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Unusual breakouts and locations.

Project Idea SCIB
April 2022



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*Big ideas are small ideas that
have not been killed in time.*

Quote from Seth Godin on the subject of innovation



Initial situation.

The Destination for Business Events

- People want to exchange ideas in person again – after two years in home-office – and searching new meeting-formats.
- Power point presentations do not serve creative exchange of ideas
- Switzerland is well established as destination for business events, a solid, good quality offer is available.
- But not always «top of mind» by potential meeting planners for creative meeting spaces.



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Needs after COVID-19.

- Companies needs to revive corporate culture
- Getting to know new team members engaged during COVID-19.
- Develop something together
- Getting out of the own four walls
- Teambuilding during a workshop or after a retreat



Idea



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- SCIB wants to position Switzerland as the Top Destination for Business Events.
- Stand out from competitors with **unusual meeting-locations** and **new formats**.
- **Surprising** venues and **original combinations** attract attention for meetings in Switzerland.
- A two years campaign (2022/2023) will promote this offer.



Project idea.

- In Switzerland one can find a big variety of incomparable venues for the reunion with colleagues.
- **New extraordinary meeting venues** are being created throughout Switzerland.
- **New cooperations** expand the range and underline the variety.
- All offers will be on **MySwitzerland/meetings**.
- An **easy booking-procedure** completes the customer journey.



Project idea.

- Extraordinary offers grant creative meetings to the planners.
- Strong distinction from conventional seminar rooms in the design of the location and/or the offer.
- New, unexpected cooperation between the service providers will be stimulated.
- Pick up meeting planners via different offers and trigger bookings.
- Quick-Win: Start in the beginning of August 2022 with **6-8 venues**.
Continuation of campaign «unusual breakouts and locations» with **25-30 offers**.

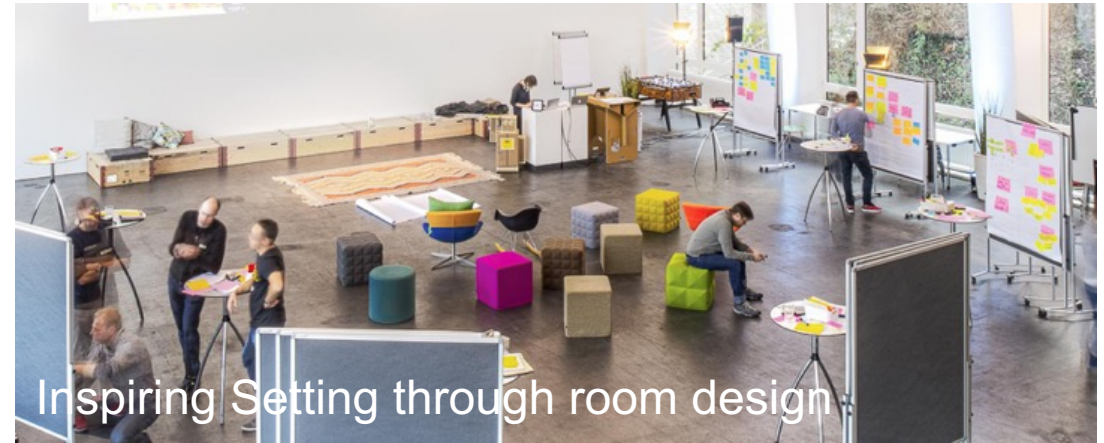
The pallet of ideas.



