



**Switzerland.**

MarketingActivities SCIB

# ALL MARKETS - SCIB Planning 2023

01/01/2023 – 12/31/2023	<b>Netherlands: eNewsletter.</b>  Mailing of short attractive-eNews.	<b>Comments</b>	<b>Cost CHF</b> 0
			Send in relevant news with text and pictures.
01/01/2023 – 12/31/2023	<b>Netherlands: Study Trip Winter.</b>  Organization of a winter study trips for 8 Meetingplanners, a media representative and SCIB. Total 10 persons. In a winter destination. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.	<b>Comments</b>	<b>Cost CHF</b> 0
			Please let us know if you are interested to welcome a study trip from the Netherlands. Partners to cover for land arrangement. Flights and Swiss Travel Passes paid by SCIB and STS.
03/01/2023 – 03/31/2023	<b>Netherlands: Workshop.</b>  Organization of event for our clients and new potential clients. Activity: Botja (Jeu de Boules). Location: Mooie Boules Amsterdam. Date: in March 2023. Goal 15-20 participants.	<b>Comments</b> Set up: 17.00 hours Welcome guests. 18.30 hours Presentation SCIB and partners. 19.00 hours Botja (Jeu de Boule) game. 20.00-21.30 hours Dinner.	<b>Cost CHF</b> 1'250
			Participation of the event. Costs CHF 1250 per partner. Price not including travel costs, nor accommodation nor VAT. Open for sub-partners. It is possible that Dutch VAT is charged on this invoice. In that case, the percentage is 21%.
10/05/2023 – 10/05/2023	<b>Netherlands: Annual Networking Event.</b>  Organization of our traditional Networking Event for our clients and new potential clients. The event can be a live, online or hybrid event. Number of participants expected is depending on kind of event. Goal would be 15-20 persons live and 50 persons online in case of hybrid event. Theme: sustainable. Location: Amsterdam.	<b>Comments</b> Participation at the event.	<b>Cost CHF</b> 1'250
			Participation of the event. Costs CHF 1250 per partner. Price not including travel costs, nor accommodation nor VAT. Open for sub-partners. It is possible that Dutch VAT is charged on this invoice. In that case, the percentage is 21%.

01/01/2023 – 12/31/2023	<b>Netherlands: Study Trip Summer.</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Organization of a study trips for the Netherlands PCO's and incentive houses. Participation of 8 meeting planners incentive houses in a summer destination and a media representative. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.</p>		<p>Please let us know if you are interested to welcome a study trip from the Netherlands. Partners to cover for land arrangement. Flights and Swiss Travel Passes paid by SCIB and STS.</p>
01/01/2023 – 12/31/2023	<b>Belgium: Associations Event by Meeting Matters</b>	<b>Comments</b>	<b>Cost CHF</b> 1'800
	<p>For 6 years SCIB and some partners such as Atout France and the German Convention Bureau have participated in the Meeting Matters event. In total 10 countries and 25 CVB's hosted an average of 70 participants. During the last edition in March 2022 the organisers noticed that it was very difficult to acquire new clients and there were many no-shows. They have therefore decided not to hold it in this format in 2023. They are currently working on a new concept either as a business lunch with up to 5 destinations or a networking cocktail. More details will follow. Dates and prize to be confirmed Instead of a unique event , we could also organise several lunches throughout the year.</p>	<p>In order to have a good balance between the numbers of suppliers and guests the number of suppliers/Swiss partners will be limited depending ton he format.</p> <p>In case of business lunch: Max 1 Swiss partner each, 10-15 guests expected. Prize to be confirmed between 1'500 and 2'000 CHF</p>	<p>In order to have a good balance between meeting planners and suppliers, the participation will be limited. Price not including travel cost, nor accommodation nor VAT. First come, first served. Only for destinations or Congress Centers. Prize to be confirmed between 1'500 and 2'000 CHF</p>
05/01/2023 – 05/31/2023	<b>Luxembourg: Business Dinner in Luxembourg</b>	<b>Comments</b>	<b>Cost CHF</b> 1'500
	<p>SCIB Belux will invite corporate clients for dinner in Luxembourg City. Swiss Partners will have the possibility to join. Event will take place at a special venue or in a famous restaurant and if possible in the presence of the Swiss ambassador in Luxembourg.</p>	<p>A short presentation during the aperitif will be followed by a t 3 courses menu with a Swiss touch. We expect ± 20 corporate clients mainly from Switzerland or companies with affinity for Switzerland. Possibility to be represented by a local partner. Local partners are welcome to join depending on the total number of partners. Max 5 partners. Priority to the destinatons. First come first served.</p>	<p>Possibility to be represented by a local partner. Local partners are welcome to join depending on the total number of partners. Maximum 5 partners. Priority to the destinations. Price not including travel cost, nor accommodation nor VAT</p>
10/09/2023 – 10/20/2023	<b>Belgium: Annual Networking Events in Brussels.</b>	<b>Comments</b>	<b>Cost CHF</b> 2'500
	<p>Organization of our traditional Networking Event for our clients and new potential clients. First evening dedicated to corporate &amp; association meeting planners, second to the incentives houses &amp; PCO's. Number of participants expected: 80 Dates &amp; theme: tbc</p> <p>Event could be live, hybrid or virtual depending on the situation</p>	<p>- Local partners are welcome to join depending on the total number of partners in order to maintain a balance between suppliers and clients. If a destination could not make it and is interested to take part, there will be a possibility to be represented by a local partner - Number of local partners : max one local per destination</p>	<p>Open to Subpartner Local partners are welcome to join depending on the total number of partners in order to maintain a balance between suppliers and clients. If a destination could not make it and is interested to take part, there will be a possibility to be represented by a local partner. Maximum one local partner per destination. Price not including travel cost, nor accommodation, nor VAT</p>

01/01/2023 – 12/31/2023	<b>Belgium: eNewsletter</b>	<b>Comments</b>	<b>Cost CHF</b>
	6 eNewsletters are planned through the year. Short and attractive new ideas sent to 1200 clients of our database. eNewsletters will be sent out in January, March, May, September, October and December.	News and original ideas from the Swiss partners are always welcome! Content is king.	0
			News and original ideas from the Swiss partners are always welcome! Content is king!
01/01/2023 – 12/31/2023	<b>Belgium: Stand alone-eNewsletter</b>	<b>Comments</b>	<b>Cost CHF</b>
	Special Edition of eNewsletter in SCIB Belgium format about your destination. Content provided by partner and edited by SCIB. Goes out to approximately 1500 buyers.	Content provided by partner and edited by SCIB. Max 2 partners/year. First come, first served.	500
			Content provided by partner and edited by SCIB. Max 2 partners/year. First come, first served. Price not including VAT.
03/01/2023 – 03/31/2023	<b>Belgium: Study Trip: “Winter” study trip</b>	<b>Comments</b>	<b>Cost CHF</b>
	Organization of a study trips for Belgian PCO’s and incentive houses. Participation of 8-10 meeting planners from PCO’s and incentive houses in a winter destination. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.		0
			Partners to cover the costs for the land arrangement. Total 8 -10 people, 3-4 nights. If possible, combination of 2 destinations: city+ winter destination.
01/01/2023 – 12/31/2023	<b>Belgium: Communication package(Print &amp; Online): Focus on Associations</b>	<b>Comments</b>	<b>Cost CHF</b>
	SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it’s possible. With this “communication” package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business.	- Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.	4'000
	Media Package with focus on associations  •Advertorial 2 pages in Boardroom Magazine(printed edition) circulation 8'000 (you will pay for 1) •Insert in the e- Zine of Boardroom sent to 16'000 contacts •Insert in the Associationplanner.eu e-news sent to 1'995 contacts and online content on the website •Insert in the Corporatepanner.be e-news sent to 2'000 contacts and online article on the website		Content delivered by the partner. Price not including VAT

01/01/2023 – 12/31/2023	<p><b>Belgium: BBT : Speed dating workshops</b></p> <p>BBT will organize a B2B event, speed date workshop for the Belgian meetings and incentives agencies. 80 suppliers and 80-100 planners are expected. Speed date workshop followed by walking dinner. Mainly agencies. Good opportunity to meet the major agencies.</p> <p>Most of the time there are 2 editions per year: a summer edition in June and a winter edition in December. TBC</p>	<p><b>Comments</b></p> <p>Possibility to book a table. Local partners are welcome to join. Please note</p> <ul style="list-style-type: none"> <li>- This event attracts mainly incentive and event agencies, few corporates and almost no associations,</li> <li>- A lot of visitors are interested in Belgium and neighbouring countries</li> <li>- is the only "MICE" platform and one of the cheapest, apart from scib events.</li> <li>- It is not possible to make appointments in advance (no online appointment system) and you will not meet all the participants.</li> </ul>	<p><b>Cost CHF</b></p> <p>1'600</p> <p>Open to Subpartner Possibility to book a table. Cost between 1475 € and 1575 €. Local partners are welcome to join. Special price as from 5 tables/Swiss partners through SCIB. Not including VAT.</p>
01/01/2023 – 12/31/2023	<p><b>Belgium: Communication package: Digital package: focus associations</b></p> <p>SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible.</p> <p>With this "communication" package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business.</p> <p>Digital Media Package with focus on associations</p> <ul style="list-style-type: none"> <li>• Article with pictures during one month on the website Meeting Media Company (2 weeks visit: 1500)</li> <li>• Insert in the HQ e-news sent by Meeting Media Company targeting 17'000 contacts worldwide (11'000 in Europe)</li> <li>• Banner one month (average monthly clicks 5000)</li> <li>• Banner in HQ news</li> <li>• Insert in the Associationplanner.eu e-news sent to 1'995 contacts and online content on the website</li> </ul>	<p><b>Comments</b></p> <ul style="list-style-type: none"> <li>- Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.</li> <li>A light version of the package is also possible without the 2 banners for 2'500 CHF</li> </ul>	<p><b>Cost CHF</b></p> <p>4'500</p> <p>Content delivered by the partner. Price not including VAT Full package 4'500CHF ; light version without 2 banners: 2'500 CHF</p>
01/01/2023 – 12/31/2023	<p><b>Belgium: Communication package: Digital package: focus on corporate/agencies meetings and incentives</b></p> <p>SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible.</p> <p>With this "communication" package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or incentive business.</p> <p>Digital Media Package with focus on corporate meetings and incentives</p> <ul style="list-style-type: none"> <li>• Article on the website of Mice-magazine.com : 800 visitors/day. Shared on Facebook, Twitter, Instagram</li> <li>• Insert in their eNewsletter sent to 45'000 contacts and link to online content o the website</li> <li>• Insert in the Corporateplanner.be e-news sent to 2'000 contacts and online content on the website</li> </ul>	<p><b>Comments</b></p> <ul style="list-style-type: none"> <li>- Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.</li> </ul>	<p><b>Cost CHF</b></p> <p>3'000</p> <p>Content delivered by the partner. Price not including VAT</p>

