

# Supporting WORLD TOWNS LEADERSHIP SUMMIT 2019



Venue

Marketing Suite, DMO TOKYO Marunouchi

Event Dates

Mon., May 13 – Wed., May 15, 2019

Scale

Approx. 50 persons

DMO Involvement

Venue provision, event creation leveraging a unique venue

Outline

Around fifty community development professionals from around the world gathered in the DMO TOKYO Marunouchi Marketing Suite for the annual WORLD TOWNS LEADERSHIP SUMMIT held in Tokyo. After three days of urban place management case study information-sharing sessions and workshops, participants were treated to a big-city picnic in the pop-up Marunouchi Street Park, giving the DMO a chance to showcase Marunouchi's distinctive style of community development and meetings industry hospitality, while also showing how a unique venue in Tokyo can be used.



## Held concurrently: A picnic in Marunouchi Nakadori's "Marunouchi Street Park"

DMO TOKYO Marunouchi laid a 100-meter odd strip of natural grass on the road space lining Nijubashi Building on Marunouchi Nakadori Avenue, turning it into a park for a total of five days only.

Appearing suddenly in the midst of a bustling business district, the park delighted not only local office workers but also international conference participants and visitors to the Marunouchi district. For five days, the park came alive with people enjoying picnics or street gourmet from food trucks and kicking back to the sound of live piano music.

