

SWITZERLAND

01/01/2020 – 31/12/2020	<p>Development of Destination Weddings.</p> <p>Marrying abroad and inviting family and friends, in combination with holidays and honeymoon, is gaining popularity worldwide. Switzerland is considered a dream destination in many countries.</p> <p>Position Switzerland as a destination for weddings in selected markets (UK, US, India, SEA, China, GCC), integrate Switzerland for destination weddings into specialized trade catalogs and support wedding planners in their destination choice.</p> <p>Included in the basic package (development of new business and markets), except possible personal participation to activities.</p>	<p>Comments</p> <ul style="list-style-type: none"> - Website and social media campaign including contents - Requests for proposal - Coordination of study trip - Participation to international third party platforms for wedding planners <p>For details see marketing activities in the different markets.</p>	<p>Cost CHF</p> <p>0</p>
01/01/2020 – 01/12/2020	<p>E-Marketing and Social Media</p> <ul style="list-style-type: none"> - GoogleAd campaign - Doodle campaigns - Outbrain campaigns - Twitter SCIB-HQ - LinkedIn Account in French and English 	<p>Comments</p> <p>Promotion E-Marketing: Focus on the increase of visitors of the Venue finder and Social programme page.</p> <p>The aim is to have again a mix of the following:</p> <ul style="list-style-type: none"> - Outbrain Campaign (all year) - Google Campaign. - Trial with Youtube - LinkedIn <p>- Doodle campaign</p>	<p>Cost CHF</p> <p>0</p> <p>Please send us your News in English for Social Media.</p>
01/01/2020 – 31/12/2020	<p>www.MySwitzerland.com/meetings</p> <ul style="list-style-type: none"> - Constant update of the website and the content - Intergration of all possible technology of Switzerland Tourism - Increasing of the visits - Special offers for meetings - Links from relevant sites to MyS/meetings - Online meeting planning tool covering all elements of a meeting - generating leads and requests - Research and uploading of relevant themes for meeting planners 	<p>Comments</p> <ul style="list-style-type: none"> - Special Offers - News from SCIB in section news - regular update - section New openings and investment: visibility for all investements for meetings and incentives - push (new) locations to update entry / feature themselves on Meeting Planner - ideas for activities / program in activities section - regular update expert tips in home section - constant update partner pages - specific pages for markets according to their needs - linking / using content with leisure page where appropriate - Constant update Online meeting planning tool covering all elements of a meeting <p>Please send new information to the above topics regularly to SCIB or up-date them via ST-Net.</p>	<p>Cost CHF</p> <p>0</p> <p>Open to Subpartner Please send us your News / best practice examples. Content in 3 languages (french, german, english), motivation of hotel and location partners to figure online</p>