01/01/2023 – 12/31/2023	<b>Netherlands: Study Trip Sustainability.</b>  Study trip for clients of UITJES.nl. Theme sustainability. Sonja Schaefer and Marjolein Kellerhuis are specialized in this topic. Their clients are corporate meetingplanners. beside visiting locations Sonja and Marjolein a give workshop during the trip. Group 15 persons. Duration: 3 days/2 nights.	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>Belgium: Study Trip: “Thematic” study trip</b>  The idea is to organise a study trip on a specific theme: could be the Swiss cities, sustainability, corporate volunteering... depending on the destinations interested in hosting Belgian meeting planners. Let's discuss a specific programme either for agencies or for corporates in collaboration with an agency. Participation of 8-10 meeting planners. Duration: 3 days/2 nights.	<b>Comments</b>	<b>Cost CHF</b> 0
12/01/2023 – 12/01/2023	<b>Educational award event for best seller agencies</b>  During the year SCIB will promote via WeChat and other social media channel the “Educational Award Event for Best Agencies”. To qualify to this exclusive event, agencies will have to be the top 10 producers of MICE groups to Switzerland in 2023 (number of groups confirmed for Switzerland). The best 10 agencies and 3 MICE medias will be invited by SCIB for an educational award weekend and learn more about the winter incentive destination Switzerland. Awards of Best Sellers of 2023.	<b>Comments</b>	<b>Cost CHF</b> 2'500
03/23/2023 – 03/26/2023	<b>8th Asia Trophy with Kuoni</b>  Rally through Switzerland to showcase the incentive options to specialized agencies: - one known destination with new ideas; - one unknown, new destination for the Asian markets; Participation of a team of 13 clients from China and Jingyi LV. Invitation via SCIB in cooperation with Kuoni	<b>Comments</b>	<b>Cost CHF</b> 0
09/01/2023 – 09/30/2023	<b>Study trip for corporate clients in cooperation with one big agency</b>  - Invitation of corporate meeting and incentive planners in cooperation with one agency for a study trip to Switzerland; - 5 Clients + 1 MICE Agency + 1 SCIB; - Destinations: tbc.	<b>Comments</b>	<b>Cost CHF</b> 0
			Please let us know if you are interested to welcome a study trip from the Netherlands. Partners to cover for land arrangement. Clients are willing to pay fee. Flights and Swiss Travel Passes paid by SCIB and STS.
			Partners to cover the costs for the land arrangement. Total 8 -10 people, 3 nights. If possible, combination of 2 destinations: 2 cities or city and a mountain destination close to the city
			Partner could register and spend the weekend with all the good quality clients, all the accomandation during weekend, skiing cost, meals, transfer from city center to ski resort, event and sharing workshop will be included.
			Land Arrangement.
			Land Arrangement.

MarketingActivities SCIB – – CHINA

Date Range	Activity Title	Comments	Cost CHF
12/01/2023 – 12/04/2023	<b>IBTM Barcelona including Pre or Post tour to Switzerland</b>	<p>- Participation of a SCIB team member to IBTM in Barcelona;</p> <p>- Post tour to Switzerland in cooperation with one hotel group or agency with 8-10 chinese clients;</p> <p>- Destinations: TBC.</p> <p>IBTM date is tbc.</p>	0
01/01/2023 – 12/31/2023	<b>Webinar for agencies</b>	<p>SCIB China coordinates the invitation and online registrations of chinese clients to attend the webinars. Follow-up email to all registered clients is sent and includes partners contact details and promotional material. The participating partners receive full contact details of the planners.</p>	500
04/01/2023 – 04/30/2023	<b>Roadshow and sales calls in Beijing, Shanghai and Guangzhou.</b>	<p>Combination of:</p> <ul style="list-style-type: none"> <li>- Indoors visits to agencies;</li> <li>- Internal training of agencies.</li> </ul> <p>SCIB provides offline &amp; online participations. Due to time difference:</p> <ul style="list-style-type: none"> <li>- Morning calls (China time): optional</li> <li>- Afternoon calls (China time): mandatory</li> </ul> <p>SCIB will visit agencies with offline participants, simultaneously, online participants can join it via Teams meeting.</p>	2'000
01/01/2023 – 12/31/2023	<b>Educational theme weekend event for corporate with one agency and one partner.</b>	<p>Together with one agency, SCIB will invite 10 corporate clients with potential for Switzerland to a weekend.</p> <p>Programm:</p> <ul style="list-style-type: none"> <li>- Educational: presentations about Switzerland as an incentive destination towards the destination of partner;</li> <li>- Networking lunches and dinners with the clients.</li> <li>- Date and city could be discussed.</li> </ul>	3'000
05/23/2023 – 05/25/2023	<b>IMEX Frankfurt incl. Pre or Post Convention tour</b>	<p>Participation at the SCIB booth.</p> <p>Individual and group appointments from China.</p> <p>Tours to Switzerland:</p> <ul style="list-style-type: none"> <li>- Pre or Post Tour with one hosted buyer group.</li> </ul>	0

Land Arrangement.

Online participation fee: 2000CHF  
 Due to time difference:  
 - Morning calls (China time): optional  
 - Afternoon calls (China time): mandatory  
 In principle, all calls you could join virtually.

Offline participation fee: 4000CHF  
 Price not including travel cost to and within China nor hotel accommodation.  
 Included all events and transportation to the sales calls.

Partner could register and spend the weekend with all the good quality clients, all the accommodation during weekend, meals, transfer from city center to event venue, event and sharing workshop will be included.

Land Arrangement.

01/01/2023 – 12/31/2023	<b>Media coverage</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	Advertorial for MICE in Switzerland on - News Papers - MICE Related magazines Intergrate with partners in the content and providing advertisement space in the supplement for each participating partners		Case by case to be discussed.
09/01/2023 – 10/31/2023	<b>Destination Wedding FAM trip for Asian market</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	- Jointly organize the trip with SEA market. - The aim is focus on Asian market and present the most matched wedding related resources. - Participants: destination wedding media and wedding planners from China.		Land Arrangement.
04/01/2023 – 04/30/2023	<b>SCIB: IMEX incl. Pre - or Post tour to Switzerland</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	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. - 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	<b>SCIB: 8th Asia Trophy in Switzerland</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	Rally through Switzerland to showcase the incentive options in secondary/ less known regions. - 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	<b>SCIB: Site inspections</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	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.		Land arrangements - Hotes for 1 to 2 nights & local support for site inspections
02/01/2023 – 12/10/2023	<b>SCIB: Corporate Educational Trip</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	- 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 eductional trip		Land arrangements - each partner hosting for 2 nights

02/01/2023 – 11/30/2023	<b>SCIB: Individual Sales activity plan for partners</b>	<b>Comments</b>	<b>Cost CHF</b> 4'000
	<ul style="list-style-type: none"> <li>- SCIB will plan 5 day sales activity (workshop/sales call/ presentation) for Swiss partners.</li> <li>- Three cities part of the sales activity. Flexible to make it tailor made according to the wishes of the partner</li> <li>- There is a possibility to combine it with Pre / Post MILT event or combine it with your business trip for ST Inida Leisure activities.</li> <li>- The sales trip can be organised in a combination of Region along with hotel /attraction.</li> </ul>		<ul style="list-style-type: none"> <li>- Cash contribution for participation</li> <li>- Flights from Switzerland to India and return, Domestic / internal flights &amp; hotel stay in the chosen cities in India</li> <li>- Presence during the sales calls. - Presentation, videos, content as per the requirement</li> </ul>
11/29/2023 – 12/05/2023	<b>SCIB: Pre or Post tour from IBTM World Barcelona</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>International trade show with participation of meeting planners worldwide. Active participation at the Swiss booth.</p> <p>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</p>		Land arrangements
11/01/2023 – 12/28/2023	<b>SCIB: Networking Event with Corporate clients</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<ul style="list-style-type: none"> <li>- 8 to 10 top Corporate clients will be identified on the basis of the business generated to Switzerland or potential to generate business.</li> <li>- 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 &amp; to say thank you for the business.</li> </ul> <p>Region: Mumbai, Delhi, Bangalore and Kolkata</p>		
07/01/2023 – 07/31/2023	<b>SCIB: 10th Annual MICE India &amp; Luxury Travel Congress (MILT) in Mumbai + 1 more city... like Delhi / Bangalore</b>	<b>Comments</b>	<b>Cost CHF</b> 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"> <li>-The agenda, offers good insights on the Indian MICE and travel market through various keynotes, panel discussions and round table sessions.</li> <li>- 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.</li> <li>- The organisers invite top Indian corporate companies, who have been handpicked on the basis of their budgets and decision making abilities.</li> </ul>		<ul style="list-style-type: none"> <li>- 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</li> <li>- Sharing the table with a partner (no individual branding and the meetings /appointments will be shared): CHF 3'500 per city per partner</li> <li>- Clubbed special offer: Sharing table at MILT Congress (single city) plus Sales call package in 3 cities (pre &amp; post MILT) CHF 10'500</li> <li>IMP: Overseas flights, intercity flights and hotel overnights are on your own budget. Transfers within city are included in the cost, only if taking the sales call package.</li> </ul>



