MarketingActivities SCIB

North America 2022

NORTH AMERICA

01/01/2022 – 31/12/2022	**SwissRead (eNews)** 3 SwissReads are planned to highlight SCIB NA partners. Content of partners and SCIB will feature anything newsworthy at the time of deployment or specific topics such as CSR, sustainability or venues/activities that only exist in the partner's destination. The SwissRead is sent to approx. 4,000 North American corporates, agency planners and press. Association clients as well as wedding planners receive a specific eNews from HQ targeting that segment, however association clients will be included if there is no overlap with their eNews.	**Comments** Picture and max 60 words including link to english website/pdf/email address needed per article. Client contacts/testimonials are also encouraged. Edition 1: Date tbc - Partners tbc Recipients: x Open rate: x% / Total clicks: x (click rate x%) Bounce rate: x% Unsubscribed: x% Edition 2: Date tbc - Partners tbc Recipients: x Open rate: x / Total clicks: x (click rate x%) Bounce rate: x% Unsubscribed: x% Edition 3: Date tbc - Partners tbc Recipients: x Open rate: x / Total clicks: x (click rate x%) Bounce rate: x% Unsubscribed: x%	**Cost CHF** 0 Included in the SCIB NA membership. A full overview with details will be sent to all NA partners in December.
01/01/2022 – 31/12/2022	**Social Media** SCIB NA will continue to have a regular presence with posts/retweets/favorites on LinkedIn (SCIB company page as well as CP private account) and Twitter as they have proven to be the most effective social media platforms in this segment in NA. myswitzerland.com/linkedin-scib twitter.com/scib_na Since April 2021 SCIB NA is able to target posts since the minimum follower number (300), which is defined by the analytics of LinkedIn, has been reached.	**Comments** Partners are welcome to follow us and also to send relevant content for us to include on both platforms. LinkedIn: MySwitzerland.com/LinkedIn-SCIB >followers counted through SCIB HQ As per 31.08.2021: 470 followers / 19 posts 2021 Total: xxx posts Twitter: @scib_na As per 31.08.2021: 1,828 followers / 136 tweets 2021 Total: xxx followers / xxx tweets	**Cost CHF** 0 Included in the SCIB NA membership. A full overview with details will be sent to all NA partners in December.

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01/01/2022 – 31/12/2022	**SwissTalks (Webinars)** SCIB NA has adapted the format and content in 2021 to make the SwissTalks more interactive, fun, engaging and less stale. This new format has proven to be more memorable as planners have become tired of standard destination promo webinars during the pandemic. SCIB NA coordinates the invite and online registrations of NA clients to attend the SwissTalks. Follow-up email to all registered clients is sent by SCIB NA and include partners' contact details. Participating partners receive full contact details of the planners. All presentations are taking place at noon ET in order to better accommodate the planners from the West Coast. The sessions are being recorded and uploaded on MySwitzerland.com/swisstalks in order for clients to access them at any time.	**Comments** Partners will be asked about their date preference & SCIB NA plans the allocation accordingly. Max 6 SwissTalks in total. The set-up of each session is as follows: 1. Intro by SCIB (5mins) 2. Partner's presentation/activity (15-20 minutes) 3. Update on Switzerland by SCIB NA (5-10 minutes) Total duration: max. 30 minutes 1. Date tbc: Partner tbc Promotion (recipients): Invitation x Registrations x / Participants x / x new contacts	**Cost CHF** 500 A full overview with details will be sent to all NA partners in December.
01/01/2022 – 31/12/2022	**Online Platform Cvent** Cvent is still used by many planners and remains consistent in generating leads. SCIB NA plans to renew its profile with Cvent to promote Switzerland as a meetings & incentive destination as it is the most widely used sourcing platform. In 2022, SCIB will continue the 3-diamond listing in order to keep great visibility on the destination guide. Statistics SCIB worldwide as per 30.06.2021: - Total RFPs: 11 (2020: 30) - Total Room Nights: 68,088 (2020: 17,287) - Total RFPs Value: $18,383,921 (2020: $7,548,894) - RFPs from North America: 10 (2020: 21) Statistics Switzerland (incl. SCIB) as per 30.06.2021: - Unique RFPs: 94 (2020: 369) - Unique room nights: 87,155 (2020: 87,321) - Awarded RFPs: 13 (2020: 148) - Awarded room nights: 1,086 (2020: 12,241) - Awarded value: $3,071,350 (2020: $4,419,586)	**Comments** Partners need to ensure their details are updated on the platform and if not, inform Michael Perez (MPerez@cvent.com) so the listing can be amended/updated. SCIB NA will promote Switzerland as a generic country. Important for partners: always confirm receipt of RFPs and forward it to SCIB NA for information sharing purposes. Take action on RFPs Showcases as fast as possible, only the first 7 bidders can add themselves to the RFPs Showcases. SCIB NA will handle all RFPs on Cvent and will forward them to partners when possible/necessary.	**Cost CHF** 0 Included in the SCIB NA membership.
01/01/2022 – 31/12/2022	**Sales Calls (In-person/Virtual)** The current work environment is changing and due to the increasing 'work from home' options, office time is very limited and office spaces become smaller/less frequented. Therefore, it will not only be more difficult but also less productive to organize traditional in-person sales calls week. SCIB NA therefore suggests to combine visits with any other events. Potential areas to included Phoenix AZ&Denver CO, Philadelphia PA&NJ, Boston MA, Seattle WA&Portland OR and Canada. SCIB NA also encourages virtual sales calls where possible and as a follow up option with clients after receiving RFPs/RFIs and submitting proposals.	**Comments** Max 3 partners. SCIB local partners participation (i.e. hotel) is possible only upon availability and destination will also need to be promoted.	**Cost CHF** 220 CHF 220 (tbc) per confirmed meeting. Additional costs occur for flights, hotel, car rental and any special breakfast/lunch/dinner.

