



Switzerland.

MarketingActivities SCIB

SCIB_2023_Belux

BENELUX

01/01/2023 – 12/31/2023	SCIB Belgium: Databasemanagement/Télémarketing and RFP Management Ongoing update of our database, qualifying of prospects and maintenance of existing contacts.	Comments Number of RFP's: 39 Number of carried out in CH: 18 Total overnights: 6'064 Confirmed for the next few years: 9 RFP's Still pending: 12 RFP's
01/01/2023 – 12/31/2023	SCIB Belgium: Prospect and develop Swiss-affine companies Ongoing update and develop new contacts with societies in Belgium and Luxembourg having an affinity to Switzerland.	Comments Swiss- and Swiss-affine companies : - receive our eNewsletter - are invited to our events
01/01/2023 – 12/31/2023	SCIB Belgium: eNewsletter to SCIB Database 6 eNewsletters are planned through the year. Short and attractive new ideas sent to 1200 clients of our database. eNewsletters will be sent out in January, March, May, September, November and December.	Comments News and original ideas from the Swiss partners are always welcome! Content is king. 6 thematic eNewsletters in total, 2 stand alone eNews. Separate reporting
01/01/2023 – 12/31/2023	SCIB Belgium: MPI Meetings Community SCIB is MPI member in Belgium and aims to actively attend their chapter meetings and benefit from their educational sessions and overall networking opportunities.	Comments 30.03.2023: TIME TO REFRAME - The role of F2F meetings with Meeting Designer Mike van der Vijver : 10 participants
01/01/2023 – 12/31/2023	SCIB Belgium: www.MySwitzerland.com/meetings Total Number of visits: 9'333	Comments Meetings: Jan 62; Feb 103; Mar 265; Apr 194; May 114; Jun 154; Jul 156; Aug 253; Sep 264; Oct 1'735 Nov 5'091; Dec 462 Total: 8'853 Weddings: Jan 17; Feb 5; Mar 4; Apr 3; May 101; Jun 80; Jul 40; Aug 44; Sep 47; Oct 45; Nov 50; Dec 44 Total: 480

01/01/2023 –
12/31/2023

SCIB Belgium: Communication package(Print & Online): Focus on Associations

SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible. With this "communication" package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business.

Media Package with focus on associations

- Advertorial 2 pages in Boardroom Magazine(printed edition) circulation 7'500 (you will pay for 1)
- Insert in the e- Zine of Boardroom sent to 10'000 contacts
- Insert in the Associationplanner.eu e-news sent to 1'900 contacts and online content on the website
- Insert in the Corporatepanner.be e-news sent to 4'500 contacts and online article on the website

Comments

- Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.

Partners: Basel-Bern-Geneva-Zurich. A total of 138'410 contacts. Separate reporting.

01/01/2023 –
12/31/2023

SCIB Belgium: Communication package: Digital package: focus associations

SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible. With this "communication" package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or congress business.
Digital Media Package with focus on associations

- Article with pictures during one month on the website Meeting Media Company (2 weeks visit: 1500)
- Insert in the HQ e-news sent by Meeting Media Company targeting 17'000 contacts worldwide (11'000 in Europe)
- Banner one month (average monthly clicks 5000)
- Banner in HQ news
- Insert in the Associationplanner.eu e-news sent to 1'900 contacts and online content on the website

Comments

- Detailed annual media/communication plan at the beginning of the year and complete reporting at the end of the year. Content delivered by the partner.
A light version of the package is also possible without the 2 banners for 2'500 CHF

Partner Zurich: separate reporting

01/01/2023 –
12/31/2023

SCIB Belgium: Communication package: Digital package: focus on corporate/agencies meetings and incentives

SCIB Brussels always tries to get media coverage in the Belgian magazines and to integrate the partners where it's possible. With this "communication" package, we will provide the interested partners a detailed annual communication plan featuring their destination and key selling points through different specialized media in the meetings or incentive business.
Digital Media Package with focus on corporate meetings and incentives

- Article on the website of Mice-magazine.com : 800 visitors/day. Shared on Facebook, Twitter, Instagram
- Insert in their eNewsletter sent to 45'000 contacts and link to online content o the website
- Insert in the Corporateplanner.be e-news sent to 4'500 contacts and online content on the website

