



Switzerland.

MarketingActivities SCIB

SCIB Planning 2024 Germany

01/01/2024 – 12/31/2024	SCIB: KAM: Sales Calls Germany 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. Possibly informal lunches and dinners instead of pure Sales Calls or a combination of it.	Comments Dates, locations and formats will be defined in September.	Cost CHF 3'300 Participation to the sales calls, networking lunches, dinners.
01/01/2024 – 12/31/2024	SCIB: KAM: Advertorial on „MICE Club“ 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. Newsletter recipients: 25.000 addresses (67% planners/33% suppliers) Social media: a total of 40.000 contacts & followers (via LinkedIn, Facebook, Twitter and Xing) 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.	Comments Further marketing measures are possible with this partner on request during the year.	Cost CHF 1'000
01/01/2024 – 12/31/2024	SCIB: KMM: Advertorial in „tw tagungswirtschaft“ 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. In total 4 magazines per year.	Comments Further marketing activities are possible with this partner on request during the year. 4 Amagazines per year (15. March, 17. May, 06. September, 22. November) Different ad formats possible. https://emag.tw-media.com/tw-mediadaten-de-2023/emag-anzeigenformate	Cost CHF 3'000 Different ad formats possible. https://emag.tw-media.com/tw-mediadaten-de-2023/emag-anzeigenformate

01/01/2024 – 12/31/2024	<p>SCIB: KMM: Advertorial in „tw tagungswirtschaft“ newsletter</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 - 29%.</p>	<p>Comments</p> <p>Further marketing measures are possible with this partner on request during the year.</p> <p>Example: https://bit.ly/3LSH56X</p> <p>Stand-Alone Newsletter (10.000 recipients) CHF 6.500</p> <p>Example: https://bit.ly/3fk9TsD</p>	<p>Cost CHF</p> <p>1'350</p> <p>Further marketing measures are possible with this partner on request during the year.</p>
01/01/2024 – 12/31/2024	<p>SCIB: KMM: Advertorial in „cim“ magazine</p> <p>CIM - Conference & 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.</p> <p>CIM is published four times a year. Print edition: 19.000 Digital views: 4.500</p>	<p>Comments</p> <p>Different ad formats possible: 1/3 page = CHF 3.500 1 page = CHF 6.800 2 advertorials = from CHF 4.100 up to CHF 7.100 (special offer).</p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>	<p>Cost CHF</p> <p>3'500</p> <p>Different ad formats possible: 1/3 page = CHF 3.500 1 page = CHF 6.800 2 advertorials = from CHF 4.100 up to CHF 7.100 (special offer).</p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>
01/01/2024 – 12/31/2024	<p>SCIB: KMM: Advertorial in „BlachReport“</p> <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.</p> <p>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.</p> <p>Distribution: 3.000 copies</p>	<p>Comments</p> <p>Different ad formats possible: 1/3 page = CHF 500 1 page = CHF 1.100</p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>	<p>Cost CHF</p> <p>500</p> <p>Different ad formats possible: 1/3 page = CHF 500 1 page = CHF 1.100</p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>
01/01/2024 – 12/31/2024	<p>SCIB: KAM: Advertorials „MICEboard“</p> <p>MICEboard is a community for German-speaking event planners who have in common that they regularly organise events outside Germany.</p> <p>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.</p>	<p>Comments</p> <p>Package options: 1 advertorial = CHF 1.000 3 advertorials = CHF 3.000 5 advertorial = CHF 5.000 7 advertorials = CHF 7.000</p> <p>MICE Newsroom = CHF 18.000</p>	<p>Cost CHF</p> <p>1'000</p> <p>Package options: 1 advertorial = CHF 1.000 3 advertorials = CHF 3.000 5 advertorial = CHF 5.000 7 advertorials = CHF 7.000</p> <p>MICE Newsroom = CHF 18.000</p> <p>Open to SCIB partners and subpartners.</p>

