

Using social media in bidding process

“Building long lasting sustainable community
through bidding for Apimondia 2021”

ICCA Best Marketing Award Entry 2018
By Serbia Convention Bureau





1. General introduction – looking beyond economic effects

Limits and challenges are high for Serbia Convention Bureau, having in mind budget and human resources, but also economic and social situation in a country that is still considered as developing. However, in the last 3 years Bureau has managed to confirm total of 45 international events with total of 44.000 delegates.

In order to increase legacy of international events, besides economic effect, Bureau understood that it is necessary to work on the basic pillar that every convention bureau should focus on. Therefore, Bureau decided to build-up on bidding process by working with local associations on **long-term and sustainable effects: A) for local community in Serbia and B) for association specific community on European and global level.**

Therefore, aim of communication with local associations is based not only on bidding for international events, but on **creating platform that will be a basis for the knowledge based society and that will further support visibility of specific field in front of professional and general public.**

2. Introduction – Bid for “APIMONDIA 2021” congress

International Apicultural Congress APIMONDIA represents the flagship event of the International Federation of Beekeepers' Association and the most important event in the field of honey, honey production, bee's health, and honey products. Average attendance of 8.618 is recorded.

Serbian Federation of Beekeeping Societies has been established 100 years ago. But in last decade they decided to completely change the focus, style of management and targeted results. Beginning of May 2017, Serbian Federation of Beekeeping Societies and Serbia Convention Bureau decided to bid for APIMONDIA 2021. Decision for congress has been set for October 4th 2017, so it created a window of 5 months to implement the strategy and to win great competing destinations with up to x30 bigger financial budgets (Denmark, Russia and Slovenia).

The bid strategy was based not on the bid itself, but on creating greater legacy for entire beekeeping community in the world and Serbia, positioning Serbia in the heads of world beekeepers and regular honey users as a destination that takes care about more important legacy aspects.

3. Qualitative objectives to be reached through bidding process

1. Building up domestic beekeeping association capacity and assisting in their international integrations
2. Supporting platforms for knowledge based societies regarding bees and honey on European level
3. Educating industry partners about providing typical services and products with "designated origin Serbia"
4. Educating honey consumers on importance of usage the original honey on European level
5. Promotion of the bid itself in order to win the Congress against strong competition

4. Challenge:

1. Low awareness of average European honey users about "fake" honey
2. Average position of Serbia on the international honey and other bee products market as a desirable partner
3. Low awareness of average European and Serbian citizens of bees as a protector of natural environment and human habitat
4. Various cultural differences among countries on European and global level
5. Differentiation from other bid competitors

5. Solution: Innovative usage of Facebook

Through following pillars:

Story telling – share the stories focused not on "hard facts" but based on emotions and useful facts. Communicating experiences and feelings

Sight living – sharing ideas and emotions that can be felt on places of interest, and not the historic and statistic data

Know-how societies – creating platforms for sharing knowledge among professionals and platforms for regular user education regarding topic



6. How it worked

1. Engaging full time Social media manager (total costs of 690 euros)
2. Creation of Facebook page "Apimondia 2021 – Vote for Belgrade"
3. 450 euros invested in paid reach and post promotions on Facebook
4. Creation of post using 3 pillars defined in Facebook strategy
5. Usage of real time and real places photos
6. Creation of stories through fun facts easy to remember
7. Geo targeting in first 2 months on 20km radius within headquarters of European, Asian and Latin American beekeeping societies that were registered to attend Apimondia decision making voting on October 4th (during General Assembly in Istanbul) until October 1st
8. Geo targeting of Taksim (part of Istanbul) in period September 29th – October 3rd where most delegates stayed
9. Geo targeting just on Istanbul Congress Center and Hilton Hotel in period October 3rd – October 4th , as congress venue and HQ hotel

7. Set of measurable targets and goals to be reached

1. To reach 600 page followers
2. To have 350 organic likes
3. To have average of 3.500 likes on promotions
4. To have total reach of 100.000 users
5. To have paid reach of 100.000 users
6. To have total impressions of 200.000 users
7. To have 250.000 total reach of page posts
8. To increase honey price toward international wholesalers
9. To increase honey price for end-users on international markets
10. To increase market demand among local end-users
11. To increase number of local society members

How it looked in implementation phase



Apimondia 2021 - Vote for Belgrade
@BeekeepingAssociationOfSerbia

- Home
- About
- Events
- Photos
- Videos
- Posts
- Reviews
- Community
- Info and Ads
- Promote
- Manage Promotions

2021. Bee in Belgrade



Liked Following Share ... Learn More

Create Post Photo Album Live Video

Write a post...

Photo/Video Feeling/Activ... Write Note ...

5.0 5 out of 5 · Based on the opinion of 8 people

Our Story

Founded over a century ago, Serbian Federation of Beekeeping Associations is celebrating the 120th A...

+ Finish your story to tell people more about your business.

92% response rate, 9 hours response time
Respond faster to turn on the badge

You just reached 900 Page likes. Nice work!
Create a post thanking the people who like your Page.

