



MEETING CONSULTANTS

title

CONFERENCE DESTINATION MARKETING

subtitle

How to promote a destination to conference and incentive clients

contents

What are the requirements for a place to be considered an “events destination”?
Can all cities/towns qualify? Are quality venues enough?
How do you identify targets and markets to which to promote the destination?
What strategies can you employ to make yourself known by clients?

Clients choose the destinations and venues for their events based on a combination of infrastructure, services and image. For this reason, destinations or venues that would like to improve their positioning must satisfy a multitude of requirements relating to facilities, organisation and relationships.

The seminar covers the following topics:

- requirements of a destination
- different needs according to event and client type
- assessing destinations and venues from the client's perspective
- marketing plan
- implementing activities.

At the end of the seminar, participants will have the basic information needed to prepare a marketing plan for a destination or venue, and to coordinate promotional activities.

objectives

To understand how to develop the conference and incentive business of a destination or venue.

target

The seminar is aimed at all professionals working to develop the conference and incentive business of a destination. It may be particularly useful for those working in public bodies, convention bureaus, associations and local promotional bodies, conference centres, conference hotels and other venues.

duration

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