



MEETING CONSULTANTS

title

INTRODUCTION TO THE CONFERENCE AND EVENTS MARKET

subtitle

Characteristics and trends of the Italian meetings and events industry

contents

How much is the meetings and events industry worth? What are the characteristics of this sector, what are the main types of event organised and what benefits do they bring to the destinations that host them? What changes and trends are currently affecting the market?

Who are the clients? What destinations and services do they usually use? What are their favourite destinations, types of venue and times of year?

How can we identify and contact these clients? What are their assessment criteria and the factors to which they are most sensitive?

This seminar is intended to provide a general picture of the conference and events market in Italy, with an in-depth look at the sizes, trends, components and behaviour of the various client segments.

It provides an indispensable introduction to the market for those offering services for events and for destination marketing professionals.

objectives

To provide an introduction to the characteristics and trends of the conference and events market. To break down clients into large homogeneous groups, to which different behaviour and preferences can be attributed.

target

The seminar is aimed at all conference and incentive operators, as it provides a general picture that is useful for staff operating in all areas of a business, whether promotion, sales or production.

duration

- short module: 4 hours
- complete module: 6/8 hours