



Switzerland.

MarketingActivities SCIB

SCIB Planning 2024 India

07/01/2024 –
08/15/2024

SCIB: 10th Annual MICE India & Luxury Travel Congress (MILT) in Mumbai + 1 more city... like Delhi / Bangalore

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.

-The agenda, offers good insights on the Indian MICE and travel market through various keynotes, panel discussions and round table sessions.

- 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.

- The organisers invite top Indian corporate companies, who have been handpicked on the basis of their budgets and decision making abilities.

Comments

This year it was held in Goa.

SCIB India took part in 2 other event in Mumbai & Delhi.

We will decide on next years participation after getting a feedback of 2023 event in Goa

Cost CHF

6'000

- 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

- Sharing the table with a partner (no individual branding and the meetings /appointments will be shared): CHF 3'500 per city per partner

- Clubbed special offer:
Sharing table at MILT Congress (single city) plus Sales call package in 3 cities (pre & post MILT) CHF 10'500

IMP: Overseas flights, intercity fights and hotel overnights are on your own budget.

Transfers within city are included in the cost, only if taking the sales call package.

05/14/2024 –
05/16/2024

SCIB: IMEX incl. Pre - or Post tour to Switzerland.

Comments

Cost CHF

0

The meeting / incentive planners from MICE agencies & Corporate companies will be attending IMEX in Frankfurt as hosted buyers. SCIB will organise a Pre or Post IMEX study trip to Switzerland.

Looking at having approx. 8 to 10 Indian buyers.

- If possible will try to work jointly with a hotel chain having a GSO in India and who have hotels in Switzerland.

- The hotel overnights will be hosted by the hotel chain & interested Swiss partners will organise the land / ground arrangements.

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01/01/2024 – 12/31/2024	SCIB: Site inspections.	Comments	Cost CHF 0
	<p>To assist and support Corporate companies with organising site inspections, whenever necessary and relevant.</p> <p>Assistance is provided in form of either offering Swiss Travel Passes, a local contact, a local program including hotels for 1 to 2 overnights, including liaising with both SCIB HQ and Swiss partners.</p>		
02/01/2024 – 12/15/2024	SCIB: Corporate Educational Trip.	Comments	Cost CHF 0
	<p>SCIB India will work jointly with a reputed MICE agency or SWISS.</p> <p>Will identify the best corporate clients pan India, jointly with the MICE agency or SWISS for an educational trip to Switzerland.</p> <p>A very good medium to showcase the destination directly to the end clients who plan & influence Incentive travel for their organisations.</p> <p>Between 8 to 10 pax to be part of the educational trip</p>	<p>Dates to be defined by Jan 2024</p>	
01/19/2024 – 01/19/2024	SCIB: MICE Travel Mart /Optimice Event in Delhi.	Comments	Cost CHF 800
	<p>The event is one-on-one meetings with Corporate Travel planners. Travel decision-makers from various Corporate Houses, Wedding Planners, and Event Planners are pre-identified for the MICE groups and business travel,</p> <p>The appointments are face to face and they will take place in the unique 'Reverse MarketPlace' meeting room. The Reverse MarketPlace is a unique set up for interaction as the Buyers sit for a dedicated two hours while the exhibitors move from table to table meeting their important MICE Buyers.</p> <p>The first Reverse Market Place Session will cover 2 hours with 30 pre-qualified Corporate Buyers from across India. The second session will take place with a different set of 30 pre-qualified Corporate Buyers from the city it is being held. These sessions will give exhibitors the chance to meet with corporate decision-makers and discuss MICE travel options.</p> <p>IMPORTANT: Recommend this activity to Swiss Partners only if joining for Pre or Post sales activity</p>		
01/19/2024 – 11/30/2024	SCIB: Individual Sales Activity plan for partners.	Comments	Cost CHF 4'000
	<p>SCIB will plan 5 day sales activity (workshop/sales call/ presentation) for Swiss partners.</p> <p>Three cities part of the sales activity. Flexible to make it tailor-made according to the wishes of the Swiss partner.</p> <p>There is a possibility to combine it with Pre / Post MTM Optimice event or MILT event or combine it with your business trip for ST Inida Leisure activities.</p> <p>The sales trip can be organised in a combination of Region along with hotel /attraction.</p>		

