



MEETING CONSULTANTS

title

## MEETINGS INDUSTRY CLIENTS

subtitle

### Getting to know, identifying and contacting conference promoters

contents

The conference and events market offers destinations, venues and service companies a host of business opportunities. It is an activity that continues throughout the year, and which can provide high levels of employment and profitability.

Clients are however very demanding, as they promote and organise a very diverse range of events, and use technical language that is not always comprehensible to industry outsiders. To win this market, you must know the rules and follow them to the letter.

By categorising clients according to the type of events they organise, their requirements, behaviour, purchasing habits, and favoured destinations and venues, we can set market objectives and develop appropriate marketing strategies.

The seminar also recommends channels through which to identify and contact clients.

The issues covered form a solid basis for the promotion of conference and incentive destinations, and for the sales activities of venues and service companies in the conference and incentive industry.

objectives

To provide knowledge on: who the clients that promote conferences, incentive travel and events are, what their requirements are, and how to identify, contact them and win the business.

target

The seminar is aimed at those who work or plan to work in the marketing and sales offices of destination marketing bodies, conference venues and event service companies.

duration

- standard module: 8 hours