

@ EIBTM 2012

Gdansk Christmas Baubles

Unique Business Project with Very Limited Resources
A lesson how to implement corporate social responsibility into PR activity



BEST MARKETING
AWARD 2013

Entry Submission
from



Company Introduction



Gdansk Convention Bureau (GCB) was founded in 2005 as congress bureau representing business tourism service providers. Currently CVB has over 130 partners in Gdansk & Region (hotels, PCO companies, DMCs, restaurants, congress centre, etc). It operates within a framework of Gdansk Tourist Organization. GCB has been ICCA Member since 2007.

GCB belongs to the group of young and quite small CVBs in Europe but it tries to stay active and visible within international organizations and influence the industry with fresh ideas.

When convention bureau was set up, nobody recognized Gdansk as a conference destination. After 8 years and loads of investment in creation of a new image of the destination and Poland itself, we can feel the difference. Gdansk and local industry develop fast, attracting over 400 000 meetings participants a year. Brand new congress center was just opened along with numerous 4 and 5 star hotels. Even though the city still face the 'communistic' stereotype and industrial image (Shipyard) Gdansk ranks among top 3 most popular meetings destinations in Poland.

Sounds amazing isn't it? Well... it would, if only the convention bureau still have had the resources it had 2 years ago.



Gdansk Challenge



In 2012 Gdansk Convention Bureau EU co-funded project ended up. First and second quarter of 2012 was a time when documentation was completed and since then all the extra budgets that Gdansk CVB had for international promotion was gone. It's worth to say that Poland was the largest beneficiary of European EU funds at that time. Gdansk Convention Bureau did run a promotional project for 2 700 000 PLN, which is around 675 000 EUR (75% funded from EU). The budget allowed destination to be present at many well known industry events like EIBTM, IMEX, Confex, EMIF and domestic shows. Gdansk had advertisements in European magazines eg. CIM, AMI, M&IT, etc. We did run 7 large study tours for European based agencies, operators, corporates and associations.

Convention bureau financial situation changed drastically in the mid 2012. We were facing significant redundance on our marketing activities. In the beginning we thought we would deal with it. First step was limiting the most expensive part of marketing – numerous tradeshow. We decided to exhibit only at two major European events – IMEX & EIBTM.

GCB team prepared for IMEX 2012 almost the same as for previous shows BUT this time we didn't hire agency to attract clients, we didn't buy any advertisement space in major magazines, we didn't promote our tradeshow presence through any paid communication channel etc. IMEX 2012 came...

Results? We experienced 26% decrease in number of meetings. The quality of meetings wasn't good either. Our goal is to attract association and corporate buyers directly. Instead of it we mainly met small local agencies. Gdansk experienced serious breakdown in marketing and PR.

We all knew this was the moment to change our business model. When you have basically no money left for marketing you use resources you still have – **creative team of 4**. It was a time to REALLY **think out of a box**. There was no place for simmlar mistake at next show – EIBTM 2012. Gdansk CVB team strongly believe that creative projects, challenging the industry and being a step ahead of others, especially when it comes to innovative approach to business, is the best way to be visible.



Tick.. Tock.. The clock is ticking!



Here's the situation:

- EIBTM 2012 is approaching
- We have a group of 9 000 potential clients coming to Barcelona and no specific plan to attract them
- There is almost no budget left for advertisement and marketing
- We need 'out of a box' project to attract international press and get complimentary media exposure
- We can't afford industry magazine's printed advertisement

Goals

- The main goal was to attract 8-10% more guests to our stand (comparing to IMEX 2012 - it should be mentioned right away that until now Gdansk did experience very similar number and quality of meetings at IMEX & EIBTM so we often compare show statistics)
- The quality of the meetings shall change
- We aim to meet more associations representatives and corporates (instead of rising a number of agencies)
- Attract international media



Christmas Baubles Concept



Get Christmassy with Gdansk

EIBTM is held prior to Christmas and we noticed that exhibitors do not use this opportunity to create extra events at their stand. We thought that's a theme we should base our project at. The plan was to create **Christmas atmosphere** at Gdansk stand - chillout zone, where buyers and exhibitors could enjoy a cup of tea and have a little fun. The idea was to engage visitors to make their own Christmas Bauble, add something personal to it and decorate it with tools that Gdansk provided at stand. All baubles were going to be sent to chosen Children organization in Barcelona.

