

”Why Copenhagen?”

congress recruitment campaign

Made by
Wonderful Copenhagen Convention and Visitors Bureau
winter 2003

”Why should you invite
7,000 guests for dinner
in Copenhagen?”

”Because there is tough competition to attract international congresses”

— on the background and aim of the campaign

The international struggle to attract association congresses has intensified greatly in recent years as more and more destinations join the fight. In 2003, Copenhagen ranked fifth on the international list of the world's most popular congress cities – a position we are fighting hard to retain. This is the background for the campaign.

Local hosts are often the key to gaining a congress. Before an international association will consider holding a congress at a particular destination, it usually has to have a branch or members in the country in question who are prepared to play the role of host and undertake the work of organising the convention, in co-operation with the association.

The primary aim of the campaign was to recruit new Danish congress hosts and get them to actively work to bring the congress of their international associations to Copenhagen.

"Because we needed to find a Danish host"

— on the target group

Primary target group

Potential congress hosts are members of international associations – typically doctors or researchers in prominent positions within their professional specialities. But international congresses can be held in almost any conceivable (or inconceivable!) area: for bee-breeders, tall people, cycle couriers, square dancers, etc. Consequently, the aim of the campaign was to reach members of both the traditional and the more unusual associations.

Organising a congress is typically voluntary, unpaid work, performed in addition to the host's normal employment. Hosts typically have no experience of organising conventions, and the hosting duty is seen as a major task — a 'once in a lifetime' effort. The hosts are usually aged 40–60 years.

Secondary target group

Quite a few years can go by between the initial bid for a congress and the time it is held, so it is naturally a task for which the host requires support from, for example, family, colleagues and employers. Support from other bodies such as universities, trade associations, etc., may also be important. All of these parties thus formed part of the target group for the campaign, inasmuch as they can help to influence the congress host to take on the task.

"Because there are many good reasons"

— on the concept behind the campaign

Many Danish association members are unaware of the fact that they are in a position to influence their international associations to hold a congress in Copenhagen. And even if they do know this, they often imagine that the job of hosting a congress is time-consuming and demanding, and that all help costs money. Experience also indicates that many potential congress hosts are in doubt as to what Copenhagen can offer as a convention city.

There are, in other words, a great many prejudices and obstacles that need to be got out of the way. We also wished to stress all the benefits that can follow in the wake of a congress hosting, and we had a number of good arguments that we wanted to get across. On this basis, we developed the campaign concept: "Why Copenhagen?...", "Because...", "Because...", with the "question—answer" format as a common element of the entire campaign.

"Because congresses are for everyone"

— on the methods used in the campaign

In the campaign's creative platform, we laid emphasis — in both words and images — on the **contrasts** that visiting convention participants could experience in and around the city of Copenhagen. We **"stiffened the resolve"** of potential convention hosts and attempted to open their eyes to what Copenhagen has to offer as a host city. We showed that the city is an **international brand**, a worthy attraction in itself for convention **participants of all types**, from doctors to Father Christmases and cycle couriers.

Our aim was to give expression to the professionalism and efficiency that the destination has to offer for both convention organisers and participants, while also pointing out Copenhagen's **unique characteristics** and its ability to inspire visitors with its **charming and relaxed atmosphere**. We wanted to show that our destination represents an **oasis** in the convention world, one in which almost anything is possible, and where **history and modernity** go together against the background of **talented and unusual design**.

"Because congresses are for everyone"

— on the methods used in the campaign

Congresses are first and foremost about NETWORKING and PEOPLE. Accordingly, we emphasised **people** rather than professional areas in our congress descriptions and images. The readers had to be able to identify with what they read and saw. We were also dealing with a **broad target group**, whose curiosity we wished to arouse.

In our advertising insert, we thus decided to use a main headline that would make people wonder, and entice them to read more: **"Why should you invite 7,000 guests to dinner in Copenhagen?"**. We also chose to use statements from people from outside "the congress world", such as Tor Nørretranders (a famous Danish author and social debater), to attract the attention of both the primary and secondary target groups.

”Because we were looking for a needle in a haystack”

— on the elements of the campaign

Finding potential hosts is resource-intensive work. Some are easy to find, because they are well-known names within their respective fields, and consequently visible in the trade press, etc. Others are less visible, either because they operate in less well-known or less established areas, or because they don't occupy a very prominent position in their fields. Experience indicates that the latter group can also include enthusiasts who would like to take on the responsibility of becoming convention hosts.

