



Switzerland.



Business Personas.

April – November 2023.



WHY

Background, Analysis, Alignment with ST strategy

Why Personas?



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01

Client
Focus



02

Personalization &
Individualization



03

Decision-making
and Focusing aid



04

Increased
Competitiveness



05

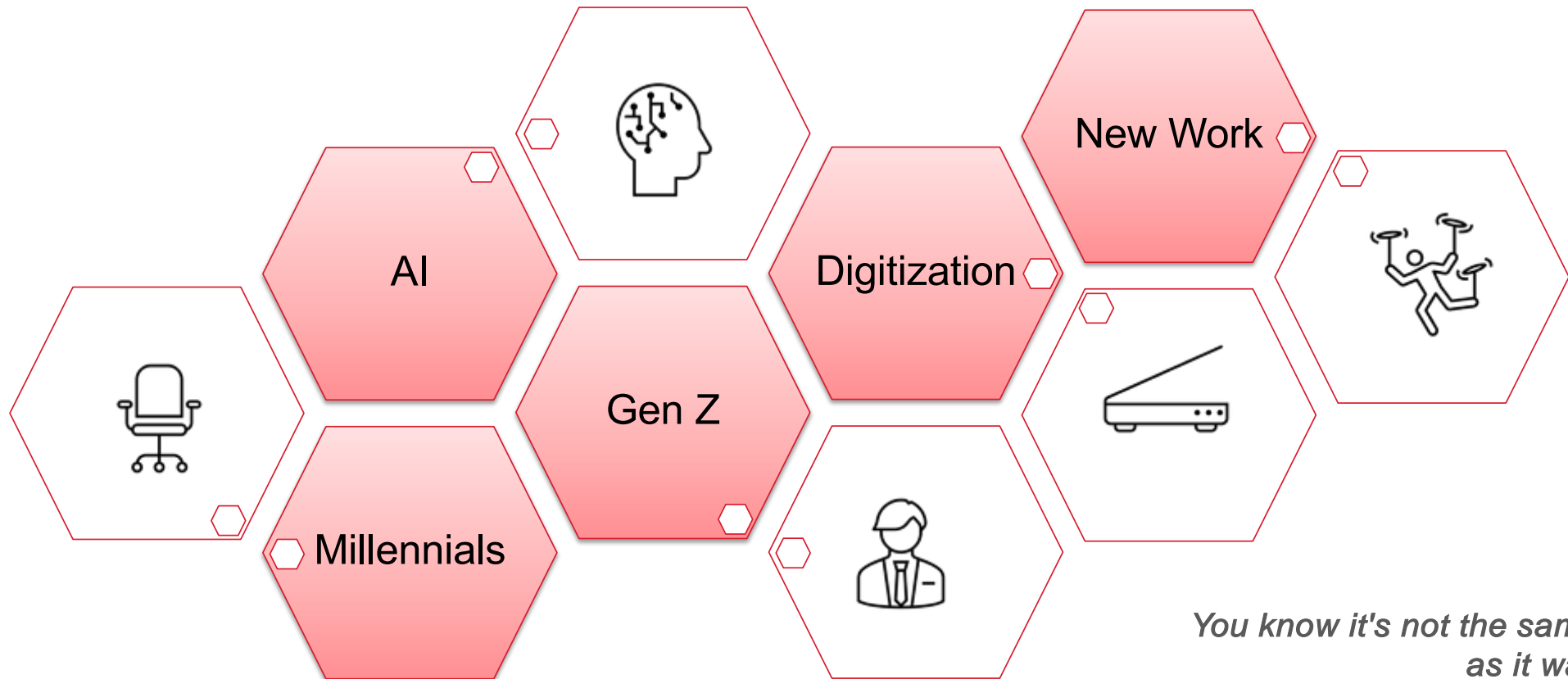
Consistent
Understanding



B2B buyers trends



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(Source: Qualified's B2B buyer statistics research, 2023)

*You know it's not the same
as it was
© Harry Styles*

B2B vs. B2C



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Alike	Different
Same stages: dreaming > planning > booking > exploring > remembering	Audience and Decision-making process Complexity
Marketing channels	Content and Messaging
Personalization	Relationship Duration
Online Research	Sales Cycle Length