MarketingActivities SCIB – – GERMANY

01/01/2024 – 12/31/2024	SCIB: KAM: „Exclusive“ Sales Calls Germany	Comments	Cost CHF
	<p>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. Possibly informal lunches and dinners instead of pure Sales Calls or a combination of it.</p>	<p>Dates, locations and formats will be defined in September.</p>	7'500
			<p>Participation to the sales calls, networking lunches, dinners.</p>
01/01/2024 – 12/31/2024	SCIB: KAM: B2B-Event 3rd Parties: „Illerhaus Marketing“ Branchentreff	Comments	Cost CHF
	<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).</p> <p>Preparation and follow-up by Illerhaus, this includes: Press releases in the German trade press (online & print), PREGAS Special offer newsletter.</p>	<p>Dates and Locations 2024: Hamburg - 01. Februar 2024 MICE Boat Show NRW - 24. - 26.3.2024 Starnberg: 18.7.2024 Schweiz: Oktober 2024? Around Stuttgart - Oktober/November 2024</p> <p>MICE industry meeting (ship events): CHF 3.000 (per location) MICE boat show NRW: „TBA“ Networking Lounge: CHF 2.500 (per location)</p> <p>Open to SCIB partners and sub-partners.</p>	<p>2'500</p> <p>MICE industry meeting (ship events): CHF 3.000 (per location) MICE boat show NRW: „TBA“ Networking Lounge: CHF 2.500 (per location)</p> <p>Open to SCIB partners and sub-partners.</p>
10/14/2024 – 10/31/2024	SCIB: KAM: Study trip with „Illerhaus Marketing“	Comments	Cost CHF
	<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.</p> <p>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&B, shuttles) are covered by the destination in addition to the participation fee.</p> <p>The travel costs (arrival and departure with Deutsche Bahn as well as the Swiss Travel Pass) will be covered by SCIB.</p> <p>Date and location are „TBA“.</p>	<p>Re-financing through participant fees is possible (e. g. Illerhaus can charge the participants 98 CHF each, so that in the end you have 1.470 CHF with 15 participants and these are then deducted from the total costs.</p>	<p>7'750</p> <p>Re-financing through participant fees is possible.</p>
01/01/2024 – 12/31/2024	SCIB: KAM: Study trip „Discover Switzerland“	Comments	Cost CHF
	<p>Organization of a study trip to discover Switzerland as a MICE-destination. It would be ideal to combine a city and mountain destination close to the city.</p> <p>Participation of 8-10 meeting planner from Germany for a duration of 3 - 4 days (2/3 nights). 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).</p>	<p>Partners cover the costs for land arrangement. Flights and Swiss Travel Pass will be paid and organized by SCIB.</p> <p>Date and location are „TBA“.</p>	<p>0</p> <p>Organisation of complete land program.</p>
01/01/2024 – 12/31/2024	SCIB: KAM: Networking Event	Comments	Cost CHF
	<p>Organization of a networking event in Gemany. Meeting planners from German agencies, corporate accounts and associations will be invited (30 persons).</p>	<p>Date and location are „TBA“. Could be an cooking (Kitchen Party) or tasting event. Keynote and workshops maybe possible.</p>	<p>2'000</p> <p>Participation and Presentation at the Networking Event.</p>