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Indoor-Location with a view



Inspiring Setting through room design



Outdoor-Location with meeting infrastructure

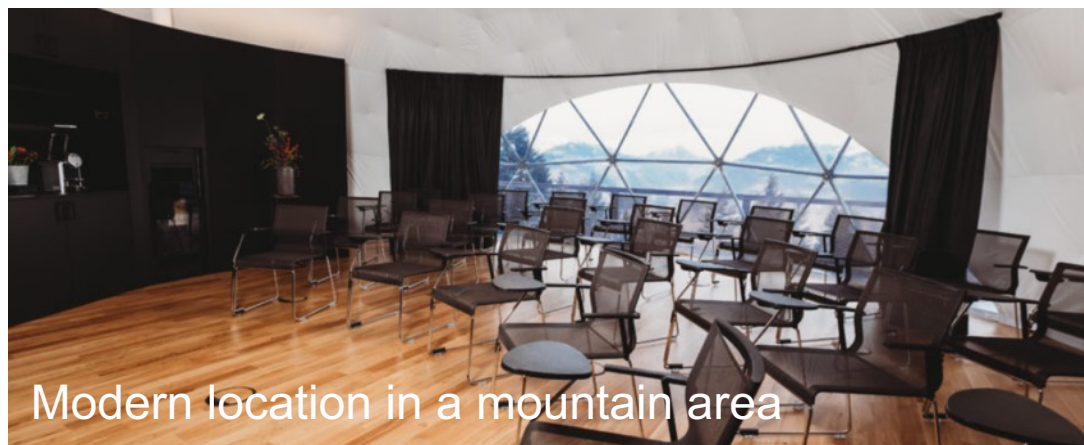


Fancy Kitchen



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The pallet of ideas.



