



Steering the meetings industry in Kraków:

assessment and monitoring of the economic effect of the meetings industry on the economy of Kraków with the use of good practices from Switzerland

PROJECT CO-FINANCED BY SWITZERLAND UNDER THE SWISS PROGRAMME OF COOPERATION WITH OTHER EUROPEAN UNION MEMBER STATES



Meetings Venue Design and Marketing



MARKETING AND SELLING

More competition – Why?

- Many new destinations for conferences
- Too many venues in some locations
- New types of ‘non-traditional’ venues:
 - Universities
 - Tourist attractions, museums
 - Cinemas, Cruise-ships, Multi-purpose venues

What do buyers want from venues?

- What they DO NOT want:
 - - Inflexibility in negotiations (e.g. Food & Beverages ...)
 - - Being charged extra for 'basic' services and equipment (Audio-Visual, Internet, projectors ...)
 - - Unpleasant surprises in the final bill (extra charges for water bottles, parking ...)

What do buyers want from venues?

- What they DO NOT want:
 - - To be ‘forgotten’ by venues, once the contract has been signed
 - - Frequent changes of personnel that they have to deal with (loss of event intellect)

What do buyers want from venues?

- They DO want:
- To be informed of changes that affect their meetings (venue opening times, refurbishments ...)
- Employees to fix any problems quickly
- Strong and reliable broadband for Internet

Marketing and Selling to Meetings Planners

- Meetings and Conventions Magazine survey of 242 meeting professionals, December 2012
- 96% *prefer email for communications*
- 82% *said word-of-mouth recommendations from other planners are most effective*
- 63% *believe they receive too much unsolicited material from suppliers*
- 50% *found that FAM trips are helpful in developing supplier relationships*
- 50% *think suppliers have become more aggressive in their sales efforts in recent years*

Marketing and Selling to Meetings Planners

- How useful are unsolicited sales pitches from suppliers?
- 48% *not very useful*
- 33% *somewhat useful*
- 18% *not at all useful*
- 1% *very useful*

Marketing and Selling to Meetings Planners

- How would you prefer to receive information from venues?
- 81% *email*
- 40% *direct mail*
- 39% *trade shows or events*
- 31% *venue's website*
- 10% *telephone call*
- 7% *social media*

Marketing and Selling to Meetings Planners

- What are your top irritations regarding your communications with suppliers?
- 83% *they pitch first without learning my needs*
- 62% *they don't ask if I have time to talk*
- 47% *they contact me repeatedly*
- 20% *they arrive at my office uninvited*
- 20% *they don't take "no" for an answer*
- 17% *they contact my boss if they don't get to me*

Price

- Price is definitely still a concern of meetings planners
- The level of concern varies according to the industry sector
- But for many planners, price is not the most important factor
- They are prioritizing venues that can deliver a unique experience for their attendees - and many are willing to pay a premium for that

What else do meetings planners want?

- **1. Immediacy** – Response time is extremely important, because now events are booking faster.
- **2. Technological expertise** – You need to know what you're talking about these days because you're selling technology as well as meeting rooms. Planners want sufficient high-speed Internet access to meet their group's needs.
- **3. Creativity** – planners really like venues to offer solutions for them or suggest ideas that they have used with other clients.

