



Switzerland.

MarketingActivities SCIB

Germany - SCIB Planning 2023

01/01/2023 – 12/31/2023	MICE: KAM: Sales Calls Coaching Workshop in Zurich In this 1-day compact workshop we will cover all aspects around the topic "Sales Calls" in the MICE sector. The following contents are planned: - Global MICE market (trends, facts & forecast) - MICE market Germany - Trends - Target Group Overview (corporates, agencies) - Lead generation (Compliance, Telephone Sales, Trade Shows, workshops) - The Perfect Proposal for the German MICE Planner - Tool & Strategy Development for sales visits (Core Competence Clusters, Profiles for sales meetings) - Follow Ups (Daily business – daily routine?, - Re-frame challenges to highlight strengths) Coach: Martina Guse (Eventprof & Coach)	Comments Max. 6 participants (SCIB partners and subpartners possible)	Cost CHF 590
01/01/2023 – 12/31/2023	MICE: KAM: Sales Calls Germany Organization of customer visits together with 2-3 Swiss partners in different regions of Germany. The number of appointments: 3-5 appointments per day / 12-15 appointments in total. The customer structure: 80% agencies, 20% corporate customers. Dates, locations and formats are still open and will be adapted to the current situation.	Comments Only for destination or region representatives	Cost CHF 3'300
05/11/2023 – 05/13/2023	MICE: KAM: B2B-Event 3rd Parties: „GREEN MILE“ (MICEboard) The Green Mile (organized by PeC Kommunikation, MICEboard) is a trade event for event planners from Germany, Austria and Switzerland who organize events of all kinds internationally and place their focus and value on sustainable environmentally friendly means and measures in their planning. The event will take place in Copenhagen in 2023. The event is expected to attract up to 60 buyers who organize events outside their market. There will be a maximum of 30 suppliers for this event. The MICE Peak, which has existed in the past, will be integrated into the Green Mile in 2023.	Comments Open to SCIB partners and sub- The participation package includes: accommodation with breakfast, meals as mentioned in the program, program/activities as mentioned in the program, promotion before, during and after the event (social media, PR, newsletter, etc...)	Cost CHF 5'800

09/01/2023 – 09/30/2023	MICE: KAM: B2B-Event 3rd Parties: „MICE by Melody Roadshow“ (MICEboard)	Comments	Cost CHF
	<p>"MICE by Melody" (organized by PeC Kommunikation/MICEboard) is an industry networking event series where event decision-makers regularly meet and exchange ideas. Its services are exclusively targeted to international MICE suppliers who want to meet meeting planners from Germany and Austria. In addition to an industry talk in a cozy atmosphere, event planners from Germany meet international destination representatives and location specialists, who report first-hand about the latest MICE products, offers, innovations and news. Approximately 30-35 event planners from agencies, companies and associations per evening. Format: pure networking event; approx. 18:00-22:00 hrs.</p>	<p>Booking of single evenings possible 1 city: 1.900 CHF 2 cities: 3.400 CHF 3 cities: 4.900 CHF Open to SCIB partners and sub-partners</p>	0
01/01/2023 – 12/31/2023	MICE: KAM: B2B-Event 3rd Parties: Illerhaus Marketing	Comments	Cost CHF
	<p>For over 20 years, Illerhaus Marketing has been focusing on valuable, profitable and inspiring networking events under professional conditions. MICE Industry Meetings and MICE Networking Lounges are personal networking platforms organized by Illerhaus Marketing (business networking platform of the MICE industry). For 2023, the following cities in Germany are planned to host the event: Heidelberg, Starnberg as well as another city in Northern Germany. Preparation and follow-up by Illerhaus, this includes: Press releases in the German trade press (online & print), PREGAS Special offer newsletter. MICE Branchentreff Starnberg: 20. Juli 2023 (3,000 CHF)</p>	<p>MICE industry meeting (ship events): 3,000 CHF (per location) Networking Lounge: 2,500 CHF (per location) Local partners are welcome to join MICE Branchentreff Starnberg: 20. Juli 2023 (3,000 CHF)</p>	0
01/01/2023 – 12/31/2023	MICE: KAM: Study trip with Illerhaus Marketing	Comments	Cost CHF
	<p>Study trip for event planners, press and multipliers organized by Illerhaus Marketing, who brings together the players in the MICE industry. For over 20 years, Illerhaus Marketing has been focusing on valuable, profitable and inspiring networking events under professional conditions. The entire participant management of the study trip is carried out by Illerhaus Marketing as well as the promotion of the trip. All additional event costs (program, F&B, shuttles) are covered by the destination in addition to the participation fee. The travel costs (arrival and departure with Deutsche Bahn as well as the Swiss Travel Pass) will be covered by SCIB.</p>	<p>Re-financing through participant fees is possible (e. g. Illerhaus can charge the participants 150 CHF each, so that in the end you have 2,250 CHF with 15 participants and these are then deducted from the total costs (8,000 CHF).</p>	5'000
01/01/2023 – 12/31/2023	MICE: KAM: B2B-Event 3rd Parties: MEET GERMANY Summits	Comments	Cost CHF
	<p>As the largest B2B network in the German-speaking region, the MEET GERMANY community bundles synergies with an event focus. B2B NETWORK with over 37,000 contacts, of which 83% are decision-makers composition: 68% planners 32% suppliers. Contact point for event organizers, bundles knowledge, experiences as well as contacts and presents experts, trends, innovations and best practice cases. Various summits in different cities in Germany (cities 2023 not yet determined). MEET GERMANY SUMMITS create an interactive, targeted event format for suppliers who want to get in touch with qualified contacts, event planners, as often as possible in as little time as possible.</p>	<p>Prices 2023: TBA, follow soon (in 2022: 3,010 CHF per city for Forum&Night).</p>	0

