

Uppsala Meeting Hero Campaign

The world is constantly changing. We need to further educate ourselves more and more often in order to meet the challenges of the future and create conditions for continued adaptation of our operations, for city - Uppsala.

What better way than by interact with others. We wanted to highlight what changes on a deeper level when a city receives more visitors, a greater exchange of knowledge and experiences. We appreciate meetings and events as drivers for faster change, development and an opportunity to import knowledge. Therefor the need for productive conferences is a must.

Over the last decade, Uppsala has seen a continuous success when it comes to hosting meetings. The growth is a result of new and larger meeting facilities, more hotel rooms and improved railway connections to Stockholm Arlanda Airport. We have also seen a large increase in the willingness to host events on our home turf! Demand, and thus also the understanding of how meetings and sport events can be a lever for business change, is increasing.

However, the initiative to host a meeting needs to come from a local counterpart. If there is a lack of motivation locally to organize the meeting, the chance of attracting the meeting is very small.

Uppsala Convention Bureau has for the last couple of years measured the number of meetings per year, hosted by the Municipality. On an average the percentage has been 5%, only. And the analysis showed that there is still great work to be done when it comes to conferences hosted by our owners, by our Municipality.

We needed to do differently to reach our audience. The goal of the campaign is to get more clerks within the Municipality to volunteer to host a conference. The challenge was to reach them in a new way and provoke a bit to get them to do something that wasn't necessarily in their DNA.

We wanted to add an extra value to their work, give some clarity in how and what potential legacy could contribute to achieving their everyday business goals and how to shed some sparkle on what they do.

Previous initiatives towards this audience had been done by contacting specific persons engaged in national and international associations as well as information on websites and reports. But our strategy needed a change and a bigger buzz. The response was positive and welcomed.

The message was clear - Your city needs you!

We believe that in every person lives a meeting hero, regardless of what you are passionate about. We call on our colleagues within the Municipality to pick up the mantle. Because our city needs you.

PROJECT CONCEPT

Meeting hero! is the concept for an internal campaign to get more civil servants in Uppsala municipality to undertake hosting of a conference. As hosts, we provide the opportunity for more people to participate and learn, we become an active party in designing programs and contributing to content.

CREATIVE HEIGHT

The campaign was designed so that the physical outlets really stand out in an otherwise strict office environment. The goal was that the campaign would not be missed, that through unexpected communication, employees would be interested and curious to find out what was going on. It's a fine line between fun and sloppy and we made sure we landed on the right side.

When we designed the campaign, the goal was that it should be unexpected, noticed and talked about. We ended up spinning the superhero concept. We allude to the old kind of superhero from comic books and then created: Möteshjälte! A hero for the city quite simply. And we as a convention bureau to be the hero's side-kick.

We created physical material that stands out and was placed on all internal surfaces in the City Hall. You could step into a toilet like the bureaucrat you are, manage to reflect yourself as a superhero with masks stuck on the toilet mirrors, and then step out, ready to help the city. There were red super hero costumes ready to shoulder in every cloak room and we created big signs with clouds with lightning, which hung from the ceiling so that the material would really take off. Everything was presented and informed on the intranet, which aroused curiosity even before the material appeared in the City Hall.

The challenge was that it would not be sloppy, but fun and fulfil its purpose.

Further more, the activation included serving coffee in the morning, with specially printed coffee mugs, and being present on all floors to tell more about the value of hosting conferences and how we can be a support. The convention bureau team were provided with branded clothing so that it would be easy to approach us and find out more.

The activation in the city hall have been done on several occasions and have been followed up by inspirational seminars where the perspective: why hosting?. We used previous meeting ambassadors from the Municipality giving their view on what the effects and value of their conferences have given them and their organisational development and networks.

The next step is to bring the campaign and seminars to other major players in town with the help of our newly appointed meeting heroes and hope that this will lead to more meetings in the future.

Project results

The campaign has so far reached 1,600 municipal officials and politicians. It is the first campaign of its kind and we have really dared to stand out in an otherwise strict environment. The campaign is seen as a forerunner for other internal campaigns. Further on the campaign have increase the visitors to our web by 200%, welcomed nearly 100 guest to our seminars and so far led to 26 leads and bidding for conferences. The estimated value of winning these bids is nearly 6 million Euros in touristic revenue to Uppsala's business community. The percentage of municipality hosted conferences have gone up to 7% and the response is still growing.