



MEETING CONSULTANTS

title

DESTINATION AMBASSADORS AS A MARKETING STRATEGY

subtitle

How to acquire conferences through local opinion leaders

contents

The seminar explores the topic of promoting conference destinations through local opinion leaders, or ambassadors.

These ambassadors mainly come from the worlds of culture, science and research. Through their membership of national and international associations, they can help promote the destination they come from or in which they work: their involvement, reputation and experience often gives a higher probability of winning the bid for a conference or an event. The corporate, political and public administration spheres can also produce ambassadors, which, if well involved and supported, can help the destination acquire conventions and other events.

The experience gained by various international convention bureaus, and more recently also by some in Italy, demonstrates that, if armed with a good reputation and a network of national and international relationships, professionals rooted in the region they are seeking to promote can make a significant contribution to acquiring conferences.

The use of ambassadors can become a real strength if supported by well-prepared staff and appropriate tools.

Convention bureaus can conduct a profitable search for events through a well-structured and organised ambassador programme, which they should grow and sustain over time.

This seminar will explain a method that can be successfully applied in any situation.

objectives

To learn how to identify potential ambassadors, implement an ambassador programme, guarantee appropriate support, and understand critical issues in the various phases.

target

The issues covered target those dealing with destination marketing: convention bureaus, destination marketing organisations involved in conference activity and conference centres.

duration

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

The seminar may also include contributions from guest speakers.