



MEET TAIWAN

Shake to Share

Reducing distances in a virtual neighborhood



ICCA Best Marketing Award Entry 2012



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I. Introduction

MEET TAIWAN has been charged by the Bureau of Foreign Trade (BOFT) with promoting Taiwan's meeting industry. It began building, promoting, and maintaining the MEET TAIWAN brand worldwide in 2009. Its chief objective is to develop Taiwan into the top meeting destination choice in Asia.

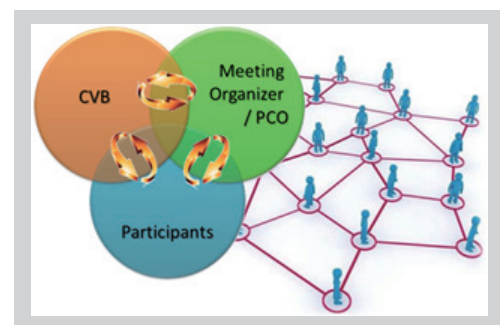
II. Key Challenges

Taiwan's meeting industry started later than its counterparts in Hong Kong and Singapore and consists primarily of SMBs (small and medium business). Company scales were relatively small, and there was only a relatively small number of players. The resulting inefficient utilization of resources has made it difficult for the individual companies to pull away from the pack in the highly competitive global market. To resolve these issues required innovative thinking and approaches. Below are some of the marketing challenges faced by Taiwan's meeting industry and MEET TAIWAN.

- 📁 Using limited resources to market the industry globally
- 📁 Building an image distinct from other meeting destinations
- 📁 Encouraging local associations to become active globally
- 📁 Developing name recognition of Taiwan as a meeting destination

III. Creative and Innovative Ideas

To overcome the above challenges, we developed the Shake to Share marketing campaign, which brings together the spirit of ancient culture, apps, mobile devices, the Internet, and social media to maximize the use of the limited resources available to Taiwan as it strives to realize meeting industry marketing goals. Developed with government funding, these tools are provided free-of-charge to companies in Taiwan's meeting industry and to event participants, foreign nationals in particular. They are designed so that participants themselves play a role in marketing Taiwan and Taiwan's MICE industry.



Ancient Wisdom

The sky lanterns featured in our campaign are a distinctly Chinese motif that injects life into the app. Records from China's Three Kingdoms Period (220-280 AD) indicate that sky lanterns were used by armies to send messages. More than a thousand years later, during the Qing Dynasty, people in Taiwan would release sky lanterns after disasters to let their loved ones know that "all is well." Today, sky lanterns continue to be released in Taiwan as a form of prayer and to indicate that "all is well."



Modern Means

As the image of sky lanterns appears in our app, they retain their original meaning. When foreign nationals take part in MICE activities in Taiwan, they can use the app to release sky lanterns to send messages to loved ones back home and let them know that "all is well."

The MEET TAIWAN App employs electronic sky lanterns on computer touch screens and harnesses the power of social media so that users can instantly share photos taken on mobile devices with colleagues and loved ones anywhere in the world. Activity participants then effectively market Taiwan's meeting industry as they share their experiences in Taiwan with the rest of the world. The sky lanterns are also used by event organizers as an alternative channel for communicating with event participants.



This innovative campaign maximizes the use of Taiwan's limited resources, giving SMBs a common platform to market and increase name recognition for Taiwan's MICE industry. It is proving to be a great boost for the industry.

IV. How We Met the Challenge

We understood that working closely with Taiwan's MICE industry to execute our campaign would be the best way to market Taiwan as Asia's top MICE destination using limited resources. Our approaches were as follows.

