



MEETING CONSULTANTS

title

## BIDDING FOR INTERNATIONAL CONFERENCES

subtitle

### Taking part in and winning international bids

contents

International conferences are highly prized, as they usually last longer, have more participants and have a higher spend than comparable national events.

However, the portion of international conferences held in Italy is lower than that of other European countries.

The bidding process is complex, requires a lot of time and specific expertise: this is probably the first obstacle, and the reason why Italy is not even present in many bids.

Furthermore, bidding can prove to be very expensive, and winning the event is never certain.

It is therefore very important to avoid placing high stakes when the probability of winning is very low.

If skilled, the professional in charge of bids can conduct a preliminary analysis to reduce the risks of failure.

The seminar aims to provide participants with a good knowledge of:

- procedures used by associations to conduct bids with which to assign the organisation of a conference
- how to conduct a preliminary analysis to assess whether or not to make a bid
- how to prepare your bid and budget
- how to promote your bid
- how to conduct relations with local association contacts.

The seminar will look at a selection of RFPs (Requests for Proposal) for conferences with different characteristics, and participants will work in groups to produce bids.

objectives

To learn how to deal with international conferences: from the preliminary assessment to bidding for tenders.

target

Professionals employed in conference organisation agencies, convention bureaus, destination marketing networks, conference centres.



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#### duration

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