01/01/2024 – 12/31/2024	<p>SCIB: KAM: B2B-Event 3rd Parties: „loop“ MICE</p> <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!</p>	<p>Comments</p> <p>LOOP SPRING Losinj Hotels & Resorts, Croatia MICE April 11 – 14, 2024 – 6.500 CHF</p> <p>LOOP AUTUMN Grand Hotel Stockholm, Sweden MICE October 31 – November 04, 2024 - 6.500 CHF</p>	<p>Cost CHF</p> <p>6'500</p> <p>Costs per Event</p>
01/01/2024 – 12/31/2024	<p>SCIB: KAM: B2B-Event 3rd Parties: „MEET GERMANY“ SUMMITS</p> <p>As the largest B2B network in the German-speaking region, the MEET GERMANY community bundles synergies with an event focus.</p> <p>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 2024 not yet determined).</p> <p>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>Comments</p> <p>Prices: small CHF 2.300 / medium CHF 3.500 / large CHF 6.500</p> <p>Dates & Locatios: 13.-14.03. Bavaria 24.-25.04. Berlin 04.-05.09. Rhein-Main 06.-07.11. NRW</p> <p>Open to SCIB partners and sub-partners.</p>	<p>Cost CHF</p> <p>2'300</p> <p>Prices: small CHF 2.300 / medium CHF 3.500 / large CHF 6.500</p> <p>Dates & Locatios: 13.-14.03. Bavaria 24.-25.04. Berlin 04.-05.09. Rhein-Main 06.-07.11. NRW</p> <p>Open to SCIB partners and sub-partners.</p>
01/01/2024 – 12/31/2024	<p>SCIB: KAM: presentation on „fiylo“</p> <p>fiylo“ stands for “find your location” and is Germany’s leading search portal for special event spaces. The sales network comprises a network of 30.000 event planners throughout Germany. Presentation on website „fiylo“.</p> <p>At fiylo event planners can find the most exclusive event locations and top service providers. Fiylo brings searchers and providers together quickly and easily in a direct way. Placement in search results according to alphabetical ranking inclusive all matching occasions and inclusive contribution in the newsletter "New at fiylo".</p>	<p>Comments</p> <p>Costs: CHF 2.000 per property (hotel/event location) - special conditions (normally price is CHF 4.000 per venue)</p> <p>Transfer of activities to sub- partners (locations, hotels etc.) possible, the lead is the responsibility of the region/destination.</p> <p>Open to SCIB partners and sub-partners.</p>	<p>Cost CHF</p> <p>2'000</p> <p>Costs: CHF 2.000 per property (hotel/event location) - special conditions (normally price is CHF 4.000 per venue)</p> <p>Transfer of activities to sub- partners (locations, hotels etc.) possible, the lead is the responsibility of the region/destination</p> <p>Open to SCIB partners and sub-partners.</p>
01/01/2024 – 12/31/2024	<p>SCIB: KAM: „MEET GERMANY“ newsletter</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 . contacts. 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>Comments</p> <p>Further marketing activities also possible during the year. Costs 2024 „TBA“.</p>	<p>Cost CHF</p> <p>1'000</p>

01/01/2024 – 12/31/2024	<p>SCIB: KAM: „MEET EUROPE“ in Switzerland</p> <p>After the successful staging of Meet Europe in Zurich (2021) and in St. Gallen (2022), this format could be held again in 2024/2025.</p> <p>The concept of previous years is adopted. The event starts on the 1st day with a comprehensive networking evening where buyers meet suppliers. On the 2nd day, the focus is on the hosting destination and its supporting programs/activities. On Day 3 there are three optional post tours to choose from.</p> <p>A new host destination is being sought and, depending on interest, two other destinations for the Post tours.</p> <p>The topic in 2024 should continue to be sustainability.</p> <p>Target groups 70 planners on day 1 & 2 35 planners on the post tours 2/3 from Germany/Austria/possibly. Europe 1/3 from Switzerland Focus: Corporates & Agencies</p>	<p>Comments</p> <p>Possible Dates: 18. - 20.06.2024 02. - 04.07.2024 24. - 26.09.2024</p> <p>The hosted destination is welcome to specify alternative dates.</p> <p>There are various participation packages to book depending on the number of participants per destination:</p> <p>Package 1: Participation only on the network evening CHF 2.700.</p> <p>Package 2: Participation on the network evening plus a whole day on Destination Day (2nd day) CHF 3.500.</p> <p>Package 3: Special price for 3 participants from one destination on the network evening and 1 person on the destination day CHF 7.600.</p> <p>Package 4: Special price for 5 participants from one destination on the network evening and 2 participants on the destination day CHF 12.900.</p> <p>Arrival and hotel accommodation must be paid for separately.</p>	<p>Cost CHF</p> <p>2'700</p> <p>There are various participation packages to book depending on the number of participants per destination:</p> <p>Package 1: Participation only on the network evening CHF 2.700.</p> <p>Package 2: Participation on the network evening plus a whole day on Destination Day (2nd day) CHF 3.500.</p> <p>Package 3: Special price for 3 participants from one destination on the network evening and 1 person on the destination day CHF 7.600.</p> <p>Package 4: Special price for 5 participants from one destination on the network evening and 2 participants on the destination day CHF 12.900.</p> <p>Arrival and hotel accommodation must be paid for separately.</p> <p>Arrival and hotel accommodation must be paid for separately.</p>
10/14/2024 – 10/31/2024	<p>SCIB: KAM: MICE Networking-Event „Illerhaus Marketing“</p> <p>For 22 years we have been focusing on successful networking under professional conditions. Illerhaus Marketing events always take place in extraordinary destinations and offer both exhibitors and event planners a proven platform for establishing and expanding sustainable business contacts.</p> <p>The suppliers receive a transparent calculation and do not have to fear extra costs for marketing packages or extended presentation times. They receive the contact details of the planners before the event so that they can better prepare for the talks. And the visitors benefit from new, compact and topic-related information and personal conversations in extraordinary locations.</p>	<p>Comments</p> <p>The date should be mid to late October. The Event could take place on a boat or maybe over the top on a peak.</p> <p>The event can be combined with a subsequent FamTrip (extra costs). Several FamTrips to different nearby destinations would also be possible.</p> <p>approx. 20 - 60 qualified buyer depending on format approx. 10 - 30 suppliers depending on format</p> <p>Costs: CHF 5.100</p> <p>Open to SCIB partners and sub-partners.</p>	<p>Cost CHF</p> <p>5'100</p> <p>You offer: Exhibition space (size per format), Furniture, Technology Staff, Decoration, F&B, Location visit if necessary.</p> <p>Open to SCIB partners and sub-partners.</p>

