



Switzerland.

MarketingActivities SCIB

SCIB Planning 2024 Multiple Markets/Switzerland/Weddings

01/01/2024 – 12/31/2024	Association Marketing: Association Event 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, LMC, Lucerne, St. Gallen, Zurich	Comments Destination, format & topic to be confirmed. New concept of event is being developed and shared with all Association Package Partners.	Cost CHF 0 Participation for SCIB association package partners only.
04/07/2024 – 04/09/2024	Events Club Associations Forum, Valencia Europe Congress (EC) specializes in organizing top quality MICE business forums facilitating suppliers and buyers from the worldwide meeting and event industry to meet face-to-face. Events Club Forum Associations is a first of a kind MICE event where destinations, congress venues, and large conference hotels meet with qualified international Associations and PCOs to spark large-scale congresses. It is an event where you meet invited professionals only, the event where you gain within just 2, 5 days, most valuable business contacts.	Comments <ul style="list-style-type: none">- Date: 7-9 April 2024- Destination: Valencia, Spain- Boutique B2B event concept- Prescheduled and match-made 1-2-1 meetings- 45-50 Association buyers	Cost CHF 3'825 Shared Package Participation: EUR 3825 / 1 representative Full Package Participation: EUR 6800 / 1 representative Additional participant: EUR 500 Rates excl. VAT, incl. 15% member discount. Travel and hotel accommodation need to be paid extra. Registration for SCIB association package partners only. Registration process already done.

09/02/2024 – 10/27/2024	Destination Wedding: Educational Trip Autumn 2024	Comments	Cost CHF 0
	<p>International study trip on invitation only for luxury wedding planners with potential for Europe from the main markets including North America, GCC, Brazil, India, China and SEA.</p> <p>Visits of special venues for weddings, as well as activities suitable for pre & post wedding programme</p> <p>5* accommodation hosting is needed from destination partners, as well as exclusive venue visit and activity suggestions.</p> <p>In general, the wedding group would travel on trains and public transport during the trip. For some specific routes, private transfer will be needed and cost is requested to be covered by destination / hosts.</p> <p>Current plan: 5-day tour in September or October (during weekdays) with 4 overnights. Combining city, lake, mountain and local activities</p>		Local hosting and logistics, as well as private transfers for certain routes. 5* hotel accommodation is needed for this study tour
05/10/2024 – 05/13/2024	Pre-Tour IMEX Study Tour 2024	Comments	Cost CHF 0
	<p>Cooperation with existing hosted buyer groups from hotel chains, to host a PreTour in Switzerland from multiple markets. The clients will come from India, SEA, China and watchlist markets.</p> <p>In past years, IMEX hosted buyers would arrived Switzerland 3-4 days prior to the show for the pre-tour. Train from Zurich or Basel to Frankfurt</p> <p>Number of clients expected: 30 pax. tbc</p> <p>Current plan for 2024: 3 x delegations (India, SEA, China) with 10 pax each. SCIB Market managers to negotiate with hotel chain local representatoves and get accommodation hosted if possible.</p>		Hosting destinations to provide logistics, meals and local activities. Accommodation is likely to be supported by hotel chains
04/18/2024 – 04/22/2024	9th Asia Trophy 2024 (19 - 21 April in Geneva, Lausanne, Glacier 3000)	Comments	Cost CHF 3'000
	<p>Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.</p> <p>Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.</p> <p>Possibility for one representative per Asia Partner to participate in the teams throughout the program. Cost: 3'000. Participation to the workshop for additional persons possible. Cosst CHF 1'000 per person participating.</p>	<p>Bidding was opened to all SCIB partners with Asian Package in May 2023 and below destinations were chosen:</p> <p>Geneva, Lausanne, Glacier 3000</p>	Hosting destinations to be responsible for accommodation, meals and activities on the top of financial contribution from SCIB.
10/07/2024 – 11/30/2024	Destination Wedding: B2B Wedding planner event in Fall 2024 (date and venue TBC)	Comments	Cost CHF 700
	<p>B2B networking event exclusively opened to luxury wedding planners based in Switzerland who have focus on international markets. Round table discussions and networking lunch</p> <p>This event is targetted for 35-50 pax. Destinations and wedding venues are welcome to register and for event hosting</p> <p>Highlight from 2023 event: https://www.youtube.com/watch?v=-2FU8hQmhbU</p>		<p>Participation cost of CHF 650 per destination for lunch and networking discussion (for one participant)</p> <p>Destination partners and wedding venues are welcome to register, or as venue host</p>