The task of recruiting convention hosts can thus be likened to looking for a needle in a haystack.

"Because we were looking for a needle in a haystack"

— on the elements of the campaign

To reach this very diverse target group, we decided to combine a number of different media in the campaign (see fact box). Via advertising, inserts and electronic marketing, we could reach them "all", including the "invisible" ones, and the enthusiasts. And via direct mailing and the congress seminar, we could target our communications at specific people. Each of these methods is described below in more detail; the box shows the individual elements.

The campaign ran over a period of six weeks, from the beginning of October to the middle of November 2003.

Elements of the campaign

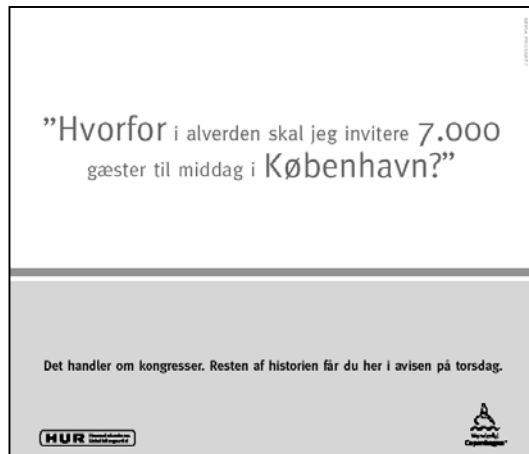
- ✓ Teaser advertisement in the newspaper 'Politiken'
- ✓ Insert published with Politiken
- ✓ Website: www.hvorforkobenhavn.dk
- ✓ Reminder advertisement in Politiken
- ✓ Invitation advertisement in Politiken
- ✓ Advertising on Politiken's neon sign
- ✓ Advertising on the Politiken website
- ✓ Press release and the use of the information
- ✓ Direct mail
- ✓ Online information
- ✓ Seminar
- ✓ Follow-up sales

Teaser advertisement

In the days leading up to the publication of the insert, we placed two advertisements in Politiken (a national Danish newspaper) to provoke interest in the insert. “Why should you invite 7,000 guests for dinner in Copenhagen?”

Reminder advertisement

In the days immediately following the publication of the insert, we published two advertisements referring to the insert and to the campaign website. “Did you get to know why you should invite...”.



Insert

A 16-page, four-colour insert in tabloid format was published with Politiken on 9 October.

The print run was 140,000, of which 130,000 copies were distributed with the newspaper.

Despite the fact that the campaign was financed by sponsors, it was essential to avoid giving the insert the appearance of advertising. To signal credibility, we thus decided on a newspaper and article format. We expected that this would make more people read the article, and thereby allow us to reach both our primary and secondary target groups.

Annoncetillæg

"Hvorfor i alverden skal jeg invitere 7.000 gæster til middag i København?"