Comments

Parner Zurich: separate reporting: 36'144 contacts

01/01/2023 – 12/31/2023	SCIB Belgium: Partnership with ESAE : the European Society of Association Executives	Comments
	The European Society of Association Executives (ESAE) is the voice of association leaders in Europe and a platform for senior-level association managers in Europe. SCIB has the possibility to be integrated in their eNewsletter and to attend their events , one with Switzerland-related banner and other material and to make a short presentation to the attendees.	17 Jan: New Year reception: 70 participants. 15 June: General assembly and award ceremony: 120 participants Communication support about SCIB Annual Networking Event: Article in their eNewsletter of October: SCIB Event at Plein Publiek. Active communication with their members Posts on their LinkedIn channel.
01/26/2023 – 01/26/2023	SCIB Belgium: eNewsletter January issue: Winter time pleasures	Comments
	SCIB eNewsletter sent to our database	eNews sent to 1'565 contacts. Opening rate 35,59%, clicks 6,69%, unsubscribes 0,80% Theme: Winter time pleasure City News: Chalet suisse Lausanne; Inspirational Montreux Lucerne & Geneva light festivals Alpine fun: in Villars and Engelberg Exciting renovations: Faern Crans Montana Invitation: Fam trip Davos
02/01/2023 – 02/28/2023	SCIB Belgium: Advertorial Boardroom Magazine : February Issue	Comments
	Launched in 2017, Boardroom is a niche, audience-driven magazine specialised in association matters. It covers a wide spectrum of issues of interest to international associations and is specifically targeting association executives, secretary generals, planners, who are looking to improve themselves and their organisations professionally. It also gives voice to destinations, venues, industry organisations, etc. who can help and partner with these associations. Circulation: 7'500 ex .	2 pages article about Adventure Summit in Lugano Sustainably Minded Adventurers Gather in Lugano Also published on website: 387 views, 1min 09 average time spent on page
02/09/2023 – 02/09/2023	SCIB Belgium: Lunch Partance	Comments
	Brussels is part of the roadshow hosted by the French organiser Partance	Lunch organised at the Penta Hotel in Brussels in the presence of 12 agency meeting planners and 3 other suppliers (2 from Barcelone and one from France. We knew all the participants, but it was a good opportunity to meet some of them whom we had not seen for some time.
02/23/2023 – 02/23/2023	SCIB Belgium: eNewsletter February issue: Standalone Bern Region	Comments
	SCIB eNewsletter sent to our database	Standalone sent to SCIB Database: to 1'535 contacts: Opening rate: 35,25 %, clicks 6,28%, unsubscribes 0,40% Themes: From the capital to the mountains News from Bern: Bern convention hub; 15 team activities in Bern: urban space for connoisseurs News from Interlaken: Extraordinary events; top of Interlaken; James Bond Trophy
03/09/2023 – 03/09/2023	SCIB Belgium: eNewsletter by Boardroom magazine and online article	Comments
	The eNewsletter was sent to their database to 10'000 contacts within associations	eNews with introduction and link to online article : Sustainably Minded Adventurers Gather in Lugano. Sent to 10,000 contacts. Opening rate: 20,5% Clicks on Lugano article: 98
03/28/2023 – 03/28/2023	SCIB Belgium: eNewsletter by Associationplanner.eu	Comments
	Associationplanner.eu is a dedicated eNewsletter annex portal site targeting over 1'900 association executives headquartered in Brussels In the newsletter of March, April, September and November they will feature the Swiss destinations. There will be an insert in the e-newsletter (a short introduction of the city with a picture) and then a full online article on associationplanner.eu.	eNews sent to 1'900 contacts: short introduction about Bern and link to online article: Bern – the cosy Swiss capital city Actual reads: 190 Clicks: 28