Once we brainstormed on it we decided to run **complex CSR project** and add gifts for Children. Who enjoy Christmas time better than children..? **Why was it simple?** Think about it, every EIBTM exhibitor comes to Spain with **loads of promotional gifts** (pens, toys, games, angry birds, etc). On regular basis we experience the situation that in the end of the show we are left with many gifts. We give it to people walking around or simply leave at stand after the show. **What if we donate them to less fortunate ones?**

The project consisted of 4 levels:

A – Donation

Gdansk Convention Bureau donated 250 EUR to bring to Barcelona gifts for children from chosen Orphanage or Children's House as a Christmas gift

B – Gifts from Trade visitors

Both exhibitors and buyers were informed prior the event about the possibility to join to project and bring gifts. Gifts were displayed at the stand and the idea was to inspire others to join in.

C – End of the show

Every year we end tradeshow with many promotional gifts left at our stands. Since it was Christmas time we encouraged all exhibitors to bring few things to GDANSK stand and donate it to children

D – Personal touch

Every guests who came to Gdansk stand was offered a cup of Christmas coffee or tea and what's more - a possibility to prepare their own Christmas Bauble for children with personal wishes...

Gdansk Convention Bureau provided guests with polystyrene baubles, glitter, brocate, stickers, markers and typical Christmas decorations. Have a look at pictures below:



Group of supporters



Partners Engagement

To help address a sustainability we formed a group of supporters. First step was engaging other convention bureaux from Poland and exhibiting companies to support the project. It didn't last long. One CVB after another joined in and offered not only bringing gifts to Barcelona but also to share the information prior and throughout the event via social media, website and of course word of mouth. With that support we were proud to run not only Gdansk project but **POLISH project**.

EIBTM joins in

We couldn't have done it alone. We needed strategic partner of the CSR. We've decided to share the idea with EIBTM. It was honestly less than 5 minutes that we received a positive feedback. Reed Exhibition (EIBTM) joins the project and doubles the amount of money Gdansk had. Reed Exhibitions brought not only extra budget but priceless communication channels through EIBTM messaging tools, website, app and social media.



„Thank you all Marta and Anna for this amazing initiative! Thank you Graeme for supporting it! Thank you all for your contribution and this is a great team effort to leave “a little seed of love” planted in the hearts of these least fortunate youngsters of Barcelona!”

David Benitez
Sales Manager, Reed Exhibitions



(To Spanish partners) „Hi, One of our exhibitors, Gdansk has sent this idea and we would like to proceed with it. We are looking to try and find a local children's home or orphanage in Barcelona that we can donate a load of unwanted promotional gifts for Xmas – we get all sorts of stuff left at EIBTM.”

Graeme Barnett
Exhibition Director, Reed Travel Exhibitions

Associations - ICCA support

Same day information is sent to ICCA Hq. ICCA colleagues decide to support the great cause by spreading information to the world through website and social media channels. That ensures another audience. Not only trade visitors attending the event will be informed about it but also exhibitors and associations who are ICCA Members. They were informed about the project and encouraged to join.

Whom and How



Whom would we support?

Which Spanish institution shall we choose?

The next step was to ensure fairness of the project. Reed Exhibitions on behalf of Gdansk CVB (project leader) got in touch with Barcelona Tourisme Convention Bureau for their advise on selection the organization whom we would support. We discussed which institution would be the one that we support this year. To be sure we will make the best choice we got further in touch with Voluntaris.cat (Federacio Catalana de Voluntariat Social) - professionals who will choose the institution/orphanage in need. Volunatris suggested that we should consider **FUNDACIÓ ALDEES INFANTILS SOS CATALUNYA – Aldea Infantil de Sant Feliu de Codines**. Their main objective of the organization is to protect children and adolescents who are in social risk because of their volatile environment. The “Aldea” is a place for children. The centre helps “unloved” children in their growth and development.

How would we do it?

Since it wasn't the first CSR project that Gdansk was running together with children's house, Gdansk team knew that sweets are a nice gift but it's not something children need most. It was still unclear what exactly their needs were so together with EIBTM we gathered the information and rank the needs of chosen community.

GDANSK CVB 250€ contribution were school supplies: backpacks , pens, crayons, markers, notebooks etc.

For **EIBTM 250€ contribution** they have suggested the following materials: puzzles, games for “logic” learning , games for “memory” learning , boardgames: Trivial, pictionary, etc.



