



MEETING CONSULTANTS

title

## CONVENTION BUREAUS: IMPROVING AND MAINTAINING RELATIONS WITH PARTNERS

subtitle

### How to develop trust and interaction to optimise operations

contents

Convention bureaus play a critical role in developing conference destinations. These organisations operate both externally, in searching for and communicating with new clients, and internally, in building an integrated and high-quality conference network. However, the relationship between the convention bureau and its members is not always easy and smooth.

The convention bureau's staff and its members must know each other well in order to work well together, and everyone must be aware of the requirements and expectations of others, in order to be able to fulfil them or adjust them to the reality on the ground.

The seminar explores the following areas, partly through group work:

- understanding and communicating the importance of "building a network"
- how to get members to work together and with the convention bureau
- how to create a programme of activities that builds cohesion and connections between the convention bureau's staff and members.

The seminar is intended to help convention bureaus and destination management organisations management to understand the requirements of their members, raising awareness of differences and of what can bring the different components together.

Through better understanding, it will be possible to create real cooperation and the team spirit necessary to meet objectives.

At the end of the seminar, participants will have a greater understanding of the importance of creating cohesion and harmony among members, will have acquired new skills in coordinating and organising activities, and will be able to promote interaction between the various parties.

objectives

To understand members' different requirements, to learn how to foster cooperation and create a team spirit.

target

The seminar is aimed at those who work or plan to work within convention bureaus and destination marketing organisations.

duration

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