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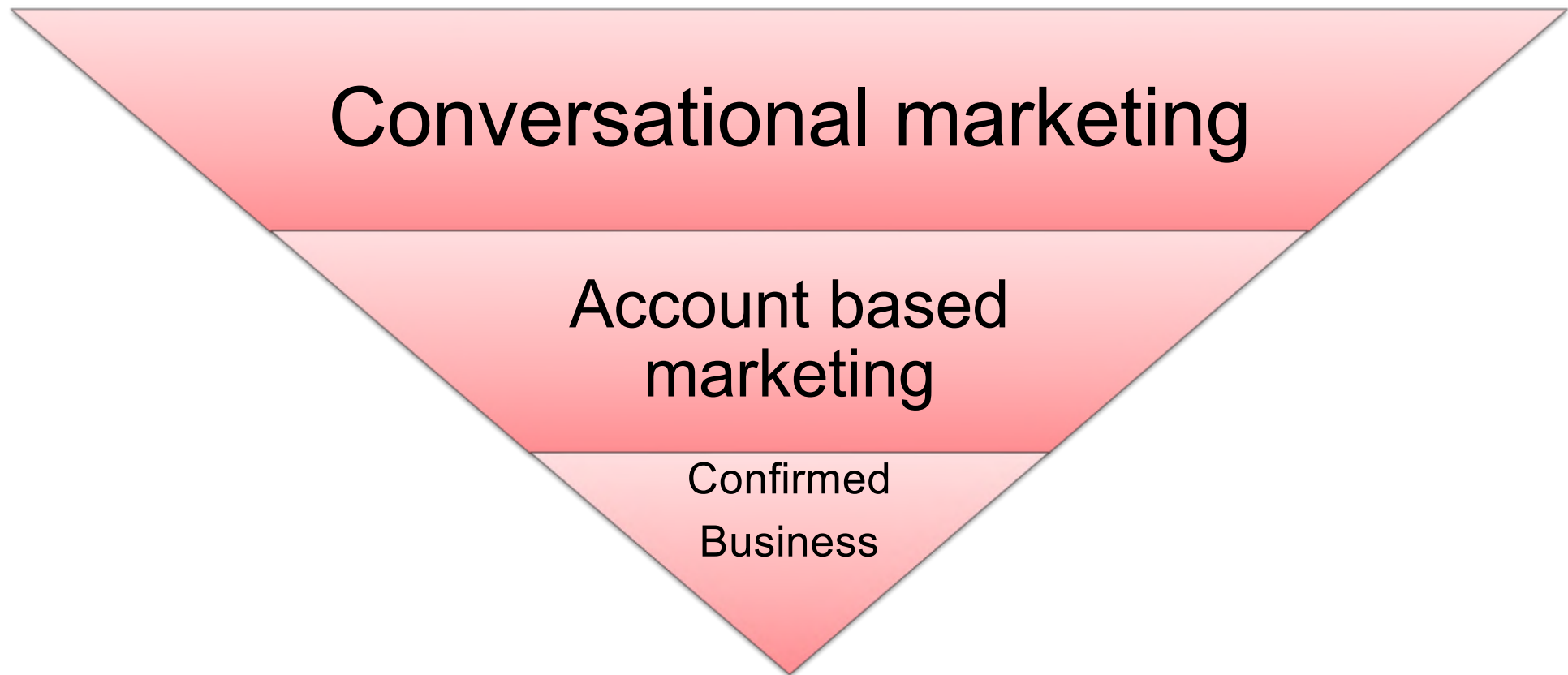
SCIB has solid account based marketing.

Defining Buying Persona will help to build up conversational marketing.

Business Event Marketing Funnel.



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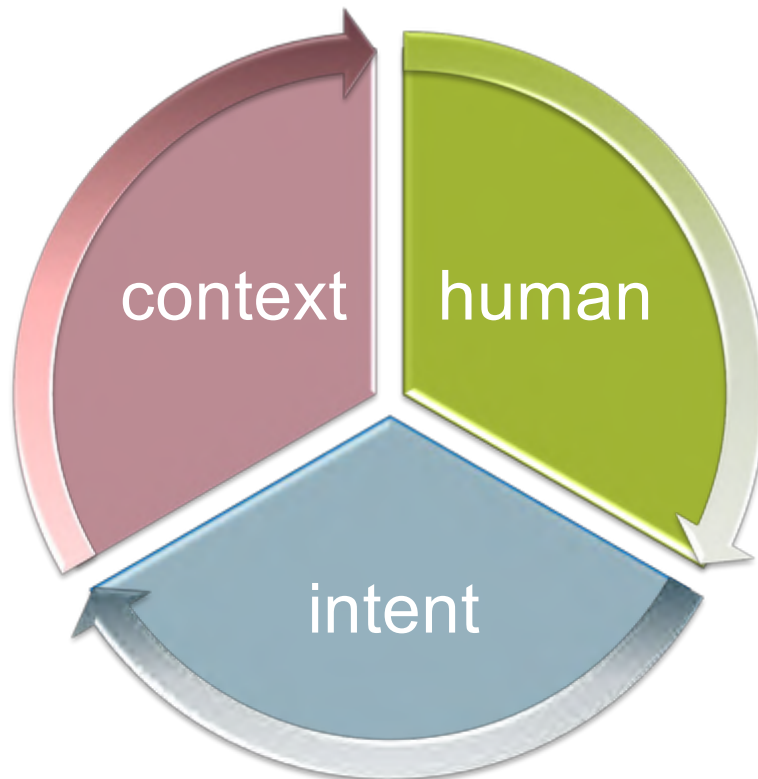
Development of Business Event Personas

- SCIB has a solid account-based marketing.
- More insights for conversational marketing information on communication channels, behaviour, intent, influences etc. is crucial to **target our initiators of business events on digital channels.**
- Support our partners with Persona framework and dashboards.
- Align with ST marketing strategy

WHAT

Picture of Success, Main Goals,
Project Requirements & Deliveries

Business Persona = Mindset



Personas with Mindsets can deliver us the missing information and will provide us and the industry with a **toolbox for a future-oriented business event initiator approach.**

Main goals

- Improving the **target group approach on digital channels** and our understanding of Business event initiators
- **Communicating SCIB vision**
All employees have the same understanding of the Personas for whom they create contents or develop products. Personas help us and the industry to set a clear focus on potential business event initiators.
- **Supporting SCIB partners**
SCIB partners can benefit while using Persona frameworks and dashboards.

