



Switzerland.

MarketingActivities SCIB

UK - SCIB Planning 2023

05/22/2023 – 05/25/2023	IMEX Frankfurt	Comments	Cost CHF 0
	Yearly MICE trade show. SCIB UK looks after UK buyers and hosted buyer groups.		
01/01/2023 – 12/31/2023	Social Media	Comments	Cost CHF 0
	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	Switzerland Meeting Trophy 2023	Comments	Cost CHF 0
	SCIB UK participates with a team of 10 UK agency buyers and 1 MICE journalist.		
11/28/2023 – 11/30/2023	IBTM Barcelona	Comments	Cost CHF 0
	Yearly MICE trade show. SCIB UK looks after UK buyers and hosted buyer groups.		
03/01/2023 – 04/15/2023	The Meetings Space, Spring	Comments	Cost CHF 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	Standalone E-Newsletter	Comments	Cost CHF 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	M&IT Agency Challenge Wales	Comments	Cost CHF 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.

MarketingActivities SCIB – – UK/IRELAND

01/01/2023 – 12/31/2023	Help with Site Inspections	Comments	Cost CHF 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	Key Media Management	Comments	Cost CHF 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	Client Questionnaire	Comments	Cost CHF 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	E-Newsletter	Comments	Cost CHF 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	C&IT Agency Forum	Comments	Cost CHF 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	Destinations Alliance Association Lunch	Comments	Cost CHF 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	Moulden Marketing Destination Showcase February	Comments	Cost CHF 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	<p>The Meetings Space Summer</p> <p>This event only takes place live, there is no virtual alternative.</p> <p>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.</p>	Comments	Cost CHF 4'800
08/01/2023 – 08/31/2023	<p>Moulden Marketing Destination Showcase August</p> <p>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.</p>	Comments	Cost CHF 750
01/01/2023 – 12/31/2023	<p>Virtual Sales Roadshow</p> <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>	Comments	Cost CHF 1'500
01/01/2023 – 12/31/2023	<p>Fam trip with MICE buyers</p> <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>	Comments	Cost CHF 2'000
10/01/2023 – 12/31/2023	<p>SCIB Networking Event in Manchester</p> <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>	Comments	Cost CHF 2'000
			Costs based on a shared table with another Swiss partner or SCIB UK. Costs higher for a single table.
			Costs based on a shared table with another Swiss partner or SCIB UK. Costs higher for a single table.
			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.
			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.
			Costs based on 5 Swiss partners attending, costs will be higher if less than 5 Swiss partners register. Subpartners possible.

02/01/2023 – 12/31/2023	M&IT Awards	Comments	Cost CHF 0
	<p>The M&IT Awards is the UK MICE industry's biggest and most prestigious recognition event. It is organised by Meetings & 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&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	Switzerland Retreat	Comments	Cost CHF 3'000
	<p>This event is the alterantive 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	Sales Calls Roadshow (physical)	Comments	Cost CHF 4'000
	<p>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.</p>		<p>Costs based on 3 Swiss partners or 2 Swiss partners plus SCIB UK. Costs higher for only 2 partners (CHF 6000). Subpartners possible.</p>
01/01/2023 – 12/31/2023	Exclusive Switzerland Association Event	Comments	Cost CHF 2'500
	<p>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 assoation tbd.</p>		<p>Costs based on 5 Swiss partners participating. Costs higher for fewer Swiss partners. Max. 5 partners possible. Not open to Subpartners.</p>