-  Strengthening partnership between MEET TAIWAN, meeting organizers, and local PCOs.
-  Facilitating networking in international meetings, stirring up conversation and curiosity about Taiwan, and increasing name recognition for Taiwan's meeting industry.
-  Transforming users into spokespeople for Taiwan as they spread news about Taiwan's meeting industry whenever they use the app.
-  Coupling the MEET TAIWAN App with social media, which allows us to follow up on primary meeting industry targets--a prime example of precision marketing.
-  By continuing to improve and update the MEET TAIWAN App, we adapt it for use in future marketing campaigns and develop it into business model for the industry.

V. Key Steps We Took

We knew also that we needed to take an integrated marketing approach in order to achieve our campaign goals and receive maximum exposure. We developed a series of creative channels to directly address the challenges we were facing.

International Conferences

Displays of digital sky lanterns

Big sky lanterns on interactive touch screens at registration counters, refreshment areas, and banquet halls pique curiosity. These glowing sky lanterns catch the eye of users who then discover that they are viewing the latest activity photos. This arouses interest and discussion.

Shake to Share

Photos are uploaded onto the touch screens using the "Shake to Share" function available on the MEET TAIWAN App. Conference participants simply wave ("shake") their cell phones to upload photos and messages instantly onto the MEET TAIWAN Facebook page, the conference fan page, personal Facebook pages, and touch screens at the venue. The fusing of the MEET TAIWAN App with social media has transformed attendees into spokespeople for Taiwan's meeting industry as they share their experiences in Taiwan in the form of photos and comments with colleagues, friends, and family around the world.



Continual tweaking, new marketing tools and business models

The MEET TAIWAN App boasts other functions, like the name card exchange, which is custom-designed for businesspeople. No more forgetting or running out of name cards. And fewer paper name cards means less of a burden on the environment.

We continue to work closely with conference organizers to add and improve functions and meet the needs of individual meeting events. The MEET TAIWAN App's innovative features have inspired new products and business models in the meeting industry, have served as an impetus to upgrading venue equipment, and are encouraging improvements in service flow and quality. Businesses are even lending/renting tablets loaded with the MEET TAIWAN App at venues to attract clients. Functions and tools like online registration, venue check-in and control, and visitor statistics, are gradually being incorporated into the MEET TAIWAN App to further enhance work efficiency.

Conference and MEET TAIWAN Websites

The MEET TAIWAN Website, the portal for Taiwan's MICE industry, provides information on planning resources and services. We promote the MEET TAIWAN App on regular e-letters and the MEET TAIWAN Facebook page, which is designed to reach a wider audience. Organizers that have used the MEET TAIWAN App share their experience on conference websites which are viewed around the world.



Fam Tours

To bring the world media into the picture, Familiarization Tours (Fam Tours) were held in Taiwan in November 2011 and April 2012, during which foreign journalists were briefed on the MEET TAIWAN App. Activities they took part in were recorded using the app and the information uploaded onto the MEET TAIWAN fans page. That info was then passed on further to others in a "chain reaction." Sharing content like they did in real-time over the Internet achieved the marketing objective of presenting Taiwan as an excellent meeting destination choice. Subsequent reports were made by the media, which created further viral effect.



International MICE Events and Destination Briefings

We have also made good use of international MICE exhibitions, like ITB Asia, AIME, IMEX, CIBTM, and IMEX America, showing clips about the MEET TAIWAN App's Shake to Share function on official websites. Individuals looking for MICE destinations can download and try out the app or visit the MEET TAIWAN website. Between exhibitions, we attracted visitors to interact with our "Shake to Share" and shared their photos from MEET TAIWAN App.

Media Reports

Media organizations in Taiwan and around the world have maintained an interest in the MEET TAIWAN App since its unveiling. They have held interviews and discussed it on news reports, explaining its advantages, applications, and effectiveness and pointing out that it is just one more reason for choosing Taiwan as a MICE destination.