Picture of success



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From 2023, ST and the industry will have a simple toolbox with **personas**, **customer journey** and **core messages for each stage** to support our projects and initiatives for example brand development, eCRM, content strategy, product development, further development of corporate strategy or marketing campaigns.

Delivery 1: Personas.

Making all relevant insights available

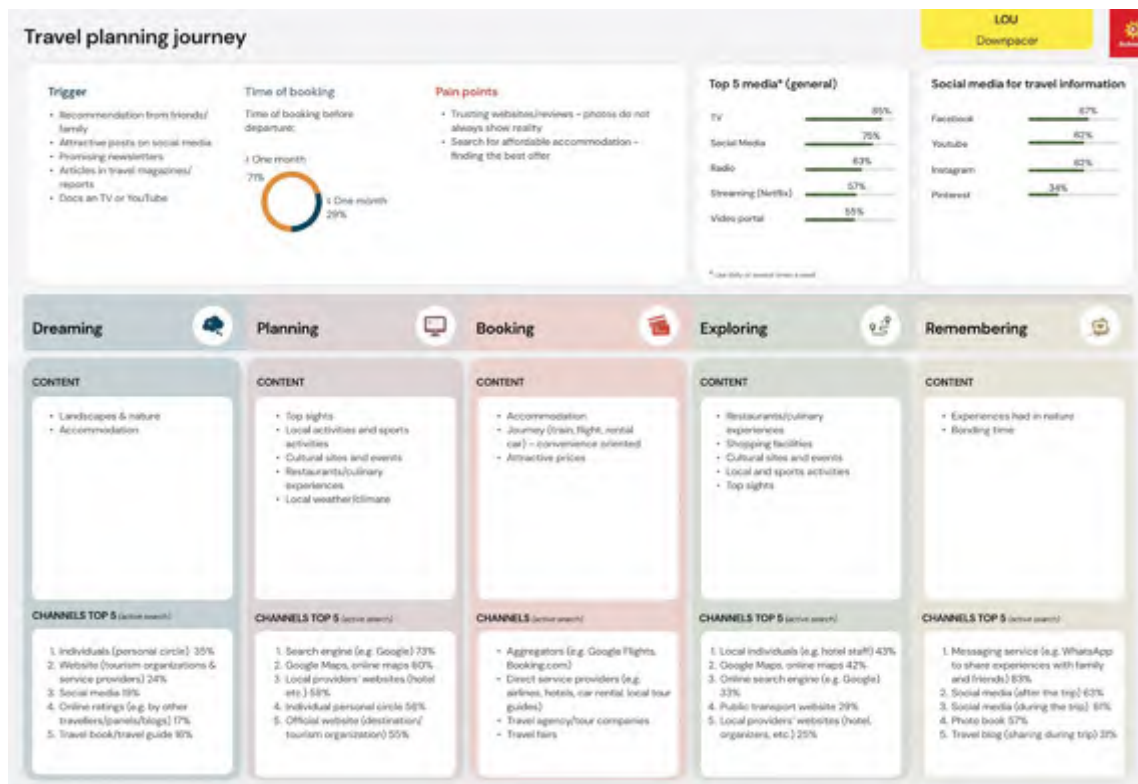




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Delivery 2: Customer Journey per Persona.

The main steps are defined the same for everyone. The meaning and experiences per step are different per persona.





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Delivery 3: Marketing toolbox – persona view.

The most important information per persona at a glance.

Recommendations for Marketing

LOU
Downpacer

Local markets: Here you can record your own thoughts

Typical arguments to highlight


Travel worry free and without surprises:
Public transport:
• Train on time, with booked seat
• No exhausting luggage carrying
• Hotel pick-up service from the train station


Car rental:
• No waiting time at car rental
• Quick delivery as all information provided in advance
• Good roads
• Good signage to the destination


Comfortable and quiet accommodation:
• Bed & Breakfast/small hotels
• Outside the big cities
• Friendly and cosy atmosphere
• Nice communal areas, e.g. terrace with lounge chairs, library with fireplace, as you spend a lot of time in the accommodation
• If family, secluded quiet area for parents while children play


Low-pace and relaxing activities
• Easy walks nearby (forest, lake/river, village)
• Wellness/spa/massages
• Local museums, wine-/food tasting, pick-nick package offered by the hotel, city strolls
• If family: activities for children on their own/with supervision
• Good restaurants nearby

Typical key messages and images to raise awareness

"Imagine you were here."


"Take a break from everyday life."


"Regenerate in the most peaceful landscape."


"Recharge your battery while your children discover new things."


HOW

Partners, Project Scope, Workshops

Overview Personas Project.