01/01/2020 – 31/12/2020	E-News Switzerland and International	Comments	Cost CHF 0
	<p>About the meeting destination Switzerland.</p> <ul style="list-style-type: none"> - Several editions per year are send by SCIB Zurich to the Swiss database and the watchlist markets and partners. - Distribution to meeting planners in databases, trade and general press (Switzerland, New- and Emerging Markets by PM Zurich). - E-News sent out individually by the markets 3-4 times a year. Special content by segments (automotive, finance, insurance, it, pharma, etc.) 		Content will be edited by SCIB but partner contributions are welcomed.
01/01/2020 – 31/12/2020	SCIB: Basic Package Digital - Switzerland - Business Development	Comments	Cost CHF 18'000
	<p>Digital integration on MySwitzerland.com/meetings of destinations and regions and other partners with a focus on the market Switzerland. Listing of the meetings offer of the destination and region with text, image, film in DE, FR, EN, IT.</p> <p>Developement of new business opportunities (new potential markets, destination weddings, etc.).</p>		<p>Providing information for listing with text, image, movies on MySwitzerland.com/meetings of meeting facilities of hotels, conference centers, special locations as well as social programs, technical visits, themed evenings of a destination or region.</p>
01/01/2020 – 31/12/2020	SCIB: Basic Package Digital Light	Comments	Cost CHF 5'000
	<p>Digital integration on MySwitzerland.com/meetings of individual hotels, locations and other suppliers with a focus on the market Switzerland. Listing of the meetings offer with text, image, film in DE, FR, EN, IT.</p> <p>No access to market packages.</p>		<p>Providing information for listing with text, image, movies on MySwitzerland.com/meetings.</p>
01/01/2020 – 31/03/2020	Association Marketing: Association Event in Bern	Comments	Cost CHF 900
	<p>Educational event for Swiss and international associations, organized by SCIB and its partners. Focus on education and leads exchange. Platform to get destination marketing specialists and association representatives to meet for education and future business-making.</p> <p>Partners: Basel, Bern, Davos, Geneva, Interlaken, Lausanne, Lucerne, Lugano, St. Gallen, Zurich</p>	<ul style="list-style-type: none"> - Date: January/February/March 2020 (tbc) - Destination: Bern (headquarter destination of various Swiss associations) - Program: <ul style="list-style-type: none"> A) 1-day program: <ul style="list-style-type: none"> Educational sessions (with external speakers) Sharing of best-practices Site visit of venue ("take it into practice") Get-together with SICB partners (lunch) One-to-one appointments / round-table discussions Networking aperitif B) Evening program: <ul style="list-style-type: none"> Educational sessions (with external speakers) Exchange between clients and SCIB partners Networking aperitif 	Participation for SCIB association partners only.

01/01/2020 – 31/12/2020	<p>SCIB Package Association</p> <p>Centralized as well as localised research and promotion to increase the number of association meetings taking place in Switzerland. To access the package Association, the basic package digital is required.</p>	<p>Comments</p> <p>Different selections of leads to be researched for potential and bidding opportunities. On-going work on pending leads. Update of section for Association meeting planners on MySwitzerland.com/meetings. Preparation of bid books in collaboration with the partners. E-Newsletter to media and planners. Participation by SCIB to: - IMEX and Association Networking Evening - ICCA Congress & Exhibition - IBTM - UIA Round Table Event - Association information event in Switzerland Partners: Basel, Bern, Davos, Geneva, Interlaken, Lausanne, Lucerne, Lugano, St. Gallen, Zurich</p>	<p>Cost CHF</p> <p>10'000</p> <p>Benefit from leads received by SCIB to prepare bidding documents and co-ordination of the bidding process with the local key contacts involved.</p>
01/01/2020 – 31/12/2020	<p>Association Marketing: Association information platform light</p> <p>Aim: Reach experts and decision makers in smaller destinations to motivate them to bid for international conferences. Inclusion and awareness raising of (local) politicians.</p>	<p>Comments</p> <ul style="list-style-type: none"> - Destination: tbc - Date: tbc - Networking event with educational sessions - Participation for host destination only 	<p>Cost CHF</p> <p>0</p> <p>Land arrangements. Participation only for host destination (SCIB association partner).</p>
01/01/2020 – 31/12/2020	<p>MCE South Europe 2020</p> <p>Dates, Price and Destination = tba Number of Meetings: 30-35 Days: 3 days</p> <p>MCE South Europe is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: www.europecongress.com Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - destination presentation of 5 minutes on stage for the Convention Bureaus in front of all buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p>Comments</p>	<p>Cost CHF</p> <p>2'900</p> <p>For one SCIB partner only to share a table with SCIB. First come first serve.</p>