01/15/2023 – 11/30/2023	<b>SCIB: Sales Calls/In-house Product Training to MICE agencies</b>  - 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.	<b>Comments</b>	<b>Cost CHF</b> 0  Share regular update on anything new in your destination
02/01/2023 – 11/30/2023	<b>SCIB: Corporate sales call</b>  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.	<b>Comments</b>	<b>Cost CHF</b> 0
02/01/2023 – 12/31/2023	<b>SCIB: E-newsletters</b>  - 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	<b>Comments</b>	<b>Cost CHF</b> 500  - Cash contribution for participation - Delivery of contents: interesting topics/news in terms of text, pictures and video for the newsletter..
03/01/2023 – 11/30/2023	<b>SCIB: Smaller MICE agencies at the Indian Agent Workshop (Leisure) in Switzerland.</b>  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.	<b>Comments</b>	<b>Cost CHF</b> 0
03/01/2023 – 11/30/2023	<b>SCIB: Intergration of MICE clients in the STE (Leisure) India</b>  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.	<b>Comments</b>	<b>Cost CHF</b> 0
02/15/2023 – 04/30/2023	<b>SCIB: Wedding Destination Promotion via Advertisements &amp; Advertorials</b>  -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.	<b>Comments</b>	<b>Cost CHF</b> 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	<b>SCIB: 'Being Woman', corporate Women Networking Event.</b>	<b>Comments</b>	<b>Cost CHF</b> 1'000
	<p>- 8 top Women Corporate clients will be identified on the basis of the business generated to Switzerland or potential to generate business.</p> <p>- 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.</p> <p>- 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.</p> <p>- 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.</p>		<p>- Cash contribution for participation</p> <p>- Partner can showcase the region or their attractions via a video film or join in virtually. Branding on giveaways with partner branding possible.</p> <p>- Delivery of contents: Video or time to join virtually</p>
01/01/2023 – 12/31/2023	<b>MICE: KAM: Sales Calls Coaching Workshop in Zurich</b>	<b>Comments</b> Max. 6 participants (SCIB partners and subpartners possible)	<b>Cost CHF</b> 590
	<p>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:</p> <ul style="list-style-type: none"> <li>- Global MICE market (trends, facts &amp; forecast)</li> <li>- MICE market Germany</li> <li>- Trends</li> <li>- Target Group Overview (corporates, agencies)</li> <li>- Lead generation (Compliance, Telephone Sales, Trade Shows, workshops)</li> <li>- The Perfect Proposal for the German MICE Planner</li> <li>- Tool &amp; Strategy Development for sales visits (Core Competence Clusters, Profiles for sales meetings)</li> <li>- Follow Ups (Daily business – daily routine?, - Re-frame challenges to highlight strengths)</li> </ul> <p>Coach: Martina Guse (Eventprof &amp; Coach)</p>		
01/01/2023 – 12/31/2023	<b>MICE: KAM: Sales Calls Germany</b>	<b>Comments</b> Only for destination or region representatives	<b>Cost CHF</b> 3'300
	<p>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.</p>		
05/11/2023 – 05/13/2023	<b>MICE: KAM: B2B-Event 3rd Parties: „GREEN MILE“ (MICEboard)</b>	<b>Comments</b> 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...)	<b>Cost CHF</b> 5'800
	<p>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.</p> <p>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.</p> <p>The MICE Peak, which has existed in the past, will be integrated into the Green Mile in 2023.</p>		

09/01/2023 – 09/30/2023	<b>MICE: KAM: B2B-Event 3rd Parties: „MICE by Melody Roadshow“ (MICEboard)</b>	<b>Comments</b>	<b>Cost CHF</b>
	<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	<b>MICE: KAM: B2B-Event 3rd Parties: Illerhaus Marketing</b>	<b>Comments</b>	<b>Cost CHF</b>
	<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 &amp; 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	<b>MICE: KAM: Study trip with Illerhaus Marketing</b>	<b>Comments</b>	<b>Cost CHF</b>
	<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&amp;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	<b>MICE: KAM: B2B-Event 3rd Parties: MEET GERMANY Summits</b>	<b>Comments</b>	<b>Cost CHF</b>
	<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&amp;Night).</p>	0

01/01/2023 – 12/31/2023	<p><b>MICE: KAM: „Meet Germany“ newsletter</b></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><b>Comments</b></p> <p>Further marketing activities are possible with this partner on request during the year.</p>	<p><b>Cost CHF</b></p> <p>1'000</p>
01/01/2023 – 12/31/2023	<p><b>MICE: KAM: Advertorial on „MICE Club“</b></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 &amp; 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><b>Comments</b></p> <p>Further marketing measures are possible with this partner on request during the year.</p>	<p><b>Cost CHF</b></p> <p>1'000</p>
01/01/2023 – 12/31/2023	<p><b>MICE: KMM: Advertorial in „tw tagungswirtschaft“</b></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><b>Comments</b></p> <p>Various ad formats; start at 1/4 page ad from CHF 3,000</p>	<p><b>Cost CHF</b></p> <p>0</p>
01/01/2023 – 12/31/2023	<p><b>MICE: KMM: Advertorial in „tw tagungswirtschaft“ newsletter</b></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><b>Comments</b></p> <p>Further marketing activities are possible with this partner on request during the year</p>	<p><b>Cost CHF</b></p> <p>1'300</p>

01/01/2023 – 12/31/2023	<b>MICE: KMM: Advertorial in „cim“ magazine</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>CIM - Conference &amp; 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	<b>MICE: KMM: Advertorial in „BlachReport“</b>	<b>Comments</b>	<b>Cost CHF</b>
	<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	<b>MICE: KAM: VIP study trip with round table „BlachReportDialog“</b>	<b>Comments</b>	<b>Cost CHF</b>
	<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 &amp; 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	<b>MICE: KAM: B2B-Event 3rd Parties: loop MICE</b>	<b>Comments</b>	<b>Cost CHF</b>
	<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 &amp; transportation costs)</p>	<p>Participation only for luxury products</p>	6'000

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01/01/2023 – 12/31/2023	<b>MICE: KAM: Advertorials „MICEboard“</b>	<b>Comments</b> Package options: 1 advertorial for 1.000 CHF 5 advertorials for 3.000 CHF  Open to SCIB partners and subpartners.	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>MICE: KAM: Study trip „Discover Switzerland“</b>	<b>Comments</b> Partners cover the costs for land arrangement. Flights and Swiss Travel Pass will be paid and organized by SCIB.	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>MICE: Networking Event</b>	<b>Comments</b>	<b>Cost CHF</b> 2'000
01/01/2023 – 12/31/2023	<b>MICE: KAM: „Exclusive“ Sales Calls Germany</b>	<b>Comments</b>	<b>Cost CHF</b> 7'500
01/01/2023 – 12/31/2023	<b>MICE: B2B-Event 3rd Parties: MICE CLUB LIVE</b>	<b>Comments</b> Date and place: TBA	<b>Cost CHF</b> 4'500
05/22/2023 – 05/25/2023	<b>IMEX Frankfurt</b>	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>Social Media</b>	<b>Comments</b>	<b>Cost CHF</b> 0

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.

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).

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“.

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.

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.  
„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.

Yearly MICE trade show. SCIB UK looks after UK buyers and hosted buyer groups.

SCIB UK is using Twitter and LinkedIn to communicate with UK MICE buyers.  
@SCIB\_UK: 1'830 followers  
LinkedIn: 1'500 followers

06/01/2023 – 06/30/2023	<b>Switzerland Meeting Trophy 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	SCIB UK participates with a team of 10 UK agency buyers and 1 MICE journalist.		
11/28/2023 – 11/30/2023	<b>IBTM Barcelona</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	Yearly MICE trade show. SCIB UK looks after UK buyers and hosted buyer groups.		
03/01/2023 – 04/15/2023	<b>The Meetings Space, Spring</b>	<b>Comments</b>	<b>Cost CHF</b> 4'800
	The Meetings Space (TMS) is the leading one-on-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified. The event consists of 2-3 days of 1-on-1 meetings and two evening events. Dates and location of this event are not clear yet.		Costs based on a shared space with another Swiss partner or SCIB UK. Cost higher for a single table.
01/01/2023 – 12/31/2023	<b>Standalone E-Newsletter</b>	<b>Comments</b>	<b>Cost CHF</b> 500
	Special edition of E-Newsletter in SCIB UK format about your destination/company. Content provided by partner and edited by SCIB. Sent to approximately 3000 buyers.		
07/01/2023 – 07/31/2023	<b>M&amp;IT Agency Challenge Wales</b>	<b>Comments</b>	<b>Cost CHF</b> 4'700
	This live interactive event brings together buyers and suppliers for 2 days and three nights full of engagement and interaction, including a mixture of short presentations, team building and networking. A new and innovative way to network with MICE buyers, similar format to the Switzerland Meeting Trophy.		Costs based on a shared spot with SCIB UK or another Swiss partner. Costs higher for a single spot.
01/01/2023 – 12/31/2023	<b>Help with Site Inspections</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	SCIB UK assists wherever relevant with organising site inspections. Assistance is provided in form of either just a rail pass, a contact or a full programme including liaising with both HO and partners.		
01/01/2023 – 12/31/2023	<b>Key Media Management</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	SCIB UK will continue liaising with key media in the UK in order to get best exposure and also value for money deals. The main magazines are: - M&IT, Meeting & Incentive Travel - Conference News and CMW - C&IT SCIB looks out for any opportunities in order to be covered wherever possible. This is ongoing and partners will be notified when needed.		
10/01/2023 – 12/31/2023	<b>Client Questionnaire</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	A questionnaire, compiled by HO is to be sent out electronically to the whole DB in order to gather new information about the clients and at the same time, have the chance to clear-up the DB. As an incentive for clients to go online and fill out the questionnaire, SCIB UK will be giving away a competition prize.		

01/01/2023 – 12/31/2023	<b>E-Newsletter</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	SCIB UK E-Newsletter is scheduled 4 times per year plus additional special editions to all contacts within the database (approx. 3000). Content is edited by SCIB UK but partner contributions are more than welcome.		
01/01/2023 – 01/31/2023	<b>C&amp;IT Agency Forum</b>	<b>Comments</b>	<b>Cost CHF</b> 5'300
	This two-day 1-on-1 meeting style event is organised by Haymarket/C&IT Magazine and targets agency buyers. In addition to the meetings, there are seminars for buyers and further networking opportunities over lunch and dinner for suppliers and buyers. Attendance of about 80 MICE buyers.		Cost based on a shared participation with another Swiss partner or SCIB UK. Costs higher for a single place.
12/01/2023 – 12/31/2023	<b>Destinations Alliance Association Lunch</b>	<b>Comments</b>	<b>Cost CHF</b> 1'000
	The Destinations Alliance, formerly known as the Oysters, are a group of 30 national convention bureaux based in London. At the annual association lunch, around 12 bureaux host approx. 20 - 30 association buyers for a luncheon with an relevant guest speaker for the industry.		Only one spot available. Final confirmation only possible after EOI of all Destinations Alliance members in approx. September 2023.
02/03/2023 – 02/03/2023	<b>Moulden Marketing Destination Showcase February</b>	<b>Comments</b>	<b>Cost CHF</b> 750
	One day one-on-one meeting-style event with approx. 15-20 meetings. A very cost effective way to meet UK buyers. This is the same format as the August edition.		Costs based on a shared table with another Swiss partner or SCIB UK. Costs higher for a single table.
06/01/2023 – 07/01/2023	<b>The Meetings Space Summer</b>	<b>Comments</b>	<b>Cost CHF</b> 4'800
	This event only takes place live, there is no virtual alternative.		
	The Meetings Space (TMS) is the leading one-on-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified and TMS offers up to 85 hosted buyer spaces. With the meetings and accommodation in one spot, the networking opportunities can be used to the fullest. The event consists of 3 days of 1-on-1 meetings and two evening events.		Costs based on a shared table with another Swiss partner or SCIB UK. Costs higher for a single table.
08/01/2023 – 08/31/2023	<b>Moulden Marketing Destination Showcase August</b>	<b>Comments</b>	<b>Cost CHF</b> 750
	One day one-on-one meeting-style event with approx. 15-20 meetings. A very cost effective way to meet UK buyers. This is the same format as the January edition.		Costs based on a shared table with another Swiss partner or SCIB UK. Costs higher for a single table.