Landing Facebook page

Post Details

Apimondia 2021 - Vote for Belgrade is with Rodoljub Zivadinovic.
Published by Rada Pelkovic · August 31, 2017 ·

The Prime Minister of Serbia Ana Brnabić and Minister Of Agriculture And Environmental Protection Branislav Nedimović welcomed Apimondia president Mr. Philip McCabe and secretary-general Jannoni Sebastianini on Wednesday 30th September at Belgrade. Government of Serbia is strongly supporting Belgrade bid for Apimondia 2021 as well as all of 15.000 beekeepers registered in Serbia. Prime Minister pointed out that World Congress of Beekeepers Apimondia organized in Serbia for the first time ever will give a new perspective to all beekeepers in the world and that we will do the best to make everyone satisfied.






Performance for Your Post

58,131 People Reached

205 Reactions, Comments & Shares

185 Like	111 On Post	74 On Shares
5 Love	4 On Post	1 On Shares
8 Comments	0 On Post	8 On Shares
7 Shares	6 On Post	1 On Shares

2,638 Post Clicks

2,085 Photo Views	2 Link Clicks	551 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post **1** Hide All Posts
0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Example of Post – example a

How it looked in implementation phase

Post Details



Apimondia 2021 - Vote for Belgrade

Published by Rada Petkovic [?] · September 8, 2017 ·

There is a long tradition of beekeeping in Serbia and, thanks to the local climate, the honey from Serbia is of a high quality. The most common varieties are locust, linden, and sunflower honey, but there is also the kind that the bees make from rapeseed and smaller quantities of meadow and forest honey.

#beinserbia



Example of Post – example b

Performance for Your Post

43,164 People Reached

41 Reactions, Comments & Shares

35 Like **33** On Post **2** On Shares

1 Love **1** On Post **0** On Shares

2 Comments **2** On Post **0** On Shares

3 Shares **2** On Post **1** On Shares

237 Post Clicks

206 Photo Views **0** Link Clicks **31** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Post Details



Apimondia 2021 - Vote for Belgrade

Published by Rada Petkovic [?] · September 3, 2017 ·

Minister of Trade, Tourism and Telecommunication, Mr. Rasim Ljajić and CEO of National Tourism Organisation of Serbia, Mrs. Marija Labović have met Apimondia president and secretary-general and used the opportunity one more time to demonstrate the full support to Belgrade candidacy to host Apimondia 2021.

Tourism has a vital role in Serbian economy, and double-digit growth of foreign tourists shows that tourism experience and value for money tourist get is great. Apimondia 2021 will give us an opportunity to welcome beekeepers from around the globe and to provide all with unforgettable experience.



Example of Post – example c

Performance for Your Post

21,287 People Reached

72 Reactions, Comments & Shares

66 Like **59** On Post **7** On Shares

4 Love **4** On Post **0** On Shares

0 Comments **0** On Post **0** On Shares

2 Shares **1** On Post **1** On Shares

393 Post Clicks

298 Photo Views **0** Link Clicks **95** Other Clicks

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

How it looked in implementation phase

Post Details

Apimondia 2021 - Vote for Belgrade
Published by Rada Petkovic [?] · August 12, 2017 · 🌐

Pčelarstvo Matejić is a beekeeping family with three migratory apiaries located most of the year in the ecologically clean area of Šumadija. Our main bee forage is an acacia, but we move the bees to the lime forest of Fruška Gora, as well as on the pasture of sunflower in Banat, Vojvodina.

Our main activity is production of honey and bee products with recognizable quality. The high quality of our bee products is ensured by our bee-keeping technology, which we pay special attention to. The purity of wax, special locations for the bee pastures, varroa sensitive hygiene, constant and dedicated work with bees are main qualities of our apiaries.

#meetthebeekeepers





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Performance for Your Post

2,800 People Reached

86 Reactions, Comments & Shares ⓘ

75 Like On Post **65** On Shares

3 Love On Post **2** On Shares

2 Comments On Post **2** On Shares

6 Shares On Post **1** On Shares

460 Post Clicks

296 Photo Views **1** Link Clicks **163** Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Example of Post – example d



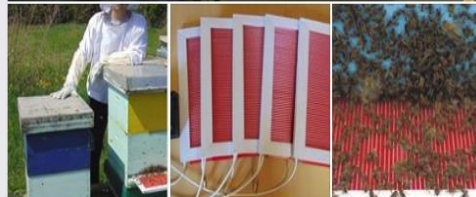
Apimondia 2021 - Vote for Belgrade

Published by Rada Petkovic [?] · August 13, 2017 · 🌐

"Since I'm from a beekeeping family where my father, a long-standing beekeeper, gave me a love for bees and beekeeping, my interest has begun in my childhood. Today, our beekeeping family (father, brother and I) owns three apiaries, with more than 100 bee colonies in the LR (Langstrot-Ruth) hives. By profession I am a doctor. Beekeeping is not a hobby for me, it's a diagnosis!

After years of studying the technique of collecting bee venom, and with the help of a friend Goran Stanojevic who made a bee venom collector, among the first in Serbia, we began to collect venom in a completely specific way. The collection of bee venom is a very delicate job, requires a lot of expertise and attention in the work. It is known that the price of bee venom on the world market is very high, and in this we see additional income from beekeeping at a time when grazing conditions are increasingly uncertain due to climatic conditions, or change."