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01/01/2020 – 31/12/2020	SCIB: Market Package Europe	Comments	Cost CHF
	<p>Promotion and sales of Switzerland as Meeting and Incentive Destination in Europe (Germany, UK & Ireland, France, Belux, Netherlands, Nordic Countries, Russia). To access the market package Europe, the basic package digital is required.</p>	<p>Integration in the marketing communication and access to marketing and sales activities in the markets Germany, UK and Ireland, France, Belgium and Luxemburg, Netherlands, Nordic Countries, and Russia.</p>	<p>10'000</p> <p>Access to the knowledge and expertise in the market. Delivery of information to integrate into the communication to potential clients and media. Handling of requests for proposals. Hosting of educational. Option for personal participation, at extra cost, in various additional marketing activities (see market specific activities).</p>
01/01/2020 – 31/12/2020	SCIB: Marketing Package North America.	Comments	Cost CHF
	<p>Promotion and sales of Switzerland as Meeting and Incentive Destination in North America (USA and Canada). To access the market package North America, the basic package digital is required.</p>	<p>Integration in the marketing communication and access to marketing and sales activities in the US and Canada.</p>	<p>10'000</p> <p>Access to the knowledge and expertise in the market. Delivery of information to integrate into the communication to potential clients and media. Handling of requests for proposals. Hosting of educational. Option for personal participation, at extra cost, in various additional marketing activities (see market specific activities).</p>
01/01/2020 – 31/12/2020	SCIB: Marketing Package Asia	Comments	Cost CHF
	<p>Promotion and sales of Switzerland as an Incentive Destination in Asia China, India, South East Asia, Japan and Korea). To access the market package Asia, the basic package digital is required.</p>		<p>10'000</p> <p>Access to the knowledge and expertise in the market. Delivery of information to integrate into the communication to potential clients and media. Handling of requests for proposals. Hosting of educational. Option for personal participation, at extra cost, in various additional marketing activities (see market specific activities).</p>

CZECH REPUBLIC

01/01/2020 – 31/12/2020	E-Marketing: ST KAM Newsletter 2020, CZECH 4 eNewsletters are planned through the year. Short and attractive new ideas sent to 772 TO / TA representatives in Czech Republic and Slovak Republic.	Comments	Cost CHF 0 News & and original ideas from the regions / destinations will be highly appreciated!
13/02/2020 – 16/02/2020	Promotion: Holiday World 2020 (active participation), CZECH Active participation at the biggest tourism trade fair in Central Europe – The Holiday World 2020 in Prague. Whole fair is organized for 4 days – 1st two days (Thursday and Friday) are only for professionals in tourism, Leisure and MICE, and 2nd two days (Saturday, Sunday) are focused on general public. Switzerland Tourism has own branded stand with ST representatives and printed material (ST and market partner brochures and maps) at place. ACTIVE PARTICIPATION: Swiss partner can be presented by their own representative, and material (brochures, maps, giveaway etc.) at our stand.	Comments	Cost CHF 1'500
13/02/2020 – 16/02/2020	Promotion: Holiday World 2020 (passive participation), CZECH Active participation at the biggest tourism trade fair in Central Europe – The Holiday World 2020 in Prague. Whole fair is organized for 4 days – 1st two days (Thursday and Friday) are only for professionals in tourism, Leisure and MICE, and 2nd two days (Saturday, Sunday) are focused on general public. Switzerland Tourism has own branded stand with ST representatives and printed material (ST and market partner brochures and maps) at place. For our ST stand visiotrs will be organized educational contest. PASSIVE PARTICIPATION: Swiss partner can be presented in form of own branded material (brochures, maps, giveaway etc.). The material will be distributed to our ST stand visitors. Swiss partner material has to be delivered to ST PRG office before the fair.	Comments	Cost CHF 500