01/01/2023 – 12/31/2023	<b>Virtual Sales Roadshow</b>	<b>Comments</b>	<b>Cost CHF</b> 1'500
	<p>This is a safe, reliable and cost-effective alternative to normal sales calls in the UK. This consists of approx. 12 - 15 one-to-one meetings with UK clients over several days. The meetings are similar to in-person meetings at the clients' offices, but considering that it can't be guaranteed that clients will be happy to welcome suppliers to their offices anymore, this is a more stable and cost-effective option.</p>		<p>Costs are based on sharing with 2 other Swiss partners or 1 other Swiss partner plus SCIB UK (max. 3 parties per virtual sales calls). Costs higher for sharing with only 1 other Swiss partner or SCIB UK (CHF 2200) or for sharing with no other partner (CHF 4200). Subpartners possible.</p>
01/01/2023 – 12/31/2023	<b>Fam trip with MICE buyers</b>	<b>Comments</b>	<b>Cost CHF</b> 2'000
	<p>SCIB UK organises a fam trip to the destination with 6 - 10 UK MICE buyers. The recruitment of the buyers is done either in collaboration with a GSO in London, by an industry expert or an industry media (costs involved for partner). The trips are 3 days long (Friday - Sunday).</p>		<p>Costs cover 1/2 of recruitment costs (Moulden Marketing), other 1/2 covered by SCIB UK. If fam trip can be organised and clients recruited together with a GSO of hotel chain, costs can be lower/no costs. Decided by SCIB UK on a case by case basis.</p>
10/01/2023 – 12/31/2023	<b>SCIB Networking Event in Manchester</b>	<b>Comments</b>	<b>Cost CHF</b> 2'000
	<p>Agencies in the North of England can rarely participate at events in London (where still most of the market is concentrated), however, there are several buyers with a lot of potential for Switzerland based in the Midlands and around Manchester/Leeds. With a networking event (format open), these buyers can be reached. The format of the event is smaller than the London event. This is the first networking event of SCIB in the North of England.</p>		<p>Costs based on 5 Swiss partners attending, costs will be higher if less than 5 Swiss partners register. Subpartners possible.</p>
02/01/2023 – 12/31/2023	<b>M&amp;IT Awards</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>The M&amp;IT Awards is the UK MICE industry's biggest and most prestigious recognition event. It is organised by Meetings &amp; Incentive Travel magazine and brings together all sectors of the business to reward excellence of service and product. There are many ways to be part of the M&amp;IT Awards including voting, sponsorship and attendance. The event attracts more than 1'300 industry professionals.</p>		<p>Costs vary depending on the type of participation. Single seat: CHF 500, hosting a table with 12 clients: CHF 3000. Please note: no official meetings, only freeflow networking.</p>
10/01/2023 – 12/31/2023	<b>Switzerland Retreat</b>	<b>Comments</b>	<b>Cost CHF</b> 3'000
	<p>This event is the alternative to the London Networking Event. SCIB hosts this format for the first time in November 2021. We will host approx. 20 buyers for 24h in a country hotel outside of London, including one-to-one meetings or presentations, networking/teambuilding activities, dinner and overnight. This gives you more opportunity to network and bond with the buyers that attend. It is a more intimate setting than the London event.</p>		<p>Costs based on 8 attending Swiss partners. Max. 8 partners possible. Subpartners possible.</p>

01/01/2023 – 12/31/2023	<b>Sales Calls Roadshow (physical)</b>	<b>Comments</b>	<b>Cost CHF</b> 4'000
	A typical sales roadshow consists of one-to-one (or group) meetings in client offices or in external venues such as cafés and restaurants, plus one evening event with about 10 clients in a major city. This is a good way to build rapport with clients.		Costs based on 3 Swiss partners or 2 Swiss partners plus SCIB UK. Costs higher for only 2 partners (CHF 6000). Subpartners possible.
01/01/2023 – 12/31/2023	<b>Exclusive Switzerland Association Event</b>	<b>Comments</b>	<b>Cost CHF</b> 2'500
	Together with a partner in the market (JW Associates or Moulden Marketing), an exclusive Switzerland event for association buyers can be organised. The event would comprise of a luncheon with a speaker and destination presentations. Number of association tbd.		Costs based on 5 Swiss partners participating. Costs higher for fewer Swiss partners. Max. 5 partners possible. Not open to Subpartners.
01/01/2023 – 12/31/2023	<b>Ad-hoc new activity, TBC</b>	<b>Comments</b>	<b>Cost CHF</b> 1'000
	With the unprecedented times, SCIB NA is evaluating new potential platforms for 2022 where partners who are interested could participate.		Depending on activity this price will be adjusted.  Should you express an interest (or have an idea) for a 2022 new platform, please register and SCIB NA will keep you posted.
01/01/2023 – 12/31/2023	<b>SwissRead (eNews)</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	3 SwissReads are planned to highlight SCIB NA partners. Content of partners and SCIB will feature anything newsworthy at the time of deployment. SCIB NA partners will be contacted in December 2022. This SwissRead is sent to roughly 4,000 North American corporate, agency planners and press. Association clients as well as wedding planners receive a specific eNews from HQ targeting that segment, however association clients may be included if there is no overlap with their eNews.		Included for SCIB NA partners. A full overview with details will be sent to all SCIB NA partners in December.

01/01/2023 – 12/31/2023	<b>Online Platform Cvent</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Cvent is still used by many planners and remains consistent in generating leads. SCIB NA plans to renew its profile with Cvent to promote Switzerland as a meetings &amp; incentive destination as it is the most widely used sourcing platform. In 2023, SCIB will continue the 3-diamond listing in order to keep great visibility on the destination guide. SCIB HQ may do an additional campaign with Cvent.</p> <p>Statistics SCIB worldwide as per 31.12.2021:            - Total RFPs: 39 (2020: 30)            - Total Room Nights: 80,571 (2020: 17,287 )            - Total RFPs Value: \$22,374,790 (2020: \$7,548,894)            - RFPs from North America: 33 (2020: 21)</p> <p>Statistics Switzerland (incl. SCIB) as per 31.12.2021:            - Unique RFPs: 293 (2020: 369)            - Unique room nights: 147,211 (2020: 87,321)            - Awarded RFPs: 61 (2020: 148)            - Awarded room nights: 4,438 (2020: 12,241)            - Awarded value: \$4,604,186 (2020: \$4,419,586 )</p>		<p>Included in the SCIB NA membership. Important to all partners to confirm receipt of RFP and to answer accordingly.</p>
01/01/2023 – 12/31/2023	<b>SITE / PCMA / MPI Greater New York Chapters</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>SCIB NA will remain an active member of the above chapters and attend social and networking events whenever possible.</p>		<p>Partners are welcome to join these informal gatherings if they happen to be in town for another activity and can combine it. Cost to be determined depending on format and event.</p> <p>1. Date - Organization - Name of event</p>
01/01/2023 – 12/31/2023	<b>Virtual Sales Calls</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>The current work environment has changed and due to the increasing 'work from home' options, office time is very limited and office spaces become smaller/less frequented. Therefore, it will not only be more difficult but also less productive to organize traditional in-person sales calls week. SCIB NA therefore suggests to combine visits with any other events. SCIB NA plans to organize virtual face-to-face meetings between clients and Swiss partners as a follow up option with clients after receiving RFPs/RFIs, submitting proposals and to connect with them.</p>	<p>Partners will be invited on an ad-hoc basis when suitable.</p>	<p>SCIB NA will contact partners when/if relevant on a ad-hoc basis.</p>
01/08/2023 – 01/11/2023	<b>PCMA Convening Leaders in Ohio, CL</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>The PCMA Annual Meeting (Professional Convention Management Association) - Convening Leaders is dedicated to the association industry leaders and covers topics such as revenue streams, legal issues, professional development and attendance building. It brings together suppliers, meeting planners, hoteliers, meeting organizers, hotel sales and meeting professionals. This is mainly an educational event.</p>		<p>Approx CHF 1'200 for PCMA registration plus approx. USD 485 PCMA Membership fee. Price TBC.</p> <p>Registration via PCMA directly.</p>

03/13/2023 – 03/15/2023	<b>18th Successful Meetings University (SMU) International - NYC, Marriott Marquis</b>	<b>Comments</b>	<b>Cost CHF</b> 4'400
	<p>This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations whether they are corporate, association or independent planners/agencies.</p> <p>Each supplier and planner get to share their “meeting preferences” prior to the event on a ranking platform, which will set up automatically their appointments schedule.</p> <p>Each supplier gets to meet approx. 20 planners (one-to-one meetings) but also participates in educational sessions as well as networking events. Each partner receives full planners profile including past/future programs.</p> <p>This is a Norhstar Meeting Group event.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>		<p>Approximate prices: Single table: US\$7,500 Two partners sharing an appointment table: US\$4,400 each / total of US\$8,800 per table</p> <p>Included for both a single and shared table option: - The shared appointment table - All F&amp;B, networking and education sessions with the planners - Half page ad in the March/April issue of M&amp;C – Passport section - Contact list on all the planners approved to attend</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>
10/17/2023 – 10/19/2023	<p><b>IMEX America in Las Vegas, NV</b></p> <p>IMEX America is the MICE industry’s largest show in NA and brings together thousands of exhibitors and quality buyers for a 3-day fair. Hosted buyer program, buyer driven appointment system, networking and educational opportunities.</p> <p>In 2021, a total of 3,420 buyers and over 2,200 exhibiting companies attended IMEX America.</p>	<b>Comments</b>	<p><b>Cost CHF</b> 8'500</p> <p>Approximate prices: CHF 8'500 per SCIB partner CHF 4'000 per additional person of same SCIB partner CHF 5'800 per local partner at same booth CHF 9'000 per local partner (for example a hotel representing a destination)</p>
07/24/2023 – 07/27/2023	<p><b>Cvent CONNECT, Las Vegas</b></p> <p>SCIB to re-assess if attending Cvent CONNECT is an option in 2023.</p> <p>Cvent CONNECT 2023 will present a reimagined hybrid event experience that blends the best of virtual and in-person gatherings, anticipated to have thousands of registrants globally.</p>	<b>Comments</b>	<p><b>Cost CHF</b> 5'000</p> <p>Approximate prices: SCIB can have booth with 2 participants on trade show day for approx 10,000 USD, able to share with partner for 5k each.</p>

