



MEETING CONSULTANTS

title

## HOW TO HAVE SATISFIED AND LOYAL CLIENTS

subtitle

### Acquiring a new client is 20 times more expensive than keeping one

contents

Acquiring new clients requires greater investment than that necessary to maintain existing ones. And yet, client turnover in the conference industry is high, and the reason is not always related to the need to rotate venues.

Client loyalty begins with satisfaction, but requires a subsequent strategy to build a solid and lasting relationship.

How do we do this? Are we sure that we really know what satisfies our clients and what irritates them, what ties them to our company and what alienates them, even when the event has gone well?

What strategies can ensure client loyalty? Is a single strategy sufficient for all meetings industry clients, or is it necessary to propose various programmes based on each client's objectives and sensitivities? Large retail groups today make great use of loyalty campaigns, through a variety of programmes and methods: can these tools also be employed in the conference sector?

These issues are dealt with through an introductory analysis and the testimonies of various professionals with different roles in organising events, who will present case studies and answer questions.

objectives

To understand what is more important and less important to clients after working with them the first time in order to establish a long-lasting work relationship.

To suggest useful programmes and strategies.

target

The seminar is aimed at service providers for events, such as: conference centres and events venues, conference hotels, catering, technology, staging, transport, organisation and communication companies.

duration

- 4 hours