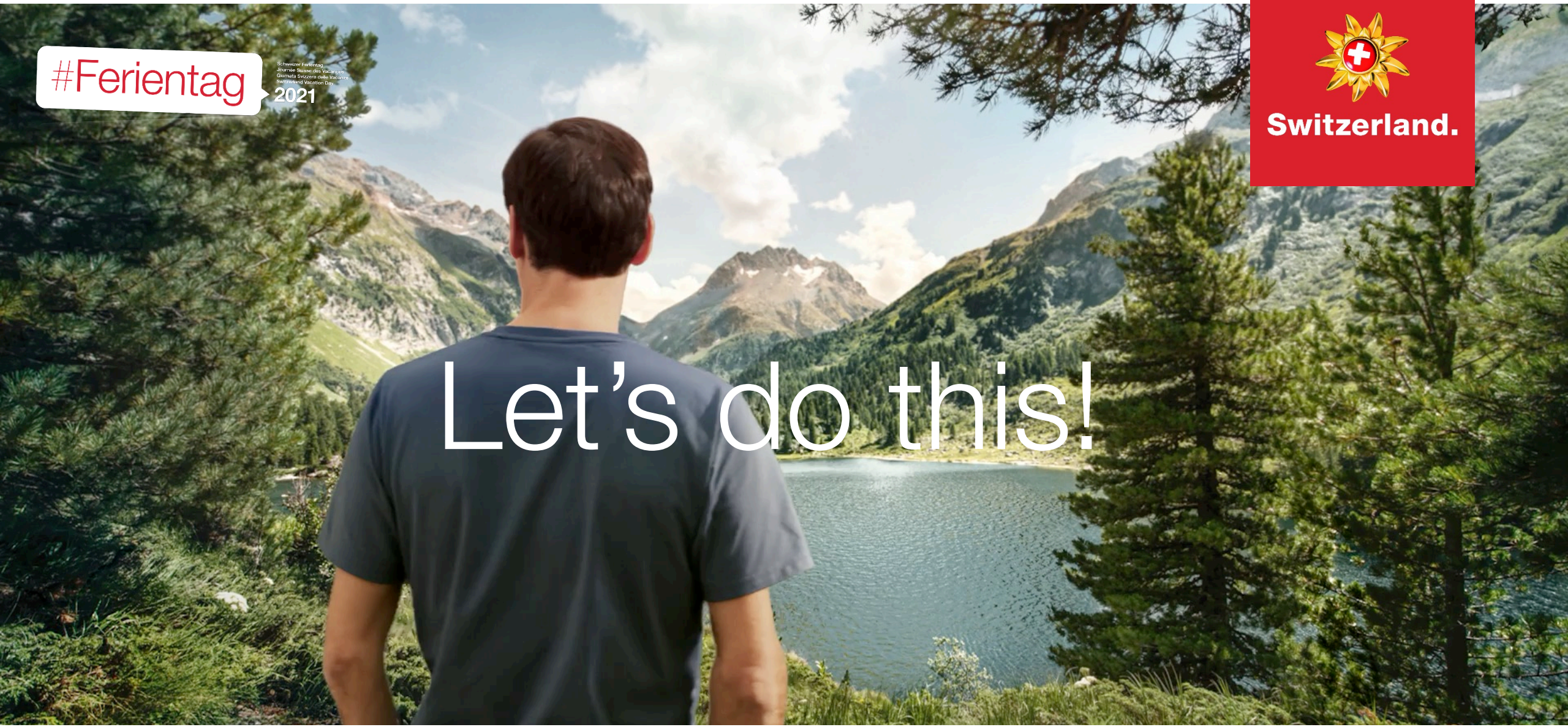
Switzerland.

Switzerland.

#Ferientag

Schweizer Ferientag
Journée Suisse des Vacances
Giornata Svizzera delle Vacanze
Switzerland Vacation Day

2021



Switzerland.

Presenting Partner AMERICAN EXPRESS

Switzerland.

28. Future of Business Events (MICE).

ST eTraining Day, 5 May 2021

13h00 – 13h30

Congress Center Davos.

Welcome.

Switzerland.

- Barbra Albrecht
  - Head of Switzerland Convention & Incentive Bureau (SCIB)

- Caroline Pidroni
  - SCIB North America

- Zoé Laporte
  - SCIB Head Office

Rules.

Switzerland.