04/19/2024 – 04/19/2024	<p>Workshop at the 9th Asia Trophy 2024 (19th April in Geneva)</p> <p>Rally through Switzerland with checkpoints, workshop, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all Asian markets. Qualification of clients by ST/SCIB.</p> <p>Aim: Promote Switzerland as an incentive destination, build relationship with clients, show new destination, present creative programs and ideas.</p> <p>During the Trophy, we held a workshop with one-to-one meeting in a free floating system with all Swiss partners that are interested in meeting the clients, even though they are not one of the host destinations.</p> <p>Workshop in Geneva: rough schedule 10:00 - 13:00 on Friday 19 April 2024, including networking lunch. Optional afternoon activity is offered to those who wish to further network.</p>	Comments	Cost CHF 1'650
09/01/2024 – 09/30/2024	<p>Destination Wedding: RSVP B2B Weddings and Private Events Symposium (TBC / Gstaad)</p> <p>RSVP (formerly known as Bridelux) is a luxury wedding media brand that operates in both the B2C and B2B markets and creates opportunities for wedding brands to reach the right clientele. Intimate by design, and limited to 80-100 attendees and speakers,</p> <p>The Symposium brings together the top of the global wedding industry and seek to offer something not found in other conferences.</p> <p>Potentially Gstaad Palace and Gstaad Tourism will host the event and Swiss partners will get special packages to participate.</p>	Comments	Cost CHF 0
			<p>Participation fee at CHF1500+ VAT per table (2 participants @ table) which include 60mins free-flow of meeting and networking lunch. A maximum of 20 tables are welcomed at the workshop.</p> <p>Opportunity to stay for afternoon activities on 19 April 2024 (rally games) for further networking. You will be integrated into teams with the trophy participants. This is offered to a maximum of 12 partners, and those with Asian package would have priority.</p> <p>Please clearly express your interest in the registration Option 1: Workshop and lunch only Option 2: Workshop and afternoon games (first come first serve)</p> <p>Potential Gstaad Palace and Gstaad Tourism will host the event in Fall 2024. If so, SCIB will support Swiss Travel Passes to the international delegations, and offer opportunity to join pre/ post fam trip.</p> <p>Please express your interest for the hosting of pre / post fam trip for the B2B luxury wedding network</p> <p>Land logistics for the pre/ post fam trip will be at full expenses of the hosting destinations and venues, including private transfers for certain routes</p>