01/01/2023 – 12/31/2023	<p>MICE: KAM: „Meet Germany“ newsletter</p> <p>As the largest B2B network in the German-speaking region, the MEET GERMANY community bundles synergies with an event focus. B2B network with over 37,000 contacts.</p> <p>The business community has been connecting protagonists from the event industry, from destinations as well as from the MICE and business travel industry since 2010.</p> <p>MEET GERMANY is a fixed point of contact for event organizers, bundles knowledge, experience and contacts and presents experts, trends, innovations and best practice cases.</p> <p>Package includes 1x banner and 1x advertorial (text article with image) in the community newsletter "Insights" (3,500 contacts, 30% open rate, 12% click rate).</p>	<p>Comments</p> <p>Further marketing activities are possible with this partner on request during the year.</p>	<p>Cost CHF</p> <p>1'000</p>
01/01/2023 – 12/31/2023	<p>MICE: KAM: Advertorial on „MICE Club“</p> <p>The MICE Club is an online portal for the MICE and event industry and has a huge contact network with qualified industry players as well as potential customers and partners. The portal serves as a networked online meeting place for qualified suppliers and planners.</p> <p>Newsletter recipients: 25,000 addresses (67% planners/33% suppliers)</p> <p>Social media: a total of 40,000 contacts & followers (via LinkedIn, Facebook, Twitter and Xing)</p> <p>Advertorial: article on a topic of our choice, linking for 2 weeks on the homepage of the MICE Club magazine, distribution via social media, embedding as news in the MICE Club newsletter.</p>	<p>Comments</p> <p>Further marketing measures are possible with this partner on request during the year.</p>	<p>Cost CHF</p> <p>1'000</p>
01/01/2023 – 12/31/2023	<p>MICE: KMM: Advertorial in „tw tagungswirtschaft“</p> <p>Advertorial in the "tw tagungswirtschaft" newsletter and is the trade publication for everyone who organizes business events. For more than 40 years, the publication of Deutscher Fachverlag has been reporting factually and independently on the international MICE market. It is read by planners of B2B events, as well as decision-makers in the marketing and human resources departments and their service providers in agencies, conference centers, hotels and tech companies.</p> <p>In total 6 magazines per year.</p>	<p>Comments</p> <p>Various ad formats; start at 1/4 page ad from CHF 3,000</p>	<p>Cost CHF</p> <p>0</p>
01/01/2023 – 12/31/2023	<p>MICE: KMM: Advertorial in „tw tagungswirtschaft“ newsletter</p> <p>Advertorial in the "tw tagungswirtschaft" newsletter and is the trade publication for everyone who organizes business events. For more than 40 years, the publication of Deutscher Fachverlag has been reporting factually and independently on the international MICE market. It is read by planners of B2B events, as well as decision-makers in the marketing and human resources departments and their service providers in agencies, conference centers, hotels and tech companies.</p> <p>The tw weekly distribution list has a total of 15,000 recipients. The newsletter is sent exclusively to recipients who have registered for the newsletter in advance. The average open rate is 20 - and 28.5%.</p>	<p>Comments</p> <p>Further marketing activities are possible with this partner on request during the year</p>	<p>Cost CHF</p> <p>1'300</p>

