Model of a Convention Bureau
Anja Loetscher – Director Geneva Convention Bureau
Anja Loetscher

Sogetsu teacher
“One-Stop-Shop”
The meetings segmentation

International Meetings

Corporate Meetings
- Internal Meetings
- External Meetings
- Incentives

Association Meetings
- International Governmental Organisations
- International Non-Governmental Organisations (Associations)

Above 10 pax incl. meetings
Key Trends

• MICE → Meetings Industry
• Meetings Industry business is constantly growing worldwide
• Increasing globalisation
• Congresses rotate to approach international participants
Key Trends (continued)

- High awareness of anti-corruption and codex of honour principles
- Increasing demand for realisation of “green events”
- Booming destinations: BRIC countries (Brazil, Russia, India, China and South Africa)
Requirement of a destination

- Good value for money
- Hot spot perception: either high media coverage or insider image
- Authenticity
- International airport
- Short transfer times
- Need of reliable, multilingual local agencies / DMC’s and PCO’s
Requirement of a destination (continued)

- Good infrastructure of hotels and meeting facilities
- Modern conference and exhibition centres & hotels (W-Lan, breakout rooms, technical infrastructure, etc.)
- Safety issues
Requirement of a destination (continued)

- Dietary requirements
- Transparency

→ lots of effort needed in order to get on the « map »

PR! Sales
The Destination Team

- Convention/Exhibition Centre
- Hotels meeting Facilities
- City State
- Transportation Network
- Food and Beverage
- Entertainment Events Attractions
- PCO / DMC
- Retail Shopping

Bi-monthly partners meeting

Community Setting
RESEARCH
How do we research?

- ICCA database – local newspaper – industry publications – other CVB’s – ICCA meetings (exchange leads)
- Is the conference likely to come to my destination?
- Can my venue facilitate the conference?
- Can my location facilitate the conference?
How do we research? (continued)

• Budgetary factors relating to the conference
• How is the conference organized?
• Information on social programmes
• What does the decision-making process look like?
How do we research? (continued)

• Is there a local counterpart/member present in my country and is he/she willing to set up an organizing committee?
• Is a formal bid required (bid-manual)?
• What factors are most important in a successful bid?
• Deadline bids and decision-date
How do we research? (continued)

- Decision-making body: Who decides and who influences?
- Do they have a Core PCO?
Decision-influencing factors

• Rotation pattern – need to be seen in specific parts of the world on a regular basis, or part of a policy requirement
• Decision linked to Presidency or other holders of key offices
• Membership growth potential; build chapter network
Decision-influencing factors (continued)

- Raise PR awareness of association and its key issue(s) with public and/or government
- Destination suffers from specific challenge (e.g., medical, environmental, social)
- Large local membership nearby; strong local chapter
Decision-influencing factors (continued)

• Audience for products and programmes offered by association
• Local demand/desire for educational content delivered by this event
• Knowledge transfer to underdeveloped countries/regions
Decision-influencing factors (continued)

- Business opportunities for current members; investment opportunities for members and association itself
- Strong research/expertise/specialisations in association’s key subject area(s)
- Availability of strong local speakers
Decision-influencing factors (continued)

- Important local site inspection opportunities related to the association’s field of interest
- Opportunity to leave strong local legacy impact
- Opportunity to collaborate with other national or international associations in same or related fields
Decision-influencing factors (continued)

- Wish to anticipate/meet the strategic needs of major sponsors/business partners
- Wish to respond to competition from other associations or private sector events
Our mission

Promote Geneva as a « Meeting Industry » destination in the main markets so that meetings planners choose Geneva to organize their events
Our free services

• Analysis of congress/meeting requirements
• Venue search
• Bid preparation & support
• Tentative reservations for conference and seminar spaces & room allocation
Our free services (continued)

- Help with partner programs, transfers, excursions, guides & social events
- Site inspection arrangements
- Assistance in the selection of the DMC/PCO
Our free services (continued)

- Supply of promotional publications
- Inclusion of your event in our online convention calendar
Promotion and media coverage

- National CVB
- IMEX Frankfurt + USA, EIBTM, CIBTM (incl. partners)
- Roadshows & sales calls with local partners
- Publicity and media coverage
- Various newsletters
Promotion and media coverage (continued)

- Internet
- Testimonial
- Special offers
- Twitter & Facebook
- Fam Trips
- Site inspections
- Ambassador program
Promotion and media coverage (continued)
Promotion and media coverage (continued)
How do we measure performance?