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01

Hypotheses



02

Qualitative study



03

Quantitative study



04

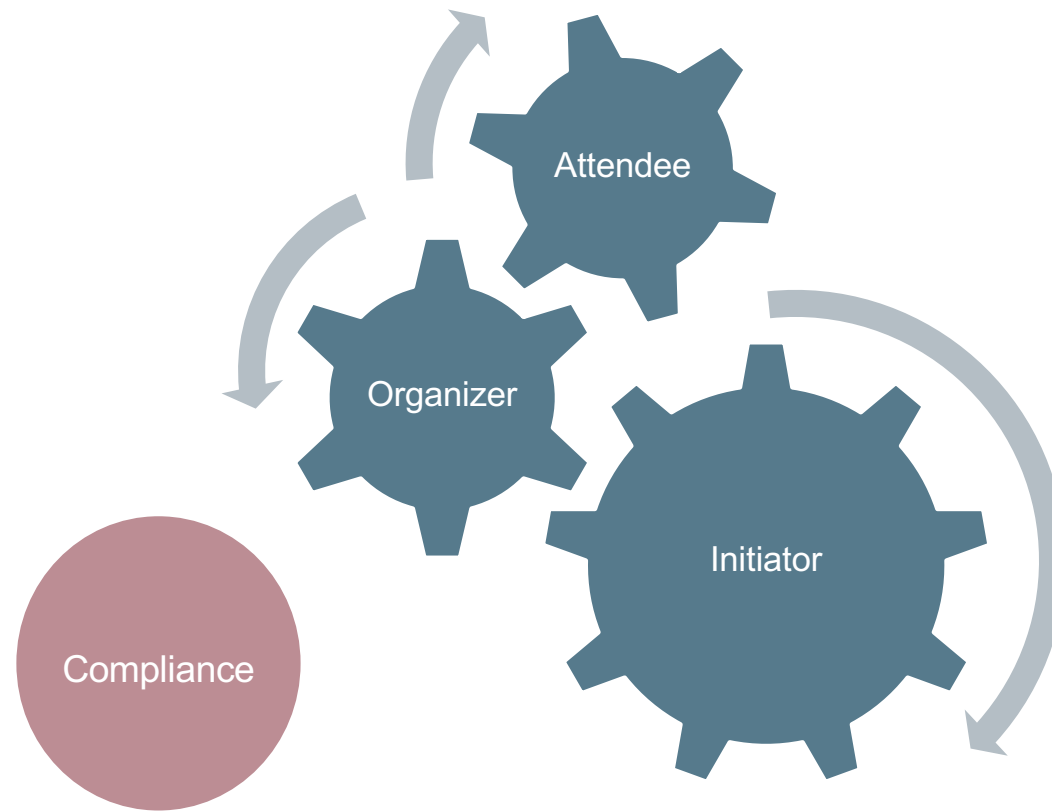
Toolkit



05

Rollout

B2B Buying cycle.



Goal-directed Personas.