11/19/2024 – 11/21/2024	IBTM World Barcelona 2024	Comments	Cost CHF 8'500
	<p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentive travel and events from corporations, associations, agencies and industry media.</p> <p>Hosted buyers program, buyer driven appointment system, networking and educational opportunities.</p> <p>Activities planned: - Dinner with the Swiss partners on Tuesday night - Switzerland Breakfast on Wednesday - Group appointments</p>		<p>Open to Subpartners</p> <p>Cost for participation plus VAT (1 staff only) - CHF 8'500 for the first person of a SCIB-partner - CHF 7'900 per person for Subpartner Additional staff (for any additional person of that partner (same company): 1 day = 1600 2 days = 2900 3 days = 4000</p>
06/13/2024 – 06/16/2024	Switzerland Meeting Trophy 2024	Comments	Cost CHF 3'500
	<p>Destinations and final date: TBC</p> <p>Rally through Switzerland with checkpoints, welcome and farewell evening with award ceremony. Invitation of meeting and incentive planners from all priority markets to Switzerland. One delegation per market. Qualification of clients by market. Aim: Promote Switzerland as a meeting destination, build relationship with clients, communication tool. Use as a Key Story for promotion with pictures, video, itinerary.</p>		<p>Personal participation as part of a team including welcome evening (Friday), Saturday all day program and farewell dinner. For SCIB partner only (possible to send a sub-partner as a representative if the SCIB partner can not participate).</p> <p>Hotel overnights need to be paid separately if applicable.</p> <p>NOTE: If any of the host destinations is participating during the whole event the costs of CHF 3500.00 are still to be paid.</p>
04/21/2024 – 04/23/2024	MCE North & West Europe 2024	Comments	Cost CHF 5'000
	<p>Taking place in Helsinki & Espoo, Finland.</p> <p>MCE North & West is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: www.europecongress.com Summary: - 2.5 days event with pre-scheduled appointments - top qualified buyers from all over Europe, the Americas, the Middle East and East Asia - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. -Representing: 65% Agencies, 25% Corporates, 10% Associations</p>	<p>70 to 80 leading event planners and decision makers in their organization, from:</p> <ul style="list-style-type: none"> • Germany, Austria, Switzerland: 20% • United Kingdom & Ireland: 20% • France, Benelux & Scandinavia: 20% • Spain, Portugal & Italy: 10% • Central & Eastern Europe: 10% • Middle East: 10% • North America: 10% 	<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 3000 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

11/10/2024 – 11/12/2024	<p>MCE South Europe 2024</p> <p>Taking place in Palma de Mallorca, Spain.</p> <p>MCE South Europe is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: www.europecongress.com</p> <p>Summary:</p> <ul style="list-style-type: none"> - 2.5 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. -Representing: 65% Agencies, 25% Corporates, 10% Associations. 	<p>Comments</p> <p>70-80 leading event planners and decision makers in their organization, from:</p> <ul style="list-style-type: none"> • Germany, Austria, Switzerland: 25% • United Kingdom & Ireland: 25% • France, Benelux & Scandinavia: 20% • Central & Eastern Europe: 10% • Middle East & Asia: 10% • North America: 10% 	<p>Cost CHF</p> <p>5'000</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 3000 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
08/25/2024 – 08/28/2024	<p>M&I Lisbon 2024</p> <p>This event takes place in Lisbon, Portugal.</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 155 European buyers (Event agencies, corporate companies and associations with international business) / 145 suppliers (Hotels, CVB's DMC's and Congress Centres)</p> <p>More information: http://www.mi-forums.com/.</p> <p>Summary:</p> <ul style="list-style-type: none"> - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. 	<p>Comments</p>	<p>Cost CHF</p> <p>8'900</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 5100 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
04/21/2024 – 04/24/2024	<p>M&I Private Sorrento 2024</p> <p>The event takes place in Sorrento, Italy.</p> <p>M&I Private is usually a smaller event for mostly independent hotels, intimate brands of hotel chains, unusual properties and venues with character.</p> <p>4 days / 35 meetings / 110 European buyers (Senior and Decision-making attendees from corporates and event agencies from Europe / 100 Suppliers)</p> <p>More information: http://www.mi-forums.com/.</p> <p>Summary:</p> <ul style="list-style-type: none"> - 4 days event with pre-scheduled appointment - top qualified buyers - Every supplier has 30 guaranteed, pre-scheduled face-to-face meetings - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. 	<p>Comments</p>	<p>Cost CHF</p> <p>9'200</p> <p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

