



From space provider to full service

ICCA BEST MARKETING AWARD ENTRY 2009

Why older business models are no longer sufficient

m:)con_providesmore



The future requires space

We have become a service provider in both the national and international congress and exhibitions markets due to the expansion of the m:con congress center Rosengarten and to the positioning of our agency as a PCO. A number of steps/phases have led us along this very successful path.

until 2006 – PHASE 1 EXPANSION

POSITIONING

“The Architecture of innovative thinking”

■ THE STARTING POSITION

The Rosengarten had reached its capacity limits and its technical equipment was no longer state-of-the-art.

■ THE GOALS

To increase turnover by expanding the amount of space on offer and by modernizing technical equipment and facilities while remaining fully operational throughout the construction phase.

■ THE PATH

Expansion of the m:congress center Rosengarten by an additional 10,000 m² to 22,000 m² during ongoing event operations while at the same time communicating future capacities and technical modernisation measures. Communications were in the form of an image brochure presenting the expansion plans, special information trips and direct mailing actions.

■ THE RESULT

- Satisfying the high expectations of our regular clients
- Raising customer satisfaction
- Acquiring new clients despite ongoing construction work

Level of capacity
2007 **86 %**

until 2007 – PHASE 2 OPENING

POSITIONING

“22.000 sqm spacious room and beyond”

■ THE STARTING POSITION

Re-opening of the expanded and completely modernised m:congress center Rosengarten.

■ THE GOALS

To increase turnover by filling newly expanded capacities and expanding our PCO agency business.

■ THE PATH

Communicating our expanded capacities and the modernisation of our technical facilities, including a countdown as to when the new services would become available. Communications ensued via our client magazine m:con visions, advertising in trade media and direct mailings to established clients: the goal being client retention and increased customer satisfaction.

■ THE RESULT

- +16 new congresses and conferences
- +19 % growth in rental turnover
- +13 % growth in DGK German Cardiology Congress turnover
- Supervision of more than 50 events - 8 of which were new with turnover of over € 100,000 each - and 18 new congresses with more than 1,000 participants each

Level of capacity
2008 **86 %**

from 2008 – PHASE 3 MARKETING

POSITIONING:

“A new dimension of experience”

■ THE STARTING POSITION

Core competence: platform for marketing the expanded Rosengarten and for the further development of service offers.

■ THE GOALS

Increasing occupancy rates in the m:congress center Rosengarten. Expanding core business: medical and scientific congresses. Binding new clients and increasing percentage of regular clients.

■ THE PATH

Communicating our know how in the organisation of medical and scientific congresses. This was carried out in conjunction with a sales folder presentation of rooming and technical possibilities including case studies of realised events. A prize-winning online presentation was developed at the same time. This provided both factual information and emotional impressions of rooms and events.

■ THE RESULT

- +8 % participants DGK German Cardiology Congress
- Supervision of more than 60 events, 12 of which were new with turnover of over € 100,000 each - and 18 new congresses with more than 1,000 participants each
- New business fields for m:con due to the re-opening of the Pfalzbad Ludwigshafen

Level of capacity with
parallel bookings
2009 **+30 %**

Communication requires a sovereign approach

Not a single picture of rooms or of the building itself was shown during the whole of the campaign accompanying the expansion process. Progress and future viability were communicated via powerful symbols. 'A new dimension of experience' was presented after the opening. The campaign's target groups were political decision-makers, regular clients and potential new clients. These were specifically informed about all possibilities the expansion had to offer.

until 2006 – PHASE 1 EXPANSION



"The Architecture of innovative thinking"

until 2007 – PHASE 2 OPENING



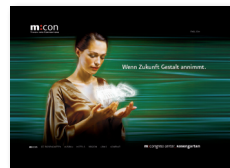
"22.000 sqm spacious room and beyond"

from 2008 – PHASE 3 MARKETING



"A new dimension of experience"

MARKETING EMPHASIS



Internet: visions, multi-stage mailings



Client magazine: m:con visions, Internet: countdown to opening



Sales folder (case studies), Virtual tour, online planning tool

ACCOMPANYING MEASURES



Advertising campaign/trade press



Advertising, mailings



Marketing actions at trade fairs, m:con visions with independent editorial council

Turnover
2007

13 mio €

Turnover
2008

17 mio €

Turnover
2009

18 mio €

Success requires foresight

Early recognition of market developments and using potential to the full has been the basis of m:con's success to-date. Being equipped to meet tomorrow's challenges is the only way to secure the future and to successfully exist as a premium congress destination in a highly competitive market.