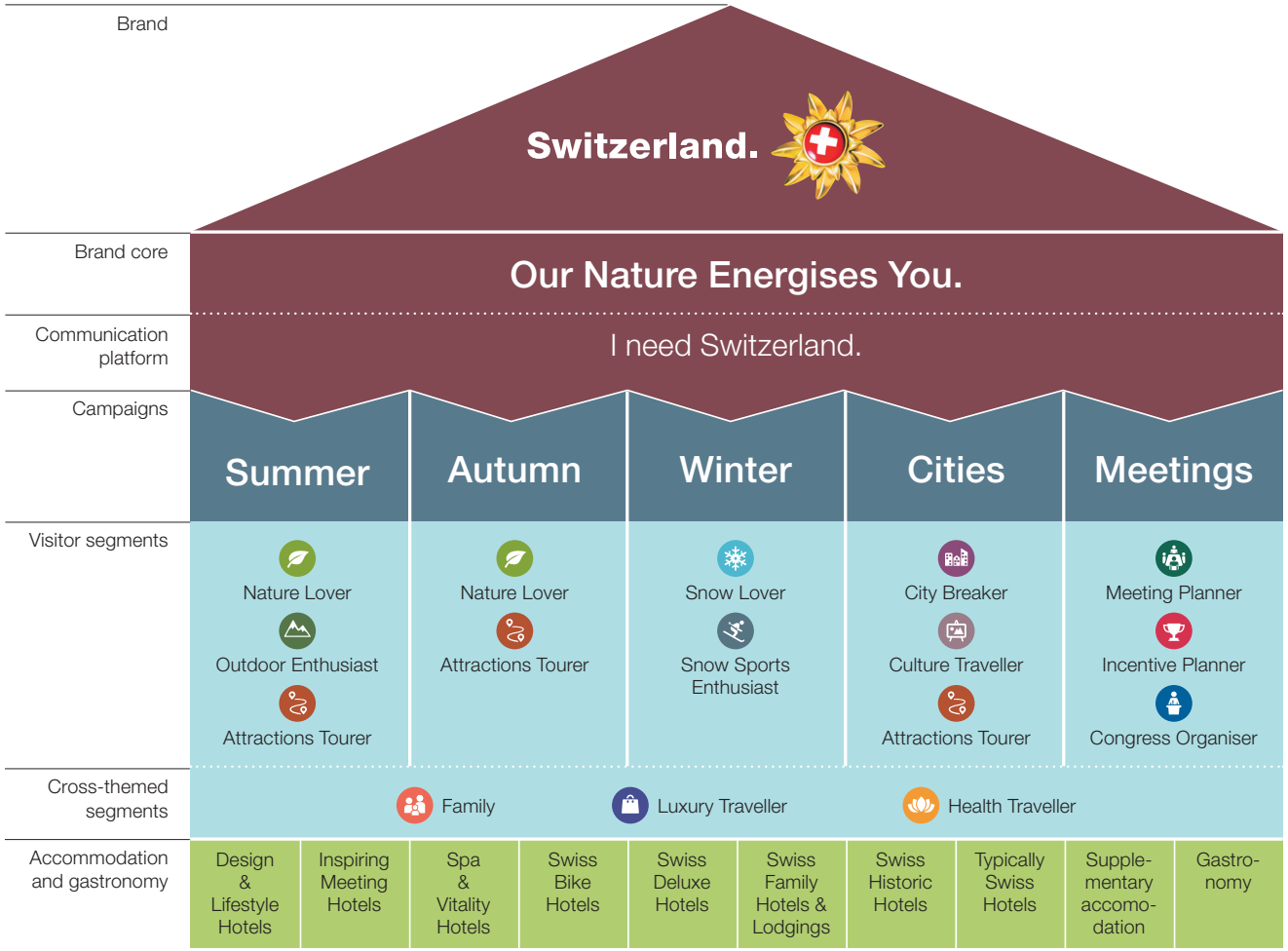
Use Q & A function to ask questions anytime

Polls will be used

Presentation and recording of session available to all

Switzerland Convention & Incentive Bureau (SCIB).

Switzerland.



Current situation and outlook.

St. Gallen

Current situation for Business Events.

Switzerland.

- Home market and neighbouring countries to recover soon
- Long haul markets will not take place before 2022
- Digital and hybrid meetings take place and are planned
- Marketing activities adapted weekly

Sources: ICCA The Future of Global Association Meetings, MCI Kongress der Zukunft, Future Meeting Space, 18. GDI Trendtag Referat David Bosshart. Exchange with clients by SCIB markets.

How is the current situation in Europe, North America and Asia?

Outlook for Business Events.

Switzerland.