01/01/2022 – 31/12/2022	**Ad-hoc new activity, TBC** With the unprecedented times, SCIB NA is currently evaluating new potential platforms for 2022 where partners who are interested can participate.	**Comments**	**Cost CHF** 1'000 Should you express an interest (or have an idea) for a 2022 new platform, please register and SCIB NA will keep you posted.
09/01/2022 – 12/01/2022	**PCMA Convening Leaders, Las Vegas** The PCMA Annual Meeting (Professional Convention Management Association) - Convening Leaders is dedicated to the association industry leaders and covers topics such as revenue streams, legal issues, professional development and attendance building. It brings together suppliers, meeting planners, hoteliers, meeting organizers, hotel sales and meeting professionals. This is mainly an educational event.	**Comments**	**Cost CHF** 0 Approx CHF 1’000 for PCMA registration plus approx. USD 485 PCMA Membership fee. Price TBC. Registration directly through PCMA website.
14/03/2022 – 16/03/2022	**17th Successful Meetings University (SMU) International, NYC** This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations whether they are corporate, association or independent planners/agencies. Each supplier and planner get to share their “meeting preferences” prior to the event on a ranking platform, which will set up automatically their appointments schedule. Each supplier gets to meet approx. 20 planners (one-to-one meetings). This is a Norhstar Meeting Group event.	**Comments**	**Cost CHF** 4'400 Approximate prices: Single table: US$7,000 Two partners sharing an appointment table: US$4,400 each / total of US$8,800 per table Included for both a single and shared table option: - The shared appointment table - All F&B, networking and education sessions with the planners - Half page ad in the March/April issue of M&C – Passport section - Contact list on all the planners approved to attend Please specify if you prefer to share a table with SCIB or not.

01/04/2022 – 30/04/2022

IncentiveLive, Puerte Rico, Spring (TBC)

SCIB NA may attend IncentiveLive again as the 2020 virtual edition was a successful event.
The event consists of three days with approx. 21 one-to-one meetings in a similar format to SMU, except that is is focused on incentive planners. There are also education sessions, some networking as well as other activities.

This is a Norhstar Meeting Group event.

Comments

Cost CHF
4'400

Approximate prices:

Single table: US$7,000
Two partners sharing an appointment table: US$4,400 each / total of US$8,800 per table
Included for both a single and shared table option:
- The shared appointment table
- All F&B, Networking and education sessions with the planners
- Contact list on all the planners approved to attend

Please specify if you prefer to share a table with SCIB or not.

11/04/2022 – 14/04/2022

Cvent CONNECT, Las Vegas

SCIB to re-assess if attending Cvent CONNECT is an option in 2022 as the show has improved over the years.

Cvent CONNECT 2022 will present a reimagined hybrid event experience that blends the best of virtual and in-person gatherings, expecting thousands of registrants globally.

Comments

3 education days incl. a trade show day where SCIB could have own booth.

Cost CHF
5'000

Approximate prices:
SCIB can have booth with 2 participants on trade show day for approx 10,000 USD, able to share with partner for 5k each.

25/10/2022 – 27/10/2022

IMEX America in Las Vegas, NV

IMEX America is the MICE industry's largest show and brings together thousands of exhibitors and quality buyers for a 3-day fair including pre-scheduled appointments (one-on-one and group presentations), education sessions and numerous networking possibilities.

In 2019, a total of +13,500 participants attended IMEX America (same as 2018). A total of 76,000 pre-scheduled appointment were made (8.5% increase). 2020 had to be cancelled due to COVID-19.

Comments

Cost CHF
8'000

Approximate prices:
CHF 8'000 per SCIB partner
CHF 3'600 per additional person of a SCIB partner (same company)
CHF 5'500 per local partner at same booth
CHF 8'600 per local partner (for example a hotel representing a destination)

01/11/2022 – 30/11/2022	**Global Incentive Summit (GIS), Italy, Nov (TBC)** This 3-day event organized by Northstar gathers international suppliers and buyers (mostly North American), who have been qualified for their ability to purchase long haul destinations for incentive programs. Each supplier and planner get to share their “meeting preferences” prior to the event on a ranking platform, which will set up their appointments automatically. Suppliers get to meet approx. 20 planners (one-to-one meetings) but also participates in educational sessions as well as various networking events and offsite activities. Each partner receives full planners profile including past/future programs. This is a Norhstar Meeting Group event.	**Comments**	**Cost CHF** 4'400 Approximate prices: Single table: US$7,000 Two partners sharing an appointment table: US$4,400 each / total of US$8,800 per table Included for both a single and shared table option: - The shared appointment table - All F&B, networking and education sessions with the planners - Contact list on all the planners approved to attend Please specify if you prefer to share a table with SCIB or not.