01/01/2023 – 12/31/2023	MICE: KMM: Advertorial in „cim“ magazine	Comments	Cost CHF
	<p>CIM - Conference & Incentive Management is a business magazine for the congress, incentive and event business and (as one of the European trade magazines for the local and global meeting business) addresses decision-makers and planners of events in companies, agencies and associations. CIM is published four times a year. Print edition: 19,000 Digital views: 4,500</p>	<p>Different ad formats possible (for instance: 3,500 CHF for 1/3 page or 6,800 CHF for 1 page; special offer for 2 advertorials: from 4,100 CHF up to 7,100 CHF in total); further marketing activities also possible during the year</p>	0
01/01/2023 – 12/31/2023	MICE: KMM: Advertorial in „BlachReport“	Comments	Cost CHF
	<p>Every 14 days, the BlachReport provides up-to-date and well-founded information on trends and tendencies for management in live communication. It covers projects and developments in marketing and media events, sponsoring, promotions, brand architecture and communication. Permanent interlocutors of the editorial are managing directors and managers in companies, agencies, locations and destinations. Competently researched main topics supplement the current reporting. The BlachReport is published as a print and digital edition and can be used in the browser as well as in the apps for the iOS and Android platforms. Distribution: 3,000 copies</p>	<p>Different ad formats (price scales up to CHF 1,500). Further marketing activities are possible on request.</p>	0
01/01/2023 – 12/31/2023	MICE: KAM: VIP study trip with round table „BlachReportDialog“	Comments	Cost CHF
	<p>The BlachReportDialog is a series of events held in cooperation with the trade magazine BlachReport. In addition to the conventional content of the study tour, we integrate a three-hour dialogue on current topics and the discussion of theses and developments under the umbrella of the successful media brand BlachReport. Target group: Live communication agencies - exclusively senior level & managing directors, therefore the program has to be really high quality and - above all - extraordinary. Date: DO - SA or FR - SO (date must fit the region/destination, SCIB and BlachReport) Costs: complete land program costs plus a photographer 1h during the roundtable; transportation costs (flights, train) are paid by SCIB</p>	<p>Partners: the activity is open to destinations or regions, sub-partners can be integrated within the study tour (only one region is finally selected per year)</p>	0
01/01/2023 – 12/31/2023	MICE: KAM: B2B-Event 3rd Parties: loop MICE	Comments	Cost CHF
	<p>Lobster Experience organizes the loop MICE, which connects professionals from luxury tourism products and providers worldwide with top-quality MICE buyers from the German speaking market. You gather at a highly efficient and productive level: Each supplier has 34 scheduled appointments of 15 minutes each – together with a fantastic off-location-program you find networking at its best! Gain full awareness for your product and create your personal MICE luxury network! loop MICE spring: 02.03.-05.03.23 in Budapest (Hungary) loop MICE autumn: 21.10.-25.10.23 in Costa Navarina (Greece) Participation fee per loop: 6,000 CHF (additionally there are hotel & transportation costs)</p>	<p>Participation only for luxury products</p>	6'000

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01/01/2023 – 12/31/2023	MICE: KAM: Advertorials „MICEboard“	Comments	Cost CHF
	<p>MICEboard is a community for German-speaking event planners who have in common that they regularly organise events outside Germany. The community site MICEboard.com generates up to approx. 8,000 users per month and even more via the various MICEboard pages and groups in various social media. In total, MICEboard "plays" 22 of its own communities in the social networks and almost 2,500 subscribers a week with a newsletter sent by mail. More than 1,000 other users read this newsletter online every week.</p>	<p>Package options: 1 advertorial for 1.000 CHF 5 advertorials for 3.000 CHF</p> <p>Open to SCIB partners and subpartners.</p>	0
01/01/2023 – 12/31/2023	MICE: KAM: Study trip „Discover Switzerland“	Comments	Cost CHF
	<p>Organization of a study trip to discover Switzerland as a MICE-destination. Participation of 8-10 meeting planner from Germany for a duration of 3 days (2 nights). It would be ideal to combine a city and mountain destination close to the city. The recruitment of buyers is done by SCIB. The program will be created by destination in consultation with SCIB - sustainability has to be considered (for instance with corporate volunteering).</p>	<p>Partners cover the costs for land arrangement. Flights and Swiss Travel Pass will be paid and organized by SCIB.</p>	0
01/01/2023 – 12/31/2023	MICE: Networking Event	Comments	Cost CHF
	<p>Organization of networking event in Frankfurt/Main. Meeting planners from German agencies, corporate accounts and associations will be invited (30 persons). Date and location are „TBA“.</p>		2'000
01/01/2023 – 12/31/2023	MICE: KAM: „Exclusive“ Sales Calls Germany	Comments	Cost CHF
	<p>Organization of customer visits exclusive for one Swiss region in different regions of Germany. The number of appointments: 3-5 appointments per day / 12-15 appointments in total. The customer structure: 80% agencies, 20% corporate customers. Dates, locations and formats are still open and will be adapted to the current situation.</p>		7'500
01/01/2023 – 12/31/2023	MICE: B2B-Event 3rd Parties: MICE CLUB LIVE	Comments	Cost CHF
	<p>The MICE Club is an online portal for the MICE and event industry and has a huge contact network with qualified industry players as well as potential customers and partners. The portal serves as a networked online meeting place for qualified suppliers and planners.</p> <p>„MICE CLUB LIVE“/Ideas campus for the mice industry: Product presentation of up to 80 qualified planners in changing settings. The form of the suppliers' product presentation is specified by the organizer and is a prerequisite for participation in MICE Club LIVE.</p>	Date and place: TBA	4'500