06/01/2024 – 06/30/2024	SCIB: MICE Travel Mart /Optimice Event in Mumbai.	Comments	Cost CHF 800
	<p>The event is one-on-one meetings with Corporate Travel planners. Travel decision-makers from various Corporate Houses, Wedding Planners, and Event Planners are pre-identified for the MICE groups and business travel,</p>		
	<p>The appointments are face to face and they will take place in the unique 'Reverse MarketPlace' meeting room. The Reverse MarketPlace is a unique set up for interaction as the Buyers sit for a dedicated two hours while the exhibitors move from table to table meeting their important MICE Buyers.</p>		
	<p>The first Reverse Market Place Session will cover 2 hours with 30 pre-qualified Corporate Buyers from across India. The second session will take place with a different set of 30 pre-qualified Corporate Buyers from the city it is being held. These sessions will give exhibitors the chance to meet with corporate decision-makers and discuss MICE travel options.</p>		
	<p>IMPORTANT: Recommend this activity to Swiss Partners only if joining for Pre or Post sales activity</p>		
01/01/2024 – 11/30/2024	SCIB: Print Advertisements & Advertorials.	Comments	Cost CHF 1'000
	<p>Advertisements & Advertorials in relevant travel trade publications in India.</p>		
11/05/2024 – 12/05/2024	SCIB: Pre / Post tour from IBTM World Barcelona.	Comments	Cost CHF 0
	<p>International trade show with participation of meeting planners worldwide. Active participation at the SCIB booth.</p>		
	<p>SCIB India will try to organize a pre IBTM study trip to Switzerland in cooperation with an existing 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>		
11/15/2024 – 12/23/2024	SCIB: Networking Event with Corporate clients.	Comments	Cost CHF 0
	<p>8 to 10 top Corporate clients will be identified on the basis of the business generated to Switzerland or potential to generate business.</p>		
	<p>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 & to say thank you for the business.</p>		
	<p>Region: Mumbai, Delhi, Bangalore and Kolkata</p>		

07/01/2024 – 07/30/2024	SCIB: 11th Annual MICE India & Luxury Travel Congress (MILT). (City TBA)	Comments	Cost CHF 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> <p>-The agenda, offers good insights on the Indian MICE and travel market through various keynotes, panel discussions and round table sessions.</p> <p>- 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.</p> <p>- The organisers invite top Indian corporate companies, who have been handpicked on the basis of their budgets and decision making abilities.</p>		<p>- Single table in one city with individual branding, and individual meetings/ appointments: CHF 6'000. If the Swiss partner wishes an additional person (extra representative) on his/her table the cost is CHF 995</p> <p>- Sharing the table with a partner (no individual branding and the meetings /appointments will be shared): CHF 3'500 per city per partner</p> <p>- Clubbed special offer: Sharing table at MILT Congress (One city & single table) plus Sales call package in 3 cities (pre & post MILT) CHF 9'500</p> <p>- Clubbed special offer: Sharing table at MILT Congress (One city & sharing table) plus Sales call package in 3 cities (pre & post MILT) CHF 7'500</p> <p>IMP: Overseas flights, intercity fights and hotel overnights are on your own budget. Transfers within city are included in the cost, only if taking the sales call package.</p>
03/01/2024 – 08/31/2024	<p>SCIB: Travel Wedding Show 2024. (city...TBA).</p> <p>Over a course of these Two days, they intend to bring together top 100 wedding planners from India under one roof.</p> <p>By invitation only. Besides the 1 to 1 meetings with the buyers, there will be various keynote speakers, panel discussions.</p> <p>IMPORTANT: Recommend this activity to Swiss Partners only if joining for Pre or Post sales activity.</p>	<p>Comments Dates and city to be advised by mid February 2024</p>	<p>Cost CHF 1'000</p> <p>The fee of CHF1000 is for shared table with SCIB.</p> <p>If a separate tabel is needed it will cost CHF2500.</p>
11/01/2024 – 12/15/2024	<p>SCIB: Educational Award Event / off site for Best MICE agencies.</p> <p>Top 6 to 8 MICE agencies selling Switzerland from January to October 2024 will be identified for a weekend trip to an offbeat location within India.</p>	<p>Comments</p>	<p>Cost CHF 800</p> <p>Passive participation from Swiss partner. Possibility to showcase the product / destination live We will build activities in the program for participating partners</p>

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10/01/2024 – 11/15/2024	SCIB: Sales call to DMC's.	Comments	Cost CHF 0
	In cooperation with SCIB London, SCIB India will visit the main accounts in London that are active on the Indian market to have educational session with the staff.		
01/01/2024 – 11/30/2024	SCIB: Sales Calls/In-house Product Training to MICE agencies.	Comments	Cost CHF 0
	Sales visits and in-house trainings to qualified contacts to present the various possibilites of Switzerand as a MICE destination. Besides the main metro cities, SCIB will also target smaller cities.		
01/01/2024 – 11/30/2024	SCIB: Corporate sales call.	Comments	Cost CHF 0
	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.		
01/01/2024 – 12/31/2024	SCIB: E-newsletters.	Comments	Cost CHF 500
	E-newsletters sent out to the Indian MICE database with approximatly 500 clients Register and we coordinate a Mono-Destination Newsletter with 4-6 Topic Boxes or News. Max 6 destinations can register		
02/01/2024 – 11/30/2024	SCIB: Intergration of MICE clients in the STE (Leisure) India.	Comments	Cost CHF 0
	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. IMPORTANT: Interested Swiss Partners can join for Post sales activity. For joining the fee will be the cost of sales call package		For the post STE sales activity, the cost is CHF 4000. SCIB will plan 5 day sales activity (workshop/sales call/ presentation) for Swiss partners. Three cities part of the sales activity. Flexible to make it tailormade according to the wishes of the Swiss partner.