Share knowledge



Drive sales

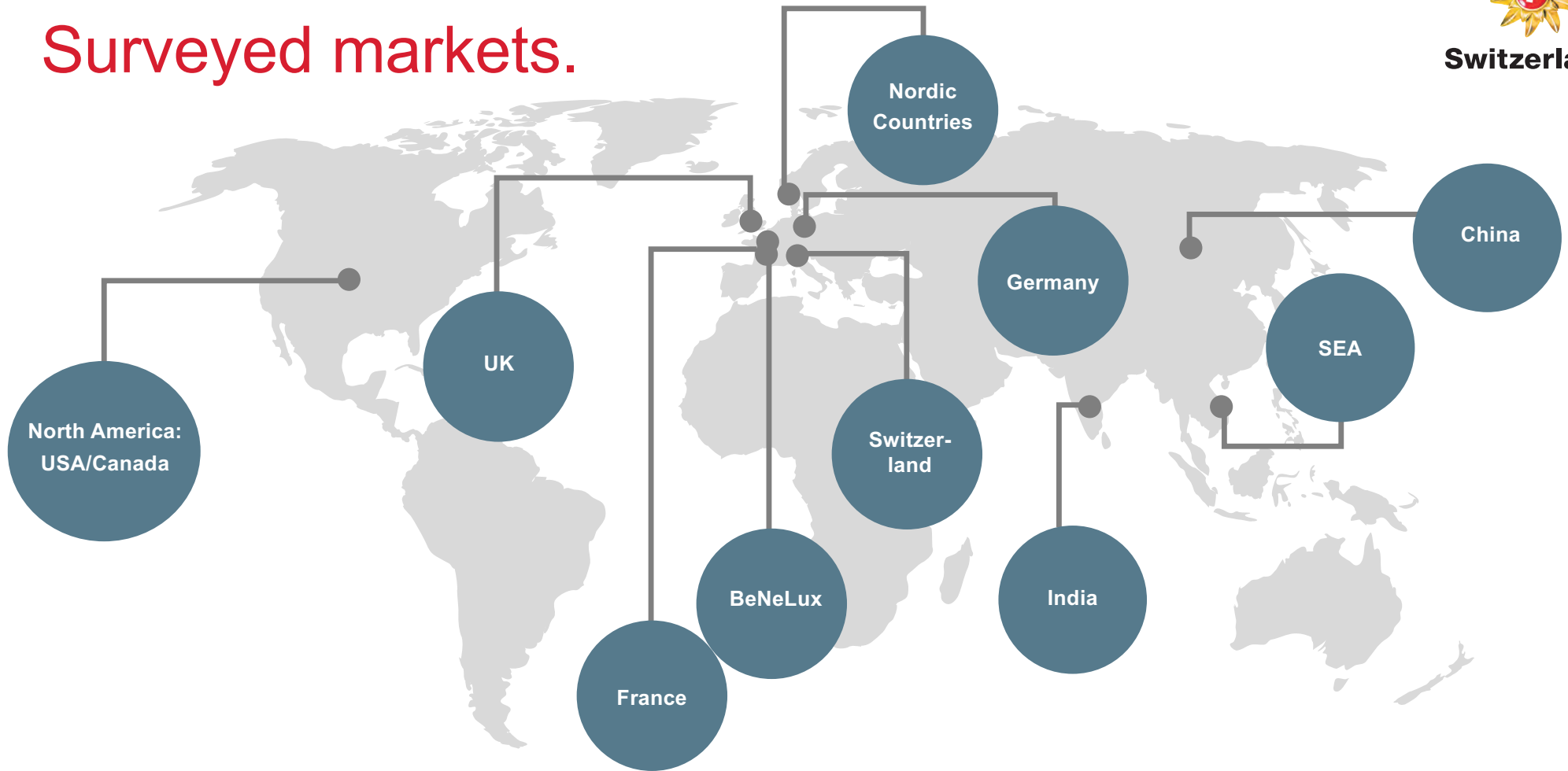


Business Development

Surveyed markets.



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Framework.

keep association members worldwide in the communication loop

Management

Use CH as Destination



Alex, association member

Auch global brand

Branchenverbände, professionelle Verbände

About me

I live in Switzerland or North America, UK or Belgium. I am member of national association which is part of international Association and/or work for a major global brand, federal office or university or ass. HQ. I am building up my career. I am a passionate member of society, I want to develop and invest in my training and collaborate with the best of my professional community in the world.

Event goals

- community development and engagement
- knowledge transfer
- congress development
- geo-expansion of the association
- revenue growth

Motivation

- positioning in the association / global company
- influence on the content
- network expansion
- positioning of the association in the host country

9% of SCIB RFPs worldwide
43,5% of SCIB ON (overnights)
1500 - 2500 ON per event

50% of SCIB HQ (international*) contacts, 15% of SCIB NA contacts, 35% of Belgium contacts, 17% of UK contacts



Destination Switzerland

Drivers

- regional chapter lobby
- destination appeal for bleisure
- quality, reliability, efficiency,
- easy access to and within destination
- focus on sustainability
- economic clusters
- advanced hybrid solutions?

Barriers

- cost for association
- capacity (up to 5000 pax)
- lack of interest from local member
- lack of sponsoring and governmental support
- image of expensive destination limits participation

Booking type

58% use PCO for handling congress, (ICCA 2023 Association Survey)

49% never consult CVB (IJA Survey 2021 – COVID 19 Impact on International Association Meetings)

2-5 years before the event

Worldwide

16000 congresses worldwide (ICCA, 2017)
230 in CH
150 in SCIB database

Top markets for SCIB:

1. North America (35%),
2. Belgium (15%),
3. Switzerland (9%),
4. UK (2%)



Basic needs

- plenum
- breakout rooms
- evening venues
- social activities (experiences)
- speakers / content

Pain points

- finding capacity
- technical solution for hybrid event
- easy access
- safety & health
- guidelines for sustainable event
- engaging communication
- compliance (pharma)
- financing
- time for organisation

Top Media

Top Social Media

top 10 most used apps on your mobile based on screen time?

Sozio-demographic

age	gender	life stage	income
45-60 y.o.	male	married with kids	\$\$-\$\$\$

Sinus Milieu??

Association members should be influenced not only in the markets with Ass HQ, but worldwide. Essential for targeting is belonging to Association.

data driven personalisation (tracking individual agendas)

