



Switzerland.

MarketingActivities SCIB

India - SCIB Planning 2023

04/01/2023 – 04/30/2023	SCIB: IMEX incl. Pre - or Post tour to Switzerland	Comments	Cost CHF 0
	<p>The meeting / incentive planners will be attending IMEX in Frankfur as hosted buyers. SCIB will organise a Pre or Post IMEX study trip to Switzerland.</p> <ul style="list-style-type: none">- Focus is to have approx. 8 to 10 Indian buyers.- If possible will try to work jointly with a hotel chain having a GSO in India and with a few hotels across Switzerland.- The hotel overnights will be hosted by the hotel chain & SCIB HQ will organise the land / ground arrangements.		Land arrangements
03/15/2023 – 03/30/2023	SCIB: 8th Asia Trophy in Switzerland	Comments	Cost CHF 0
	<p>Rally through Switzerland to showcase the incentive options in secondary/ less known regions.</p> <ul style="list-style-type: none">- A delegation of 10 Indian agents and will participate to the event.- Mix of workshop, welcome and farewell evening with Award ceremony at the end.- Aim is show new regions, present creative programs and innovative ideas- Jointly filter & invite the potential agencies along with Kuoni		
01/01/2023 – 12/30/2023	SCIB: Site inspections	Comments	Cost CHF 0
	<p>To assist and support corporate clients with organising site inspections, whenever necessary and relevant. Assistance is provided in form of either a Swiss Travel Pass, a local contact, a local program including hotels for 1 to 2 overnights, including liaising with both SCIB HQ and Swiss partners.</p>		Land arrangements - Hotes for 1 to 2 nights & local support for site inspections
02/01/2023 – 12/10/2023	SCIB: Corporate Educational Trip	Comments	Cost CHF 0
	<ul style="list-style-type: none">- SCIB India will work jointly with a reputed MICE agency or SWISS.- Will identify the best corporate clients pan India, jointly with the MICE agency or SWISS for an educational trip to Switzerland.- A very good medium to showcase the destination directly to the end clients who plan & influence Incentive travel for their organisations.- Between 8 to 10 pax to be part of the educational trip		Land arrangements - each partner hosting for 2 nights

02/01/2023 – 11/30/2023	SCIB: Individual Sales activity plan for partners	Comments	Cost CHF 4'000
	<ul style="list-style-type: none"> - SCIB will plan 5 day sales activity (workshop/sales call/ presentation) for Swiss partners. - Three cities part of the sales activity. Flexible to make it tailor made according to the wishes of the partner - There is a possibility to combine it with Pre / Post MILT event or combine it with your business trip for ST Inida Leisure activities. - The sales trip can be organised in a combination of Region along with hotel /attraction. 		<ul style="list-style-type: none"> - Cash contribution for participation - Flights from Switzerland to India and return, Domestic / internal flights & hotel stay in the chosen cities in India - Presence during the sales calls. - Presentation, videos, content as per the requirement
11/29/2023 – 12/05/2023	SCIB: Pre or Post tour from IBTM World Barcelona	Comments	Cost CHF 0
	International trade show with participation of meeting planners worldwide. Active participation at the Swiss booth.		
	SCIB India will try to organize a pre IBTM study trip to Switzerland in cooperation with an exsiting Hosted Buyer Group with at least 5 Indian meeting / incentive planners. If the study trip is not possible then SCIB India will have a presence at the fair to meet up with Indian buyers		Land arrangements
11/01/2023 – 12/28/2023	SCIB: Networking Event with Corporate clients	Comments	Cost CHF 0
	<ul style="list-style-type: none"> - 8 to 10 top Corporate clients will be identified on the basis of the business generated to Switzerland or potential to generate business. - They will be invited for a networking lunch/dinner during Christmas period or a christmas hamper will be given as a gesture of appreciation. This would be a basic PR initiative & to say thank you for the business. 		
	Region: Mumbai, Delhi, Bangalore and Kolkata		
07/01/2023 – 07/31/2023	SCIB: 10th Annual MICE India & Luxury Travel Congress (MILT) in Mumbai + 1 more city... like Delhi / Bangalore	Comments	Cost CHF 6'000
	<p>By invitation only Congress, bringing together corporate buyers, agencies, incentive houses, destination wedding planners and bollywood location managers from across India who are actively sourcing new destinations to host their upcoming events.</p> <ul style="list-style-type: none"> -The agenda, offers good insights on the Indian MICE and travel market through various keynotes, panel discussions and round table sessions. - In each city, 8 fixed pre scheduled 1:1 matching appointments are arranged with the most influential buyers in India. The appointments can go upto 15 too. - The organisers invite top Indian corporate companies, who have been handpicked on the basis of their budgets and decision making abilities. 		<ul style="list-style-type: none"> - Single table with individual branding, and individual meetings/ appointments: CHF 6'000 per city. If the Swiss partner wishes an additional person (extra representative) on his/her table the cost is CHF 995 - Sharing the table with a partner (no individual branding and the meetings /appointments will be shared): CHF 3'500 per city per partner - Clubbed special offer: Sharing table at MILT Congress (single city) plus Sales call package in 3 cities (pre & post MILT) CHF 10'500 IMP: Overseas flights, intercity fights and hotel overnights are on your own budget. Transfers within city are included in the cost, only if taking the sales call package.