Dr Milan Matejić, Pčelarstvo Matejić
#meetthebeekeepers



Performance for Your Post

1,923 People Reached

112 Reactions, Comments & Shares ⓘ

103 Like On Post **76** On Shares

2 Love On Post **2** On Shares

3 Comments On Post **3** On Shares

4 Shares On Post **0** On Shares

439 Post Clicks

265 Photo Views **0** Link Clicks **174** Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Example of Post – example e

How it looked in implementation phase

Apimondia 2021 - Vote for Belgrade
Published by Rada Petkovic [?] · July 1, 2017 ·

We will organize technical tours for Apimondia Congress delegates to join and discover more about our beekeeping industry and local beekeepers. We have prepared some surprises and beekeeping solutions and products people will see for the first time.
#beeinsrbia #tourisminserbia #whybelgrade

Performance for Your Post

23,744 People Reached

10 Reactions, Comments & Shares

8 Like	8 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	0 On Post	1 On Shares

51 Post Clicks

37 Photo Views	0 Link Clicks	14 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Example of Post – example f

Apimondia 2021 - Vote for Belgrade
Published by Nebojsa Petkovic [?] · June 18, 2017 ·

Large beekeeping community in Serbia and 5.9 beehives per capita makes Serbia one of the fastest growing destination in the world 🐝🍯👍
#tourisminserbia #beeinsrbia #whybelgrade

Performance for Your Post

34,126 People Reached

168 Reactions, Comments & Shares

150 Like	69 On Post	81 On Shares
3 Love	3 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
4 Comments	4 On Post	0 On Shares
10 Shares	9 On Post	1 On Shares

237 Post Clicks

121 Photo Views	1 Link Clicks	115 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 35,000 people.

34,126 people reached

Boost Post

Erhan Haznedar, Emrah Yalçın and 71 others 3 Comments 9 Shares

Example of Post – example g

Facebook FINAL stats

- 923 page followers
- Average 671 organic likes
- Average 15,839 likes on promotions

Total Reach

The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users)

430579

Paid Reach

The number of people who had any content from your Page or about your Page enter their screen through paid distribution such as an ad. (Unique Users)

332691

Total Impressions

The number of times any content from your Page or about your Page entered a person's screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Total Count)

558861

Reach Of Page Posts

The number of people who had any of your Page's posts enter their screen. Posts include statuses, photos, links, videos and more. (Unique Users)

412444

Paid impressions of your posts

The number of times your Page's posts entered a person's screen through paid distribution such as an ad. (Total Count)

392010

Viral Impressions Of Your Posts

The number of times your Page's posts entered a person's screen with social information attached. Social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page. (Total Count)

86989

FINAL Results and ROI - Addressing set of qualitative objectives

1. For the first time ever local association went in communication with international market and had a chance to promote its activities and products towards end-users, professional buyers and beekeeping associations on European level
2. Communication platform was set in order to share knowledge and bee insights on European level towards end-users and professional beekeepers
3. International end-users and professionals buyers understood Serbian portfolio of unique honey and other bee products
4. Bid has been promoted very well and large attention has been reached

NOTE: the Apimondia 2021 Congress has been won by Ufa region in Russia. Serbia was on 3rd place in number of votes. Congratulations to all competing destinations and the challenge they put in front of us.



FINAL Results and ROI – Addressing measurable targets and goals

Target	Results	Status	Value of results in €
To reach 600 page followers	923 page followers	53% over target	Only the increase of the market demand at local market generated revenue of the 47.000 € for the final beneficiaries (local beekeepers that are members of Serbian society.
To have 350 organic likes	671 organic likes	91% over target	
To have average of 3.500 likes on promotions	18.839 organic likes on promotions	4x over the target	
To have total reach of 100.000 users	430.579 total reach	4.3x over the target	Approximate value of results on Facebook are in lane with budget of over 8.000 € including media buying and 5 months creative agency costs.
To have paid reach of 100.000 users	332.691 paid reach	3.2x over the target	
To have total impressions of 200.000 users	558.861 total reach	2.7x over the target	
To have 250.000 total reach of page posts	412.444 total reach of page posts	1.8x over the target	In total value is 55.000 €.
To increase honey price for international wholesalers	Price remained on same level	Status quo	Having in mind that investment was at total od 1.140 €, ROI is over 4.800, meaning that for every 1 € invested, campaign created a value of 4.800 €.
To increase honey price for international end-users	Price remained on same level	Status quo	
To increase market demand among local end-users	Market demand increased for 7.5%	increase of 7.5%	
To increase number of local society members	Number of members increased for 229	Increase of 3%	

FINAL Results and ROI – Addressing Serbia Convention Bureau goals

Serbia Convention Bureau demonstrated focus on the essence of any bureau job:

1. Creation of the long-term and sustainable effects for local community in a country or destination
2. Creation of platform that will be a basis for the knowledge based society and that will further support visibility of specific filed in front of professional and general public
3. Creativity and customization of destination marketing activities

Thank you.

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