11/01/2023 – 11/30/2023	<b>Global Incentive Summit (GIS) - Date + Location TBC</b>	<b>Comments</b>	<b>Cost CHF</b> 4'500
	<p>This 3-day event gathers international suppliers and buyers, who have been qualified for their ability to purchase long haul destinations for incentive programs whether they are corporate, association or independent planners / agencies. Each supplier and planner get to share their “meeting preferences” prior to the event on a ranking platform, which will set up automatically their appointments schedule.</p> <p>Suppliers get to meet approx. 20 planners (one-to-one meetings) but also participates in educational sessions as well as various networking events and offsite activities. Each partner receives full planners profile including past/future programs.</p> <p>This is a Norhstar Meeting Group event.</p> <p>SCIB NA is currently evaluating for Switzerland to host this event in 2024.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>		<p>Depending on location, these are approx costs: Single table: US\$7,500 Two partners sharing an appointment table: US\$4,500 each / total of US\$9,000 per table Included for both a single and shared table option: - The shared appointment table - All F&amp;B, networking and education sessions with the planners - Contact list on all the planners approved to attend</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>
05/21/2023 – 05/23/2023	<b>IncentiveLive - Vinoy Hotel St. Petersburg, Florida</b>	<b>Comments</b>	<b>Cost CHF</b> 4'500
	<p>SCIB NA may attend IncentiveLive again as the 2020 virtual edition was a successful event. The event consists of three days with approx. 21 one-to-one in person meetings in a similar format to SMU, except that it is focused on incentive planners. There are also education sessions, some networking as well as other activities.</p> <p>This is a Norhstar Meeting Group event.</p> <p>Registering via SCIB NA benefits in a more cost effective participation.</p>		<p>Depending on location, these are approximate costs:  Single table: US\$7,500 Two partners sharing an appointment table: US\$4,400 each / total of US\$8,800 per table</p> <p>Please specify if you prefer to share a table with SCIB, another partner or to have your own.</p>
03/06/2023 – 03/10/2023	<b>SwissBreak</b>	<b>Comments</b>	<b>Cost CHF</b> 1'500
	<p>SCIB NA may repeat the SwissBreak activity initiated in 2022 depending on partner’s interest. Since webinars are no longer attractive enough for buyers, this may be the new format where buyers and suppliers can arrange a convenient time to catch up virtually during a dedicated week, for 15 minutes per virtual appointment. This newly adapted format being more interactive, engaging and personal has proven to be more productive as planners have become tired of standard destination promo webinars. Partners can use this platform to (re)connect with existing clients and/or reach new prospects.</p> <p>The SwissBreak is planned to take place from March 6 - 10, 2023.</p>		<p>SCIB NA coordinates the invite, marketing, distribution and online registrations of NA clients to join. Follow-up email to all registered clients is sent by SCIB NA and include partners’ contact details. Participating partners receive full contact details of the planners.</p>
02/17/2023 – 02/20/2023	<b>SITE Global Conference in NYC, NY</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>SITE Global Conference is the association’s signature annual event, gathering SITE members and incentive travel professionals from all around the globe. After the 2022 edition in Dublin, it comes to NYC.</p>		<p>Price TBC. Registration via SITE directly.</p>

01/01/2023 – 12/31/2023	<p><b>INTERaction EMEA North America - Date + Location TBC</b></p> <p>INTERaction EMEA is the employee Meeting &amp; Supplier Showcase from American Express Meetings &amp; Events. The 2-day event brings together suppliers to meet the American Express teams, learn about business opportunities and gain insight to grow your business with American Express Meetings &amp; Events. Network with Planners, Buyers, Account Managers and Leadership from EMEA. Hold targeted grouped appointments. Interact with employees in casual and formal settings with pre-organized functions throughout.</p> <p>The participation at INTERaction North America is to be evaluated by SCIB NA and depends on the success of INTERaction Europe in February 2023 and the date and location of the event.</p>	<p><b>Comments</b></p> <p>-Table (for group appointments) with two chairs for both days. -18 15-minute group appointments. -All social events and meals including breakfast, lunch and dinner for entire event. -Company logo visible on signage. -Maximum of 2 suppliers per table. -Value added: content distributed through the Meetings Source (=global online supplier management)</p>	<p><b>Cost CHF</b></p> <p>3'000</p> <p>SCIB will participate with one table and is looking for one additional partner to share the table. Additional tables can be booked.</p> <p>Costs as follows: CHF 8'000 paid by SCIB (1st person) plus VAT CHF 3'000 for Partner (2nd person) plus VAT</p> <p>In case there is more than one partner interested to join, we can add more tables for 2 persons at CHF 3'000 per person. Price reduction possible, depending on the number of Swiss partners. Spaces for Swiss partners are limited. Please let us know if you are interested asap so that we can check before the deadline of the applications ends.</p> <p>Travel and hotel accommodation need to be paid extra.</p> <p>Important for registration: if it is a hotel (chain), it must be a preferred hotel of Amex.</p>
01/01/2023 – 01/01/2023	<p><b>Webinaires Mice</b></p> <p>Nous continuons d'organiser des webinaires 5-6 fois par an. Séquences de 15-20 minutes pendant lesquelles nous présenterons soit une destination, soit un nouvel hôtel, soit une thématique ou problématique d'un organisateur d'événement. Les présentations sont accessibles par la suite sur le compte slideshare du Convention Bureau. Planning et follow-up également communiqué sur le site internet et via réseaux sociaux.</p>	<p><b>Comments</b></p> <p>Courte présentation destination ou nouvel hôtel/centre de congrès ou nouveau concept activité par nos partenaires destinations / hôtels / agences à des clients connectés à distance. Génération de 20-60 leads, intéressés par la destination ou la thématique. Visibilité avant et après sur les réseaux sociaux (twitter, linkedin, Slideshare.net) et sur MySwitzerland.com/webinaire</p>	<p><b>Cost CHF</b></p> <p>500</p> <p>présentation offre destination/produit (nouvel) hotel etc "en direct de ..." possibilité pour une destination de cumuler avec une e-news dédié et de bénéficier d'un prix special pour les deux (800 CHF)</p>
01/01/2023 – 01/01/2023	<p><b>Eductours</b></p> <p>Voyages d'étude mettant en avant une thématique, nouveauté etc. • soit en collaboration avec une agence qui invite des clients Destination choisie en accord avec agence (potentiel clients) • soit avec des agences de notre database • intégration d'un journaliste Partenaires peuvent nous solliciter pour accueillir un groupe Nous prévoyons 2-3 voyages. Nous souhaitons intégrer une approche thématique de la destination pour un meilleur ROI</p>	<p><b>Comments</b></p> <p>Pour un bon résultat et ROI, il est bien de présenter des nouveautés ou de prévoir un programme sur une thématique. SCIB sélectionne les clients à inviter. Formule 2-3 jours sur un week-end ou seulement 1 jour en AR TGV. SCIB s'occupe également du transport. Accompagnement et suivi</p>	<p><b>Cost CHF</b></p> <p>0</p> <p>"Landarrangement" doit être pris en charge par la destination.</p>

01/01/2023 – 12/31/2023	<b>e-mail news dédiée destination</b>  Edition spéciale d'e-news dédiée à une destination, envoyée à environ 2700 contacts de notre DB. 4-5 sujets par newsletter. Possibilité de combiner avec un webinaire	<b>Comments</b> Vous fournissez le contenu (texte et image). Nous mettons à disposition nos adresses qualifiées et nous nous occupons de la mise en page, du routage. Reporting (taux d'ouverture, taux de clics ...)	<b>Cost CHF</b> 500  Préparation contenu avec image possibilité pour une destination de cumuler avec un webinaire et de bénéficier d'un prix special pour les deux (800 CHF)
10/01/2023 – 10/30/2023	<b>Networking Event pour agences + court workshop agences/corpo</b>  Nous prévoyons de re-proposer notre soirée Networking pour agence qui a fait ses preuve dans le passé: le Suisse Cocktail-Mix Challenge. Les agences "MICE" constituent une équipe de 4-5 personnes. Maximum 10 équipes admises. 1-2 équipes par destination suisse 1er prix: un voyage en Suisse à gagner. La compétition ludique est précédée d'un workshop ouvert à tous (agences & corpo)	<b>Comments</b> Présentation des destinations participantes d'une manière originale. Possibilité de Networking avec 40-50 clients agence dans une ambiance détendue. Opportunité supplémentaire de rencontrer d'autres clients lors d'un court workshop avant l'événement	<b>Cost CHF</b> 1'900  Présentation destination en plénière à tous les participants, attribution 1-2 équipes agences pendant la compétition; Networking avec tous les clients (40-50) présents. En 1ère partie de la soirée: workshop agences+corpos Tarif + VAT. Une destination peut se faire représenter par un hôtel Nous cherchons aussi un barman d'un hôtel suisse pour l'initiation à la mixologie (intervention en français). Nous contacter pour modalités de participation
03/16/2023 – 03/16/2023	<b>Pure Meetings &amp; Events International, Paris</b>  Plate-forme BtoB sur 1 journée, destinée aux organisateurs de séminaires francophones (français, belges, suisses) cherchant des destinations étrangères et des prestataires (OT, DMC, hôtels, lieux événementiels). Initiateur: Georges Freiha; rendez-vous pré-programmé et surtout ad-hoc 1 exposant pour 4 visiteurs. Environ 500 visiteurs (Paris & Province) attendus pour 100 exposants Participation de destinations et hôtels possible	<b>Comments</b> Volonté du salon de présenter de nouveaux acteurs (exposants) aux acheteurs chaque année. Système de rdv, mais aussi des visiteurs libres. Tarif 2900 CHF ou en table partagée 2200 CHF;	<b>Cost CHF</b> 2'900  Open to Subpartner 1 table ou table partagée pendant toute la journée (9h) pour accueillir clients en rdv. Accès au profil de tous les acheteurs pour prise de rdv. Inscription hôtels ou agence réceptive sans la destination possible
12/11/2023 – 12/18/2023	<b>Afterwork de Noël avec Curling &amp; Fondue</b>  Organisation d'un Afterwork de Noël sur notre terrasse. Nous proposons une initiation au Eisstock sur une piste de glace artificielle. Côté restauration nous prévoyons une fondue au fromage, du vin chaud et d'autres spécialités culinaires suisses.	<b>Comments</b>	<b>Cost CHF</b> 900  Rencontre networking avec environ 50 clients. Présentation destination lors d'un pitch de 3-5'

