



MEETING CONSULTANTS

## project

### **ORGANISATION OF WORKSHOPS AND PROMOTIONAL EVENTS**

Planning and organising events that bring together meetings and events industry supply- and demand-side operators

## contents

Organising workshops and evening events in which destination, venue or company presents its services to corporate, association and agency buyers specialising in a specific destination. As part of the workshop formula, a workstation is provided for each destination representative (conference centres, hotels, agencies, service suppliers) where they can talk to visiting buyers. The event is rounded off with cocktails or dinner with dishes and wines typical of the region to be promoted.

This event can be staged in other locations as part of a road show.

The destinations used are mainly Milan and Rome, which have the highest concentration of sector clients, but the workshops have also been organised in smaller cities, such as Turin and Bologna.

Activities include:

- providing a creative contribution to the event entertainment programme
- producing promotional messages
- sending marketing e-mails to potential clients listed on a specialised database
- checking buyers' interest in taking part and availability
- selecting venues and necessary services
- negotiating with suppliers
- producing any print and video promotional material
- giving presentation speeches if required
- supervising the event
- writing the final report with the list of participants.