05/06/2024 – 05/08/2024	M&I Healthcare Europe 2024	Comments	Cost CHF 7'000
	<p>The event takes place in London, UK.</p> <p>During 2 days 160 high quality buyers from specialist healthcare agencies, medical communication agencies and corporates meet in a European city. There will be 25 pre-scheduled meetings and different educational sessions. 150 suppliers.</p> <p>Presentation table, lunches, welcome receptions, dinners and networking activities included. No sharing tables possible.</p> <p>Each buyer and supplier is pre-qualified to attend this ground-breaking Forum. This event is offered by M&I Forums. They take time to match the right people and maximise business potential.</p>		<p>Price is per table plus VAT. Shared tables are not possible. A separate test (Healthcare Certified Test organized by Healthcare Venue is compulsory and the costs need to be paid separately, approx. CHF 900 for hotels and approx. CHF 700.00 for CVB's). Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
01/01/2024 – 12/31/2024	International study trip 2024	Comments	Cost CHF 0
	<p>Showcase one or two Swiss MICE destination on a specific theme/topic. Beside getting to know the destination, activities and speakers fitting the topic are included in the program. Factory visits are possible too.</p> <p>Destination depending on interest. Combination of two destinations (city/mountain) is possible and appreciated.</p> <p>Clients from different SCIB markets will be invited. Number of participants: 10-20pax.</p>		<p>The International Study Trips takes place once a year and depending on the destinations that are interested it is possible to combine the destinations. Usually in January we will select the destination(s) and confirm dates for the upcoming edition to the hosts.</p> <p>The SCIB partner(s) hosting this event needs to take care of the complete landarrangements.</p>
03/17/2024 – 03/21/2024	M&I Fest Marrakesh (NEW)	Comments	Cost CHF 5'800
	<p>This new event takes place in Marrakesh, Morocco.</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business.</p> <p>4 days / 40 meetings / 240 buyers (Event agencies, incentive houses and Corporates) / 230 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: http://www.mi-forums.com/. Summary:</p> <ul style="list-style-type: none"> - 4 days event with pre-scheduled appointment - top qualified buyers from all over Europe (85%), North America (10%) and Asia (5%). - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. 		<p>The price will be between CHF 5800.00 (if 5-10 Swiss partners join) and CHF 5200.00 (if 10-30 Swiss partners join). Also possible to have a full table - prices depend again on how many participants we have.</p> <p>Price is per sharing table plus VAT. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>If we get at least 10 Swiss partners to join, we get additional opportunity to host a breakfast or lunch with a pre-selected group of buyers. TBC.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

09/24/2024 – 09/28/2024	M&I Sardinia, Italy, 2024	Comments	Cost CHF 8'900
	<p>This event takes place in Sardinia, Italy.</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 140 European buyers (Event agencies, incentive houses and Corporates) / 130 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: http://www.mi-forums.com/. Summary:</p> <ul style="list-style-type: none"> - 3 days event with pre-scheduled appointment - top qualified buyers from all over Europe - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. 		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 5100 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
10/02/2024 – 10/05/2024	M&I Luxe Bodrum, Turkey, 2024	Comments	Cost CHF 8'900
	<p>This event takes place in Bodrum, Turkey.</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business.</p> <p>3 days / 30 meetings / 110 elite buyers: Key planners organizing high-end events, VIP groups, high-end incentives, luxury events from Europe / 100 elite suppliers: only 5* and 5*+ experiential products, luxury DMC's and destinations exclusively oriented towards the MICE luxury segment from Europe.</p> <p>More information: http://www.mi-forums.com/. Summary:</p> <ul style="list-style-type: none"> - 3 days event with pre-scheduled appointment - top qualified elite buyers - Every supplier has 30 guaranteed, pre-scheduled face-to-face meetings - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. 		<p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>

