

## **PATRICK M. DELANEY**

Patrick M. Delaney is managing director of Ovation Group. Ovation is a fast growing multi-disciplined organization operating in a global marketplace providing communication solutions to associations, corporations and agencies. The company designs, plans and manages conferences, events, incentives and destination experiences for clients both nationally and internationally

Ovation Group's training division provides a broad range of courses in tourism, marketing and customer care.

Prior to founding Ovation (previously known as Delaney Marketing), he served as vice president of marketing & sales for Adare Manor, a historic, five-star manor. He was responsible for setting up and coordinating the International Adare Music Festival, which attracted over 21,000 visitors in its third year.

He has extensive knowledge of the travel, meeting and incentive industry, having worked for major hotel chains in Canada and Ireland and for a destination management company in Italy. Mr Delaney has 11 years working in the tourism sector in North America and headed up the marketing function of the Irish Tourist Board. He has given training seminars in the meetings and incentives business and in tourism and marketing in North and South America, Asia and Europe.

Patrick Delaney holds a degree in Hotel and Catering Management and a BSc in Business Studies from Trinity College Dublin, as well as the prestigious designation CITE, Certified Incentive Travel Executive and the CMM, Certified Meeting Manager from MPI, Meeting Professionals International. He is a Fellow of the Irish Hotel & Catering Institute, the Marketing Institute of Ireland as well as attaining the top recognition awards from EIBTM, IT&ME and IMEX the meeting and incentive industry's premier shows.

He is a former International President of the Society of Incentive & Travel Executives and is also a past President of SITE Foundation.

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