Event profile

2-3 nights stay

3-4 star-hotels

450 pax average congress size

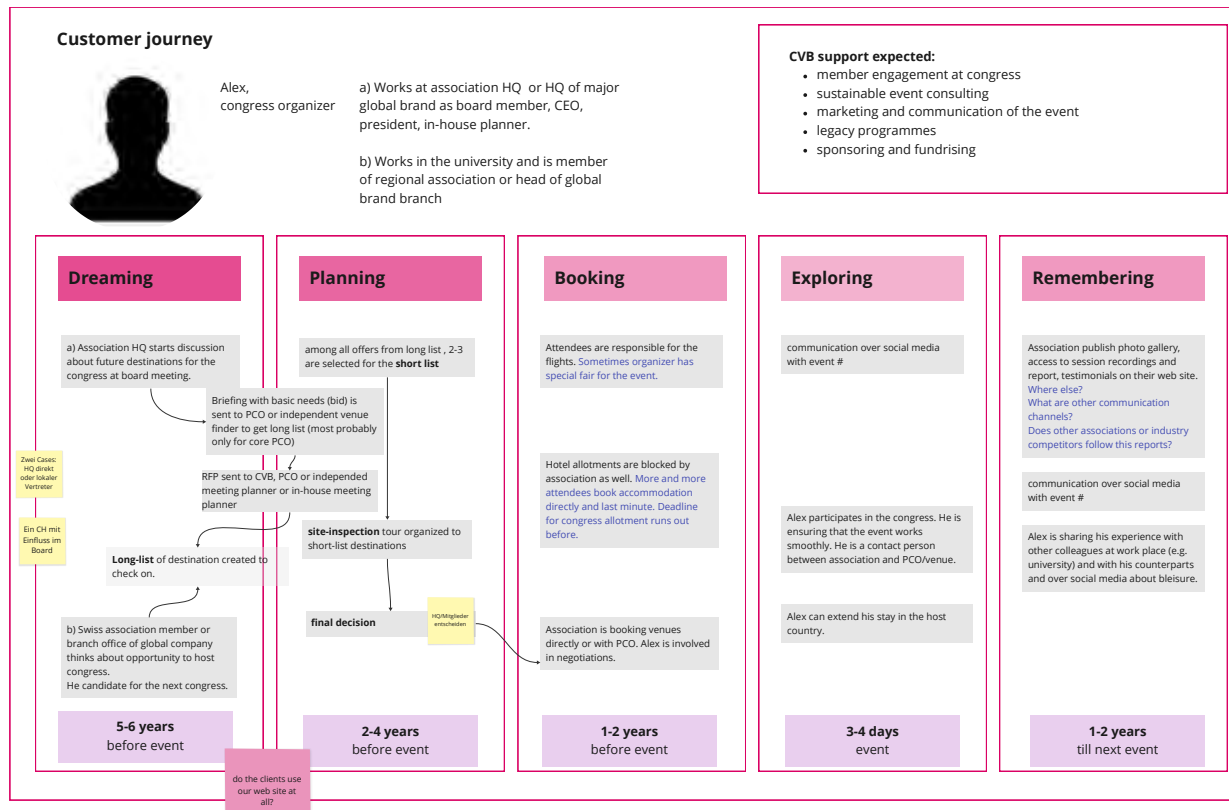
30-50% share of bleisure



ICCA Survey, 2023

*Swiss and International Ass. contacts in SCIB HQ datenbank

Customer journey.



Overview Personas Project.



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Quantitative study



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Toolkit



05

Rollout

Qualitative research.



Method	In-depth interviews (individual explorations) based on a relatively open interview guideline of 60 minutes
Universe	People who have organized business events in Switzerland in the last 3-5 years or are planning to do so in the next 1-2 years.
Sample	Mix of business event goals, industries, company size
Market groups	Europe (Germany, UK, Sweden, Belgium, Switzerland), North America (USA, Canada) and Asia (India, Thailand)
Sample size	n=1-3 per market group

Discoveries: Roles.



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Switzerland.

Discoveries: Goals



Share knowledge



Drive sales



Business development



Generate business

Overview Personas Project.



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Quantitative study



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Rollout

Quantitative research.



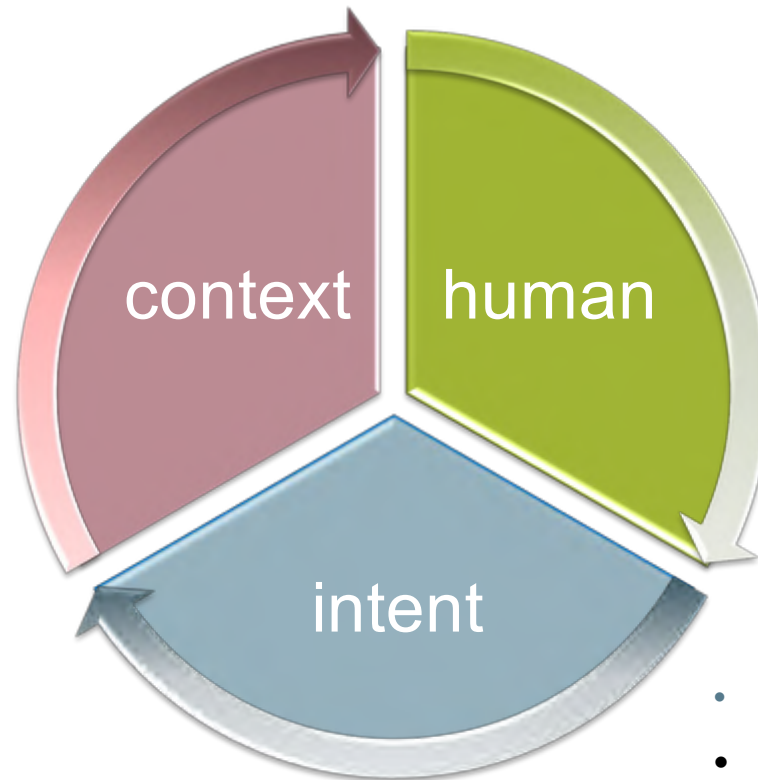
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Method	Digital survey à 15 minutes
Universe	People who handle business events on company or association side and are in SCIB database
Sample	9000 corporate and association contacts in SCIB database
Market group	Europe, North America, Asia
Sample size	n=150 per market group



Business Persona dimensions for qualitative research

- Type of event
- Other event characteristics



- Role in the organization
- Decision-making power
- Personal attitude
- Media usage

- Event goals
- Personal motivation

Overview Personas Project.