THE STARTING POSITION

m:con is successfully placed in the marketplace due its competence in the planning and delivery of congresses, conferences and events of all descriptions and to its expanded capacities and new palette of targeted offers. However, there is still some initial resistance to organizing congresses or conferences in smaller destinations such as Mannheim. This is something which has to be tackled and which we are working to rectify. **The tasks:** clarifying location advantages (logistics), expanding core business, developing and growing new fields of business activity.

THE STRATEGY

We use this apparent disadvantage to our advantage and incorporate the whole of the Rhine-Neckar Metropolitan Region in a **total service concept**. That way we are able to offer the full services of a large city without large congresses getting lost in the process. Conferences and congresses are hardly visible in cities such as Berlin, Hamburg or Munich.

The whole city is your host in Mannheim, from taxi drivers to hotels, restaurants and shops. **Our level of service for complete planning and event delivery has been enhanced** - staff are trained, direct client contact is cemented and the surrounding environment is actively incorporated.

GOALS BEYOND 2009 THE M:CON SERVICE OFFENSIVE

m:)con_providesmore

Brand architecture for innovative service

m:con
VISION INTO CONVENTIONS

The Full-Service Network – all divisions for your visions m:con's remarkable brand structure offers unlimited possibilities for best-in-class service and a broad range of offers that provide the right specialists at all times for every type of conference, congress and event – whether in the m:congress center Rosengarten Mannheim or anywhere in Europe.

m:congress center_rosengarten

22,000 m² for your visions

ludwigshafen:pfalzbau

The new platform for dialog in Ludwigshafen

m:con_IECA Internationale Event- & Congress-Akademie
Education an investment in future

m:con_technicalservices
High-tech that sets new benchmarks

m:con convention- and eventmanagement
We take care of your visions

m:)con_providesmore

Expect more than full-service

The incorporation of the city and its surrounding region supplies the basis – along with exceptional service and friendly hospitality – for us to successfully compete with absolute A-destinations.

MANNHEIM²



m:)con_providesmore – service and marketing concept 2009/2010

m:)con
VISION INTO CONVENTIONS

Our key visual, 'Miss m:con', was brought to life with modern 3-D technology. She presents our m:con philosophy and services in a friendly, sympathetic and sovereign manner. The premiere of this image film was held at IMEX 2009. Our ambassador for uncompromising service caused a stir as she hovered above the m:con stand but within close reach of visitors. This stunning hologram-type effect was generated by one of the most innovative forms of presentation technologies available. Corporate films and online presentations are employed by m:con in bid presentations and mailings. Film is a key medium (online/offline).



“Miss m:con” – ambassador for more service

▶ play movie*

*internet connexion required

m:)con_providesmore – service and marketing concept 2009/2010

m:con
VISION INTO CONVENTIONS

Exceptional service begins with little things.

But m:con offers more – from service counters to umbrella hire and welcome gifts for participants, speakers and organisers.

All measures are specially adapted to the requirements of our target groups – all for a successful event.

m:con OFFERS MORE for Organisers



■ MORE ENGAGEMENT

m:con service begins well in advance of an event

■ MORE ADVICE

competent advice is already available at the congress bid stage

■ MORE PRODUCTION

advice and service in the development of event dramaturgy and production from stage sets to accompanying and social programmes

■ MORE TRANSPARENCY

costs transparency during planning stages, implementation and follow-up via an online portal with all important facts and information

■ MORE FEEDBACK

online evaluation throughout congresses with instant analysis

■ MORE EFFECTIVENESS

via a central contact partner and regional partners

m:con OFFERS MORE for Speakers



■ MORE POSSIBILITIES

via technical advice and new multi-media presentation techniques

■ MORE SOLUTIONS

active assistance from specialists in the event of technical problems in media take-up and for smooth flowing lectures/presentations

