing the increasing demand for MICE venues. Since the MICE segment is growing rapidly, the facility of a convention center becomes a necessity and not a luxury for hotels. The centers offer special conference packages and various F&B options to entice the MICE segment.

Today, one of the greatest challenges that MICE hotels face is retaining a share in the increasingly competitive marketplace. The Sheraton Grand Bengaluru Whitefield Hotel and Convention Center is proactive to the needs of MICE travelers. This gives it a competitive advantage.

Museum, Visvesvaraya Industrial and Technological Museum and the newly opened Indian Music Experience, among many others. The city is also known for its interesting food joints where you can sample everything from traditional to contemporary and is a haven for foodies.

EDUCATION

An education hub, Bengaluru has a lot of schools and colleges especially for professional education. The Central College of Bangalore established in 1858 is the oldest college in the city. Some of the important educational institutions include the International Centre for Theoretical Sciences, Indian Institute of Management, Indian Statistical Institute, Institute of Finance and International



The Indian Institute of Science

Management, Institute of Wood Science and Technology, Indian Institute of Astrophysics, Indian Institute of Science, Jawaharlal

Nehru Centre for Advanced Scientific Research, National Centre for Biological Sciences, National Institute of Mental Health and Neuro