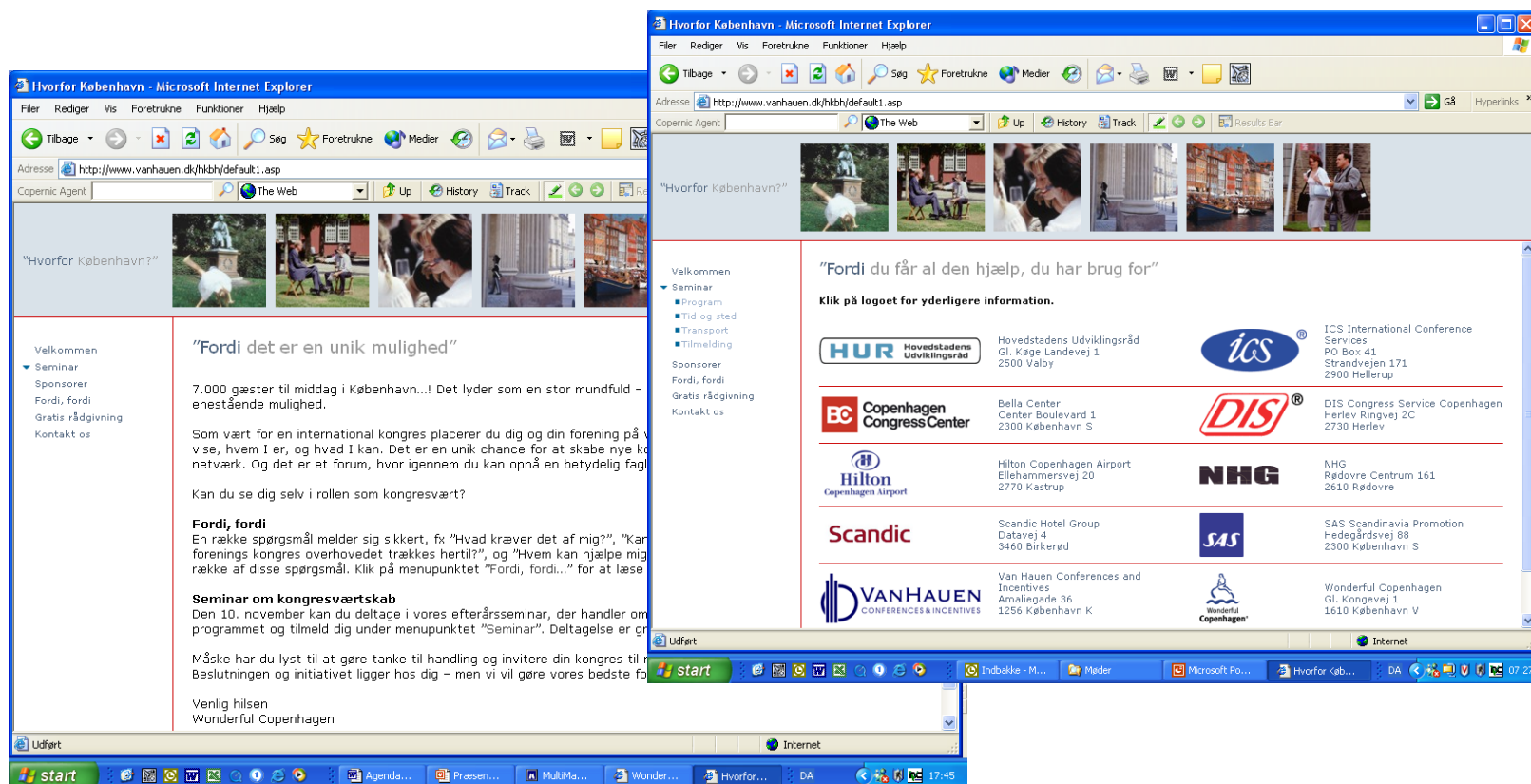


"Fordi København er verdens 5. mest benyttede kongresby og..."

 visitcopenhagen.dk/kongres 

Website: www.hvorforkobenhavn.dk

The website was launched on the same day that the insert was published. The site focused mainly on the seminar, and included an electronic registration form, together with the seminar programme and a list of sponsors. The speakers' presentations could be downloaded from the site after the seminar.



Invitation advertisement

Two weeks before the seminar took place, we published three invitation advertisements which dealt with the actual seminar; the advertisement presented the one-day programme for the seminar and a reference to www.hvorforkobenhavn.dk

Advertising at www.politiken.dk

A flash advertisement was produced featuring the seminar and the invitation advertisement, and was placed on the opening page of Politiken's website in the week leading up to the seminar's registration deadline. The advertisement included a direct link to the campaign website.

Advertising on Politiken's neon sign

"Be a convention host — contact Wonderful Copenhagen"; this text was displayed on Politiken's neon sign on the Town Hall Square in the week leading up to the seminar's registration deadline.

Invitation

Tag plads og få at vide, hvorfor du skal arrangere din næste internationale kongres i København!

PROGRAM

- Kl. 15.00 "Hvorfor byerne til international kongres i København?"
v. direktør Lars Bernhard Jørgensen, Wonderful Copenhagen
- Kl. 15.15 "Fordi du kan gøre det inspirerende!"
v. projektleder Nina Tange, LæstingsLab Denmark
- Kl. 15.30 Pause
- Kl. 16.00 "Fordi København har det, der skal til!"
v. direktør Lars Bernhard Jørgensen, Wonderful Copenhagen
- Kl. 16.20 "Hvad der giver et uovertruffet personligt netværk" v. overlege dr. med. Peter Pank Jensen, Århus Kommunes Hospital
- Kl. 17.00 Fortællinger og netværk
- Kl. 18.00

Seminarer henvender sig til dig, som er medlem af en international forening. På gæsten den 10. november 2013 på hotel Hilton Copenhagen Airport.

