

SCIB Strategie 2022–2023.



Schweiz.

Vision	Switzerland is the top of mind destination for high level Business Event of quality. SCIB submits clients tailor made proposals within a very short time and is a recognized opinion leader and centre of competence on a national and international level.						
Mission	SCIB represents and positions Switzerland as a leading destination for Business Events. SCIB supports and accompanies its Partners/Members within their international Marketing, Acquisition and Sales of their offers and services.						
Targets	 Increase of impact in the area of Business Events	 Positive development of the client satisfaction	 Positioning as a sustainable destination for Business Events	 SCIB as centre of competence for Business Event			
	Until 2023 we want to achieve an increase of the impact of SCIB within the area of Business Events. The achievement of the targets are measured on the basis of RFPs. Target value: 1620 Conversion. Target value: 54% Hotel overnights. Target value: 230 000 Added value/turnover. Target value: 76.6	Until 2023 we want to achieve a positive development of the client satisfaction related to the SCIB services. The achievement of the targets are measured on the basis of des Net Promoter Scores. Target value: 8+	Until 2023 we want to achieve to position Switzerland as THE destination for sustainable Business Events. The achievement of the targets are measured on the basis of the GDS-Index. Target value: 78% launch of min. 1 national beacon project per year	Until 2023 we want to achieve to offer added value to partners all over Switzerland as the centre competence for Business Events and future trend. The achievement of the targets are measured on the basis of surveys amongst partners and potential clients. Target value: 8 of 10			
	Markets: Switzerland/HQ (incl. Watchlist), Europe, North America, Asia Segmente: Meetings, Congresses, Incentives						
Key strengths & characteristics	Valuable base of data	Market presence	Proximity	Reliability	Accessibility & Efficiency	Communication	Capacity of Innovation
	SCIB can gain improved analyses to gain insights and to be able to convey measures.	SCIB can position Switzerland with its strong image.	SCIB has an excellent understanding of the specific clients requirements for a pro active response.	SCIB is perceived as reliable, trustworthy and predictable.	SCIB is able to, thanks to digitalisation, to serve the client requirements to his satisfaction at all times.	SCIB is able to use sustainability as a differentiation characteristic thanks to a positive tonality.	SCIB is able to recognize trends, interprets them early and can apply the necessary measures.
Strategic measures	<ul style="list-style-type: none"> Establish Dashboard with relevant KPIs Implement Data Analytics Strategy 	<ul style="list-style-type: none"> Create and implement a communication plan for a brand campaign Use of the synergies of the other campaigns of Switzerland Tourism 	<ul style="list-style-type: none"> Conduct regularly client surveys (Gathering NPS) Develop strategic partnerships to reach end clients 	<ul style="list-style-type: none"> Offer regularly trainings for staff to ensure a professional consultancy Facilitate product innovation amongst the partners 	<ul style="list-style-type: none"> Provide financial means and resources to the further digital development 	<ul style="list-style-type: none"> Provide good orientation of the different labels/ standards to the branch and the guests 1 national beacon project per year 	<ul style="list-style-type: none"> Learn from others (generations, industries, organisations...) Continuous collection and analysis of data