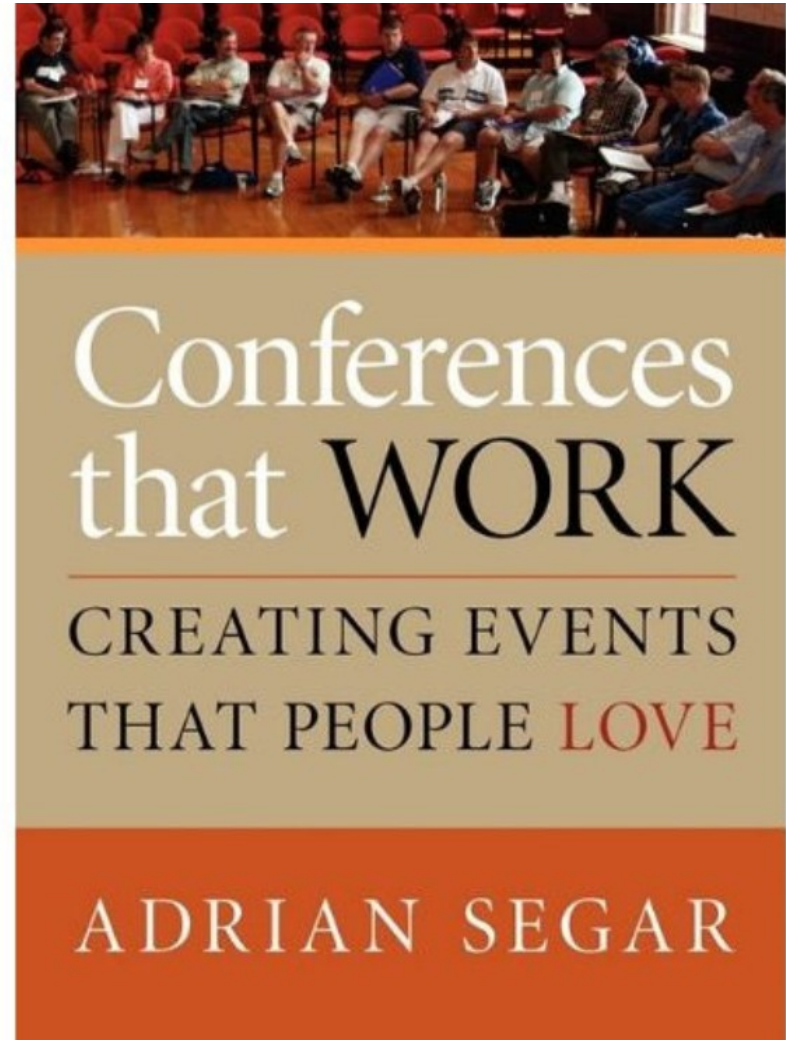
What else do meetings planners want?

- **4. Preparation** – At site inspections, planners want to know that venues have done their homework and really understand what their group's needs are.
- **5. Relationship Building** – “You really need to work on building relationships (with planners) all year long. You need to attend educational conferences with us and attend networking events with us and not just wait until you're trying to sell us something.”
 - Meeting planner panel. HSMIAI's MEET National event, Washington DC, September 2011.

VENUE DESIGN

If you're going to read ONE book this year ...

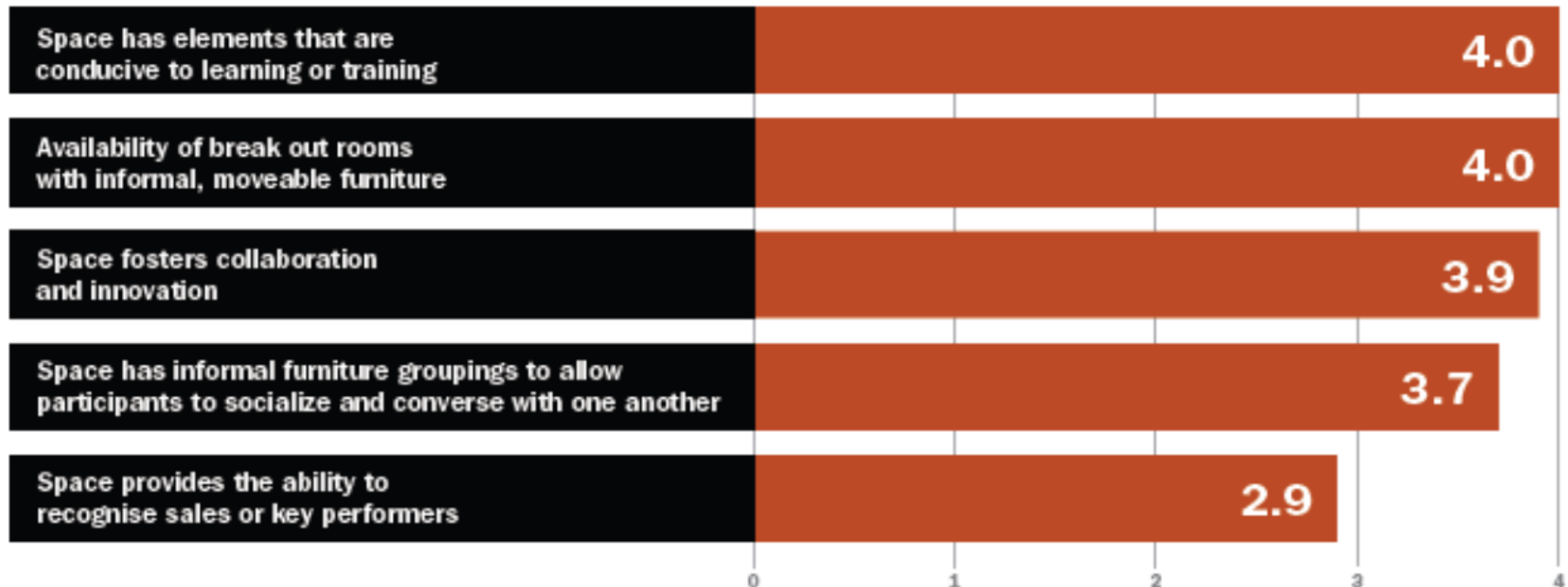
- The 70-20-10 rule
- **Adults learn 70% of their job from peers (social learning)**
- 20% from reading or internet research (self-directed learning)
- **Only 10%** from formal learning such as training.