03/18/2024 – 03/22/2024	SITE Incentive Summit Europe	Comments	Cost CHF 6'300
	<p>Venue: Radisson Blu Reussen Andermatt</p> <p>After a very succesful second edition of ISE in Geneva and Montreux in 2022, SITE brings back this event to Switzerland in 2024 again (it took place in Slovenia in 2023). Join an elite community of incentive travel industry leaders for a timely in-person exchange of knowledge and insights and enjoying the destination while networking with industry peers. Attendance limited to approx. 60 participants, including 15-20 European buyers, 2-3 North American buyers and approx. 40 global suppliers.</p>		<p>Final price TBC later plus VAT.</p> <p>-1 registration inclusive of three nights' hotel accommodation, meals and networking events -post event addendee list</p> <p>If you in addition sponsor parts of the event, you will receive logo recognition pre-/post and at the event. Sponsorship possibility starts at \$3000.00. If you are interested SCIB can put you in contact with the responsible person at SITE.</p> <p>NOTE: you have to be a member of SITE to participate at this event.</p>
02/01/2024 – 02/03/2024	<p>Break the Ice Forum, Hasselt, Belgium</p> <p>Venue: Radisson Blu Hotel Hasselt, Belgium.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohension where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% Benelux 40% EU/UK) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p>Comments</p> <p>Schedule: -Thursday night: arrival, networking cocktail & dinner -Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner & party -Saturday morning: networking breakfast/brunch, check-out</p>	<p>Cost CHF 3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner & dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
01/01/2024 – 12/31/2024	<p>inVoyage 2024</p> <p>Destinations 2024:</p> <p>Hotel Camiral, Girona, Costa Brava, Spain, 17-20 March 2024 - meet 65 top-tier events professionals</p> <p>Myconian Collection at Elia Beach, Mykonos, Greece, 27-30 September 2024- meet 100 top-tier events professionals</p> <p>inVOYAGE is a luxury forum for high-end buyers and destinations. The event offers one-to-one meetings, networking activities, dinners and content sessions.</p> <p>In the rate the following services are included: 3 nights' accommodation, F&B, 1 table (no-sharing tables are available), one-to-one meetings, conference and all networking events.</p>	<p>Comments</p> <p>If you are interested to join please contact alexander.hunger@switzerland.com</p>	<p>Cost CHF 9'500</p> <p>Open to Luxury Hotels. In the rate the following services are included: 3 nights' accommodation, F&B, 1 table (no-sharing tables are available), one-to-one meetings, conference and all networking events.</p> <p>Extra: travel arrangements.</p>

05/14/2024 – 05/16/2024	IMEX Frankfurt 2024	Comments	Cost CHF 8'500
	<p>International trade show where suppliers meet professionals responsible for the planning and organisation of meetings, conferences, incentives and events from corporations, associations, agencies and industry media. Hosted buyer program, buyer driven appointment system, networking and educational opportunities.</p> <ul style="list-style-type: none"> - Participation at the Switzerland stand with company logo. - Integration in the exhibitor catalogue, the marketing activities related to the show and possible side events organized by SCIB. - Pre or post tours from different markets will be communicated separately. <p>Activities planned:</p> <ul style="list-style-type: none"> - Dinner with the Swiss partners - Group appointments 		<p>Prices are subject to change!</p> <p>Open to Subpartner</p> <p>Cost for participation plus VAT (1 staff only)</p> <ul style="list-style-type: none"> - CHF 8'500 for the first person of a SCIB-partner - CHF 7'900 per person for Subpartner <p>Additional staff (for any additional person of that partner (same company):</p> <ul style="list-style-type: none"> 1 day = 1600 2 days = 2900 3 days = 4000
03/11/2024 – 03/13/2024	INTERaction EMEA 2024	<p>Comments</p> <p>Sharing of costs SCIB and participating Swiss Partners - ideal to have 3 Swiss Partners to join.</p>	<p>Cost CHF 3'000</p> <p>SCIB will participate with one table and is looking for additional partners to share the table or adding more tables, costs as follows: CHF 8'000 paid by SCIB (1st person) plus VAT, any additional subpartner pays CHF 3'000 plus VAT (TBC)</p> <p>In case there is more than one partner interested to join, we can add more tables for 2 persons at CHF 3'000 per person. Price reduction possible, depending on the number of Swiss partners. Spaces for Swiss partners are limited.</p> <p>Travel and hotel accommodation need to be paid extra.</p> <p>Important for registration: if it is a hotel (chain), it must be a preferred hotel of Amex.</p>