VI. What We Achieved

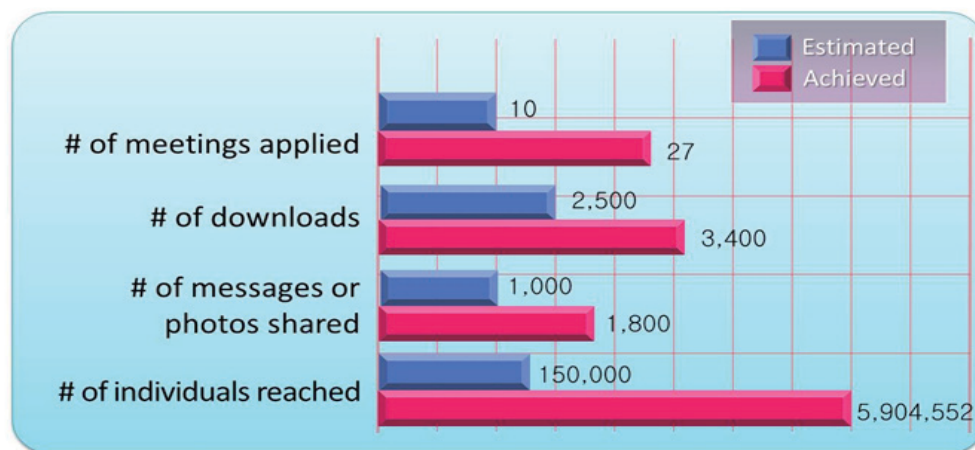
- Organizers of the 27 international conference events held in Taiwan in 2012 would have had to spend a total of €480,000 to design their own apps. By investing €60,000 into the development of ours, we saved the industry €210,000.
- Over 30,000 attendees from 60 countries have experienced the MEET TAIWAN App in 13 conferences held in Taiwan. Thousands of photos have been uploaded onto social media (Facebook) using the app's real-time sharing function, reaching 5,737,060 individuals. Incorporating the MEET TAIWAN App and social media has increased marketing effectiveness 1,062-fold.
- The MEET TAIWAN App is also an important part of an environmentally friendly and green conference. It has served to sharply reduce paper use and all but eliminate mailing costs in the process. The MEET TAIWAN App is designed for use on smart phones and tablet computers, so that users can get conference information as it comes out, share photos and name cards electronically, download conference information, and even take notes. Thanks to our app, meetings can now be paperless.



The investment plan for the campaign

Designing and developing the MEET TAIWAN App	€60,000
Sky lantern shape touch screen	€13,750
Publicity videos and media exposure	€8,750
Total	€82,500

Summary of our results



Testimonies

-  Janet Tung, executive officer for the organizing committee of the 34th Asia Pacific Dental Congress 2012, said, "It is a truly innovative godsend for international conference organizers."
-  Jennifer Chu, Executive Director, HPAIR Asia Conference 2012, said, "It gives more of a personal touch and it allows delegates to be more involved."
-  Katherine Ho, Executive Director, 2012 Asia Conference HCOC, Harvard Project for Asian and International Relations, said, "It was a great marketing tool for Taiwan."

VII. Lessons Learned for Other ICCA Members

ICCA Surprises!

Participating in various ICCA activities has inspired us to carry out exchanges and topics with members of the meeting industry around the world and encouraged us to join the BMA competition.

Don't be Shy—Use Your Best

We use Taiwan's world-class telecommunications infrastructure as a foundation for international meetings and encourage other ICCA members to leverage their own strengths to develop their industry.

Think Big When It Comes to Social Media

By fusing the MEET TAIWAN App's real-time sharing function and social media's ability to make marketing campaigns "go viral," we are showing the world that Taiwan is a top choice for meetings. Event participants spread the word about Taiwan's meeting industry, culture, and friendly people with the rest of the world via the app, thereby increasing the island's name recognition and enhancing its image in the meeting industry.

Unity is Strength

Because of our campaign, we have pulled all stakeholders together, created new marketing approaches marked by sustainability, and new sponsorship models for meeting organizers. It provides an important incentive to continue participating.

Create a Lasting Campaign

As long as meeting organizers use our app, delegates will continue to share!!