09/01/2023 – 09/30/2023	<p><b>Pure Meetings : Workshop &amp; Soirée Networking, Paris</b></p> <p>Le rendez-vous de la rentrée pour les organisateurs d'événements à l'étranger. Ce deuxième événement de l'année que Pure Meetings propose, est sur un format workshop + soirée dès 16h. Rdv pré-programmé ou ad-hoc jusqu'à 20h30-21h, puis soirée Networking.</p> <p>350 Organisateurs de Paris &amp; RP rencontrent max 100 exposants de France &amp; international Participation de destinations et hôtels possible</p>	<p><b>Comments</b></p> <p>Tarif 2900 CHF ou en table partagée 2200 CHF Système de rdv, mais aussi des visiteurs libres.</p>	<p><b>Cost CHF</b></p> <p>2'900</p> <p>Open to Subpartner 1 table ou table partagée pendant toute la durée pour accueillir clients en rdv ou ad-hoc. Accès au profil de tous les acheteurs pour prise de rdv. Inscription hôtels ou agence réceptive sans la destination possible Tarif table seul 2900 CHF ou en table partagée 2200 CHF;</p>
01/01/2023 – 12/31/2023	<p><b>Content Marketing - Blog</b></p> <p>Dans une stratégie de Inbound Marketing, nous publions du contenu intéressant francophone pour un public MICE sur notre page "marque" <a href="http://www.news.suisse-conventionbureau.com">www.news.suisse-conventionbureau.com</a>. Contenu est relayé à travers nos canaux de réseaux sociaux pro (Linkedin, Twitter, facebook) y compris ambassadeurs But: développement de notre image professionnelle , génération de contacts + de leads</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>0</p> <p>Si vous avez connaissance d'un séminaire, convention, incentive, learning trip (...) d'un client français ou belge francophone dans votre destination / hôtel et que celui-ci est d'accord de faire un témoignage de son expérience, mettez-nous en relation afin que nous coordonnions la rédaction et publication d'un article sur notre blog</p>
01/16/2023 – 07/04/2023	<p><b>Networking Event à Lyon ou Strasbourg</b></p> <p>Aller à la rencontre avant tout de clients corporate, mais aussi d'agences sous forme d'afterwork Networking à Lyon ou à Strasbourg, des régions frontalières. Nous ferons appel à un prestataire externe pour nous aider avec les clients corporates.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>1'900</p> <p>Participation limitée à 3 partenaires, Vous nous direz si vous aimeriez Strasbourg ou Lyon ou si vous seriez intéressé par les deux. Nous suggérons le mois d'avril, mais ne sommes pas arrêtés à une date</p>
02/07/2023 – 02/09/2023	<p><b>Roadshow Marseille - Paris - Bruxelles avec Partance</b></p> <p>Partance est détenteur d'un carnet d'adresse de clients Mice et propose différents événements pour les rencontrer. Nous prévoyons de participer à un roadshow pour visiter des agences Mice dans à Marseille, Paris &amp; Bruxelles 3 déjeuners avec 10-15 personnes. Présentation destination pendant le déjeuner assis. Présence de 4-6 prestataires. SCIB France participerait à Marseille, mais le déjeuner à Paris et/ou à Bruxelles vous sont proposés</p>	<p><b>Comments</b></p> <p>Vous choisirez de participer au déjeuner à Paris et/ou à Bruxelles</p>	<p><b>Cost CHF</b></p> <p>1'600</p> <p>Nous proposons à 1-2 destinations de représenter la Suisse sur le déjeuner à Paris et/ou à Bruxelles. 1600 CHF par événement</p>



01/01/2023 – 12/31/2023	<b>Webinar Training for SEA MICE Agencies, Partners (Indonesia, Malaysia, Thailand, Singapore, Philippines, Vietnam)</b> - Session for MICE agencies and tour operators all over South East Asia (Indonesia, Malaysia, Thailand) - Session for tour operators sales offices all over South East Asia: Kuoni, G2, Miki, Tumlare etc.. - Participants can join the live visual & audio presentation from any locations in the Asia via internet. - Time: 08h00 or 09h00 Swiss time. - The sessions are being recorded in order for clients to access the webinars at any time. - Follow-up email to all registered clients is sent by SCIB and include partners' contact details and promotional material. - Participating partners to receive full contact details of the planners.	<b>Comments</b>	<b>Cost CHF</b> 500	Open to subpartners
02/01/2023 – 09/30/2023	<b>SCIB SEA Roadshow : ID, MY, SG,PH, VN</b> - Combination of purely business events in the markets with corporate, agencies and associations. - SCIB will plan a roadshow in all main SEA countries to present Switzerland as a MICE destination. (Indonesia, Singapore, Malaysia, Philippines, Vietnam (HCMC) * A rotation of 3 countries will be selected and finalize at later stage based on economy situation - 5 - 6 events during the week in 3 countries	<b>Comments</b>	<b>Cost CHF</b> 6'000	Price exclude all flight cost and hotel accommodation in all main cities. Price include all events and transportation to the event venue/sales calls. Open to subpartners Supplement fee of CHF 2'000 for shared table if partner bring another partner/supplier from the same region. Only 1 subpartner allowed for table sharing. If Subpartners wish to have own table fee CHF 6'000
03/01/2023 – 03/31/2023	<b>Intergration (ST, SCIB) of STE SEA</b> A week sales and promotion roadshow in the 4 main SEA markets (Singapore, Indonesia, Malaysia & Thailand) - 7 - 8 events during one week in 4 countries - SCIB SEA will have a table in all cities during STE SEA - 1 to 1 workshops, luncheon, VIP dinner - MICE will be intergrates during is roadshow.	<b>Comments</b> DO handles MICE market Indonesia, Kuala Lumpur. Singapore, Philippines & Vietnam W.E.F 1st Jan 2022 TH (Nok) handles MICE markets: Thailand.	<b>Cost CHF</b> 6'000	Intergration with ST, SCIB SEA Asia Package Partners. Price List: Full : CHF 8,000 Gold: CHF 6,000 Silver: CHF 6,400  *Special package for SCIB SEA Asia package partners registration fee at Gold: CHF 6,000
01/01/2023 – 12/31/2023	<b>SCIB TH: Sales Call MICE in Thailand</b> Sales Calls in Thailand to corporate travel agents and corporate account directly, in order to expand and maintain SEA key source market.	<b>Comments</b>	<b>Cost CHF</b> 0	
03/01/2023 – 04/30/2023	<b>SCIB TH: Pre or Post 8th Asia Trophy Study Trip in Switzerland for Thailand MICE Agent/Planner</b> Pre or post study trip to Switzerland with Thailand MICE Agents & Planners to explore further business meeting destinations that are potential and in high interest for Thai market.  Participation of Thanchanok Nuammano. Total max 10 participants	<b>Comments</b>	<b>Cost CHF</b> 0	Land arrangements to be hosted by partners Open to sub-partners

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01/01/2023 – 12/31/2023	<b>SCIB TH: MICE Agent/Planner Luncheon in Thailand</b>  Selected Thai MICE Agents and Planners to gather at a location to share about business meetings/incentive travel opportunities in Switzerland for 2023-2024 onwards  Presence of the Ambassador to maximize the confidence  The gathering to be featured on Media	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>SCIB TH: Thailand Business Media Gathering Luncheon and Interview</b>  To invite and gather Thailand key business media outlets emphasizing the message and showcasing that Switzerland is a leading business meetings and incentive destinations.  Interview by ST Thailand for SCIB  To be featured on their media channels	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>SCIB TH: General Advertorial Switzerland as MICE destination</b>  1/2 page general advertisement of Switzerland as MICE / business event destination on a Thai media outlet for business and corporate readers, using existing SCIB banner as key visuals. Inclusive SCIB URL to drive traffic to the site.	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>SCIB-DW: Integration of Destination Weddings in SEA Roadshows</b>  - Present Switzerland as a desired wedding destination for SEA. To interagate during ST events	<b>Comments</b>	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>SCIB - DW: Development of Destination Weddings/Sales Calling &amp; qualifying</b>  SCIB: Development of Destination Weddings Marrying abroad and inviting family and friends, in combination with holidays and honeymoon, is gaining popularity worldwide. Switzerland is considered a dream destination in many countries.  MICE - DW Sales calls in SEA	<b>Comments</b>  - Building up qualified and important wedding planners/organizers in database and with potential to place wedding in Switzerland. - Keep track of all wedding RFP's in the database. - Main focus will be set as obatining wedding planner/organizers contacts	<b>Cost CHF</b> 0
01/01/2023 – 12/31/2023	<b>SCIB-DW: www.mySwitzerland.com/weddings + E-newsletter</b>  Increase page visits to www.mySwitzerland.com/weddings E-newsletter send-outs to targeted partners	<b>Comments</b>	<b>Cost CHF</b> 0
09/01/2023 – 10/31/2023	<b>SCIB-DW Study Trip - Wedding Planners SEA</b>  Study trip for exclusive select Wedding planners to Switzerland. Select Wedding Planners that were actively promoting DW in 2021/2022, especially with RFPs in the pipeline, invite to join in and intergrate it with International Study Trip to Switzerland. Ability to better sell to end-consumers.  *In conjunction with ST China	<b>Comments</b>	<b>Cost CHF</b> 0  Hosting of wedding planners on trip