02/04/2024 – 02/06/2024	<p>MCE Central & Eastern Europe 2024</p> <p>Taking place in Salzburg, Austria.</p> <p>MCE Central & Eastern Europe is a forum where suppliers and buyers in the MICE travel market meet to do business.</p> <p>More information: www.europecongress.com Summary: - 2.5 days event with pre-scheduled appointments - top qualified buyers from all over Europe, the Americas, the Middle East and East Asia - Every supplier has 30 to 35 guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking. -Representing: 65% Agencies, 25% Corporates, 10% Associations</p>	<p>Comments</p> <p>70-80 leading event planners and decision makers in their organization, from:</p> <ul style="list-style-type: none"> • Germany, Austria, Switzerland: 20% • United Kingdom & Ireland: 20% • France, Benelux & Scandinavia: 25% • Spain, Portugal & Italy: 15% • Middle East & Asia: 10% • North America: 10% 	<p>Cost CHF</p> <p>5'000</p> <p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 3000 (1/2 table) plus VAT. Open to subpartners.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
03/14/2024 – 03/16/2024	<p>Break the Ice Forum, Bratislava, Slovakia</p> <p>Venue: Grand Hotel River Park, Bratislava.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (100% EU und UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p>Comments</p> <p>Schedule:</p> <ul style="list-style-type: none"> -Thursday night: arrival, networking cocktail & dinner -Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner & party -Saturday morning: networking breakfast/brunch, check-out 	<p>Cost CHF</p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner & dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
05/02/2024 – 05/04/2024	<p>Break the Ice Forum, Augsburg, Germany</p> <p>Venue: Maximilian's Hotel, Augsburg.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% D/A/CH buyers and 40% EU & UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p>Comments</p> <p>Schedule:</p> <ul style="list-style-type: none"> -Thursday night: arrival, networking cocktail & dinner -Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner & party -Saturday morning: networking breakfast/brunch, check-out 	<p>Cost CHF</p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner & dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>

06/13/2024 – 06/15/2024	<p>Break the Ice Forum, Zadar, Croatia</p> <p>Venue: Falkensteiner Resort Punta Skala, Zadar.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% UK buyers and 40% EU buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p>Comments</p> <p>Schedule: -Thursday night: arrival, networking cocktail & dinner -Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner & party -Saturday morning: networking breakfast/brunch, check-out</p>	<p>Cost CHF</p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner & dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
09/26/2024 – 09/28/2024	<p>Break the Ice Forum, Davos, Switzerland</p> <p>This event takes place at AlpenGold Hotel Davos, Switzerland.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% D/A/CH and 40% EU buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p>Comments</p> <p>Schedule: -Thursday night: arrival, networking cocktail & dinner -Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner & party -Saturday morning: networking breakfast/brunch, check-out</p>	<p>Cost CHF</p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner & dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
11/14/2024 – 11/16/2024	<p>Break the Ice Forum, Cascais, Portugal</p> <p>Venue: Onyria Quinta da Marinha Villas, Cascais.</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (100% EU & UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p>Comments</p> <p>Schedule: -Thursday night: arrival, networking cocktail & dinner -Friday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner & party -Saturday morning: networking breakfast/brunch, check-out</p>	<p>Cost CHF</p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner & dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>