FRANCE

01/01/2020 – 31/12/2020	e-mail news dédiée destination Edition spéciale d'e-news dédiée à une destination, envoyée à environ 2400 contacts de notre DB. 4-5 sujets par newsletter. Possibilité de combiner avec un webinaire	Comments Vous fournissez le contenu (texte et image). Nous mettons à disposition nos adresses qualifiées et nous nous occupons de la mise en page, du routage. Reporting (taux d'ouverture, taux de clics ...)	Cost CHF 500 Préparation contenu avec image possibilité pour une destination de cumuler avec un webinaire et de bénéficier d'un prix special pour les deux (800 CHF)
01/01/2020 – 31/12/2020	Content Marketing Dans une stratégie de Inbound Marketing, nous publions du contenu intéressant francophone pour un public MICE sur notre page "marque" www.news.suisse-conventionbureau.com . Contenu est relayé à travers nos canaux de réseaux sociaux pro (Linkedin, Twitter, facebook) y compris ambassadeurs But: développement de notre image professionnelle , génération de contacts + de leads	Comments	Cost CHF 0 Open to Subpartner nous donner des contacts de clients qui ont fait un séminaire chez vous afin de pouvoir recueillir leur témoignage et le publier sur le blog
01/01/2020 – 31/12/2020	E-Marketing: "content placement" destinations via Outbrain ou similaire Campagne au clic pour diffuser plus largement le contenu Mice (en français) de vos sites internet respectifs à un public français et générer ainsi plus de traffic. Campagne au clic. Le contenu est diffusé (sous forme de recommandation) sur des sites premium, tel que Orange Actu, TF1 news, 20minutes.fr, Le Parisien, La Tribune, Libération, Europe1 etc.	Comments C'est à vous de décider le montant du budget que vous voulez consacrer à la diffusion de votre contenu. Min. 2000 € est conseillé. Les coûts au clic varient entre 0,20€ et 0,80€ selon le dispositif	Cost CHF 2'000 Vous nous indiquez les URLs de votre site web à diffuser. Vous définissez la durée de la campagne et le budget
01/01/2020 – 31/12/2020	Webinaires MICE Nous continuons d'organiser des webinaires 5-6 fois par an, le 2ème mardi du mois. Séquences de 15-20 minutes pendant lesquelles nous présenterons soit une destination, soit un nouvel hôtel, soit une thématique ou problématique d'un organisateur d'événement. Les présentations sont accessibles par la suite sur le compte slideshare du Convention Bureau. Planning et follow-up également communiqué sur le site internet et via réseaux sociaux.	Comments Courte présentation destination ou nouvel hôtel/centre de congrès ou nouveau concept activité par nos partenaires destinations / hôtels / agences à des clients connectés à distance. Génération de 20-60 leads, intéressés par la destination ou la thématique. Visibilité avant et après sur les réseaux sociaux (twitter, linkedin, Slideshare.net) et sur MySwitzerland.com/webinaire	Cost CHF 500 présentation offre destination/produit (nouvel) hotel etc "en direct de ..." possibilité pour une destination de cumuler avec une e-news dédié et de bénéficier d'un prix special pour les deux (800 CHF)
01/01/2020 – 31/12/2020	Eductours Voyages d'étude mettant en avant une thématique, nouveauté etc. • soit en collaboration avec une agence qui invite des clients Destination choisie en accord avec agence (potentiel clients) • soit avec des agences de notre database • intégration d'un journaliste Partenaires peuvent nous solliciter pour accueillir un groupe Nous prévoyons 2-3 voyages. Nous souhaitons intégrer une approche thématique de la destination pour un meilleur ROI	Comments Pour un bon résultat et ROI, il est bien de présenter des nouveautés ou de prévoir un programme sur une thématique. SCIB sélectionne les clients à inviter. Formule 2-3 jours sur un week-end. SCIB s'occupe également du transport. Accompagnement et suivi	Cost CHF 0 "Landarrangement" doit être pris en charge par la destination.

KOREA01/01/2020 –
31/12/2020**SCIB: Agency or Corporate FamTrip****Comments****Cost CHF**

0

Study trip for corporate clients or agencies to
Switzerland.

Market: Korea

- 7 Corporates

- 1 Korea SCIB

Land arrangements

Only for Asia Package holders.