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Rollout

WHO

Staffing

Project partners.



Data Know-How

- The **Market Research Department** will be at our disposal to process the data of the qualitative research.
- **SCIB** will be responsible for collecting all the necessary data together with the markets and preparing it for the persona development.

Persona Know-How

- In the development of the ST-specific personas, the SCIB project team is supported by an additional partner, the **Stimmt** agency.
- Stimmt will further develop the prepared personas and translate them so that we can subsequently use them internally according to our demands and requirements.

Stimmt will be involved in the processing of the data and the Market Research department will critically review the results.



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Staffing / Project – Organisation.



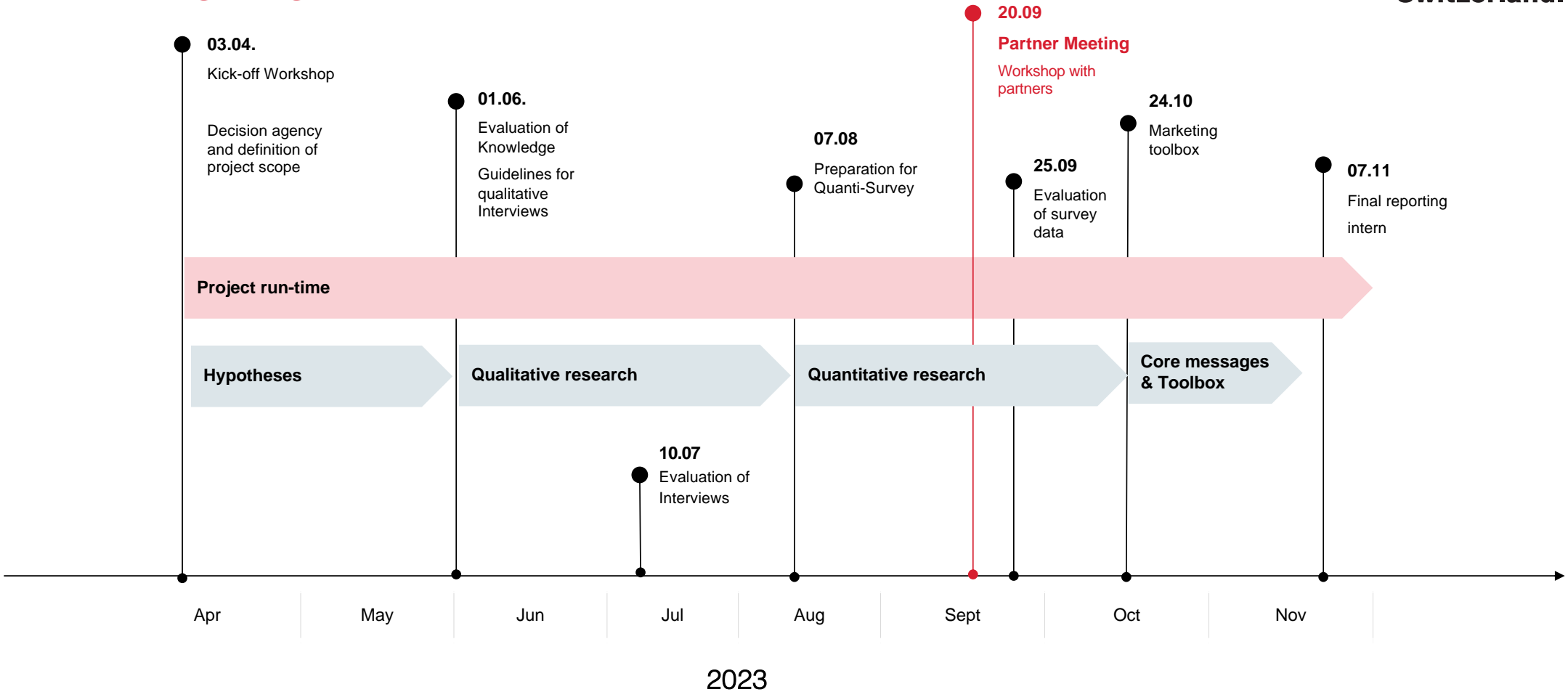
WHEN

Timeline

Timeline.



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Key Take Aways.



01

Client
Focus



02

Personalization &
Individualization



03

Decision-making
and Focusing aid



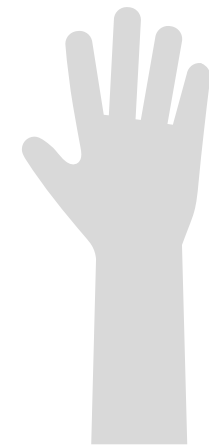
04

Increased
Competitiveness



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Consistent
Understanding



Questions?

Thank you.



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Bleisure Travel Switzerland.



Switzerland.

Warth, Kartause Ittingen

Bleisure Travel. Potential.

