



Update Business Events.

Barbra Albrecht, SCIB, April 3 2020

Kursaal, Bern © Steph Cuvier

Impact Covid-19 on Business Events.

Business Events: Congresses, Conferences, Meetings, Product Launches, Seminars, Incentives.

- Big Cities strongly affected
 - Start of the crisis just prior to season start of trade shows and Business Events
 - Outage of individual Business Travellers due to the travel ban

- Small Cities strongly affected
 - Outage of Business Events
 - Outage of Group and Individual travellers

- Mountain destinations also affected
 - Start crisis shortly before the end of season
 - Loss due to cancelations and of Business Events from March to Easter

Situation in the Markets.

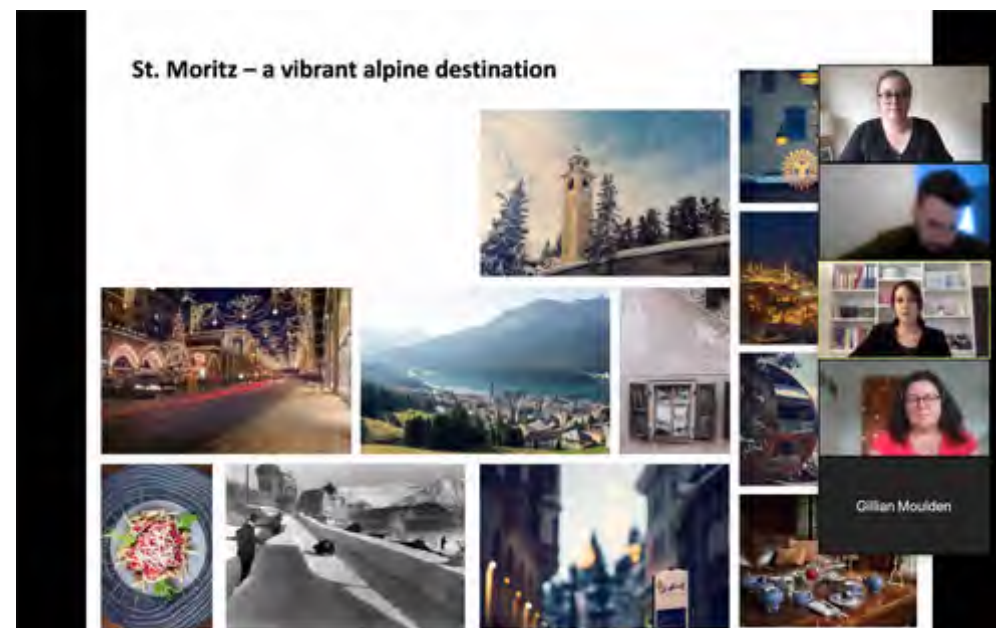
- All Business Events until end of June 2020
 - Postponed, cancelled or take place virtually
- Corporate clients very busy
 - Re-arranging meetings and negotiating conditions
- Agency employees fear to loose jobs
 - Little income and uncertainty, especially smaller agencies
- Requests
 - Most markets get new requests for Q4 2020, 2021 and beyond

Marketing Activities.

- Show empathy with Meeting Planners in difficult times
 - Keep relationship with personal calls to planners
- Activities with personal contact
 - March-June postponed to Q3 and Q4 of 2020 or reported to 2021
- Inspire with digital activities and Social Media until end of June
 - A few examples

UK: Virtual sales calls with ESTM.

- Replacement of the educational tour planned 1 – 4 April to Engadin St. Moritz to participants
- 3 virtual sales meetings of 40 min with HSBC (corporate), AMI Plastics (corporate) and Jagged Horizons (agency)
 - One enquiry for May 2021, 170 persons to Basel or Zurich



zoom

Various Markets: Webinars.



- Record attendance for Webinars
 - China
 - February 20, LGR, 248 participants
 - March 12, Interlaken, 150 participants
 - South East Asia
 - Singapore, Indonesia, Malaysia, Thailand, Philippines, Vietnam
 - March, Interlaken, Zürich, STS, Total 196 participants
 - France
 - March, Nouvautés, 30 participants

SEA Philippines: Webinar, 7 April 2020.

- Theme
 - #DREAMNOWTRAVELLATER
 - Crash Landing on Switzerland
- Agent
 - Tradewings & Travel Corporation
 - Participation of 100+ participants
- Regions in Switzerland
 - Interlaken, Zürich



Social Media: Dream now. Travel later.



- Announcement of inspirational campaign on SCIB channels
 - LinkedIn, Twitter, Instagram, WhatsApp
 - 3495 impressions/views
- Weekly posting of inspirational clips to meeting planners
 - Asia Trophy Memory Clips
 - 1266 impressions
 - Weekly clips to come



Outlook Business Events.

- Business Events strongly affected by Covid-19 in 2020
- After the crisis, isolation and home-office
 - Backlog demand to meet, to exchange in person
 - Meet to develop new strategies and to build up teams again
- Part of Switzerland Tourism Recovery Plan
 - Get Business Events back to Switzerland
 - Lead time Corporate Meetings 3-6 months
 - Lead time Association Meetings 2-5 years
 - Measures developed at the moment



Schweiz.