12/13/2024 – 12/15/2024	<p>Break the Ice Forum, France - TBC</p> <p>Host destination and venue: TBC</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% French buyers andd 40% EU/UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p>Comments</p> <p>Schedule: (expectionally from Friday to Sunday!</p> <p>-Friday night: arrival, networking cocktail & dinner -Saturday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner & party -Sunday morning: networking breakfast/brunch, check-out</p>	<p>Cost CHF</p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner & dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
08/22/2024 – 08/24/2024	<p>Break the Ice Forum, Belgium, TBC</p> <p>Host destination and venue: TBC</p> <p>Break The Ice Forum is a B2B event for the M.I.C.E. sector. It's a 2 night-1 day intimate size forum with unique group cohesion where you can meet European-qualified buyers and create close relations with all the participants. It's an authentic MICE business opportunity.</p> <p>30-40 Hosted Buyers (60% Benelux buyers andd 40% EU/UK buyers) (80% MICE agencies, 20% direct clients (=Associations and Corporates).</p>	<p>Comments</p> <p>Schedule: (expectionally from Friday to Sunday!</p> <p>-Friday night: arrival, networking cocktail & dinner -Saturday full day: breakfast, pre-scheduled appointments, lunch, team building activity, networking cocktail, gala dinner & party -Sunday morning: networking breakfast/brunch, check-out</p>	<p>Cost CHF</p> <p>3'700</p> <p>The price includes: 20 pre-scheduled appointments, networking activity, gourmet lunch, gala dinner & dance party. Full page in the show guide with description of each participant.</p> <p>No sharing tables! Open to sub-partners as well.</p> <p>To be paid extra: Travel and hotel accommodation</p> <p>Please note; you get extra discount if you book three and more Break the Ice Forums in 2024!</p>
01/01/2024 – 12/31/2024	<p>Bleisure Travel - Increase lenght of stay</p> <p>Business traveller as relevant lever to increase the lenght of stay in touristic shoulder seasons by extending their business trip for leisure purposes. Switzerland Tourism will launch a campaign to inspire individual business travellers to extend their stay. The asset will be used by SCIB as well to address the business events personas. SCIB partners and their suppliers are invited to use it as well to raise awareness within their channels. Additionally, inspirational clips with the top 5 leisure activities and excursions with a bleisure message can be produced for the partners in co-branding to be used within their own channels (RFPs, KAM Activitives, Hotels, DMCs, etc.).</p>	<p>Comments</p>	<p>Cost CHF</p> <p>10'000</p> <p>Depening on the row material available by the destination/region to produce an inspirational clip with 3-5 activities/excursions, the price can be half if no filming on the site is necessary.</p>



Switzerland.

MarketingActivities SCIB

SCIB Planning 2024 MultipleMarkets NorthAmerica

06/23/2024 – 06/26/2024	M&I Miami 2024	Comments	Cost CHF 8'900
	<p>This event takes place in Miami, USA.</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business. 3 days / 40 meetings / 160 North American buyers (Event agencies, incentive houses and Corporates) / 150 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: http://www.mi-forums.com/. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from North America (USA & Canada) - Every supplier has 20 (for half table) to 40 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Possibility to share a table, depending on the number of participants, costs CHF 5100 (1/2 table) plus VAT. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>
10/01/2024 – 10/31/2024	M&I Leaders Costa Mujeres, Mexico 2024	Comments	Cost CHF 8'900
	<p>This event takes place in Costa Mujeres, Mexico.</p> <p>M&I Forums are trade events where suppliers and buyers in the MICE travel market meet to do business.</p> <p>3 days / 30 meetings / 80 North American buyers (Event agencies, incentive houses and Corporates) / 70 suppliers (Hotels, CVB's, DMC's and Congress Centres).</p> <p>More information: http://www.mi-forums.com/. Summary: - 3 days event with pre-scheduled appointment - top qualified buyers from North America - Every supplier has 15 (for half table) to 30 (full table) guaranteed, pre-scheduled face-to-face meetings with top MICE buyers - the buyers choose the appointments, ensuring your meetings are highly relevant to your needs. Each appointment lasts 20 minutes - On top of the formal business meetings there is a fully-hosted social programme including lunches, dinners and cocktail receptions for further networking.</p>		<p>Price is per table plus VAT. Shared tables are not possible. Open to subpartners. A second delegate of the same company CHF 1500 plus VAT.</p> <p>Travel and hotel accommodation need to be paid extra.</p>