- 89% of people plan to add personal vacation time to their business travel this year – many of whom will bring family and friends along

Source: Expedia 03. 23

- 60% of attendees at business events plan to extend their stay

Source: MMG Global 06.23

- 7,6 Mio. overnights generated by Business Events estimated in 2019
- + 4.56 Mio. leisure overnights due to business events

Bleisure Travel. Benefits all.



Benefits for guests

- use travel time and cost twice
- be more sustainable



Benefits for employers

- employer branding and employee retention
- cost savings (travelling outside peak times)



Benefits for meeting organizers

- upgrade offer for participants
- include added-value



Benefits for industry partners

- increase length of stay
- diversify seasons, increase revenue

Who are we talking to.



- **More Men** than Women (approx. 2/3 to 1/3)



- Young and middle aged (up to 54) with an **average age of 38 to 40**



- Mostly **university educated**



- Primarily **high income earners**

Travel behaviour.



- **74%** travel by **plane**



- **70% stay in hotels** (of that 50% in 4 or 5 star hotels)



- **86% book online** and in advance

Bleisure Travel findings.



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Relevant lever to increase length of stay

Reasons for extension needed before booking

Target individual and organized business traveller

Leisure persona in every business traveller

Focus on inspiration and relevant content (restraint in offer marketing)

Diverse touchpoints within industry to use the full potential

Idea.



- We convince Business Travellers to Switzerland that a **private extension** of the business trip is worthwhile for various **reasons** (experience, costs, time, environment).
- We achieve this through a holistic approach by considering the **whole customer journey**, starting with an **inspiring digital campaign**, as well as a clear call-to-action that can be combined into attractive persona-based itineraries and offers for the guests.
- The entire tourism industry **participates to the Bleisure travel movement** by using the assets produced by ST within their own channels.

Target groups with leverage for bleisure.

▪ **Individual business travellers**

- Organize their business trips individually
 - Not yet targeted within ST campaign or SCIB
 - Turn into a leisure persona at the moment of deciding to extend a business trip for leisure
- Digital campaign by Switzerland Tourism

▪ **Planners of business events and their attendees**

- Organize business events for own organization
 - Currently targeted within campaign of Inspiring Meeting Hotels (CH)
 - Currently targeted within SCIB activities (international) and content hub
- KAM inspiration and proposals to extend stay by SCIB and Partners, Hotels

Campaign idea. Come to Work. Stay to Play.



Thanks to the **extension of a business trip**, there is not only time for **work**, but also for **pleasure**. There is a **leisure persona** in every business traveller that needs to **be released**.

The campaign shows the different highlights that can be experienced - easily and without hassle thanks to the good transport system and **short distances** within Switzerland.

Individual business travellers will be targeted at the moment they do their research to travel to Switzerland on business with the message and inspiration **to extend their stay privately** before or after their business trip.

Come to Work. Stay to Play.



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Cut-Down with different activities




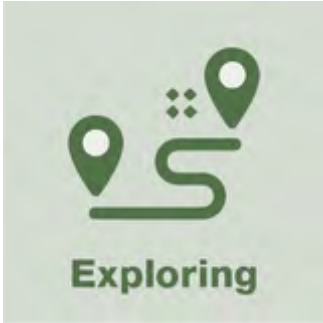



Chat Bot / Quiz on MyS microsite



Landingpage with inspiring content for different interests, length of stays and locations

Activation along the whole customer journey.

	 Dreaming	 Planning	 Booking	 Exploring	 Remembering
Journey Entry Point	Offsite – diverse platforms	MyS	MyS or Partner (e.g. hotels)	MyS, ST Apps	Offsite – diverse platforms
Distribution Channels Paid, Owned, Shared, Earned	<p>Paid: Online Videos (LinkedIn, Instagram, Advertorials)</p> <p>Shared: Organic Social, ST partners</p> <p>Earned: PR stunt</p>	<p>Paid: Social Paid (Quiz)</p> <p>Owned: SEO</p> <p>Owned: E-Mail / Newsletter</p> <p>Shared: Organic Social</p>	<p>Paid: product (tbc)</p>	<p>Paid: SEA</p> <p>Owned: SEO</p> <p>Shared: Organic Social</p>	<p>Owned: E-Mail / Newsletter</p> <p>Shared: Organic Social</p>
<i>*can be updated or changed based on campaign or context</i>					
Industry involvement	Partner use ST material and can buy themselves in with add. content items	Toolkit and industry activation: Planner of Business Events (CH and international, Agencies and Corporates), destinations, hotels, receive content for their offers, their website, pre-stay mails or on-site material			



Industry involvement.

- Toolkit partner
 - ST assets per focus persona can be used by all interested industry partners
- Personalized assets
 - SCIB, Regions, Destinations, Hotels
 - 1 short clip with 3 top activities per region/destination and bleisure message
 - 1 key visual with bleisure message
 - Co-branding with ST
 - Can be booked via ST content and partner marketing
- SCIB
 - All proposals via SCIB will include
 - Inspirational clip and bleisure message
 - Rate for the delegates for a private extension before or after the business event

Thank you.

Networking.



▪ 15h00 - 16h00

Market Groups

Europe

Asia

North America

Headquarter

Associations

Destination Weddings

Bleisure Travel

Business Events Personas

Overall activities



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