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01/01/2020 – 31/12/2020	M&I Experience	Comments	Cost CHF 5'600
	<p>Dates and price = tba</p> <p>M&I Experience are trade events where suppliers and buyers in the MICE travel market meet to do business. M&I Experience is a new exclusive format based on a specific interest (snow, wellness or cycling) Summary: - 25 meetings over 3 days - chance to spend quality time during the Experience Forum with the 40-60 Buyers participating - accommodation ist NOT included in the price</p> <p>The forums that are published so far are the following: Snow & MICE in March Body & Soul in May</p> <p>More information will follow by the end of September.</p>		For SCIB partner. Open to Subpartner.
11/02/2020 – 13/02/2020	Healthcare Events Forum Helsinki	<p>Comments</p> <p>Presentation table, lunches, welcome receptions, dinners and networking activities included.</p> <p>Each buyer and supplier is pre-qualified to attend this ground-breaking Forum. This event is offered by M&I Forums. They take time to match the right people and maximise business potential.</p>	<p>Cost CHF 6'000</p> <p>Price is per table and without VAT and TBC. Shared tables are not possible. A separate test (organized by M&I) to participate is mandatory. The costs are approx. CHF 700.00 extra. Flights and hotel overnights to be paid extra.</p>
01/03/2020 – 20/12/2020	SCIB: Pre- or PostTour Snow Travel Mart (STMS)	Comments	<p>Cost CHF 0</p> <p>Land arrangement</p>
	<p>In combination with the Snow Travel Mart and to showcase Switzerland as a winter incentive destination, a selected group of mature agencies from India, China, South East Asia and Europe will be invited for a pre tour. A combination of city and mountain experience and a creative incentive program with activities and special dinner function will be created to promote incentive groups in the low season winter for non-skiers.</p>		
26/03/2020 – 28/03/2020	SCIB: 7th Asia Trophy 2020	Comments	<p>Cost CHF 1'500</p> <p>Participation to the workshop with one table for CHF 1'500.</p>
	<p>Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.</p> <p>Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.</p> <p>During the Trophy, we held a workshop with one-to-one meeting in a free floating system with all Swiss partners that are interested in meeting the clients, even though they are not one of the host destinations.</p> <p>Itinerary tbc</p>		

Date	Activity	Comments	Cost CHF
17/04/2020 – 26/04/2020	SCIB: International study trip, Pre- and/or PostTour IMEX 2020		0
	<p>Cooperation with existing hosted buyer groups from hotel chains, most probably Acoor for 2020, to host a PreTour in Switzerland from multiple markets. The clients will com from India, SEA, China and watchlist markets.</p> <p>Number of clients expected: 30 pax.</p>		<p>Land arrangement</p> <p>Hotels and some meals will be hosted by the hotel chains (most probably Accor 2020)</p>
26/04/2020 – 29/04/2020	M&I Forums Europe Spring, Dublin	Comments	Cost CHF
	<p>Price = tba</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings</p> <p>More information: http://www.mi-forums.com/. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Buyers origin: 200 from UK & mainland Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p>Included in the package: · a presentation table (no hidden stand charges) in sharing with another Swiss partner · A schedule of 50 pre-arranged appointments over 4 days (if sharing a table you also share the 50 appointments) · The lunches, a welcome reception, dinners and a networking activity · The full database of all the buyers registered · Show guide with details of all buyers and other participants</p>	<p>4'700</p> <p>Open to Subpartner Possibility to share a table with another SCIB partner or with SCIB, depending the number of participants. Also, possible to participate with a full table. Full table = 7800 CHF</p>
12/05/2020 – 15/05/2020	IMEX Frankfurt 2020	Comments	Cost CHF
	<p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentive travel and events from Corporations, Associations, Agencies and Industry media. Hosted buyers program, buyer driven appointment system, networking and educational opportunities.</p>	<p>- Participation at the Switzerland stand with company logo. The concept of the stand will be changed slightly. - Integration in the exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB. - Pre or post tours from different markets will be communicate in September</p> <p>Activities planned: - Dinner with the Swiss partners on Tuesday night - Group appointment - Additional Stand presentation (can be opened by SCIB and visitors can also register freely)</p>	<p>7'900</p> <p>Open to Subpartner</p> <p>Cost for participation without VAT (1 staff only) - CHF 7'900 for the first person of a SCIB-partner - CHF 7'300 per person for Subpartner Additional staff (for any additional person of that partner (same company): 1 day = 1200 2 days = 3400 3 days = 5100</p>
26/06/2020 – 28/06/2020	Switzerland Meeting Trophy 2020	Comments	Cost CHF
	<p>Date: 26. - 28. June 2019 Destinations: tba Rally through Switzerland with checkpoints, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all priority markets to Switzerland. One delegation per market. Qualification of clients by market. Aim: Promote Switzerland as a meeting destination, build relationship with clients, communication tool. Use as a Key Story for promotion with pictures, video, itinerary.</p>	<p>Route: tba Markets: Agencies from Germany, UK, France, Belgium, Netherlands, Nordic Countries, Russia, North America, possibly reinforced with some agencies from Switzerland</p>	<p>3'400</p> <p>Personal participation as part of a team including welcome evening (Friday), Saturday all day program and farewell dinner. For SCIB partner only. (or they can send a Subpartner as a representative if the SCIB partner can not participate)</p>