01/01/2023 – 12/31/2023	<b>SCIB-DW - Advertorial Destination Wedding, Switzerland</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Advertorial for Destination Wedding in Switzerland on</p> <ul style="list-style-type: none"> <li>- News Papers</li> <li>- Wedding Related magazines</li> </ul> <p>Intergrate with partners in the content and providing advertisement space in the supplement for each participating partners</p> <p>* Based on interest and budget of the partners., SCIB will create a package for a media presence in the market of interest.</p>		
03/01/2023 – 04/30/2023	<b>SCIB TH: 8th Asia Trophy</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Rally through Switzerland to showcase the incentive options in secondary less known destinations. Participation of 12 clients from Thailand, and participation of Thanchanok to the event.</p>		
02/01/2023 – 10/31/2023	<b>SCIB SEA Roadshow TH</b>	<b>Comments</b>	<b>Cost CHF</b> 3'000
	<ul style="list-style-type: none"> <li>- Combination of purely business events in the markets with corporate, agencies and associations.</li> <li>- SCIB TH will plan a roadshow in all main SEA countries to present Switzerland as a MICE destination. (Bangkok)</li> <li>- Sales calls week together with networking event at respective country</li> </ul>		<p>Price exclude all flight cost and hotel accommodation in all main cities. Price include all events and transportation to the event venue/sales calls. Open to subpartners Supplement fee of CHF 2'000 for shared table if partner bring another partner/supplier from the same region. Only 1 subpartner allowed for table sharing. If Subpartners wish to have own table fee CHF 3'000</p>
			<p>*Note: Separate package from market SCIB SEA MY, ID, SG, PH, VN</p>
01/01/2023 – 12/31/2023	<b>SCIB - Print Advertorials</b>	<b>Comments</b>	<b>Cost CHF</b> 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	<b>SCIB - Destination Newsletters, External databases</b>  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.	<b>Comments</b>	<b>Cost CHF</b> 1'500  Stand alone newsletter: <ul style="list-style-type: none"> <li>• 1-3 top destination images to head the Newsletter. (I will choose one)</li> <li>• Introduction text about the destination and it's unique highlights: 150-200 words</li> <li>• 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.</li> </ul> to be provided to the Nordic SCIB Manager 1 week before send out.
01/01/2023 – 12/31/2023	<b>SCIB Hybrid Destination Meet up</b>  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.  A conversation between the SCIB representative, the clients and the presenting destination.  First and foremost this activity is for local CVBs. Subpartners can occasionally join on request.	<b>Comments</b>	<b>Cost CHF</b> 800  Presentation(s) and other requesteds material needs to be sent to the Nordic SCIB manager one week prior to the event.
01/01/2023 – 12/31/2023	<b>SCIB Business Day Sweden 19/10</b>  The event is preliminary planned to 19th oct  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.  Limited availability, we reserve the right to cap the amount of partners.	<b>Comments</b>	<b>Cost CHF</b> 1'300
01/12/2023 – 01/12/2023	<b>SCIB B2B workshop - Travelmatch Norway 12/1</b>  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.	<b>Comments</b>	<b>Cost CHF</b> 800  <ul style="list-style-type: none"> <li>• Fee per company with one table/one person attending: 800 CHF</li> <li>• Fee per company with two companies sharing a table: 550 CHF</li> </ul>

11/09/2023 – 11/09/2023	<p><b>SCIB B2B fair - Travel News Market Sweden 9/11</b></p> <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><b>Comments</b></p>	<p><b>Cost CHF</b> 1'300</p> <p>Logo and company presentation sent 1 month in advance.</p>
01/18/2023 – 01/19/2023	<p><b>SCIB MATKA Workshop Day &amp; Business Forum Helsinki 18-19/1</b></p> <p>One day workshop + one day free flow exhibition at a stand.</p> <p>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).</p> <p>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><b>Comments</b></p>	<p><b>Cost CHF</b> 1'400</p> <p>prepare a presentation. book flight and accomodation</p>
01/01/2023 – 12/31/2023	<p><b>SCIB Individual Famtrips - Nordics</b></p> <p>SCIB Nordics is presenting the opportunity to MICE agencies to visit Switzerland individually.</p> <p>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.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 0</p> <p>Please secify your offer including atleast 1-3 nights accomodation in double room (client + one accompanying person)</p> <p>Optional: Meals/activities/meeting with the local representative or CVB.</p>
09/07/2023 – 09/11/2023	<p><b>PreTour Business Events STM 2023</b></p> <p>STM = Switzerland Travel Mart, a Workshop with one-to-one meetings</p> <p>Focus: SCIB new markets, SCIB watchlist markets (Japan, GCC, Brazil, Korea) and other ST markets with some potential for meetings and incentives</p> <p>Welcoming the MICE Buyers on a PreTour in Switzerland, approximatly 15 buyers + 1 SCIB representative will attend the PreTour.</p> <p>STM Dates confirmed 11-14 Sept 2023</p>	<p><b>Comments</b></p> <p>Cooperation of two destinations will be possible sharing the 5 days / 4 nights before STM.</p>	<p><b>Cost CHF</b> 0</p> <p>Land arrangements Accommodation, F&amp;B, special transports not included in Swiss Travel Pass).</p>

09/11/2023 – 09/12/2023	<b>Special track Business Events at STM 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 2'000
	<p>STM = Switzerland Travel Mart, a Workshop with one-to-one meetings held in Geneva.</p> <p>In Addition to the Leisure buyers, around 40 Incentive and Meeting Planners from mainly new and non-SCIB markets join for a special program focused on business events.</p> <p>For Partners: - Participation at opening of STM (Monday evening) with all leisure clients</p> <p>- Business Events Special Track on the first day of STM for SCIB partners and MICE clients only</p> <p>Focus: SCIB new markets, SCIB watchlist markets (GCC, Brazil, Korea, India, Global players) and other ST markets with some potential for meetings and incentives</p>		
01/25/2023 – 01/25/2023	<b>Association Marketing: Association Event</b>	<p><b>Comments</b></p> <p>-Destination: Bern -Format: 2 events in one day (lunch and evening program) -Topic/speakers: tbc</p>	<p><b>Cost CHF</b> 500</p> <p>-Participation for SCIB association package partners only.</p>
09/01/2023 – 09/30/2023	<b>Destination Wedding: Educational Trip Autumn 2023</b>	<p><b>Comments</b></p> <p>Target of 15 qualified international wedding planners and hosting</p>	<p><b>Cost CHF</b> 0</p> <p>Land arrangement</p>
05/19/2023 – 05/23/2023	<b>Pre- and/or PostTour IMEX Study Tour 2023</b>	<b>Comments</b>	<p><b>Cost CHF</b> 0</p> <p>Partners with Asian package have the priority to host. All land arrangement</p>
	<p>Cooperation with existing hosted buyer groups from hotel chains, to host a PreTour in Switzerland from multiple markets. The clients will come from India, SEA, China and watchlist markets.</p> <p>In past years, IMEX hosted buyers would arrived Switzerland 3-4 days prior to the show for the pre-tour. Train from Zurich or Basel to Frankfurt</p> <p>Number of clients expected: 30 pax. tbc</p>		

03/24/2023 – 03/27/2023	<b>8th Asia Trophy 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 0
	<p>Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.</p> <p>Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.</p> <p>Confirmed destinations: Basel, Lucerne, Engelberg</p>		<p>Only available to partners with Asia Package Destination partners (with no Asian package) and sub-partners can participate at workshop during the trophy (see separate activity)</p> <p>Deadline for bidding on 1st July 2022 Chosen destinations: Basel &amp; Lucerne</p>
03/24/2023 – 03/24/2023	<b>Workshop at the 8th Asia Trophy 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 1'500
	<p>Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.</p> <p>Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.</p> <p>During the Trophy, we held a workshop with one-to-one meeting in a free floating system with all Swiss partners that are interested in meeting the clients, even though they are not one of the host destinations.</p> <p>Workshop in Basel: rough schedule 10:00 - 13:00 on Friday 24 March 2023, including networking lunch</p>	<p>Sub-partners can participate for the workshop during the Trophy at CHF1500 per table</p>	<p>Partners with Asia package and their sub-partners have priority, and can participate for the workshop during the Trophy at CHF1500 per table</p>
05/23/2023 – 05/25/2023	<b>SCIB: IMEX Frankfurt 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 8'300
	<p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentives and events from corporations, associations, agencies and industry media. Hosted buyer program, buyer driven appointment system, networking and educational opportunities.</p> <ul style="list-style-type: none"> <li>- Participation at the Switzerland stand with company logo.</li> <li>- Integration in the exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB.</li> <li>- Pre or post tours from different markets will be communicated separately.</li> </ul> <p>Activities planned:</p> <ul style="list-style-type: none"> <li>- Dinner with the Swiss partners on Tuesday night</li> <li>- Group appointments</li> <li>- Additional stand presentation TBC</li> </ul>		<p>Prices are subject to change!</p> <p>Open to Subpartner</p> <p>Cost for participation plus VAT (1 staff only)</p> <ul style="list-style-type: none"> <li>- CHF 8'300 for the first person of a SCIB-partner</li> <li>- CHF 7'700 per person for Subpartner</li> </ul> <p>Additional staff (for any additional person of that partner (same company):</p> <ul style="list-style-type: none"> <li>1 day = 1600</li> <li>2 days = 2900</li> <li>3 days = 4000</li> </ul> <p>Prices TBC in September 2022!</p>

11/28/2023 – 11/30/2023	<b>SCIB: IBTM World Barcelona 2023</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentive travel and events from corporations, associations, agencies and industry media.</p> <p>Hosted buyers program, buyer driven appointment system, networking and educational opportunities.</p> <p>Activities planned:  - Dinner with the Swiss partners on Tuesday night  - Switzerland Breakfast on Wednesday  - Group appointments</p>	<p>- Participation at the Switzerland stand with company logo.  - Integration in the exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB.</p> <p>Activities planned:  - Dinner with the Swiss partners on Tuesday night  - Switzerland Breakfast on Wednesday  - Group appointments</p>	<p>8'300</p> <p>Prices are subject to change!</p> <p>Open to Subpartner</p> <p>Cost for participation plus VAT (1 staff only)  - CHF 8'300 for the first person of a SCIB-partner  - CHF 7'700 per person for Subpartner  Additional staff (for any additional person of that partner (same company):  1 day = 1600  2 days = 2900  3 days = 4000</p> <p>Prices TBC in September 2022!</p>
06/22/2023 – 06/25/2023	<p><b>SCIB: Switzerland Meeting Trophy 2023</b></p> <p>Destinations and final date: TBC (Alternative date: 15 -18 June 2023)</p> <p>Rally through Switzerland with checkpoints, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all priority markets to Switzerland. One delegation per market. Qualification of clients by market.  Aim: Promote Switzerland as a meeting destination, build relationship with clients, communication tool. Use as a Key Story for promotion with pictures, video, itinerary.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>3'500</p> <p>Personal participation as part of a team including welcome evening (Friday), Saturday all day program and farewell dinner.  For SCIB partner only (possible to send a sub-partner as a representative if the SCIB partner can not participate).</p> <p>Hotel overnights need to be paid separately if applicable.</p> <p>NOTE: If any of the host destinations is participating during the whole event the costs of CHF 3500.00 are still to be paid.</p>
03/26/2023 – 03/28/2023	<p><b>SCIB: MCE North &amp; West Europe 2023</b></p> <p>Venue, Destination: TBC</p> <p>MCE North &amp; West is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: <a href="http://www.europecongress.com">www.europecongress.com</a>  Summary:  - 3 days event with pre-scheduled appointments  - top qualified buyers from all over Europe, the Americas, the Middle East and East Asia  - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers  - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes  - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b></p> <p>4'300</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 2600 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>



