



MEETING CONSULTANTS

project

BENCHMARKING STUDY

Successful conference destinations.
Convention bureaus' behaviour, processes and best practices.

contents

Objective

Structure of analysis

Conference system: the most important processes

Cities analysed

Research keys

Interviews outline

Best practices

Summary of distinctive characteristics of parties interviewed

Interviews conducted with:

Vienna Convention Bureau

Berlin Convention Office

Lyon Convention Bureau

Riviera di Rimini Convention Bureau