05/07/2020 – 08/07/2020	<p>M&I Forums Europe Summer, Oslo Norway</p> <p>Price = tba</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings</p> <p>More information: http://www.mi-forums.com/. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Buyers origin: 200 from UK & mainland Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p>Comments</p> <p>Included in the package: · a presentation table (no hidden stand charges) in sharing with another Swiss partner · A schedule of 50 pre-arranged appointments over 4 days (if sharing a table you also share the 50 appointments) · The lunches, a welcome reception, dinners and a networking activity · The full database of all the buyers registered · Show guide with details of all buyers and other participants</p>	<p>Cost CHF</p> <p>4'700</p> <p>Open to Subpartner Possibility to share a table with another SCIB partner or with SCIB, depending the number of participants. Also, possible to participate with a full table. Full table = 7800 CHF</p>
27/09/2020 – 30/09/2020	<p>M&I Forums Europe Autumn, Madrid</p> <p>Price = tba</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings</p> <p>More information: http://www.mi-forums.com/. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Buyers origin: 200 from UK & mainland Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p>Comments</p> <p>Included in the package: · a presentation table (no hidden stand charges) in sharing with another Swiss partner · A schedule of 50 pre-arranged appointments over 4 days (if sharing a table you also share the 50 appointments) · The lunches, a welcome reception, dinners and a networking activity · The full database of all the buyers registered · Show guide with details of all buyers and other participants</p>	<p>Cost CHF</p> <p>4'700</p> <p>Open to Subpartner Possibility to share a table with another SCIB partner or with SCIB, depending the number of participants. Also, possible to participate with a full table. Full table = 7800 CHF</p>
28/10/2020 – 31/10/2020	<p>M&I Forums Europe Winter, Lake Como Italy</p> <p>Price = tba</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings</p> <p>More information: http://www.mi-forums.com/. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Buyers origin: 200 from UK & mainland Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p>Comments</p> <p>Included in the package: · a presentation table (no hidden stand charges) in sharing with another Swiss partner · A schedule of 50 pre-arranged appointments over 4 days (if sharing a table you also share the 50 appointments) · The lunches, a welcome reception, dinners and a networking activity · The full database of all the buyers registered · Show guide with details of all buyers and other participants</p>	<p>Cost CHF</p> <p>4'700</p> <p>Open to Subpartner Possibility to share a table with another SCIB partner or with SCIB, depending the number of participants. Also, possible to participate with a full table. Full table = 7800 CHF</p>