Gdansk Stand @ EIBTM



A picture is worth a thousand words

Just look at them... Gdansk Christmas Baubles project brought many guests to the stand. People were bringing gifts, often very personal ones. They were happy to help. People kept coming to Gdansk stand. They were bringing friends to join the project. We received gifts for Children from all over the world. Nobody left the stand without preparing their personal Christmas Bauble. Those were displayed at the stand for 3 exhibition days.

The idea was brilliant in its simplicity

Very often we underestimate people's need to help others. We all have a natural desire to help. If only we create conditions they'd contribute to the project. We attracted journalists from British, Greek, German and Polish Press. Gdansk CVB never experienced that many interviews.

WOW Factor

The biggest surprise were guests coming from International societies to congratulate on the idea and get more information on Gdansk CSR and Gdansk itself.



From Client perspective:

"I am amazed with Gdansk project and the fact how it attract buyers to their stand. Everyone's enjoying the idea. I can see few key industry players. Well done." - Linda Pereira, Owner, CPL MEETINGS & EVENTS



"I like the way Gdansk brought industry attention to the importance of CSR. I'm sure relationships they build now will bear fruit in the future."
- Valentini Amarantidou, Director of Development at Artion Conferences & Events



Evaluation – Cost & ROI

PROJECT COST:

- 250 EUR donation (+250EUR EIBTM contribution)
- 300 EUR for Christmas decorations, baubles etc
 - **Total 550 EUR Gdansk's Contribution**

ROI

- We experienced **12% increase in the total number of meetings** in comparison to previous show
- Not only the quantity but the **quality of meetings** changed. When we go through statistics we see that Gdansk managed to attract **40% more associations'** representatives, **50% more corporates** and of course big number of **media** representatives. We experienced **five times more interviews** and meetings with media than usually.
- Statistics show percentage decrease in the number meetings with event agencies coming to Gdansk stand but it only proves that Gdansk reached a final client directly (associations, corporates, media)
- Prior during and after the show information potentially reached over **625 000 people** (including Trade Visitors)
- Gdańsk Convention Bureau's PR activity around the show was featured in key media titles, including Conference + Meetings World, International Meetings Review, Xenios World, Incentive travel, Positive Impact Events, ETB News. With EIBTM support we estimated **editorial value of these for 6590 EUR**. Polish media: Eventmapa, Sale Biznesowe, Allinclusive – **editorial value: 1450 EUR**. Total: **8040 EUR**

- Gdansk showed to the wider world that the meetings industry has a heart as well as a head. This is particularly important at a time when the meetings industry is sometimes perceived as being a bit extravagant and elitist...
- EIBTM is one of the biggest meetings industry events so the number of companies and organizations we reached is huge. Just within those 3 days we potentially reached over **four thousand buyers from 66 countries**, over **four thousand trade visitors** and **three thousand exhibiting companies** who were informed about Gdansk project and the city itself.
- **This great number of people not only supported the Social Legacy but we encouraged them to rethink their business philosophy, do little research and try to solve problems of their own local community.**
- For Gdansk Convention Bureau and Gdansk itself as a Conference Destination another goal achieved was a **positive destination image, great press coverage** and **numerous additional meetings** at EIBTM that may bring new events to Gdansk. Besides prescheduled meetings GCB experienced big number of unexpected guests representing associations and organizations, mostly in the field somehow connected with the CSR and Volunteering, Projects Management, Humanitarianism and others simply interested in Gdansk project.
- Last but not least – **this is what we achieved TOGETHER:**



It's priceless!

Evaluation



Publicity & PR

We would never be able to buy all the advertisement spaces at EIBTM Daily, app, sponsors zone etc. Look at the numbers:

- **EIBTM joined in and shared the information through:** Sustainability press release, News alert, Exhibitor communications, Website
- **People acquainted with information through EIBTM:** 4 053 Hosted buyers from 66 countries, 4 041 Trade Visitors, 736 Media, VIPs, 3 164 Exhibiting Companies, 165 840 unique website visitors, 23 547 Facebook users (3 show days)
- **Gdańsk Convention Bureau communication channels:** Polish media (250) and international ones based on ICCA Press Database (300 contacts), Facebook - 600 unique fans, Twitter – 650 followers
- **ICCA channels:** FB, Twitter, Members release

MEDIA	Information Reached
International Press	412 600
Polish Press	15 000
Social Media	
News through EIBTM fb	23 547
News through GCB fb	600
WWW	
GCB website	300
EIBTM website	165 840
Other	
GCB Press Release	550
GCB Newsletter	3 500
GCB EIBTM Invitation	3 100
GCB Twitter	650
Total	625 687

Tips for ICCA Members

- Be brave with your projects! No matter how small organization you are, how little budgets you have, you can find supporters! Communication is the key!
- Accept and face challenges that industry brings you
- Do not underestimate power of word of mouth promotion and social media
- You don't need huge marketing budgets to become visible within international area
- As industry representatives we need to remember about bringing industry attention to the necessity of running CSR projects
- Social Legacy - As part of our day-to-day work we should influence local societies
- Cooperate with other ICCA Members, they were the ones who joined project as first. Exchange ideas, share.