Exploring the Generational Preferences of European Meeting Planners.

Development Counsellors International (DCI) and the International Association of Conference Centres (IACC)

Most Important Elements of the Meeting Space



Venue design

- The space and design of venues must work to support social learning, collaboration and networking



Venue design

- How does the design of your venue help attendees to connect and interact with each other ?



Venue design

- Can you offer casual, quiet places for informal interaction between conference attendees?
- Lounge, sofa-type seating, with wi-fi, power sockets, etc.
- Available outside conference times, with access to food and beverage.

Venues for GenerationY

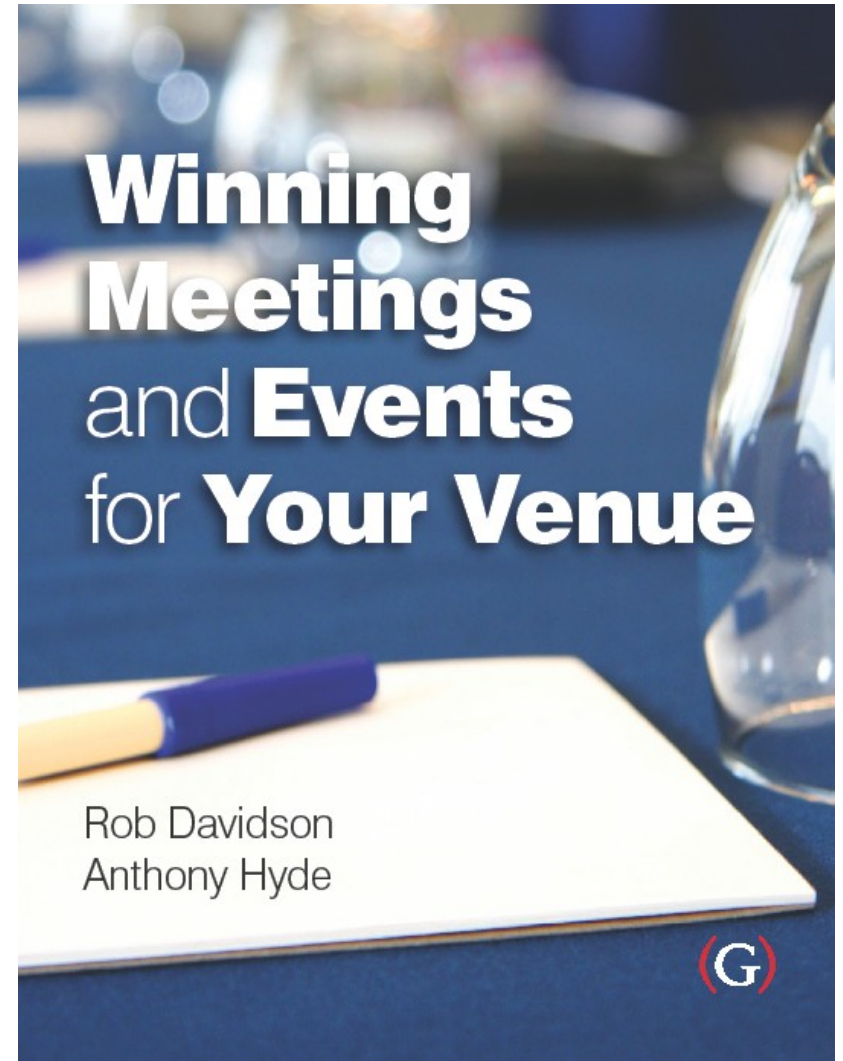
- **Chill-out zones**
- **Natural daylight**
- **Outdoor areas**
- **Green !**
- **Iconic design**





If you're going to read TWO books this year ...

- Sources of meetings business for your venue
- Negotiating with clients
- Working with intermediaries
- Site inspections – show-rounds
- Winning business at exhibitions



Thank you for your attention.

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