



**ICCA UK & Ireland Chapter and M&IT
Association Masterclass Seminar**



City Partnership

What do today's associations expect from a city in the bidding process and what works

Aileen Crawford, Greater Glasgow Marketing Bureau
and Lesley Williams, Marketing Edinburgh Ltd

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The traditional role of the Convention Bureau

**To offer free, impartial advice, guidance and support to conference
planners, associations and convention organisers**

**Maximising economic benefit for the destination from Business
Tourism**

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The Services

Venue location service

Accommodation booking service

Production of bid documentation and support

Organisation of site visits

Social and partner programme planning

Advice on civic funding

Conference marketing support

Local expertise and industry knowledge

A dedicated professional to assist clients from conception to completion

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Changing times

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Associations much more savvy and more commercially focussed

Associations are looking for more information

**The more precise the information, the greater the trust and
confidence**

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Buyers have access to richer and deeper sources of information to make decisions before having to engage with a supplier until they are ready to buy

Increased use of the power of peer networking over traditional information databases

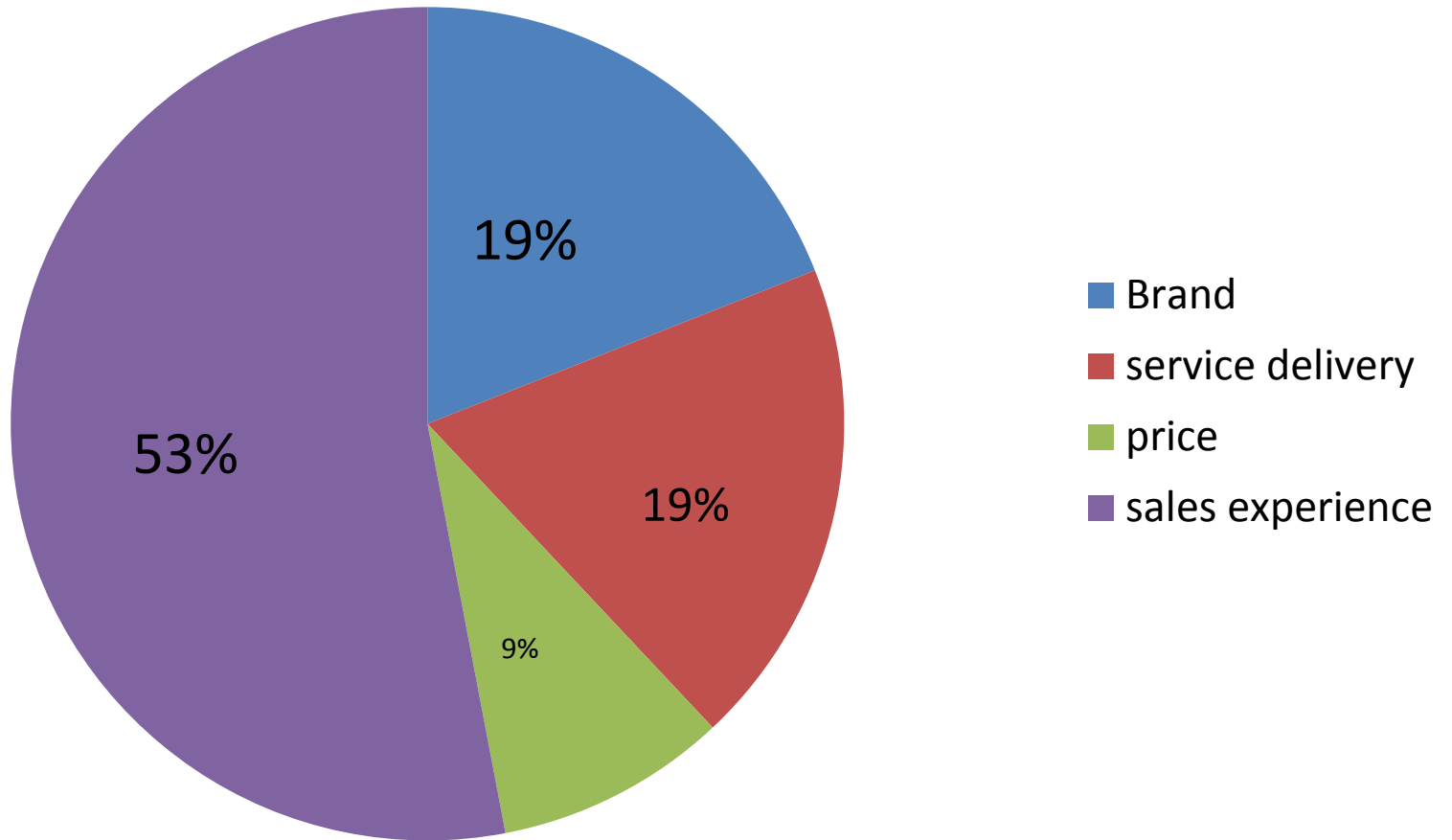
Informational blogs / experiential webcasts and videos

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Meetings are changing

- **More peer interaction and less lecture time**
- **Will bring mobile technology into the meeting room**
- **Gen Y and Gen X don't meet for the sake of meeting**
- **Clinicians will fly in and fly out / scientists will stay on and do technical visits**

Drivers of Customer Loyalty





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The Sales Experience

- **Offers unique & valuable insight**
- **Helps me navigate alternatives**
- **Provides on going advice and consultation**

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The Sales Experience

- **Educates me on issues**
- **Easy to work with**
- **Helps me avoid problems**

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Client wants to see a truly joined up CITY approach

A strong working relationship between suppliers that says to him "I want your business and I can deliver for you"

The Convention Bureau acts as the liaison between the client and the supplier

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Bringing cities to life in bids



Talk about experiences, provide engaging itineraries

Engaging with local supporters and suppliers

Use of video clips, soundbites

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Provide the unique offer



Access to restricted areas of great value

Access to key local dignitaries

Networking event as standard

Welcome desk at airport

Information desk at venue

Access to key local experts / key local organisations

Discounted travel in the city

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