



Switzerland.

MarketingActivities SCIB

SCIB Planning 2024 Nordics

01/01/2024 – 12/31/2024	SCIB - Media Management Possibility for ads and or advertorials in nordic Financial Magazines and Business Magazines. online or print.	Comments Contact hanna. wraogoe@switzerland.com with your budget and we'll discuss the most valuable investments.	Cost CHF 3'000
01/11/2024 – 01/11/2024	Workshop Travel Match Oslo 11 jan Traditional workshop with pre-booked appointments and evening function. Both MICE and Travel trade Price is for one person at a table. Two people (companies) sharing is 500 each	Comments Please contact hanna. wraogoe@switzerland.com ASAP if you are interested in this activity as places may run out.	Cost CHF 700 Flights and hotels, active participation at the workshop.
01/09/2024 – 01/09/2024	Fair/workshop Travel News Copenhagen 9 jan Travel News is the leading Trade site in Sweden and are also online in Norway and Denmark. For the first time they are planning the fair format in Copenhagen that they have been doing in Sweden for many years. So it's a try out for the Danish Market.	Comments OBS: Preliminary price.	Cost CHF 1'300 Flights and accomodation. Active participation at tha fair
03/01/2024 – 03/31/2024	SCIB Nordic Famtrip March Approx 7 handpicked persons from Nordic MICE agencies to discover a Swiss destination. Alternatively key clients of a specific MICE agency.	Comments	Cost CHF 0 Plan and deliver a program 1 month in advance. Hotels, meals and activities for the guests.
12/06/2024 – 12/08/2024	SCIB Nordic Famtrip December 5-7 handpicked persons from Nordic MICE agencies to discover a Swiss destination. Alternatively key clients of a specific MICE agency.	Comments	Cost CHF 0 Plan and deliver a program 1 month in advance. Hotels, meals and activities

01/01/2024 – 12/31/2024	SCIB Nordic Destination Newsletters	Comments	Cost CHF
	<p>Stand alone Newsletter about your destination. The newsletter will be distributed evenly throughout the year to our database that is continuously updated. Please mention if there is a specific month you would like to communicate your content. FEB, APR, AUG, OCT, DEC</p> <p>Opening rate is normally around 30% The results with statistics will be presented in the yearly partner report from SCIB.</p>	<p>The Nordic SCIB database: 1200 contacts (active MICE organizers) Possible to also distribute through the database of "Kick Off "- A Swedish meeting planner magazine, 15.000 contacts: Additional CHF 1000</p> <p>!Please let me know which alternative you like!</p>	<p>500</p> <p>You need to provide me with the following content on agreed date;</p> <ul style="list-style-type: none"> • 1-3 images of the destination • Introduction text about the destination 150-200 words (this will be linked to the SCIB page for the destination) • 2-5 features (image and 50-100 words with relevant link) <p>Recommended: One feature about the service of the CVB and the others focusing on VERY UNIQUE destination highlights and/or news. Not more than (if any) 2 venues/hotels. Nice pictures are generally of great importance!</p>
11/07/2024 – 11/15/2024	<p>Travel News Market Stockholm</p> <p>Established fair with Nordic (mostly Swedish) buyers. MICE, trade and Media. Pre-booked appointments at the Swiss stand. Afterparty for networking.</p>	Comments	<p>Cost CHF 1'300</p> <p>Fill in appropriate information on the event site and prebook appointments. Active participation at the fair.</p>
10/17/2024 – 10/17/2024	<p>SCIB Business Day Stockholm</p> <p>Networking event in Stockholm. Usually and afternoon workshop followed by an activity or dinner.</p>	Comments	<p>Cost CHF 1'300</p> <p>cover flight and accommodation. (accommodation usually suggested/booked by SCIB Nordics)</p>
10/18/2024 – 10/18/2024	<p>18 oct IMA 50th International Annual Conference 2024 Stockholm</p> <p>The international Management Assistants Association is having their annual meeting in Sweden. We will have the opportunity to have a stand to present Switzerland. The possibilities are under investigation. Please announce your interest for more information.</p>	<p>Comments Please announce your interest for more information.</p>	<p>Cost CHF 1'000</p>
04/08/2024 – 04/12/2024	<p>Hybrid "Meet Switzerland" Sales Week</p> <p>5-7 one-on-one meetings with local clients during a couple of days. Nordic SCIB representative is present physically or online. The SCIB Partner(s) will participate and present the destination online. Subpartners can join. Flexible timings needed during these days.</p>	Comments	<p>Cost CHF 900</p> <p>Short destination presentation and picture needed for the invitation. PPT and preferably short prerecorded video from the destination for the actual online presentation.</p>

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01/01/2024 – 12/31/2024	VR / Metaverse Famtrips	Comments	Cost CHF
	We have a project under investigation with a company to create 360 filmed material that will be turned into virtual worlds where we can invite clients to your destination virtually.	Sign up for this activity to keep infromed about the next step and price.	0