■ MORE INFORMATION

speaker passport with all relevant information on technical support, on the event itself and on leisure activities in the surrounding region

■ MORE DIALOGUE

auditorium conference technology

■ MORE SERVICE

from shuttle service to separate speakers' info counter and exclusive evening programmes

■ MORE FLEXIBILITY

in the complete build-up phase and during presentations/lectures

m:con OFFERS MORE for Participants



■ MORE HOSPITALITY

via incorporation of the city and its surrounding region

■ MORE BENEFITS

via special offers in shops and restaurants and for cultural events and museums

■ MORE INFORMATION

concierge service counter with tips on highlights in the city and region, reservations service for hotels and restaurants

■ MORE MOBILITY

cycle rickshaws and bicycle hire directly at the Rosengarten

■ MORE FEEDBACK POSSIBILITIES

online evaluation – can also be carried out in advance of an event, the goal being participant input into choice of themes

■ MORE IMPACT

via event documentation

m:)con_providesmore

... more than just administration

m:)con_providesmore

... more than just media take-up

m:)con_providesmore

... more than just welcome

m:)con_providesmore – service and marketing concept 2009/2010

m:)con
VISION INTO CONVENTIONS

This excerpt from our service manual is just the beginning because m:)con is continually sourcing innovative offers which provide the best possible service to all event participants. Clients and guests will only return when they feel they have been well looked after and suitably cared for. This is our work credo and that is why we are successful at what we do.

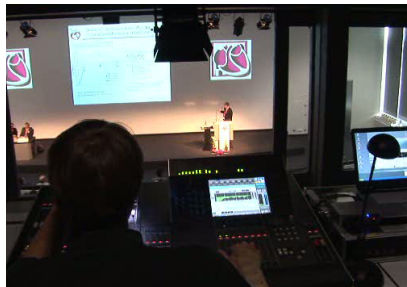
m:)con OFFERS MORE for Organisers



- We cover costs for site inspection and local advice
- Hotel overnight inclusive
- VIP parking ticket
- Limousine service
- Welcome gift
- Information folder on the city, surrounding region on leisure activities



- Event CI
- Visibility of event throughout Mannheim
- Organisation ABC
- 'Events organisation with m:)con'
- Mannheim voucher booklet



- Virtual office
- Costs, programme, event direction and visitor transparency at all times
- Press coverage of event
- Photo documentation of event
- Feedback management

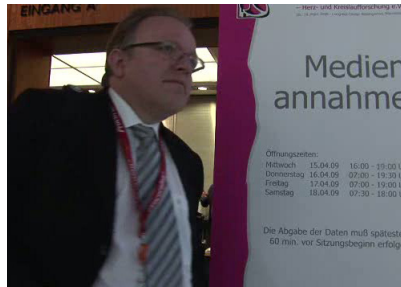
m:)con OFFERS MORE for Speakers



- Limousine service
- VIP parking ticket
- Personal advice



- Welcome gift
- Hotel room upgrade
- Speaker hotline
- Speaker guidelines
- Information folder on the city and surrounding region
- Mannheim voucher booklet



- Technical advice and assistance
- Media preparation
- Modern dialogue technology
- Documentation of the lecture/presentation

m:)con OFFERS MORE for Participants



- Welcome gimmicks in hotel room
- Registration counter in hotel
- Gratis WLAN
- Access to the Rosengarten
- Umbrella hire
- Concierge service



- Welcome signs in restaurants
- Special offers in shops and other businesses
- Special offers in museums and for concerts



- Welcome folder with all necessary information
- Concierge service
- Lounge area
- Cycle rickshaws
- Documentation of the complete event

m:)con_providesmore
... more effectivity

m:)con_providesmore
... more flexibility

m:)con_providesmore
... more hospitality

m:)con_providesmore – service and marketing concept 2009/2010

m:con
VISION INTO CONVENTIONS

m:con incorporates its service offensive in the complete marketing mix. m:con also offers additional communications services such as an online presentation tool and m:con visions which reports on current trends and developments in the congress and live communications sectors. We present you with an excerpt of the comprehensive marketing mix available to all our clients. Service plus!