• By market
• By revenue
The DMAI Event Impact Calculator measures the economic value of an event and calculates its return on investment.
## Event Parameters

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Event Name</strong></td>
<td>DMAI Annual Convention 2012</td>
</tr>
<tr>
<td><strong>Organization</strong></td>
<td>DMAI</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>Seattle, WA</td>
</tr>
<tr>
<td><strong>Start Date</strong></td>
<td>7/15/2012</td>
</tr>
<tr>
<td><strong>End Date</strong></td>
<td>7/18/2012</td>
</tr>
<tr>
<td><strong>Event Type</strong></td>
<td>Convention</td>
</tr>
<tr>
<td><strong>Meeting Space</strong></td>
<td>Meeting space outside of hotel</td>
</tr>
<tr>
<td><strong>Overnight Attendees</strong></td>
<td>1,310</td>
</tr>
<tr>
<td><strong>Day Attendees (optional)</strong></td>
<td>100</td>
</tr>
<tr>
<td><strong>...of which local (%)</strong></td>
<td>1%</td>
</tr>
<tr>
<td><strong>Room Block (optional)</strong></td>
<td>0</td>
</tr>
<tr>
<td><strong>Room Rate ($)</strong></td>
<td>199.00</td>
</tr>
<tr>
<td><strong>Persons Per Room</strong></td>
<td>1.00</td>
</tr>
<tr>
<td><strong>Include Aviation Impacts</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Overnight attendees arriving by air (%)</strong></td>
<td>95.00%</td>
</tr>
</tbody>
</table>
Destination/DMO Hosting Costs (not a required input)

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discounts</td>
<td>$0</td>
</tr>
<tr>
<td>Cash Incentives</td>
<td>$10,000</td>
</tr>
<tr>
<td>In-Kind Services</td>
<td>$0</td>
</tr>
<tr>
<td>Budget Allocation</td>
<td>$0</td>
</tr>
<tr>
<td>Other</td>
<td>$0</td>
</tr>
<tr>
<td>Total</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Save & Calculate
State Rates and Assessments

Sales Tax Rate 6.50 %
Bed Tax Rate 0.00 %

Local Rates and Assessments

Sales Tax Rate 2.10 %
Bed Tax Rate 7.00 %
Per Room Night Charges $2.00
Tourism Improvement District Assessments 0.00 %
Meal Tax Rate 0.00 %

The taxes and assessments listed here are not a full listing of all taxes and assessments applied to the event spending. Other revenue streams are included in the full tax impact and can be seen in the event impact report.

Blue fields indicate values that are different than model-generated defaults.
# Organizer Spending

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Rental</td>
<td>$44,916</td>
</tr>
<tr>
<td>Food &amp; Beverage</td>
<td>$250,000</td>
</tr>
<tr>
<td>Audio / Visual</td>
<td>$130,000</td>
</tr>
<tr>
<td>Internet</td>
<td>$15,000</td>
</tr>
<tr>
<td>Security</td>
<td>$4,500</td>
</tr>
<tr>
<td>Other Services</td>
<td>$55,000</td>
</tr>
<tr>
<td>Additional Costs</td>
<td>$33,116</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$532,532</strong></td>
</tr>
</tbody>
</table>

Blue fields indicate values that are different than model-generated defaults.
Our members
We are members of:

- Switzerland Convention & Incentive Bureau (Marketing Board Member)
- Site
- UIA
- Member
- MPI
- European Cities Marketing (Board Member)
- PCMA
- Destination Marketing Association International
What the Convention Bureau & suppliers have to do

• It is a MUST for each and every Convention Bureau to collect and provide statistical information
• It is a MUST that the suppliers (hotels, congress centers, PCOs) provide the data to the Convention Bureau
Statistics

- International (ICCA, UIA and others)
- National

Use them as a trendbarometer, BUT establish your own statistics!

- Internal
ICCA ranking’s criteria

• Minimum of 50 participants
• International/European
• Rotating between at least 3 countries
### Number of international meetings
#### ICCA country ranking 2012

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Meetings</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>833</td>
<td>+74</td>
</tr>
<tr>
<td>2</td>
<td>Germany</td>
<td>649</td>
<td>+72</td>
</tr>
<tr>
<td>3</td>
<td>Spain</td>
<td>550</td>
<td>+87</td>
</tr>
<tr>
<td>4</td>
<td>UK</td>
<td>477</td>
<td>+43</td>
</tr>
<tr>
<td>5</td>
<td>France</td>
<td>469</td>
<td>+41</td>
</tr>
<tr>
<td>6</td>
<td>Italy</td>
<td>390</td>
<td>+27</td>
</tr>
<tr>
<td>7</td>
<td>Brazil</td>
<td>360</td>
<td>+56</td>
</tr>
<tr>
<td>8</td>
<td>Japan</td>
<td>341</td>
<td>+108</td>
</tr>
<tr>
<td>9</td>
<td>Netherlands</td>
<td>315</td>
<td>+24</td>
</tr>
<tr>
<td>10</td>
<td>China-P.R.</td>
<td>311</td>
<td>+9</td>
</tr>
</tbody>
</table>
## Number of international meetings ICCA city ranking 2012