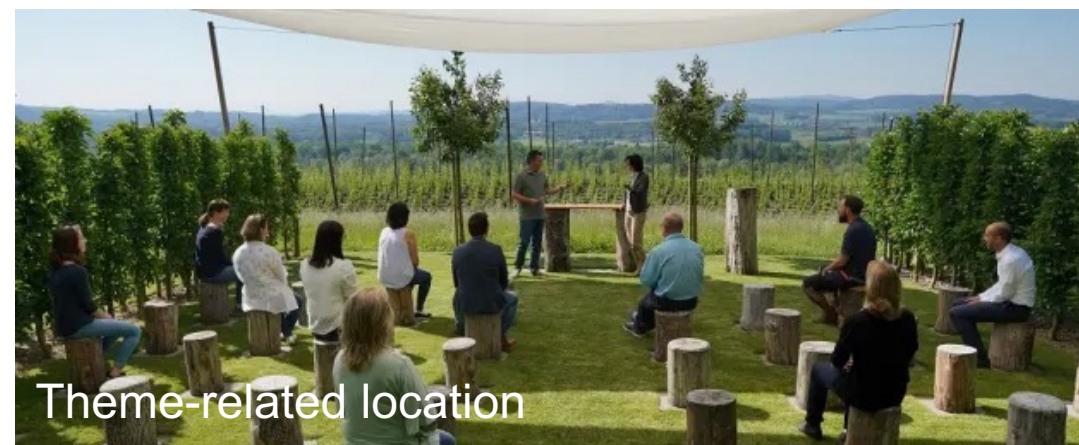
Modern location in a mountain area



Pop-up in nature



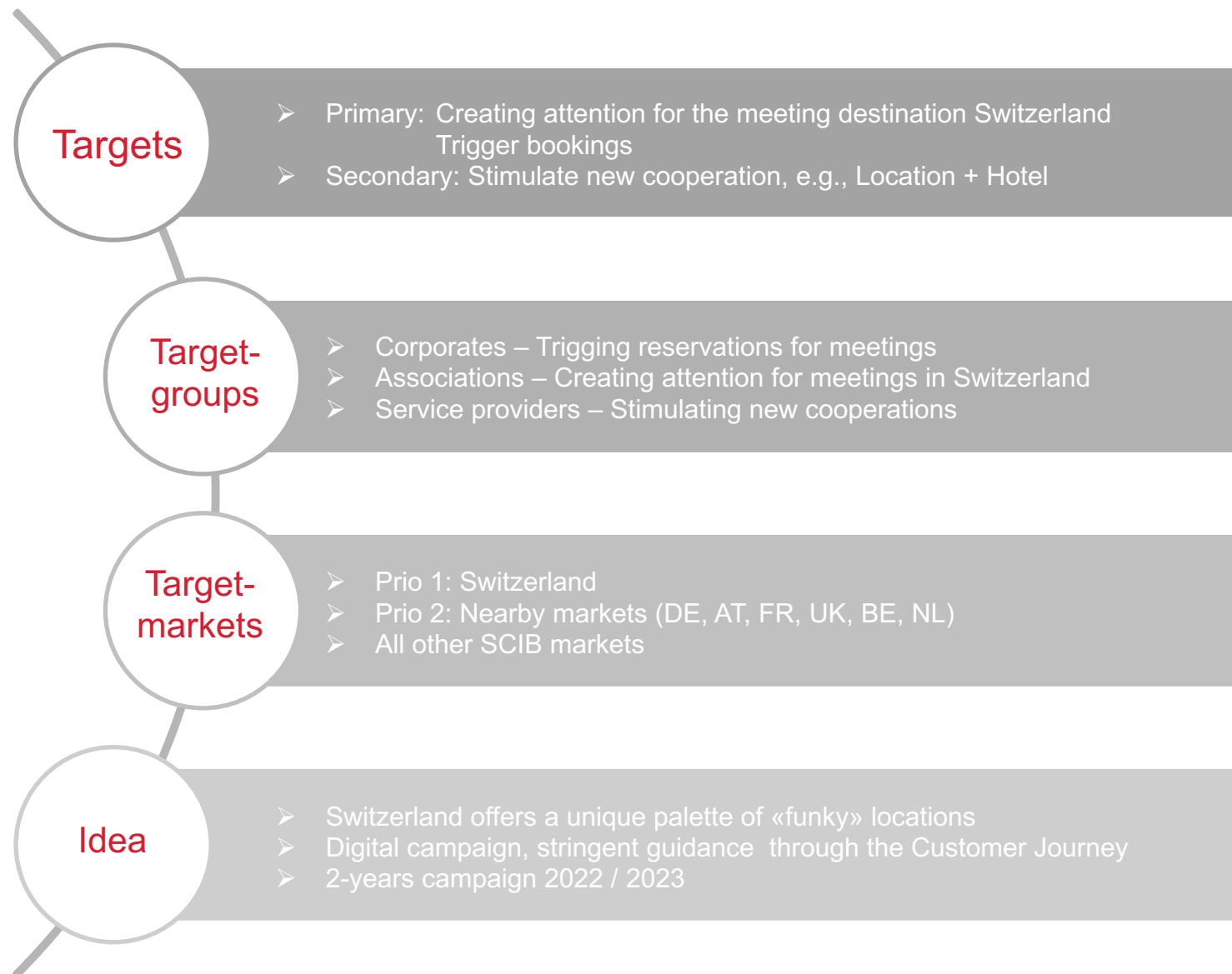
Creative workshop room



Theme-related location



The idea in short.





Competitive targets.



Value creation

Increase of the Impacts in the field of Business Events

1. Increasing number of requests
2. Trigger bookings with overnights



Image

1. Positioning Switzerland as an innovative host for all kind of Meetings (Corporate, Association, Incentive)
2. Switzerland for sustainable Business Events.



Differentiation

1. Switzerland can also be «funky»: Inspiring offers for new meeting formats.
2. SCIB mediates special, matching locations for all Business Events



Customer loyalty

1. Guiding the clients on the (digital) customer-journey
2. Partner-satisfaction: SCIB networks beyond familiar connections and initiates new collaborations and ideas



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Rough concept.



Pavillon, Schloss Hünigen



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Description.

1. Criteria
2. Communication
3. Process and Timing
4. Budget



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Criteria.



Criteria: Unusual Venues.

- The Meeting Location will **surprise** at first glance and **stands out** from the previously known.
- Meeting room is offered in connection with existing infrastructure (congress center or meeting hotel) or as independent location for full day meeting.
- For locations under the open sky, it should be compulsory to offer a **bad weather-option** with a similar surprising setting for the meeting.
- The service providers pay attention to sustainability, e.g. eco-electricity, construction material, catering and waste-concept. Swisstainable locations will be preferred.
- **Possibility to book overnights together with the special venue for remote locations.**
- Easy booking procedure, „everything from one hand“.





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Quality criteria all offers.

- Professional overall appearance.
- Description available in English.
- Own website or professional Photo/Video material, email-address and contact phone number.
- Access to sanitary facilities in immediate vicinity.
- Meeting infrastructure like flipchart, electricity, seating possibilities and tables.
- Catering possibility.
- All necessary insurances and permissions.