GCB learned a lesson how important it is to invest in relationships and communities. We do not only mean the pure money that we submitted to the project but also time that whole team of Gdansk Convention Bureau dedicated to it and our hearts. CSR projects are part of our Business Model. We will continue the project at EIBTM 2013. We believe that **successful communities and relations translate to successful businesses**. The informal partnerships that we managed to establish through the Christmas Baubles project allows us to improve projects we run currently and share best practices with industry colleagues but we also encourage them to run their own.



Evaluation - Media



Here's just a little example of what happened with Media and Trade Visitors support. The project wasn't only Gdansk success. It was **the MEETINGS INDUSTRY Success**. Once again industry proved that we are socially responsible to the communities where we do business and simply proved that **WE CARE...**



juan_diaz_diaz

#EIBTM25 and GDansk present donations and puzzles to a Barcelona children's charity <http://t.co/DrB6ZaT6>



EIBTMevent

EIBTM has teamed up with @GdanskRegionCVB to provide learning games and puzzles to charity, Aldees Infantils SOS, helping young children



Iwona_Kubisz

RT @icpgrouppoland: Congratulations to the GDansk Convention Bureau for winning the Most Effective use of PR Stand Award <http://t.co/PJU34C7o> przz @rxmarketing



icpgrouppoland

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mpispain

@GdanskRegionCVB bring school supplies and polish sweets for Barcelona children of L'Aldea youth centre. #EIBTM will now get puzzles!



PacificWorldDMC

RT @dbenitezRAFFA: @GdanskRegionCVB bring school supplies and polish sweets for Barcelona children of L'Aldea youth centre. #EIBTM will now get puzzles!



dbenitezRAFFA

@GdanskRegionCVB bring school supplies and polish sweets for Barcelona children of L'Aldea youth centre. #EIBTM will now get puzzles!



kceluch

RT @EIBTMevent: Latest #EIBTM25 Exhibitor News: @GdanskRegionCVB -Make Kids Smile on stand i552 <http://t.co/y4QJU8RM>



INTERNATIONAL
MEETINGS REVIEW

Gdańsk Convention Bureau to Donate Gifts to Children's Home

November 26, 2012

by: Meetings International

SHARE +MORE 0 Be the first of your friends to like

This year, Gdansk Convention Bureau, that represents Poland, not only is exhibiting at EIBTM show in Barcelona dedicated to children.



'Every year we end the show with so many nice promotional gifts left. Since the show is right before Christmas time we would like to encourage all exhibitors to bring few gifts to 3dansk stand i552. All gifts we gather will be donated to the chosen local children's home in Barcelona,' said Marta Wisniewska, Gdansk Convention Bureau coordinator.



Gdansk Convention Bureau (Stand i552). Most effective use of PR.

@DeSmartcom 10.22am
thousands of visitors and
exhibitors @EIBTMevent
EIBTM is also there! pic.
twitter.com/84hJTip9

@firenze_cb: Connected to
#EIBTMhybrid, brilliant idea!
@EIBTMevent
11
@DeSmartcom: Thousands

Evaluation

Gdansk Convention Bureau Team was honoured with
"Stand Award Best Use of PR"
during EIBTM fairs 2012 in Barcelona



"Gdansk Convention Bureau were the winners of the EIBTM 2012 PR Stand Award due to the extensive ways in which they effectively used the PR opportunities available to them to gain maximum exposure from the show. We were extremely happy to support them in their Christmas Bauble campaign as we felt that it was a really good way to incorporate corporate social responsibility into their PR activity and were especially thrilled that they supported a local Spanish orphanage by donating the gifts they collected as part of this. We selected them to win the PR Award as they heavily promoted their attendance and charitable activity through social media, uploaded Gdansk press releases to the EIBTM website and even organised 'Happy Hours' for their clients and other ICCA or MPI Members at their stand. We wish them every success, and look forward to catching up with them again at EIBTM 2013"

Graeme Barnett,
EIBTM Senior Exhibition Director