01/15/2023 – 11/30/2023	SCIB: Sales Calls/In-house Product Training to MICE agencies - Sales visits and in-house trainings to qualified contacts to present the various possibilities of Switzerland as a MICE destination. - Besides the main metro cities, SCIB will also target smaller cities.	Comments	Cost CHF 0 Share regular update on anything new in your destination
02/01/2023 – 11/30/2023	SCIB: Corporate sales call Individual Sales call and also Joint sales call with hotels and with Key MICE agencies. Focus is to meet the corporate clients with an affinity to Switzerland & to those who have potential for Switzerland.	Comments	Cost CHF 0
02/01/2023 – 12/31/2023	SCIB: E-newsletters - E-newsletters sent out to the Indian MICE database with approximately 500 clients - Register and we coordinate a Mono-Destination Newsletter with 4-6 Topic Boxes or News. - Max 6 destinations can register	Comments	Cost CHF 500 - Cash contribution for participation - Delivery of contents: interesting topics/news in terms of text, pictures and video for the newsletter..
01/15/2023 – 12/30/2023	SCIB: Database Management/RFP Handling - Continue building up qualified and important MICE agencies and corporate client database, that have potential to place incentives and possibly meetings in Switzerland. - Keep track of all RFP's in the database.	Comments	Cost CHF 0
03/01/2023 – 11/30/2023	SCIB: Smaller MICE agencies at the Indian Agent Workshop (Leisure) in Switzerland. Invite smaller and new MICE agencies from secondary cities to the leisure workshop of Switzerland Tourism. A joint pre or post tour along with the leisure group.	Comments	Cost CHF 0
03/01/2023 – 11/30/2023	SCIB: Intergration of MICE clients in the STE (Leisure) India A week long Leisure sales promotional road show through various cities across India. - SCIB India will have a table in all cities of the STE India, and will represent Swiss partners at the event. - Key buyers pan India will be hosted at a nice location. 1 to 1 workshops, welcome and farewell evening to be part of the weekend program.	Comments	Cost CHF 0
02/15/2023 – 04/30/2023	SCIB: Wedding Destination Promotion via Advertisements & Advertorials -SCIB will work with a fashion lifestyle magazine, with weddings at its core -Advertisements/ Advertorials in a reputed Wedding magazine. -Total number of Pages: 3 to 4 pages.	Comments	Cost CHF 5'000 - Single partner with one destination: CHF 5000. - Two partners with two regions: CHF 2500 each - Cash contribution for participation - Delivery of material needed for the article, includes the content/ text, and high resolution pictures

03/08/2023 –
03/09/2023

**SCIB: 'Being Woman', corporate Women
Networking Event.**

Comments

Cost CHF
1'000

- 8 top Women Corporate clients will be identified on the basis of the business generated to Switzerland or potential to generate business.

- This is a 1 day offsite event on 8th March to celebrate "Being Woman" and will focus on bringing in decision makers from different industries who are the target audience for SCIB.

- The location is to be shortlisted as the focus will be on client engagement and several activities to keep them engaged and we aim to bring in an influencer / motivational speaker/ Women well being/ health (Online) who will weave in a story or a talk which will resonate with every woman.

- The outcome of this Offsite will not only leave every women refreshed but this activity will also deep root a feeling of #Inlovewithswitzerland among them.

- Cash contribution for participation
- Partner can showcase the region or their attractions via a video film or join in virtually. Branding on giveaways with partner branding possible.
- Delivery of contents: Video or time to join virtually