- Size to decrease and cost to raise
  - Opportunity for new meetings
- Catch-up demand
  - Need for Face2Face
- Travel possibilities and planning security are key
  - Vaccinations and digital identification
  - Flexible contract conditions

Sources: ICCA The Future of Global Association Meetings, MCI Kongress der Zukunft, Future Meeting Space, 18. GDI Trendtag Referat David Bosshart. Requests via SCIB March 2021.

What do business events most probably look like in the future?

- Congresses
  - Hybrid formats will prevail
- Meetings
  - Mainly face-to-face events
- Incentives
  - Only face-to-face events

Sources: ICCA The Future of Global Association Meetings, MCI Kongress der Zukunft, Future Meeting Space, 18. GDI Trendtag Referat David Bosshart. Requests via SCIB March 2021.

What are your observations in your destination, your hotels and locations?

Please use the Q & A function

Our advantages as Switzerland.

St. Gallen

Competitive advantages of Switzerland.

Switzerland.

- Business Events remain important for Switzerland
  - Lead time 3 month to 1 year and more
  - Bring guests to Switzerland that would not visit our country
- Switzerland top positioned
  - Reliability, security, safety, cleanliness
  - Boutique towns of human size in the middle of nature
  - Short distances, variety and open space
- Market presence
  - Continuous personal contacts with meeting, congress and incentive planners is key

Marketing activities.

Switzerland.

- Flexible and agile planning
- Increase field time and keep market presence high
- Continue to use virtual possibilities
- MySwitzerland.com/meetings landing pages
  - Covid-19 Market Indicator Dashboard Market Switzerland
  - Hybrid Business Events
  - Virtual site inspections
  - Swisstainable Business Events
- Cancelation policy
  - Flexible contract conditions and booking policies to increase planning security

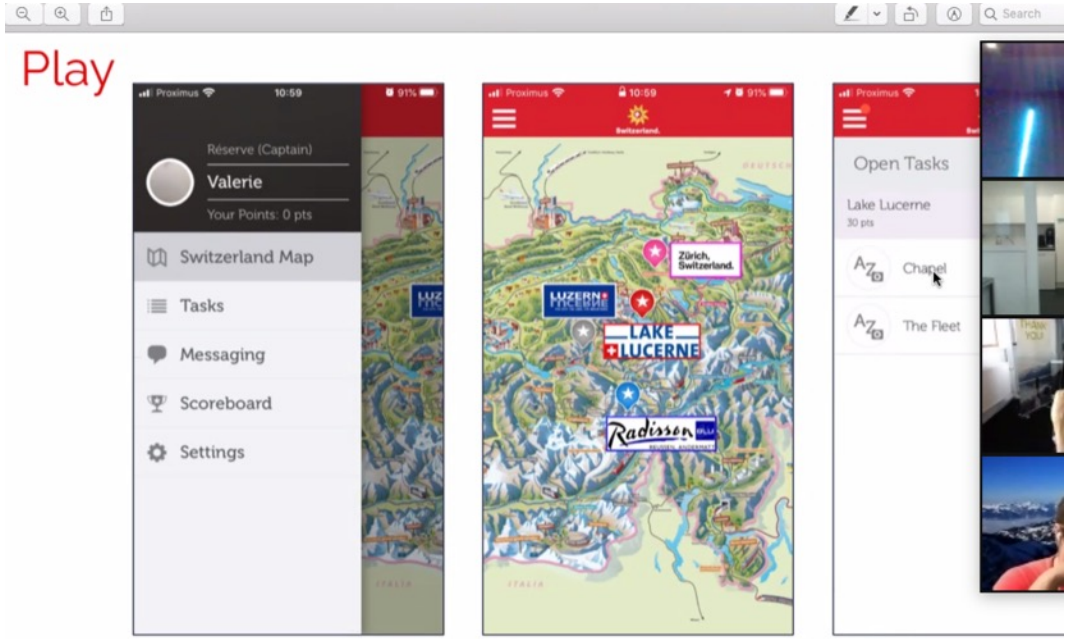
Poll:

Do you and/or your suppliers already have flexible contract clauses?
Yes / No

Give us an example on how you adapt your marketing activities?

Trophy reunion Events

Switzerland.



Trophy reunion Events

Switzerland.

New digital platforms.

Switzerland.

TUE Feb 16, 2:30 AM PST

Ist “Hybrid“ das Format für Business Events der Zukunft?

