



title

THE CONVENTION BUREAU

subtitle

What it is and how it works

contents

There has been a lot of talk in the last few years about convention bureaus: some destinations have one, many would like one, but few have clear ideas about what they are, how they work and how they may be launched.

Successful convention bureaus have significant beneficial effects for the destination they represent. But it is not always easy to achieve these results, and not everyone succeeds.

The launch of a convention bureau may be hindered by various difficulties: suspicion between associated companies or towards the convention bureau staff, unwillingness to work together, fear of competition, lack of understanding of its role and potential, difficulties in finding the necessary financial resources.

To avoid wasting energy and money, it is important to deal with all the issues and come up with solutions from the planning stage.

The seminar is intended to provide a practical guide that fully explains the tasks which may be attributed to a convention bureau, and an outline of an operational programme to establish and launch this type of organisation.

The topics covered are as follows:

- tasks of the convention bureau
- possible members
- how to organise relations with members
- promotional and hospitality activities
- databases and statistics
- costs and funding.

objectives

The seminar will explain what a Convention Bureau is and how it works, how to take the first steps to establish it, who to involve and what objectives can be reached.

target

The seminar is aimed at all those interested in establishing a convention bureau or becoming part of one: managers and employees in local authorities with destination marketing roles, and professionals employed by industry businesses with strategic marketing or sales responsibilities.



MEETING CONSULTANTS

duration

- basic module: 8 hours.