Tilmeldingsfrist senest mandag 3. november

Seminarer er gratis.
Tilmeld dig og læs mere om det at være kongressært på:
www.hvorforkobenhavn.dk
Eller på telefon 29 21 29 56



Invitation

Gratis seminar

Den 10. november på Hilton Copenhagen Airport

Klik her og tilmeld dig

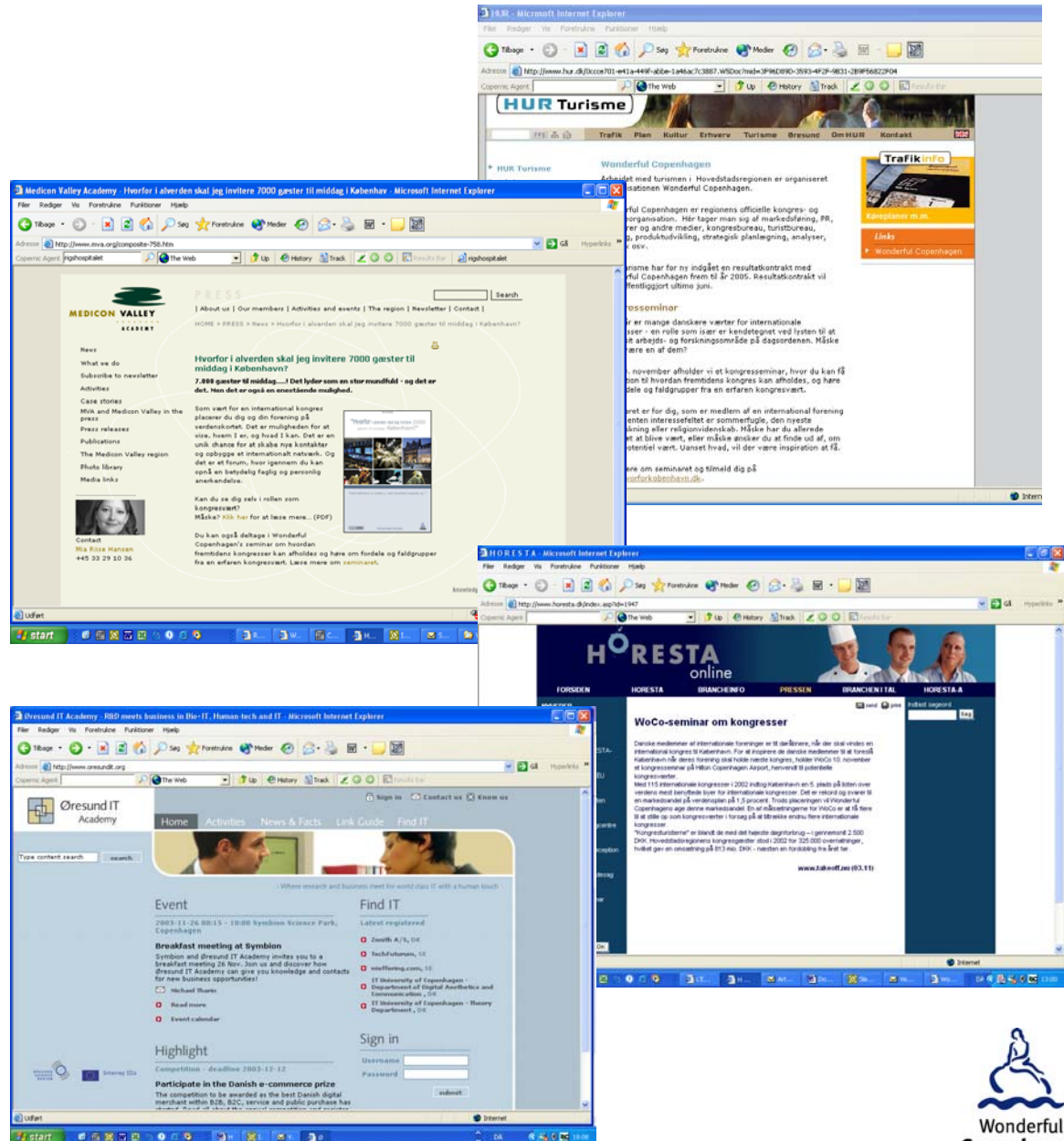


Press release and use of the information

A press release on congress work, referring to the seminar, was compiled. The announcement resulted in publicity in a number of media.

Online information

The seminar was advertised in Medicon Valley's electronic newsletter (2,200 subscribers), and at the website of HUR (the Greater Copenhagen Authority), as well as in IT Øresund's electronic newsletter (2,500 subscribers), in Wonderful Copenhagen's own convention publication "First Announcement", and at the Wonderful Copenhagen website.



Direct mail

A direct mail with two copies of the insert was sent to the departmental heads of Danish educational institutions, as well as to the heads of the research departments of the larger Danish hospitals.