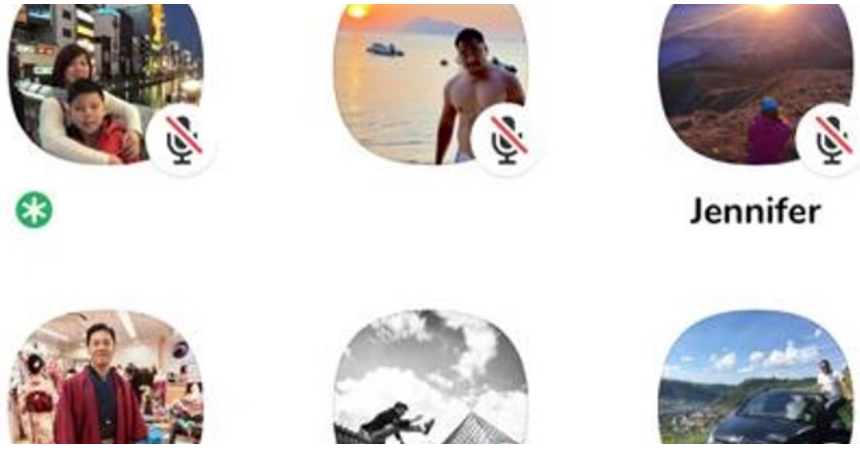
+2

w/ Switzerland Tourism, Christina Buttler, Maria Wetzel, Vanessa Reis, Zoé Laporte, Marta Kwiatkowski, Thomas Möderndorfer

In einer offenen Diskussionsrunde wagen wir einen Blick in die Zukunft von Events mit Vertretern aus dem deutschsprachigen Raum.

Don’t have a Clubhouse account? Get the app to reserve your username and request access!

Download on the App Store



Spread Swiss Love campaign.

Switzerland.

Dear [INSERT NAME HERE],

The Switzerland Convention & Incentive Bureau is thinking of everyone in the industry and wanted to #SpreadSwissLove during these times.

We are therefore sending you a little sweet Swiss surprise on behalf of your colleague [INSERT NOMINATOR HERE] who has this message for you:

[INSERT MESSAGE HERE: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.]

We at the Swiss CVB in New York hope this reaches you well and that it will put a smile on your face.