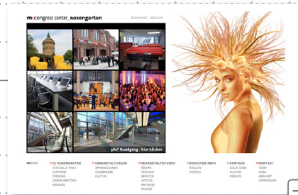
SERVICE

Welcome
gimmicks



PR

COMMUNICATION



Internet



online planning tool



movie "world of m:con"



m:con visions



PR



Advertising
in trade media



Mailings



Marketing folder



Salesfolder,
Case Studies

Accompanying fam trips, exclusive customer events and face to face

m:)con_providesmore – service and marketing concept 2009/2010

m:con
VISION INTO CONVENTIONS

Service for events has many target groups, all of which have their own individual expectations and requirements. That is why we produce targeted and tailored service packages for specific target groups - from exhibition builders, speakers and participants to events organisers themselves.

m:con OFFERS MORE for ...

Organisers

■ REASON WHY?

Our goal is to generate new business, retain regular clients and create turnover by expanding and increasing our palette of services.

Service for our organiser clients begins online. Potential new clients can take a full-screen virtual tour of the Rosengarten, view individual rooming possibilities and visit highlights in the surrounding region. The icing on the cake is our online planning tool. Organisers can choose and configure rooms online and immediately export a suitable presentation of the desired course and direction of their events in the Rosengarten Mannheim. Background on technical support, the surrounding region, social and accompanying programmes is added automatically. Case studies on the individual design possibilities offered by the various rooms in film and in picture form complete this useful tool. If clients are interested, we invite them on a site inspection and to an individual advisory discussion.

m:con OFFERS MORE for ...

Exhibition builders and “Stuff”

Exhibition builders are commissioned by sponsors and sponsors are important for the refinancing of congresses. They can also tip the scales on the choice of venue location. We facilitate the decision-making process in a positive manner by providing exhibition builders with information, a service counter with tool rentals and by offering targeted advice. Additional coffee station for ‘Stuff’

m:con OFFERS MORE for ...

Speakers

■ REASON WHY?

Speakers are potential conference chairpersons and at the same time potential new clients. This is why we treat them in a special manner – from welcome gifts, shuttle services, hotel room upgrades to evening meals. Our goal is to win new clients and to send positive feedback to the organisers. In other words – client care and attention to detail.

m:con OFFERS MORE for ...

The people in the city and region

Congresses and conferences bring purchasing power into a city and its surrounding region. This is not always obvious to the residents themselves. By communicating these advantages we motivate the local population from taxi drivers to hotel staff to actively participate in the direction of congresses and events – with, for example, special offers and welcome signs in shops, restaurants and hotels. This services package also has direct effects on city planning and urban development. Hotel capacity will be raised to 6,000 beds by 2012.

m:con OFFERS MORE for ...

Participants

■ REASON WHY?

Participants partly decide where and when the next event takes place via feedback to the organisers. When they are happy and content with the services offered and feel well looked after they will register to attend once again.

That is why the whole city becomes their host and why we look after more than just the smooth direction and flow of any particular event.

Participants discover an event welcome package upon arrival in their hotel rooms which contains all the information they require on the city and the surrounding region along with all relevant information about the event itself. Participants and guests are specially treated in the city and enjoy individual service and special offers in shops and restaurants.

