

CAROLYN DOW, the Dow Consultancy

Carolyn Dow is based in Edinburgh, Scotland, and has worked in the meetings industry for more than 25 years, heading up the Scottish Convention Bureau, and helping establish EventScotland. In the course of work she has traveled extensively internationally, and has been a speaker/presenter at conferences, seminars and industry events in Asia, the Americas and Europe. In 2004 she set up her own company, the Dow Consultancy, offering destination marketing advice and consultancy services particularly where the target markets are meetings and incentives.

She is active in both SITE and MPI, being Chair of the SITE European University in Istanbul in 1998, and serving as President of SITE International in 2001.

She was a member of the SITE Chapter Council for 3 years, and in 2005 and 2006 acted as SITE's trade show education co-coordinator and liaison. In February 2006 she was delighted to be appointed as Director of SITE's first ever regional office, charged with increasing SITE's membership and awareness in Europe.

In MPI she has been a member of the Host Committee for the PEC-Europe 2004 in Edinburgh, the MPI International Brand Marketing Committee and the International Research Committee.

She is honoured to have received the EIBTM/ITME Incentive Travel Personality of the Year 1998 Award for Europe, Africa and the Middle East.