03/28/2023 – 03/28/2023	<p>SCIB Belgium: eNewsletter March issue: Eclectic Swiss cities</p> <p>SCIB eNewsletter sent to our database</p>	<p>Comments</p> <p>eNewsletter sent to SCIB database to 1'531 contacts: Opening rate 34,26%; clicks 6,88%; unsubscribes 0,40%</p> <p>Theme: Eclectic Swiss Cities</p> <p>Scientificaly unique: Basel Pavillon Novartis; Geneva Cern Science Gateway</p> <p>Rent an island: Villa Salagnon</p> <p>Art & Nostalgia: Fondation de l'Hermitage;</p> <p>Unparalleled mountain ride</p> <p>Worth discovery: Got the extra Myle; 11 new openings in Zurich</p>
04/25/2023 – 04/25/2023	<p>SCIB Belgium: eNewsletter by Associationplanner.eu</p> <p>Associationplanner.eu is a dedicated eNewsletter annex portal site targeting over 1'900 association executives headquartered in Brussels In the newsletter of March, April, September and November they will feature the Swiss destinations. There will be an insert in the e-newsletter (a short introduction of the city with a picture) and then a full online article on associationplanner.eu.</p>	<p>Comments</p> <p>eNews sent to 1'900 contacts: Two Swiss conference destinations: Zurich and Geneva: short introduction about Geneva and Zurich and link to online articles:</p> <ul style="list-style-type: none"> - Geneva, the city of expertise and dialogue - Zurich shines as Tech Innovation Hub <p>Actual reads: 200</p> <p>Clicks on Zurich: 25; clicks on Geneva: 29</p>
04/25/2023 – 04/25/2023	<p>SCIB Belgium: eNews sent by MICE magazine and advertorial on their website: Zurich</p> <p>Campaign on MICE Magazine. Advertorial about Zurich. Insert in their eNews sent to 32'000 contacts and link to online article on their website.</p> <p>Posted and shared on social medias</p>	<p>Comments</p> <p>Advertorial about Zurich: Ultieme congresstad Zurich: na inspanning ook ontspanning!</p> <p>Views 146</p> <p>Insert in their eNews sent to 32'144 contacts</p> <p>Opening rate: 10,84%</p> <p>Click rate: 0,26%</p> <p>Number of unique clicks: 83</p> <p>Total clicks : 243</p>
05/01/2023 – 05/31/2023	<p>SCIB Belgium: Advertorial Boardroom Magazine : May Issue</p> <p>Launched in 2017, Boardroom is a niche, audience-driven magazine specialised in association matters. It covers a wide spectrum of issues of interest to international associations and is specifically targeting association executives, secretary generals, planners, who are looking to improve themselves and their organisations professionally. It also gives voice to destinations, venues, industry organisations, etc. who can help and partner with these associations. Circulation: 7'500 ex .</p>	<p>Comments</p> <p>2 pages about Geneva: Geneva: Pioneering the Medical Field</p> <p>Also published on website: 399 views, 1min19 average time spent on page</p> <p>2 pages about Basel: BIO Europe Spring in Basel: A Conference With a Sustainable Impact</p> <p>Also published on website: 399 views, 1min19 average time spent on page: 416 views, 1min27 average time spent on page</p>
05/09/2023 – 05/09/2023	<p>SCIB Belgium: eNewsletter May issue: Switzerland- sustainable water pioneer</p> <p>SCIB eNewsletter sent to our database</p>	<p>Comments</p> <p>eNews sent to SCIB database: sent to 1'528 contacts; opening rate 32, 37%, click rate 6,20%, unsubscribes 0,20%</p> <p>Theme : Water paradise</p> <p>Paddel around Zurich, Berne Casa Novo</p> <p>Geneva city of water</p> <p>Around Lake lucerne</p> <p>Lake Thun luxury venue</p> <p>Water in its ourest form in Engelberg</p> <p>Disconnect in Villars-Les Diablerets</p> <p>Sustainable Travel, Switzerland by train and SAF</p> <p>Imex Frankfurt & Switzerland Meeting Trophy</p>
05/11/2023 – 05/11/2023	<p>SCIB Belgium: eNewsletter by Boardroom magazine and online article</p> <p>The eNewsletter was sent to their database to 10'000 contacts within associations</p>	<p>Comments</p> <p>eNews with introduction and link to online article: Geneva pioneering the medical field</p> <p>Sent to 10,000 contacts. Opening rate: 28%</p> <p>Clicks on Geneva article: 138</p>