The congress and event concept as part of city and location marketing

Sowing visions – reaping success

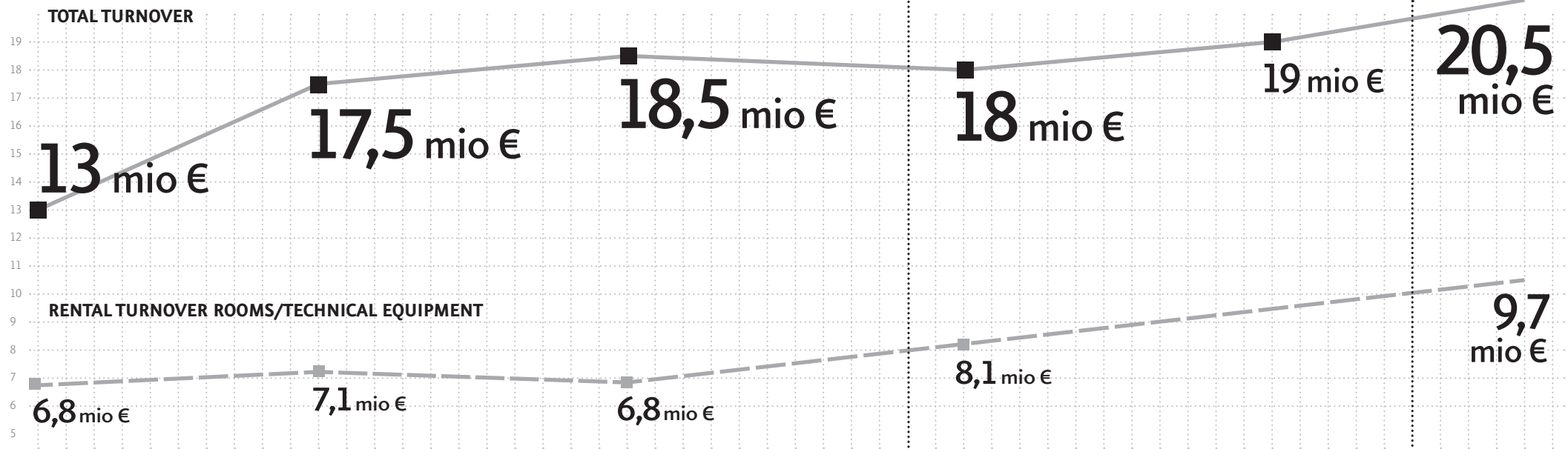
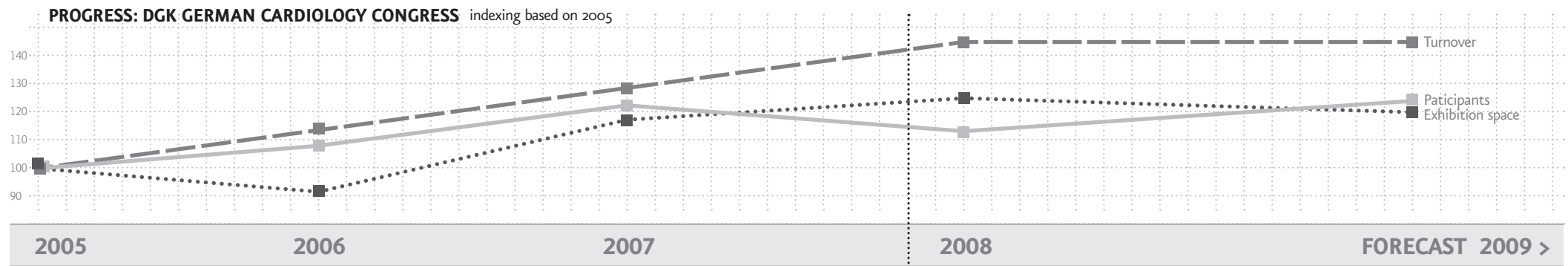
We have had continued growth in turnover since we initiated our expansion campaign. Firstly, due to the extension and modernisation of the m:congress center Rosengarten Mannheim and thereafter as a result of our targeted marketing of the newly created spaces. The introduction of our service offensive has also led to a further rise in turnover from our regular clients – i.e. clients who have been organising events for many years in the Rosengarten. This business is also expanding as a consequence of our increased services palette. The future has already begun.