10/22/2023 – 10/24/2023	<b>SCIB: MCE South Europe 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 4'300
	<p>Destination: Seville, Spain Number of Meetings: 30-35 Days: 3 days</p> <p>MCE South Europe is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: <a href="http://www.europecongress.com">www.europecongress.com</a> Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 2600 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
08/30/2023 – 09/02/2023	<b>SCIB: M&amp;I Europe Summer 2.0 - 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 7'900
	<p>The event will take place in Limassol, Cyprus.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 European buyers (Event agencies, corporate companies and associations with international business) / 150 suppliers (Hotels, CVB's DMC's and Congress Centres)</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
11/19/2023 – 11/23/2023	<b>SCIB: M&amp;I VIP Connect Europe 2023</b>	<b>Comments</b>	<b>Cost CHF</b> 7'900
	<p>This event will take place in Amman, Jordan.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 4 days / 30 meetings / 100 European buyers (Senior and Decision-making attendees from corporates and event agencies from Europe / 100 Suppliers (only 5* hotels, CVB's and DMC's)</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 4 days event with pre-scheduled appointment - top qualified buyers - Every supplier has 30 guaranteed, pre-scheduled face-to-face meetings - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 15 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

06/06/2023 – 06/08/2023	<p><b>SCIB: M&amp;I Healthcare Europe 2023</b></p> <p>The M&amp;I Healthcare Europe Event will take place in The Hague, Netherlands.</p> <p>During 2 days 130 high quality buyers from specialist healthcare agencies, medical communication agencies and corporates meet in a European city. There will be 25 pre-scheduled meetings and different educational sessions. 120 suppliers.</p> <p>Presentation table, lunches, welcome receptions, dinners and networking activities included. No sharing tables possible.</p> <p>Each buyer and supplier is pre-qualified to attend this ground-breaking Forum. This event is offered by M&amp;I Forums. They take time to match the right people and maximise business potential.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 6'400</p> <p>Price is per table plus VAT. Shared tables are not possible. A separate test (Healthcare Certified Test organized by Healthcare Venue is compulsory and the costs need to be paid separately, approx. CHF 800 for hotels and CHF 500.00 for CVB's). Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
06/25/2023 – 06/28/2023	<p><b>SCIB: M&amp;I Europe Summer 1.0 - 2023</b></p> <p>The event will take place in Oslo, Norway.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 European buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 7'900</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
01/01/2023 – 12/31/2023	<p><b>SCIB: International study trip 2023</b></p> <p>Showcase one or two Swiss MICE destination on a specific theme/topic. Beside getting to know the destination, activities and speakers fitting the topic are included in the program. Factory visits are possible too.</p> <p>Destination depending on interest. Combination of two destinations (city/mountain) is possible and appreciated.</p> <p>Clients from different SCIB markets will be invited. Amount of participants: 10-20pax.</p>	<p><b>Comments</b></p> <p>SCIB is open for ideas on topics to be covered in the International Study Trip.</p> <p>Please let us know if you are interested to host this study trip in your destination. Contact: alexander.hunger@switzerland.com</p>	<p><b>Cost CHF</b> 0</p> <p>The SCIB partner hosting this event is taking care of the complete landarrangements.</p>
01/01/2023 – 12/31/2023	<p><b>Destination Wedding: Destination Wedding Planner Congress 2023 (Location TBC)</b></p> <p>Leading the destination wedding industry for over half a decade now, the Destination Wedding Planners (DWP) Congress is an exclusive, 'by invitation only' conference that is focused on luxury destination wedding professionals who are looking to collaborate with like-minded connoisseurs in the wedding business to glean fresh perspectives, do business and network with some of the top creative partners and suppliers from all over the world.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 0</p> <p>Part of basic package</p>

04/16/2023 – 04/19/2023	<p><b>SCIB: M&amp;I Europe Spring 2023</b></p> <p>The event will take place in Istanbul, Turkey.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 European buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 7'900</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
10/22/2023 – 10/25/2023	<p><b>SCIB: M&amp;I Europe Autumn 2023</b></p> <p>The event will take place at Lake Como, Italy.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 European buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 7'900</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
10/01/2023 – 10/04/2023	<p><b>SCIB: M&amp;I Americas 2023</b></p> <p>The event will take place in El Paso, Texas.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 American buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>	<p><b>Comments</b></p>	<p><b>Cost CHF</b> 7'900</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 4750 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

12/03/2023 – 12/06/2023	<b>SCIB: M&amp;I Luxe Americas 2023 (new)</b>	<b>Comments</b>	<b>Cost CHF</b> 7'900
	<p>The event will take place in Los Cabos, Mexico.</p> <p>M&amp;I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 4 days / 30 meetings / 65 elite buyers: Key planners organizing high-end events, VIP groups, high-end incentives, luxury events from US and Canada / 60 elite suppliers: only 5* and 5*+ experiential products, luxury DMC's and destinations exclusively oriented towards the MICE luxury segment from the Americas</p> <p>More information: <a href="http://www.mi-forums.com/">http://www.mi-forums.com/</a>. Summary: - 4 days event with pre-scheduled appointment - top qualified elite buyers - Every supplier has 30 guaranteed, pre-scheduled face-to-face meetings - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 15 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1300 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
04/16/2023 – 04/18/2023	<b>SCIB: Events Club Forum - Associations</b>	<b>Comments</b>	<b>Cost CHF</b> 4'300
	<p>Destination: Salzburg, Austria</p> <p>Numbers of meetings: 20</p> <p>Events Club Forum Associations is a first of a kind MICE event for Congress Business! It is an event where destinations, congress venues, and large conference hotels meet with qualified international associations and PCOs to spark large-scale MICE events. Events Club Forum Associations is the event where you meet invited professionals only, the event where you gain within just 2,5 days, most valuable business contacts. Events Club Forum is a fully catered event, where everyone enjoys coffee breaks, luncheons, networking activities and fantastic dinners all together.</p>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 2600 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
07/12/2023 – 07/15/2023	<b>SCIB: SITE Incentive Summit Europe</b>	<b>Comments</b>	<b>Cost CHF</b> 6'000
	<p>Destination: Ljubljana Slovenia</p> <p>After a very successful second edition of ISE in Geneva and Montreux, SITE is taking this event to Slovenia. Join an elite community of incentive travel industry leaders for a timely in-person exchange of knowledge and insights and enjoying the destination while networking with industry peers. Attendance limited to approx. 60 participants, including 15-20 European buyers, 2-3 North American buyers and approx. 40 global suppliers.</p>		<p>Fee plus VAT.</p> <p>-1 registration inclusive of three nights' hotel accommodation, meals and networking events -logo recognition on event website -logo recognition onsite -recognition of all partners included in SITE source and on active social media channels -post event addendee list</p> <p>NOTE: you have to be a member of SITE to participate at this event.</p>

01/31/2023 – 02/02/2023	<b>SCIB: INTERaction EMEA Amsterdam 2023</b>	<b>Comments</b>	<b>Cost CHF</b>
	<p>INTERaction EMEA takes places in Amsterdam and is the employee Meeting &amp; Supplier Showcase from American Express Meetings &amp; Events. The 2-day event brings together suppliers to meet the American Express teams, learn about business opportunities and gain insight to grow your business with American Express Meetings &amp; Events. Network with up to 250 Planners, Buyers, Account Managers and Leadership from EMEA. Hold targeted grouped appointments. Interact with employees in casual and formal settings with pre-organized functions throughout.</p>	<p>-Table for 1:1 meetings with two chairs for both days. -ca. 29 x 15-minute F2F meetings per table (2 persons). -All social events and meals including breakfast, lunch and dinner for entire event. -Company logo visible on signage. -Maximum of 2 suppliers per table. -Value added: content distributed through the Meetings Source (=global online supplier management)</p>	<p>3'000</p> <p>SCIB will participate with one table and is looking for additional partners to share the table or adding more tables, costs as follows: CHF 8'000 paid by SCIB (1st person) plus VAT CHF 3'000 for subpartner (2nd person) plus VAT</p> <p>In case there is more than one partner interested to join, we can add more tables for 2 persons at CHF 3'000 per person. Price reduction possible, depending on the number of Swiss partners. Spaces for Swiss partners are limited. Please let us know if you are interested asap so that we can check before the deadline of the applications ends.</p> <p>Travel and hotel accommodation need to be paid extra.</p> <p>Important for registration: if it is a hotel (chain), it must be a preferred hotel of Amex.</p>
01/01/2023 – 12/31/2023	<p><b>SCIB: Break the Ice Forum (various dates and destinations) 2023</b></p> <p>Break The Ice Forum is the only CSR &amp; B2B event for the M.I.C.E. sector. It's a 2 night-1 day forum with 1 to 1 meetings and activities. It's a unique business opportunity where you will meet and negotiate with the best buyers in the industry by helping a great cause and/or experiencing live changing experience.</p> <p>30-40 Hosted Buyers (DE/AT/CH/FR/UK/Benelux) per event (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p> <p>GERMAN D/A/CH &amp; EU/UK BUYERS 4 - 6 MAY 2023 - DESTINATION TBC, AUSTRIA 5 - 7 OCT 2023 - DESTINATION TBC, GERMANY</p> <p>ALL EUROPEAN EU/UK BUYERS 16 - 18 MAR 2023 - DESTINATION TBC, EUROPE 09 - 11 NOV 2023 - DESTINATION TBC, EUROPE</p> <p>FRENCH FR/CH &amp; EU/UK BUYERS 15 - 17 JUN 2023 - DESTINATION TBC, FRANCE or SWITZERLAND</p> <p>BENELUX &amp; EU/UK BUYERS 2 - 4 FEB 2023 - BUYERS - DESTINATION TBC, BENELUX 24 - 26 AUG 2023 - DESTINATION TBC, BENELUX</p> <p>UK &amp; EU BUYERS 14 - 16 DEC 2023 - UK &amp; EU BUYERS - DESTINATION TBC, UK/EUROPE</p>	<p><b>Comments</b></p> <p>If you are interested to join one or more events, please get in touch with alexander.hunger@switzerland.com</p>	<p><b>Cost CHF</b></p> <p>3'700</p> <p>If you are interested to join one or more events, please get in touch with alexander.hunger@switzerland.com.</p> <p>Special rate CHF 3700.00 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

MarketingActivities SCIB – – MULTIPLE MARKETS

01/01/2023 –  
12/31/2023

**Sustainable Business Events 2023**

**Comments**

**Cost CHF**

With several activities we bring “Meet sustainably in Switzerland” further. Therefore we support our partners with:

goal:  
- more visibility for the Swisstainable Meetings and GDS destinations

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- regularly exchanges with the GDS destinations and Swisstainable destinations, for new ideas, inspiration within the community
- minimum 1 workshop (topic will be discussed within the group) with the goal to bring the partners further on their sustainability journey.