Outwitting your Competitors

Jill Henry
SARAWAK MARKETING CHALLENGES

• Low international profile.
• Lack of large meeting venues.
• Shortage of hotel rooms.
• Challenging air access and connectivity.
• Limited active local host base.
• Lack of experienced international quality suppliers.
• Long term funding commitments not possible.
THREE PRONG PLAN OF ATTACK

1. Find creative ways to build awareness among meeting planners. Dare to be different.

2. Encourage and motivate potential local hosts to bid.

3. Support and champion new government event funding policies to support infrastructure development.
To Dare to be Different – You must STAND OUT from the crowd

“Get out of your comfort zone and take risks!”
LEVERAGE THE BORNEO BRAND
USE STORY TELLING
Bring your world to Sarawak!

Sarawak and you have much to gain. With cash incentives, in-kind assistance, peer and state recognition, why wait?

Your organisation may be eligible for bid support packages of up to RM 5,000 to market and promote your conference and up to RM 20,000 to bid for a major international meeting.

And the experienced team at Sarawak Convention Bureau is ready to help you through the competitive bidding process.

Apply now.

Download the application form at www.Sarawakcb.com or call us for a copy of our brochure.

SARAWAK CONVENTION BUREAU

Think Conventions. Think Sarawak.

Lot 31, Jalan Masjid,
93400 Kuching, Sarawak,
Malaysia.

T +6 082 242516
F +6 082 242519

info@sarawakcb.com
www.sarawakcb.com

Chi'en C Lee, Consultant,
Sarawak Botanical Research Centre
Do you agree with this statement?

“When I was young, I thought that money was the most important thing in life; now that I am old I know that it is.”  Oscar Wilde
$$\text{COMFORT + SECURITY}$$
CONSIDER
NON-CASH ALTERNATIVES

1. PCO Investor.
2. Venue partner on risk.
4. Sponsored delegates.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>100,000</td>
<td>100,000</td>
</tr>
<tr>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>10,000</td>
<td></td>
</tr>
<tr>
<td>75,000</td>
<td></td>
</tr>
<tr>
<td>$205,000</td>
<td></td>
</tr>
</tbody>
</table>

Show them a good bottom line
THINK CREATIVELY

“TO THOSE WHO CAN DREAM, THERE IS NO SUCH PLACE AS FAR AWAY.”
The more you know about your clients and decision makers the better your chances of winning their hearts and minds.
STALK YOUR DECISION MAKERS

- Ask what they want to see out of the conference.
- Do they have any connection with Thailand?
- What was their involvement with previous conventions?
- Know their personal likes and dislikes
Who attends from what regions?

What languages do they speak?

What is their average age and gender?

Ask about favourite past meetings?

What were their worst experiences?
TURN NEGATIVES INTO POSITIVES...
TURN YOUR VIDEO INTO A MINI FEATURE FILM

MEETING & INCENTIVE PLANNER'S GUIDE
volume II 2009-2011

REFRAME IN A NEW WORLD

SARAWAK COMMUNICATIONS
BIG BROTHER IS WATCHING YOU
To get shortlisted you can’t miss any of the small stuff.

If you struggle to meet a selection criteria never just ignore it.

Find some way to tick that box.
CHOOSE THE “RIGHT” PRESENTER

Presentation skills can make or break your bid.

Celebrities have their place.

International Congress and Convention Association
The heart can and often does over-rule the head.
‘Association rules are often only loose guidelines.’
GO GREEN WITH WEB BASED BIDS

• Save money
• Flexibility to update after bid deadline.
• Can form basis of event web site
Always include something extra that can be a lasting legacy of the meeting.
Your problems are a bid success goldmine!