We requested them to pass the insert on to people in their departments whom they felt might be willing to be potential congress hosts.

8. oktober 2003
Ref.: chm

«Universiteter_og_højere_læreanstalter»
Att: «Institutleder»
«InstitutAfdeling»
«Adresse»
«By»

Kender du en kongresvært?

Kære «Institutleder»

Du er leder af «InstitutAfdeling», og derfor henvender jeg mig til dig. Du kender nemlig sikkert ham eller hende, jeg søger efter.

Tænk på dit institut. Hvem er ildsjælen? Hvem inviteres ud som taler ved internationale begivenheder? Hvem brænder ekstraordinært for sit fagområde?

Kan du forestille dig denne person blive vært for en international kongres?

At stå i spidsen som kongresvært er en unik mulighed for at skabe et internationalt netværk, at få anerkendelse og for at få mulighed for at påvirke den internationale dagsorden. Og så har en kongres selvfølgelig også stor betydning i bredere forstand. For jer som institut ville den bidrage til den faglige udvikling og til et interessant studiemiljø.

Måske?

Det er en stor opgave at være kongresvært. Og det er ikke bare en rolle, man påtager sig uden betænkning. Måske har den person, du har i tankerne, aldrig tænkt på sig selv som kongresvært. Måske har han/hun luftet tanken tidligere? Uanset hvad, så vil vedkommende tænke: Kan jeg magte opgaven? Hvad kræver det? Vil min forening overhovedet til København?

Gratis kongres-seminar d. 10. november

Disse spørgsmål sætter Wonderful Copenhagen i fokus på et efterårsseminar mandag d. 10. november 2003. Seminaret handler om dét at være kongresvært. Vi vil gerne invitere den person, du har i tankerne, med. Vil du viderebringe invitationen?

Gammel Kongevej 1
DK 1610 København V
Danmark

Telefon +45 3325 7400
Fax +45 3325 7410
E-mail: kongres@woco.dk
www.visitcopenhagen.dk
www.hvorforkobenhavn.dk

Seminar

The seminar, under the heading "Because you are the one we are looking for", was held at the Hilton Copenhagen Airport hotel on 11 November.

The programme was structured around the "question—answer" format, and the talks by the three speakers were entitled:

"Because you can make it inspiring"

"Because Copenhagen has what it takes, and the city will back you up"

"Because it will provide you with a valuable personal network"

"Fordi du er den, vi leder efter"

I vidensamfundet er det vigtigt, at vi deler viden med hinanden internationalt på en effektiv og inspirerende måde. Til trods for Internettets muligheder for kommunikation er det ofte først, når vi møder personligt, at den gode idé opstår. Internationale kongresser er en unik chance for at skabe netværk.

Hvert år er mange danskere væk fra internationale kongresser – en rille, som især er kendetegnet ved lystet til at sætte sit arbejds- eller forskningsområde på dagsordenen. Måske vil du være en af dem?

Den 30. november kan du bl.a. få indblik i, hvordan fremtidens kongresser kan afholdes og høre om fordelene og faldgruber fra en erfaren kongressvært.

Seminalet henvender sig til dig, som er medlem af en international forening. Uanset om dit interessefelt er sommerfugle, den nyeste genfindelse eller religiøs videnskabelig vil der være inspirations til. Seminalet er både for dig, som allerede har truffet beslutning om at blive kongressvært, og for dig, der ønsker at finde ud af, om du er potentiel vært.



Hotelbldby Hilton Copenhagen Airport.

PROGRAM

kl. 15.00: "Hvorfor invitere til kongres i København?" Velkomst

kl. 15.10: "Fordi du kan gøre det inspirerende"

v. projektleder Nina Tange, Learning Lab Denmark.

Ud med kedelige belærende kongresser, ind med de kloge og engagerede deltagere. Enhver kongres er popfyldt med topmøtende mennesker med fælles professionelle interesser. Så hvorfor begyde den klassiske synd at pukke programmet alt for tæt med præsentationer. Få deltagerne på banen og skab en kongres, som alle vil huske.

kl. 15.50: Pause

kl. 16.00: "Fordi København har det, der skal til, og byen bakker dig op"

v. direktør Lars Bernhard Jørgensen, Wonderful Copenhagen.

