



MEETING CONSULTANTS

project

COORDINATING THE DEVELOPMENT OF THE REGIONAL CONFERENCE AND INCENTIVE PRODUCT

Design consultancy and support to regional coordination activity

contents

A) ACTION: INVOLVING OPERATORS

1. Promoting and organising the MICE Regional Coordination Group
2. Organising preliminary meetings in the destinations concerned
3. Fostering communication between Regional MICE operators
4. Providing support for the launch of Convention Bureaus

B) ACTION: PROVIDING SUPPORT TO THE COMMUNICATION AND PROMOTION

ACTIVITIES OF CONFERENCE AND INCENTIVE OPERATORS

1. Designing and developing a first CRM system for the meetings industry
2. Planning a “welcome formula” to help bring national and international conferences to the region and to support local operators
3. Producing a media plan and conducting presentations to clients
4. Preparing timelines and budgets