



Switzerland.

MarketingActivities SCIB

SCIB Planning 2024 China

10/14/2024 – 11/01/2024	Roadshow and sales calls in Beijing, Shanghai and Guangzhou. One week call in China. The final date will be updated by early of 2024. Combination of: - Indoors visits to agencies; - Internal training of agencies; - Afternoon tea gatherings in Beijing and Shanghai. SCIB provides offline & online participations. Onsite version: Full participation onsite. Online version: ONLY participate in two afternoon tea gatherings (Beijing & Shanghai), pre-recording presentation with ca. 10-15 mins and livestream with onsite agencies for Q&A and interactive communications with all online participants ca. 10 - 15 mins.	Comments The final date will be informed in the beginning of 2024.	Cost CHF 500 Option 1: Online participation fee: 500CHF per time, only accept max. 3 online allotment. ONLY participate in two afternoon tea gatherings (Beijing & Shanghai), pre-recording presentation with ca. 10-15 mins and livestream with onsite agencies for Q&A and interactive communications with all online participants ca. 10 - 15 mins. Option 2: 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.
09/01/2024 – 10/31/2024	Study trip for agencies in cooperation with one hotel group - Jointly worked with one hotel group for study trip in Switzerland. - Planned invite 8 -10 MICE agencies from China + 1 SCIB escort + 1 hotel escort. - Destination tbc.	Comments	Cost CHF 0 Landing arrangement.
11/16/2024 – 12/10/2024	IBTM Barcelona including Pre or Post tour to Switzerland - Participation of a SCIB team member to IBTM in Barcelona; - Post tour to Switzerland in cooperation with one hotel group or agency with 8-10 chinese clients; - Destinations: TBC. IBTM date is tbc.	Comments	Cost CHF 0 Landing arrangement.

10/27/2024 – 11/04/2024	Educational theme weekend event for corporate with one agency and one partner.	Comments	Cost CHF 3'000
	<p>Together with one agency, SCIB will invite 8-10 corporate clients with potential for Switzerland to a weekend.</p> <p>Programm:</p> <ul style="list-style-type: none"> - Educational: presentations about Switzerland as an incentive destination towards the destination of partner; - Networking lunches and dinners with the clients. - Date and city could be discussed. Currently, the date will be connected with SCIB sales call tour in Autumn. 		<p>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.</p>
01/01/2024 – 12/31/2024	WeChat Mini App MICE Guide	Comments	Cost CHF 500
	<ul style="list-style-type: none"> - Newly released digital MICE brochure focused on China market since 2024. - Based on WeChat platform and usage friendly for MICE agencies, end-consumers and DMCs. - Integrated the records of Webinar trainings which after video editing (e.g. with necessary Chinese subtitles and optimization. Each record: ca. 10 - 15 mins.) - Registration entrances for Online or offline MICE event in China. 	<p>The communication will be kicked off since end of 2023 for the content preparation.</p>	<ul style="list-style-type: none"> - Each uploaded webinar training video: 500 CHF, incl. post production fee and translation fee if necessary. Suggestion: each video 10 -15 mins, not too big and with some specific focus and MICE news for 2024. - The booking has to be under destination. Content could be discussed.
05/01/2024 – 05/31/2024	IMEX Frankfurt incl. Pre Convention tour with hotel group	Comments	Cost CHF 0
	<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"> - Pre or Post Tour with one hosted buyer group. - Destinations tbc 		<p>Landing operation.</p>
01/01/2024 – 12/31/2024	Media coverage	Comments	Cost CHF 0
	<p>Advertorial for MICE in Switzerland on</p> <ul style="list-style-type: none"> - News Papers - MICE Related magazines <p>Intergrate with partners in the content and providing advertisement space in the supplement for each participating partners</p>		
01/01/2024 – 12/31/2024	Marketing Destination Wedding	Comments	Cost CHF 0
	<p>Development of China (concentration on Beijing, Shanghai, Guangzhou/Shenzhen, Chengdu, Hong Kong and Taipei) as main market for Wedding destination. The focus will be on the following activities:</p> <ul style="list-style-type: none"> - Handling of requests for proposals and database management - Sales calls travel agencies or wedding planners. - Integration of Wedding content in the leisure WeChat and other social media channels. - Destination wedding planner event, introduction of swiss locations and wedding ideas in selectec cities in China. 		<p>Upon request.</p>