



MEETING CONSULTANTS

project

ESTABLISHMENT AND START-UP OF REGIONAL CONVENTION BUREAU

Consultancy and support in defining the project and launching operations

contents

1. SETTING OBJECTIVES

2. PRELIMINARY ACTIVITIES

Survey of conference venues and services available in the destination

- Defining the characteristics of the conference venues and services that will be directly or indirectly involved in the convention bureau's activities, based on the standards required by national and international clients. Preparing questionnaires to be used for the survey of the entire local conference supply.
- Meeting with local operators (conference centres, hotel conference rooms, historic venues, medium-/high-level accommodation facilities, conference and tourism services, transport systems, etc) to present the project and seek their cooperation and involvement.
- Organising the meeting
- Sending and collecting questionnaires, including telephone recalls
- Visit to conference venues, hotels and historic venues
- Collecting and classifying information relating to the destination's conference supply - material necessary to prepare the sales manual - and presenting it to the client.

3. ESTABLISHMENT AND LAUNCH

- Preparing the marketing plan: identifying markets and targets, analysing competitors, defining strategies
- Providing support to the client and its legal team in defining the legal status and articles of association
- Defining operational management procedures
- Preparing internal regulations and budgets
- Presenting the marketing plan, articles of association and regulations to potential members
- Preparing operating manuals
- Defining the organisational chart and providing support in staff selection
- Staff training: presenting the articles of association, regulations, operational procedures, marketing plan and sales manual
- Defining the communication, promotion and sales plans.

4. MANAGEMENT CONSULTANCY FOR THE START-UP PHASE

- Coordinating the presentation to the press and public
- Providing support in the preparation of communications material: advice on contents and lay-out
- Providing support to the management and staff in promotional and sales activities.