01/11/2020 – 04/11/2020	M&I Forums Americas, Punta Cana, Dominican Republic	Comments	Cost CHF
	<p>Price = tba</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings</p> <p>More information: http://www.mi-forums.com/.</p> <p>Summary:</p> <ul style="list-style-type: none"> - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Buyers origin: 200 from UK & mainland Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. 	<p>Included in the package:</p> <ul style="list-style-type: none"> · a presentation table (no hidden stand charges) in sharing with another Swiss partner · A schedule of 50 pre-arranged appointments over 4 days (if sharing a table you also share the 50 appointments) · The lunches, a welcome reception, dinners and a networking activity · The full database of all the buyers registered · Show guide with details of all buyers and other participants 	<p>4'700</p> <p>Open to Subpartner Possibility to share a table with another SCIB partner or with SCIB, depending the number of participants. Also, possible to participate with a full table. Full table = 7800 CHF</p>
01/12/2020 – 03/12/2020	Fairs: IBTM World Barcelona 2020	Comments	Cost CHF
	<p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentive travel and events from Corporations, Associations, Agencies and Industry media.</p> <p>Hosted buyers program, buyer driven appointment system, networking and educational opportunities.</p>	<p>Reed Exhibitions" increased their prices per square meter in the past years constantly. Therefore we also have to increase the prices slightly for 2020:</p> <ul style="list-style-type: none"> - Participation at the Switzerland stand with company logo. - Integration in the exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB. - Pre or post tours from different markets will be communicated in May/June 2020 <p>Activities planned:</p> <ul style="list-style-type: none"> - Dinner with the Swiss partners on Tuesday night - Switzerland Breakfast on Wednesday - Group appointments 	<p>7'900</p> <p>Open to Subpartner</p> <p>Cost for participation without VAT (1 staff only)</p> <ul style="list-style-type: none"> - CHF 7'900 for the first person of a SCIB-partner - CHF 7'300 per person for Subpartner - CHF 690 for a side event with clients <p>Additional staff (for any additional person of that partner (same company):</p> <ul style="list-style-type: none"> 1 day = 1200 2 days = 3400 3 days = 5100
06/02/2020 – 06/02/2020	SCIB client Newsletter for partners / once a year	Comments	Cost CHF
	<p>When: Thursday, 6. February 2020</p> <p>Costs: No. First come, first served.</p> <p>Deadline for data: January 2020</p> <p>Market: Switzerland</p> <p>Target Group: Corporates, agencies and press in the SCIB database</p> <p>Language: German</p> <p>Maximal amount of content: We can only promote six events. First come, first served.</p> <p>Number of events per SCIB partner: Only one per SCIB-partner</p> <p>Note: It is not possible to promote a special offer nor other services. It is only to promote your clients event such as Open Doors or Sales Calls taking place in Switzerland.</p>		<p>0</p> <p>A reservation before 15 October is not possible.</p>
20/03/2020 – 20/03/2020	ConnectTalks Weddings	Comments	Cost CHF
	<p>ConnectTalks is a day long content led event specialising in Weddings discussing trends/challenges facing the market.</p>		<p>500</p> <p>Open to subpartner</p>

28/03/2020 – 01/04/2020	Destination Wedding: Educational Trip International study trip on invitation only for luxury wedding planners with potential for Europe from the main markets UK, US, India, GCC, China and SEA. Visits of special venues for weddings.	Comments Destinations: Engadin, Lugano/Ticino, Andermatt/Lucerne	Cost CHF 0 Land arrangement
01/04/2020 – 03/04/2020	Destination Wedding: Destination Wedding Planner Congress (Rhodes, Greece) Leading the destination wedding industry for over half a decade now, the Destination Wedding Planners (DWP) Congress is an exclusive, 'by invitation only' conference that is focused on luxury destination wedding professionals who are looking to collaborate with like-minded connoisseurs in the wedding business to glean fresh perspectives, do business and network with some of the top creative partners and suppliers from all over the world.	Comments	Cost CHF 4'500 Open to Subpartner Cost for shared table with SCIB (1 space available) or with another Swiss supplier. Additional table: alone about 7'500 CHF (if 4 partners attending beside SCIB, single tables available for CHF 6'000)
01/01/2020 – 31/12/2020	Promotion: Magazin Miss Money Penny (German only) Cooperation for 2020 = tba The Swiss professional journal for office managers and assistants. Circulation: 6,000 copies Readership: 15'000 www.missmoneypenny.ch Published 6 times a year. Language: German	Comments	Cost CHF 0 The partners will be contacted directly.