Sending you a big Swiss hug and take care of yourself,

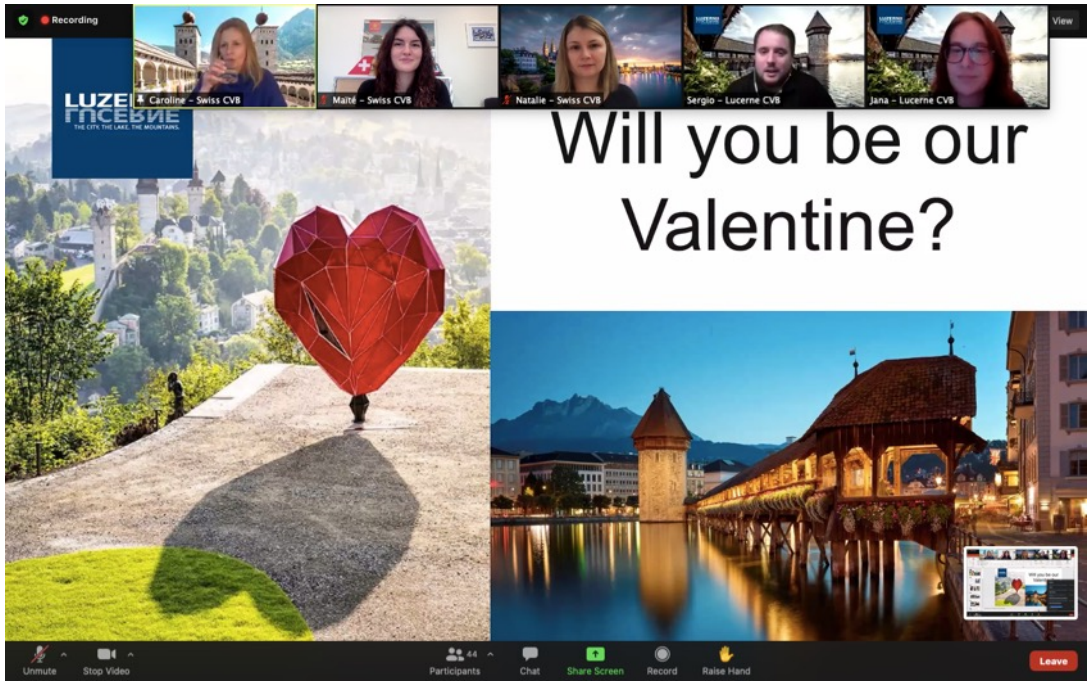
Caroline, Natalie & Isabelle

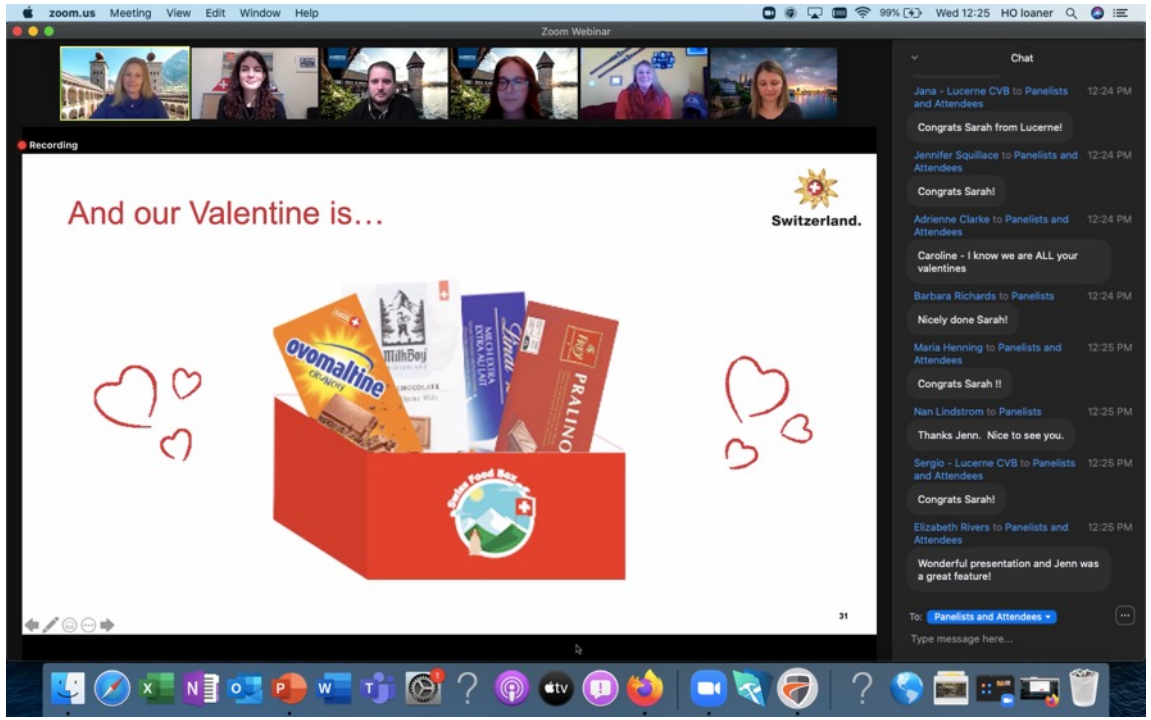
Switzerland Convention & Incentive Bureau.

#SpreadSwissLove , MySwitzerland.com/meetings, scb-usa@switzerland.com

From Webinars to SwissTalks.

Switzerland.





We need to jazz it up.

Switzerland.

If this message is not displayed correctly please click here.

› COVID-19 Situation in Switzerland › Rent a Hotel › New openings

Dear Caroline,

As we celebrate Charlie Chaplin's 132nd birthday this Friday, we invite you to our 30-minute SwissTalk with the beautiful Montreux Riviera region which he called home.

Karin from the Montreux CVB will guide you through la dolce vita in the Swiss Riviera, followed by a short update on Switzerland.

Date: **Wednesday, April 28th at 12pm EDT.**

Should you have any questions or a specific topic you would like us to cover, please contact us via scib.usa@switzerland.com.

With warm wishes from your Swiss team,

Caroline Pidroni & Natalie Horn, Switzerland Convention & Incentive Bureau, New York
Karin Subert Hagemann, Montreux Convention Bureau, Switzerland

Click here to Register

How can we collaborate and integrate you in our activities?

Overview partner model SCIB.

Switzerland.

- Partners
  - Destinations, Regions representing meeting and incentive offer (hotels, locations, social programs, etc.)
  - Destination Management Companies (DMC's), Transport, Convention Centers

Contacts.

Switzerland.

For any questions please contact us: scib@switzerland.com

Switzerland.com/LinkedIn-SCIB

Twitter.com/scib_HQ

Pinterest.com/myswitzerland/
swiss-business-events

Questions.

Switzerland.