<table>
<thead>
<tr>
<th>City</th>
<th>Meetings</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vienna</td>
<td>195</td>
<td>+14</td>
</tr>
<tr>
<td>Paris</td>
<td>181</td>
<td>+7</td>
</tr>
<tr>
<td>Berlin</td>
<td>172</td>
<td>+25</td>
</tr>
<tr>
<td>Madrid</td>
<td>164</td>
<td>+34</td>
</tr>
<tr>
<td>Barcelona</td>
<td>154</td>
<td>+4</td>
</tr>
<tr>
<td>Singapore</td>
<td>150</td>
<td>+8</td>
</tr>
<tr>
<td>London</td>
<td>150</td>
<td>+35</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>137</td>
<td>+39</td>
</tr>
<tr>
<td>Istanbul</td>
<td>128</td>
<td>+15</td>
</tr>
<tr>
<td>Amsterdam</td>
<td>122</td>
<td>+8</td>
</tr>
<tr>
<td>Tokyo</td>
<td>69</td>
<td>+10</td>
</tr>
</tbody>
</table>

...
UIA ranking’s criteria

• Minimum of 250 participants or an exhibition taking place during the conference
• Minimum number of foreigners: 40 percent
• Minimum of 5 different nationalities
• Minimum duration: 2 days
UIA Country Ranking 2012

1) Singapore 952
2) Japan 731
3) USA 658
4) Belgium 597
5) Korea Rep 563
6) France 494
7) Austria 458
8) Spain 449
9) Germany 373
10) Australia 287
<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Singapore</td>
<td>952</td>
</tr>
<tr>
<td>2</td>
<td>Brussels</td>
<td>547</td>
</tr>
<tr>
<td>3</td>
<td>Vienna</td>
<td>326</td>
</tr>
<tr>
<td>4</td>
<td>Paris</td>
<td>276</td>
</tr>
<tr>
<td>5</td>
<td>Seoul</td>
<td>253</td>
</tr>
<tr>
<td>6</td>
<td>Tokyo</td>
<td>225</td>
</tr>
<tr>
<td>7</td>
<td>Barcelona</td>
<td>150</td>
</tr>
<tr>
<td>8</td>
<td>Copenhagen</td>
<td>150</td>
</tr>
<tr>
<td>9</td>
<td>Madrid</td>
<td>149</td>
</tr>
<tr>
<td>10</td>
<td>London</td>
<td>119</td>
</tr>
</tbody>
</table>
2012 National Statistics
Number of events recorded in Switzerland

Switzerland: 21'830 data

- big cities: 15'440
- small cities: 4'147
- mountains: 1'787
- countryside: 456

- 70.73% big cities
- 19.00% small cities
- 8.19% mountains
- 2.09% countryside
2012 National Statistics
Number of events recorded in Switzerland (continued)

Big cities: 15’440 data

- Geneva: 6’237
- Zurich: 8’321
- Other big cities: 882

Basel, Lausanne and Bern
Geneva Convention Bureau statistics

- Confirmed revenue, corporate and association
- Actual revenue, corporate and association
- Confirmed events
- Average duration of actual events
- Segmentation of actual events
Geneva Convention Bureau statistics (continued)

• Events per market
• Confirmed revenues per market
• Confirmed association congresses per venue
• Number of participants per confirmed association congress
Geneva Convention Bureau statistics (continued)

• Number of Fam Trips, site inspections and business trips
• Business opportunities
Other statistics:
Mercer 2012 Quality of Living Survey

1) Vienna
2) Zurich
3) Auckland
4) Munich
5) Vancouver
6) Düsseldorf
7) Frankfurt
8) Geneva
9) Copenhagen
10) Bern / Sydney

www.mercer.com

International Congress and Convention Association
The World's Greatest Internet Cities

- Seoul
- Hong Kong
- Tokyo
- Prague
- Amsterdam
- Montreal
- Seattle
- Geneva
- Stockholm
- Vienna

www.ubmfuturecities.com
The World's Most Expensive Cities For Expats

1) Luanda
2) Moscow
3) Tokyo
4) Ndjamena
5) Singapore
6) Hong Kong
7) Geneva
8) Zurich
9) Bern / Sydney
The Economist Intelligence Unit's Worldwide Cost of Living ranking

1) Tokyo
2) Osaka
3) Sydney
4) Oslo
5) Melbourne
6) Singapore
7) Zurich
8) Paris
9) Caracas
10) Geneva

www.eiu.com
Conscious behavior

- You can set the atmosphere of the premises
- Acknowledge the customer regularly, ask if they need help or more information
- Improve communication to customers - pick up the phone
- Be friendly and respond positively to customers
Shoot for the moon. Even if you miss it, you will land among the stars...