I en lang linie har København været blandt verdens mest besøgte kongressbyer. Lars Bernhard Jørgensen fortæller hvorfor, og om hvad du kan forvente af København, hvilken hjælp byen stiller gratis til rådighed for dig som kongressvært, og hvad en professionel kongressarrangør kan hjælpe dig med.

kl. 16.20: "Fordi det giver et værdifuldt personligt netværk"

v. overlæge dr.med. Peter Funch-Jensen, Aarhus Kommuneskole.

"We have great pleasure in informing you that you have been chosen to become an honorary member of our society..." At åbne et brev med en sådan ordlyd er en drøm for de fleste, men i forlængelse blev det virkelighed for Peter Funch-Jensen. Som vært for flere internationale kongresser fortæller han i dette underholdende indlæg om det vigtige netværk, der skabes og om den personlige prestige, der følger med rollen som kongressvært. Han fortæller om planlægningen og om arbejdsbyrden og om, hvordan han håndterer de situationer, hvor det nær var gået galt. Særlig vægt bliver lagt på en af kongressværtens største udfordringer – at skaffe sponsorer.

kl. 16.55: Afrunding

Vi trækker lod blandt deltagerne om 2 flybilletter til en valgt SAS-destination i Europa samt om 2 flybilletter til Skandinavien med SAS.

kl. 17.00 - 18.00: Forfriskninger og mulighed for en snak med tidligere kongressvært, Wonderful Copenhagen og repræsentanter fra mødesteder og professionelle kongressarrangører.

Klik ind på www.hvorforkobenhavn.dk for yderligere information og tilmelding



Nina Tange:
"Kongresser er videnskabelig og kommer, fordi det gør udbyttet i løbet af dagen godt."



Peter Funch-Jensen:
"At være kongressvært er utroligt sjældent. Det kræver hårdt arbejde og entusiasme, men til gengæld giver det virkelig meget både på det personlige og lagre plan."



Lars Bernhard Jørgensen:
"Vi skal være at bygge mødesteder med verdens omkring sig – kongresser er et af de bedste tilfælde."

☐ Ja tak, jeg vil gerne tilmelde mig seminalet d. 30. november 2003, som afholdes på hotel **Hilton Copenhagen Airport** kl. 15.00 – 18.00.

Navn:	
Jeg er interesseret i følgende internationale forening:	
Evt. firmamail/adresse:	
Adresse:	
Postnr.:	By:
Telefon:	
e-mail:	

Tilmeldingsblanketten indsendes eller faxes til:
Wonderful Copenhagen, G. Kongevej 1,
1450 København V, Att.: Christina Madsen
Fax: 3325 7410
Eller tilmeld dig på: www.hvorforkobenhavn.dk

Deltagelse i seminalet er gratis.
Der er begrænset antal pladser, så hurtig tilmelding anbefales. Når vi har modtaget din tilmelding, sender vi en bekræftelse med praktiske oplysninger. Tilmeldingsfrist er mandag den 3. november 2003.

Seminar

During the breaks and the networking part of the seminar, a visual presentation was shown featuring a number of atmospheric pictures of Copenhagen. The presentation was also based on the "Because..." model.

Networking comprised an important part of the programme, with the participants including former congress hosts, sponsors and entirely inexperienced potential hosts. The aim was to create a platform for the exchange of experience, and to encourage further dialogue.

At registration, each guest was given a convention bag, information materials and a name badge — all produced in a design which harmonised with the other elements of the campaign.

Follow-up sales

All of the participants were registered in our database after the seminar. Immediately following the seminar, all participants received a "thank you for your participation" mail with references to the speakers' presentations. Subsequently, they have also been contacted by telephone for more individual guidance.



”Because it's a long way from motivation to hosting a congress”

— on the results of the campaign

62 persons registered for the seminar, of whom most were new to us. There were also many new associations. This is a figure which we regard as highly satisfactory.

Of the participants, around 40% registered in response to the published advertising insert, 40% in response to direct mails, and the remaining 20% in response to the other measures. 25% of the registrations occurred through the submission of reply coupons, and the remainder via www.hvorforkobenhavn.dk

The recruitment of new congress hosts is, as mentioned, a long-term process, and the results of the campaign, in terms of the number of new congresses, are difficult to measure as yet. However, the campaign has up to now resulted in two new concrete cases in which Copenhagen was selected as host city: a medical congress with 1,000 participants, and a scientific congress with 250 participants. We are bidding for two others at the present time.

”Because it costs money”

— on the campaign finances

The campaign was financed by Wonderful Copenhagen and selected members of Meetingplace Wonderful Copenhagen. The budget for the campaign was around DKK 400,000 (€ 53,000).