05/17/2023 – 05/31/2023	SCIB Belgium: Online article on Meeting Media Group about Zurich and integration in their eNewsletter	Comments
	Online article about Zurich Placed on Meeting Media Group site. Integration in their e-news sent to ± 15'000 contacts.	Online article : Zurich in a nutshell Total views: 531 Impressions: 9'201 newsletter sent to 14'211 contacts Opening rate: 22,76% Click rates on the article: 2,78% Total clicks on the article: 160 Impressions: 3'198
05/23/2023 – 05/25/2023	SCIB Belgium: IMEX Frankfurt	Comments
	Attendance on the Switzerland booth. Meet and greet clients from Belgium. Active communication in the market prior to the event in order to drain as much qualified visitors to the booth as possible	IMEX was a good fair, in total 30 contacts with Belgian clients, among them association planners.
05/30/2023 – 05/30/2023	SCIB Belgium: eNewsletter by Boardroom magazine and online article	Comments
	The eNewsletter was sent to their database to 10'000 contacts within associations	eNews with introduction and link to online article : BIO Europe sping in Basel: a conference with a sustainable impact Sent to 10,000 contacts. Opening rate: 27% Clicks on Basel article: 51
06/08/2023 – 06/08/2023	SCIB Luxembourg: Business Dinner in Luxembourg	Comments
	SCIB Belux will invite corporate clients for dinner in Luxembourg City. Swiss Partners will have the possibility to join. Event will take place at a special venue or in a famous restaurant and if possible in the presence of the Swiss ambassador in Luxembourg.	The succesfull event took place at le restaurant Le Sud in city centre. Theme of the evening: Swisustainable and water. Water tasting with certified water sommelier Timo Bausch. 30 guests corporate meeting planners mainly from finance, insurance, banking and legal sector. 5 Swiss partners: Crans-Montana, Davos, Pilatus Bahnen, Radisson Blu Andernatt, Swiss Int. Air Lines
06/26/2023 – 06/26/2023	SCIB Belgium: BBT : Speed dating workshop. Summer edition	Comments
	BBT will organize a B2B event, speed date workshop for the Belgian meetings and incentives agencies. 80 suppliers and 80-100 planners are expected. Speed date workshop followed by walking dinner. Mainly agencies. Good opportunity to meet the major agencies.	Event took place at Albert venue in Brussels. 120 registrations at the end 110 participants. We met personally 30 clients. We receive 2 concrete RFP. Swiss partners: Geneva CVB with Manotel, Moevenpick Hotel Lausanne, Pilatus Bahnen and Zurich Marriott Hotels
06/27/2023 – 06/27/2023	SCIB Belgium : eNewsletter by Corporateplanner.be	Comments
	The eNewsletter of Corporateplanner.be will be sent towards ± 4'500 meeting, incentive & event planners in Belgium, normally one time a month. Swiss destinations will be featured in June, August, October and November. Insert in the eNewsletter and click-through to corporateplanner.be with online article. Online article will stay for one year.	eNews sent to 4'500 contacts: short introduction about Zurich and link to online article: Zurich business city French version: Actual reads: 350 Clicks: 35 Dutch version: Actual reads: 655 Clicks: 80
06/29/2023 – 06/29/2023	SCIB Belgium: eNewsletter: Save the date: Annual Networking Evening for associations & corporate meeting planners	Comments
	SCIB eNewsletter sent to our database: Save the date for SCIB Annual Networking Evening: 17.10.2023	Save the date sent to 691 SCIB contacts. Opening rate 31,41%; click rate 7,89%; unsubscribes 0,61%
07/27/2023 – 07/27/2023	SCIB Belgium: eNewsletter: Save the date: Annual Networking Evening for agencies	Comments
	SCIB eNewsletter sent to our database: Save the date for SCIB Annual Networking Evening: 18.10.2023	Save the date sent to 285 SCIB contacts. Opening rate 42,40%; click rate 7,42%