01/01/2024 – 12/31/2024	<p>SCIB: KMM: Digital Storytelling in „tw tagungswirtschaft“</p> <p>"tw tagungswirtschaft" 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 Premium Digital-Advertorial consists of a prominently placed stage on our website www.tw-media.com and a corresponding article page.</p> <p>The use of our website with an average of 17.500 Pls per month (approx. 11.500 unique users) as well as the use of our newsletter twweekly with a reach of approx. 15.000 recipients and parallel payout on our social media channels with correspondingly long runtimes result in an impressive house number in terms of reach. Additional conversion is generated via an advertising banner.</p> <p>The content on the website is not deleted but can still be accessed years later.</p>	<p>Comments</p> <p>Duration: 1 month, website 4 weeks, 4x payout in the twweekly newsletter, 4 weeks advertising banner alternating on www.tw-media.com as well as 1x postings on twitter, facebook and linkedin within 4 weeks.</p> <p>Example: https://www.tw-media.com/news/dubai-als-meeting-destination-dubai-als-meeting-destination-132112</p>	<p>Cost CHF</p> <p>8'500</p>
01/01/2024 – 12/31/2024	<p>SCIB: KMM: SocialSix „tw tagungswirtschaft“</p> <p>Student project group set up by Kerstin Wunsch, editor-in-chief of tw tagungswirtschaft, and Michelle Caroline Speth, lecturer in the Event Management and Technology course at the THM in Gießen, in 2017 as part of the BOE.</p> <p>Students and graduates look at events and event-related topics of today from the perspective of future event planners (and visitors) and report specifically on them both online and offline for tw tagungswirtschaft.</p> <p>For real-time communication, the social media channels of the respective client as well as the channels of tw tagungswirtschaft (facebook, twitter, linkedin and instagram) are used.</p> <p>In other words, during the assignment, the social six should be given temporary partial access to your social media channels in order to be able to post authentically in real time.</p>	<p>Comments</p> <p>Cost* includes 2 social six delegates to spend 1 day at an event live on location or to scrutinise a selected city and its MICE and Leisure offers, thus taking over the entire social media live communication. Creation of an editorial plan, interviews, videos, subsequent editorial contribution, which is additionally played out on all our platforms and channels.</p> <p>*Additional payment of hotel costs and travel expenses from the client.</p> <p>In view of the distance - the Social Six usually travel from Gießen - an overnight stay should be planned for the evening before.</p> <p>If you have planned a stay of several days, we will charge CHF 2.400 net for the second and each subsequent day for the deployment of 2 Social Six delegates.</p> <p>Could be a good idea to present various destinations in Switzerland. Especially the unknown and could be a part of the topic „Bleisure“.</p>	<p>Cost CHF</p> <p>4'000</p>
04/18/2024 – 04/20/2024	<p>SCIB: KAM: B2B-Event 3rd Parties: „MICE Peak“ (MICEboard)</p> <p>The "MICE BOAT" format went ashore for the first time in 2016 and returned as "MICE PEAK".</p> <p>55 buyers: 65% Germany, 30% Switzerland, 5% Austria 32 Exhibitors: 50% from Switzerland & 50% International Format: Workshop with face to face meetings & networking</p>	<p>Comments</p> <p>Destination & Date: Posen/ Poland: 18. - 20.04.2024</p> <p>Open to SCIB partners and sub-partners.</p>	<p>Cost CHF</p> <p>7'050</p> <p>Open to SCIB partners and sub-partners.</p>

