



MEETING CONSULTANTS

project

DEVELOP THE REGIONAL CONFERENCE SYSTEM

Strategic plan for developing the conference market in the Region.

contents

The project's objective was to recommend the most appropriate strategies for the Region to develop conference activity, starting with an in-depth analysis of the destination, existing conference infrastructure and available services.

The project was based on an analytical survey of existing regional resources, conducted in partnership with the authority's staff.

The survey enabled all businesses in the supply chain to be listed, with information on the services they offer, and to be grouped in homogeneous clusters, according to client requirements.

Market opportunities and the most appropriate strategies were then identified for each cluster.

The analysis also considered the organisational structures of some other regions, as a factor in formulating the strategic plan to develop the conference market.