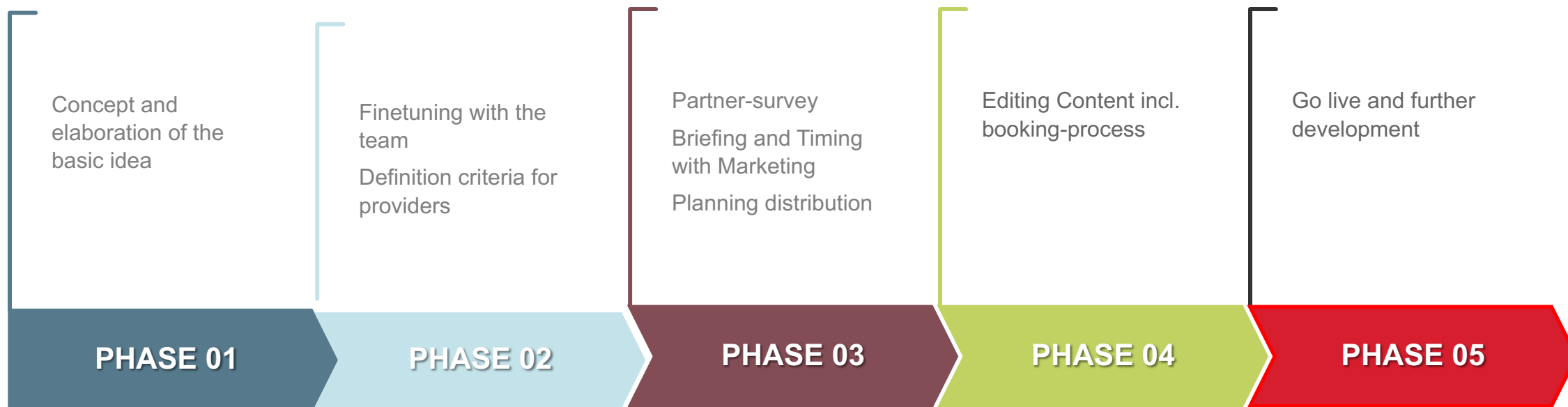
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Process and Timing.



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Phases of the project.



Timing.



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	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember	Januar	
Konzeption	Grobkonzept Ausformulierung Grundidee, interne Spiegelung		Projekt Go Intern						Weiterentwicklung Learnings, Optimierung für 2023				
	SCIBies Exchange 22.3		Internal SCIB Finetun. Kriterien, Namestorming 5.4.										
Partner Integration				SCIB MV 2.4.	Partnerkommunikation Präsentation Idee, inspirieren, Angebote einholen		Partner Information Rückmeldung						Angebote 2023 Auf Basis Kampagne 2022 Weiterentwicklung, Angebote einholen
Aufbereitung							Auswahl Angebote durch SCIB HQ	Webseite SCIB Contentfassung, Buchungsprozess	Webseite SCIB Fortlaufend Contentfassung, Buchungsprozess neue Angebote				
								Texting Claims, Banners					
Kommunikation							NL SCIB tbd	Assistants' Day 07.09.	NL SCIB tbd	Go Live Ausspielen online Kampagne			
							Komm-Planung Digitale Ads, Wordings						



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Timing – ready in August 2022.

Datum bis	Inhalt	Wer
30.03.22	Info SCIB-HQ internal, Feedbacks and finetuning	BR
05.04.22	Brainstorming Naming, criteria, already known Locations	SCIB Team + BD
25.06.22	Preparing partner communications, obtaining of the offers. Building of a jury, Dispo of ressources, Definition booking procedure	BR SCIB HQ
01.07.22	Inscriptions of the Destinations and service providers. Evaluation by the Jury. Briefing Marketingdepartement (Apperance, Shootings)	Service providers SCIB HQ
27.07.22	Reply to Destinations and Venues.	BR
15.08.22	Editing of the content on MyS.com/meetings incl. booking-procedure. Preparing Komm (digital Ads, Texting etc.).	SCIB HQ
15.08.22	Communication planning	Marketing / BR
20.08.22	Go live!	SCIB HQ
29.12.23	Unlimited bookability, at least until the end of 2023	alle

Danke. Merci. Grazie. Grazia.



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