

## The International Centre CEO Inducted into Business Events Industry Hall of Fame

*Industry Veteran Michael Prescott awarded for 40-year contribution to industry*



Michael Prescott, CEO  
The International Centre

**Mississauga, Ontario – August 22, 2017** – The International Centre, a leading trade and consumer show and conference venue in North America, announced today that CEO Michael Prescott has been inducted into Meetings + Incentive Travel’s Hall of Fame as an Industry Veteran. The award recognizes Prescott’s legacy for business and customer excellence in the Canadian Meetings, Incentives, Conferences and Exhibitions (MICE) industry over the past four decades.

“Michael is a visionary leader who has helped shape this industry for nearly four decades” says Trevor Lui, Director of Operations and Sustainability at The International Centre. “From leading a multi-million dollar renewal of the facility, to enhancing the industry’s sustainable footprint, Michael has been a driving force behind change, development and growth and has established The International Centre as an award-winning destination.”

Prescott was selected for his meaningful professional achievements over the last four decades. His innovation and thought leadership has had a significant positive impact. Here are a few of his milestones:

- The rejuvenation of one of the country’s original and largest independently-owned event facilities leading to employment, community growth and economic impact
- An unwavering commitment to sustainable business, establishing The International Centre as a leader in the industry
- A vision and passion for providing leading-edge design, for event food and event technology including a state-of-the-art 8,000 sq. ft. kitchen
- A focus on career building through partnership with academic institutions, the funding of scholarships and the enrichment/employment of students
- One of only 15 venues in North America to receive the ASTM/APEX certification for Environmentally Sustainable Event Standards, and the first venue in Canada to receive a rating from Green Key Global’s Green Meeting’s Program

Under Michael’s tenure, The International Centre’s economic impact has been significant. From hotels, restaurants, entertainment, travel to related event services, the facility has provided substantial growth for businesses and the City of Mississauga.

In addition to these accomplishments, Prescott has been lauded for his consistently high level of client loyalty and retention through the years and his long-standing and meaningful relationships with customers and employees.

“I am humbled to receive the Industry Veteran Award,” says Prescott. “This is a testament to the hard work, dedication and innovative thinking at The International Centre, including its partners, clients, and staff. I am excited to see what the future holds for the business events industry.”

The Veteran Industry award follows various other recognitions of Prescott’s success over the years. Under his guidance, the facility has been the recipient of the M&IT Readers’ Choice Award (for exceeding Canadian meeting & event planners’ expectations for two years running), the ‘Give Back Award’ from CAEM (Canadian Association of Exposition Management) and the ‘Champion of Education and Training Award’ from the Canadian Association of Foodservice Professionals.

Under Michael’s passionate leadership, The International Centre has been recognized as the leading venue in Central Canada for meetings and events. Michael’s steadfast commitment to customer and business excellence are matched by his pace of progress and continuous improvement in the areas of innovation, design, food and technology.

Previously to working at The International Centre, Michael was VP of Sales & Marketing at the Metro Toronto Convention Centre for ten years. He also spent six years at Hilton International.

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#### **About The International Centre**

The International Centre boasts over 45 years of success as the leading trade and consumer show venue in North America, and one of Canada’s largest privately owned multi-purpose conference facilities. Located at 6900 Airport Road, offering complimentary parking for over 5,000 vehicles and surrounded by more than 10,000 hotel rooms, The International Centre is easily accessible from any point in the Greater Toronto Area. For more information visit, [www.internationalcentre.com](http://www.internationalcentre.com).

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