06/11/2024 – 06/12/2024	<p>SCIB: KAM: B2B-Event 3rd Parties: „MICE by Melody“ (MICEboard)</p> <p>Participation in various B2B industry and trade events as a representative of the SCIB partners. MICE by Melody" is an industry networking event series where event decision-makers regularly meet and exchange ideas. 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 on the latest MICE products, offers, innovations and news. - approx. 30-35 event planners from agencies, companies and associations per evening - Format: pure networking event; approx. 18:00-22:00</p>	<p>Comments</p> <p>Destinations & Dates: Düsseldorf: 11.06.2024 Munich. 12.06.2024</p> <p>Open to SCIB partners and sub-partners.</p>	<p>Cost CHF</p> <p>2'350</p> <p>Open to SCIB partners and sub-partners</p>
09/01/2024 – 10/31/2024	<p>SCIB: KAM: B2B-Event 3rd Parties: „GREEN MILE“ (MICEboard)</p> <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. 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. The MICE Peak, which has existed in the past, will be integrated into the Green Mile in 2023.</p>	<p>Comments</p> <p>Location and Date tba.</p> <p>Open to SCIB partners and sub-partners.</p> <p>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...)</p>	<p>Cost CHF</p> <p>7'050</p> <p>Open to SCIB partners and sub-partners.</p>

01/01/2024 –
12/31/2024

SCIB: KMM: Blog-Posting with „The MICE Blog“

The MICE Blog, managed by Irina Graf, caters to key audiences including event agencies, in-house event planners and associations. Its primary demographic consists of event planners aged 25 to 34, along with influential decision makers in the industry. Irina actively engages with her audience by sharing daily updates on LinkedIn, Twitter and Instagram. She also facilitates community-led conversations through interactive digital content, including LinkedIn audio events and live streams. The target audience of The MICE Blog extends to the UK and Germany, reaching over 20.000 event professionals across her social media channels, blog readership and newsletter.

Comments

Individual hotel stay (2-3 days) = CHF 3.000
Includes: 5 posts shared on each platform (LinkedIn, Instagram, and Twitter) over approximately 3 months, or until all hotel features have been featured, and 2 social media posts featuring the destination.

FamTrip (3-4 days) = CHF 6.000
Includes: a blog post (5K words for SEO purposes), a total of approximately 15 posts will be shared on each platform (LinkedIn, Instagram, and Twitter) over approximately 3 months or until all partners have been featured.

Tailored social media campaign to destination = starting from CHF 10.000

Individual visit and coverage. Suitable for focusing on a specific message (e.g., highlighting a business cluster, sustainability focus, creating content for destinations' own channels and giving content rights)

Social media channels:
LinkedIn: Irina Graf
Instagram: @themiceblog
Twitter: @themiceblog
Blog: www.themiceblog.com

Open to SCIB partners and sub-partners.

Cost CHF

3'000

Individual hotel stay (2-3 days) = CHF 3.000
Includes: 5 posts shared on each platform (LinkedIn, Instagram, and Twitter) over approximately 3 months, or until all hotel features have been featured, and 2 social media posts featuring the destination.

FamTrip (3-4 days) = CHF 6.000
Includes: a blog post (5K words for SEO purposes), a total of approximately 15 posts will be shared on each platform (LinkedIn, Instagram, and Twitter) over approximately 3 months or until all partners have been featured.

Tailored social media campaign to destination = starting from CHF 10.000

Individual visit and coverage. Suitable for focusing on a specific message (e.g., highlighting a business cluster, sustainability focus, creating content for destinations' own channels and giving content rights)

Social media channels:
LinkedIn: Irina Graf
Instagram: @themiceblog
Twitter: @themiceblog
Blog: www.themiceblog.com

Open to SCIB partners and sub-partners.