



Switzerland.

MarketingActivities SCIB

## Switzerland - SCIB Planning 2023

01/25/2023 – 01/25/2023	<b>Association Marketing: Association Event</b>  Educational and networking event for Swiss and international associations, organized by SCIB and its partners. Focus on education, networking and leads exchange. Platform to get destination marketing specialists and association representatives to meet for education and future business-making. Partners: Basel, Bern, Davos, Geneva, Interlaken, Lausanne, Lucerne, Lugano, St. Gallen, Zurich	<b>Comments</b> -Destination: Bern -Format: 2 events in one day (lunch and evening program) -Topic/speakers: tbc	<b>Cost CHF</b> 500  -Participation for SCIB association package partners only.
01/01/2023 – 12/31/2023	<b>SCIB: Break the Ice Forum (various dates and destinations) 2023</b>  Break The Ice Forum is the only CSR & B2B event for the M.I.C.E. sector. It's a 2 night-1 day forum with 1to1 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.  30-40 Hosted Buyers (DE/AT/CH/FR/UK/Benelux) per event (80% MICE agencies, 20% direct clients (=Associations and Corporates).  GERMAN D/A/CH & EU/UK BUYERS 4 - 6 MAY 2023 - DESTINATION TBC, AUSTRIA 5 - 7 OCT 2023 - DESTINATION TBC, GERMANY  ALL EUROPEAN EU/UK BUYERS 16 - 18 MAR 2023 - DESTINATION TBC, EUROPE 09 - 11 NOV 2023 - DESTINATION TBC, EUROPE  FRENCH FR/CH & EU/UK BUYERS 15 - 17 JUN 2023 - DESTINATION TBC, FRANCE or SWITZERLAND  BENELUX & EU/UK BUYERS 2 - 4 FEB 2023 - BUYERS - DESTINATION TBC, BENELUX 24 - 26 AUG 2023 - DESTINATION TBC, BENELUX  UK & EU BUYERS 14 - 16 DEC 2023 - UK & EU BUYERS - DESTINATION TBC, UK/EUROPE	<b>Comments</b> If you are interested to join one or more events, please get in touch with alexander.hunger@switzerland.com	<b>Cost CHF</b> 3'700  If you are interested to join one or more events, please get in touch with alexander.hunger@switzerland.com.  Special rate CHF 3700.00 plus VAT.  Travel and hotel accommodation need to be paid extra.