



Switzerland.

MarketingActivities SCIB

Nordics - SCIB Planning 2023

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| 01/01/2023 – 12/31/2023 | SCIB - Print Advertorials | Comments | Cost CHF 4'000 |
| | <p>One spread in an In-magazine in Swedish Business/Finance Magazine Dagens Industri. Editions in april and october.</p> <p>Other inserts in travel trade and B2B magazines are also possible throughout the year. Usually editorial with pictures. Digital content in daily newspapers and B2B sites such as "Travel News", Eventeffect, Standby.dk etc. are also possible to arrange after discussion.</p> | | <p>Content for a text of one spread and 5 images. 4 weeks in advance.</p> |
| 01/01/2023 – 12/31/2023 | SCIB - Destination Newsletters, External databases | Comments | Cost CHF 1'500 |
| | <p>Stand alone Newsletter focusing on one destination/region. Sent to both our own database as well as the database of the industry magazine Kick off. The same content can be used to send out to other industry databases in Norway, Denmark and Finland. Price is under negotiation.</p> | | <p>Stand alone newsletter:</p> <ul style="list-style-type: none">• 1-3 top destination images to head the Newsletter. (I will choose one)• Introduction text about the destination and it's unique highlights: 150-200 words• 2-4 features: one image and 50-100 words text with a link to read more, about a venue, hotel, news, event, sub destination, activity etc. <p>to be provided to the Nordic SCIB Manager 1 week before send out.</p> |
| 01/01/2023 – 12/31/2023 | SCIB Hybrid Destination Meet up | Comments | Cost CHF 800 |
| | <p>The nordic SCIB representative meets a group of clients for lunch or breakfast and the Swiss partner joins digitally on the screen. Short Destination Webinar with focus on dialogue.</p> <p>A conversation between the SCIB representative, the clients and the presenting destination.</p> <p>First and foremost this activity is for local CVBs. Subpartners can occasionally join on request.</p> | | <p>Presentation(s) and other requestesd material needs to be sent to the Nordic SCIB manager one week prior to the event.</p> |

| 01/01/2023 – 12/31/2023 | SCIB Business Day Sweden 19/10 | Comments | Cost CHF 1'300 |
|----------------------------|--|-----------------|---|
| | <p>The event is preliminary planned to 19th oct</p> <p>A mix of Swiss suppliers will showcase the variety of Switzerland in a creative way based on different themes. Guests will gather highlights and opportunities in Switzerland in a fun and personal way. The aim is to have sufficient personal interaction with the clients in order to establish new and deepen existing relationships.</p> <p>Limited availability, we reserve the right to cap the amount of partners.</p> | | |
| 01/12/2023 – 01/12/2023 | SCIB B2B workshop - Travelmatch Norway 12/1 | Comments | Cost CHF 800 |
| | <p>TravelMatch is a professional B2B workshop organized for the first time in 2012 and is owned jointly by ANTOR, Discover America, PATA and Virke (the travel agents association). TravelMatch is a compact event, where suppliers of all kinds of travel related products & services from within and outside Norway have the opportunity to meet with buyers and distributors in the Norwegian market. The event is primarily based on pre-scheduled meetings, but there are also some open slots with a chance to mingle and create free float workshop meetings.</p> | | <ul style="list-style-type: none"> • Fee per company with one table/one person attending: 800 CHF • Fee per company with two companies sharing a table: 550 CHF |
| 11/09/2023 – 11/09/2023 | SCIB B2B fair - Travel News Market Sweden 9/11 | Comments | Cost CHF 1'300 |
| | <p>Third party B2B Event in Stockholm hosting buyers from the Nordic Countries, with a majority coming from Sweden. Open to both leisure and MICE buyers.</p> <p>A combination of pre-booked meetings, spontaneous encounters and evening function. Shared tables possible. Indicated price is for 1 table arrangement.</p> <p>Usually takes place in November. Dates to be confirmed.</p> | | <p>Logo and company presentation sent 1 month in advance.</p> |
| 01/18/2023 – 01/19/2023 | SCIB MATKA Workshop Day & Business Forum Helsinki 18-19/1 | Comments | Cost CHF 1'400 |
| | <p>One day workshop + one day free flow exhibition at a stand. Shared table so you need to sign up together with a partner. Alternatively you can sign up alone and will then be matched with another Swiss supplier (or SCIB representative). Buyer are tour operators, travel agents, distribution channels or MICE operators, who are involved in initiating or authorizing purchasing decisions on travel-related products and services, and are a potential business partners to participating suppliers. All buyers are subject to validation.</p> | | <p>prepare a presentation. book flight and accomodation</p> |

01/01/2023 –
12/31/2023

SCIB Individual Famtrips - Nordics

Comments

Cost CHF

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SCIB Nordics is presenting the opportunity to MICE agencies to visit Switzerland individually.

If you wish to host these clients let us know. If you are in touch with Nordic clients we can also support with flight and Travel pass if you would like to invite them to your destination.

Please specify your offer including at least 1-3 nights accommodation in double room (client + one accompanying person)

Optional:
Meals/activities/meeting with the local representative or CVB.