



MEETING CONSULTANTS

project

MARKETING OF THE CONFERENCE DESTINATION

Assessing the potential and conditions for the development of conference activity in a town

contents

Setting objectives

Conferences and events as strategic factors in development

- Why invest in the conference market
- Size and characteristics
- Trends

Conference demand

- Client segmentation
- Client requirements

Analysis of supply of events services in the town

- Existing conference centres and meeting rooms
- Hotels
- Transport network
- Professional skills
- Options for social activities and leisure time
- Internal demand

The destination as perceived by clients

- Interviews with national PCOs
- Interviews with local PCOs

Competitors

- Regional competition
- National competition
- International competition

Setting achievable objectives

- SWOT analyses
- Scenarios

The strategic player: the Convention Bureau

- Functions, objectives, company structure
- Recommendations on operational structure
- Budget projections

Conclusions