PHASE 1 CONSTRUCTION

PHASE 2 OPENING

PHASE 3 MARKETING

PHASE 4 SERVICE OFFENSIVE



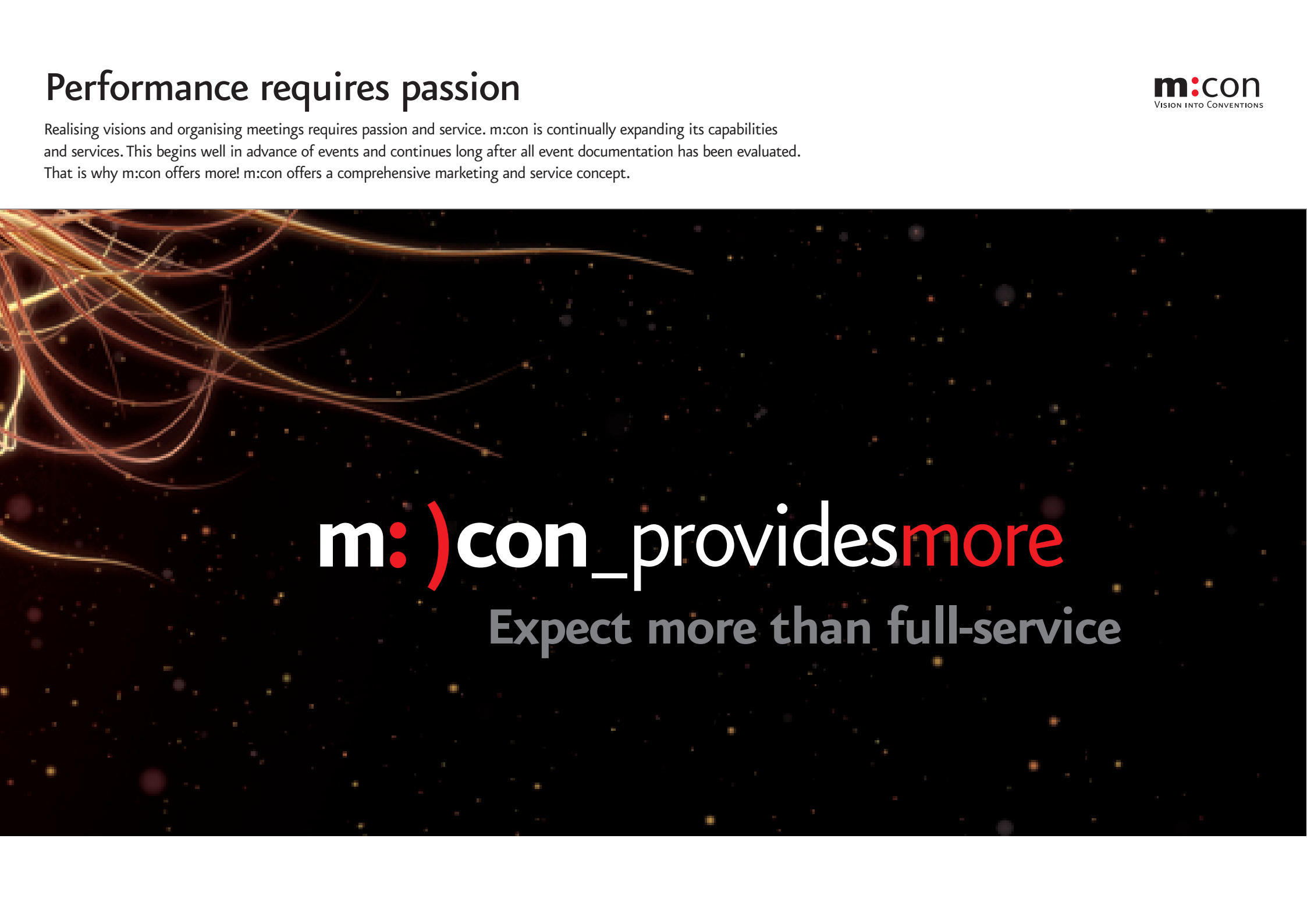
Reopening
1st December 2007

Valid as of September 2009
First results of the service offensive
and forecast for further development

Performance requires passion

m:con
VISION INTO CONVENTIONS

Realising visions and organising meetings requires passion and service. m:con is continually expanding its capabilities and services. This begins well in advance of events and continues long after all event documentation has been evaluated. That is why m:con offers more! m:con offers a comprehensive marketing and service concept.



m:)con_providesmore
Expect more than full-service