08/22/2023 – 08/22/2023	SCIB Belgium: eNewsletter August issue: Standalone Engadin St. Moritz	Comments
	SCIB eNewsletter sent to our database	Standalone sent to SCIB Database: to 1'5'39 contacts: Opening rate: 51,80 %, clicks 4,20%, unsubscribes 0,27% Theme: Meet on top of the world Hotel Kulm; Grand Hotel Kronenhof Convention Center Pontresina; Hotel Saratz For exclusive rents: Hotel Nira Alpina Corvatsch VIP night
08/29/2023 – 08/29/2023	SCIB Belgium : eNewsletter by Corporateplanner.be	Comments
	The eNewsletter of Corporateplanner.be will be sent towards ± 4'500 meeting, incentive & event planners in Belgium, normally one time a month. Swiss destinations will be featured in June, August, October and November. Insert in the eNewsletter and click-through to corporateplanner.be with online article. Online article will stay for one year.	eNews sent to 4'500 contacts: short introduction about Bern and link to online article Berne la capitale la plus paisible d'Europe Bern Europa's ontspannendste hoofdstad Dutch version: Actual reads: 701 Clicks: 75 French version: Actual reads: 325 Clicks: 32
09/01/2023 – 09/30/2023	SCIB Belgium: Advertorial Boardroom Magazine : September Issue	Comments
	Launched in 2017, Boardroom is a niche, audience-driven magazine specialised in association matters. It covers a wide spectrum of issues of interest to international associations and is specifically targeting association executives, secretary generals, planners, who are looking to improve themselves and their organisations professionally. It also gives voice to destinations, venues, industry organisations, etc. who can help and partner with these associations. Circulation: 7'500 ex .	2 pages about Interlaken: The Secrets of Interlaken's Success as the SEF's Host Destination Also published on website : 226 views, 1min04 average time spent on page
09/14/2023 – 09/14/2023	SCIB Belgium: eNewsletter by Boardroom magazine and online article	Comments
	The eNewsletter was sent to their database to 10'000 contacts within associations	eNews with introduction and link to online article: The Secrets of Interlaken's Success as the SEF's Host Destination Sent to 10,000 contacts. Opening rate: 27% Clicks on Interlaken article: 82
09/21/2023 – 11/06/2023	SCIB Belgium: Boardroom : Social medias campaign	Comments
	Launched in 2017, Boardroom is a niche, audience-driven magazine specialised in association matters. It covers a wide spectrum of issues of interest to international associations and is specifically targeting association executives, secretary generals, planners, who are looking to improve themselves and their organisations professionally. It also gives voice to destinations, venues, industry organisations, etc. who can help and partner with these associations.	3'100 followers on LinkedIn, 1'400 on X, 478 on Instagram and Facebook. LinkedIn average monthly impressions +/- 6,000 X/Facebook/Instagram average monthly impressions +/- 2,500 Total of 5 posts: Post 1: SCIB presents annual sustainability event in Brussels(4x) Impressions 1'167 Post 2: Video about accessibility: Impressions: 426 Post 3: Video about sustainability: 394 Post 4: Video about leading industries: 140 Post 5: Video about SCIB's new campaign: 299
09/26/2023 – 09/26/2023	SCIB Belgium: eNewsletter September issue: Switzerland: Where winter wonders await. (Part 1)	Comments
	SCIB eNewsletter sent to our database	eNewsletter sent to 969 contact from corporate and associations Opening rate 25,05%,clickrate 5,07%, unsubscribe: 0,42% Theme: where winter wonders await Christmas in Bern Winter magic in Zurich Diablerets: A fun nightfall Angelic Engelberg Radisson Blu Andermatt Your base camp to nature Winter castle in Vitznau Curling in Crans Montana Invitation for SCIB event 17.10.2023

09/26/2023 –
09/26/2023

SCIB Belgium: eNewsletterSeptember issue:Switzerland: Where winter wonders await. (Part 2)

SCIB eNewsletter sent to our database

Comments

eNewsletter sent to 485 contact from agencies.
Opening rate 37,55%,clickrate 2,70%, unsubscribe: 0
Theme: where winter wonders await
Christmas in Bern
Winter magic in Zurich
Diablerets: A fun nightfall
Angelic Engelberg
Radisson Blu Andermatt Your base camp to nature
Winter castle in Vitznau
Curling in Crans Montana
Invitation for SCIB event 18.10.2023

09/28/2023 –
09/28/2023

SCIB Belgium: eNewsletter by Associationplanner.eu

Associationplanner.eu is a dedicated eNewsletter annex portal site targeting over 1'900 association executives headquartered in Brussels. In the newsletter of March, April, September and November they will feature the Swiss destinations. There will be an insert in the e-newsletter (a short introduction of the city with a picture) and then a full online article on associationplanner.eu.

Comments

eNews sent to 1'900 contacts: short introduction about Basel and link to online article: Basel: a true welcoming culture for associations
Actual reads: 200
Clicks: 29

10/18/2023 –
10/18/2023

SCIB Belgium: Annual Networking Events in Brussels. Day 2

Organization of our traditional Networking Event for our clients and new potential clients. Second evening dedicated to agencies and PCO's.
Event will take place at the brand new venue the Mix in Brussels.
Theme of the evening: All your senses in action in Switzerland.

Event will start with the workshop with the partners, followed by an activity all together: the 5 senses workshop.

Comments

A very successful event. We welcomed 34 participants from agencies and PCO's. Difficult to attract the guests as they are very busy and still understaffed.
Based on ST's Autumn campaign and the 5 senses, we created a workshop integrating all the Swiss partners present by tasting specialities or touching objects representing the destination, among others. During the wrap-up, the partners were able to present the link between the challenges and the MICE possibilities.
Positive reactions from our clients, partners were also satisfied with the outcome and contacts.
Partners: Basel- Davos- Engelberg-Geneva- Interlaken-Lausanne Montreux Congress (LMC) -Lucerne -Interlaken- Grand Hotel des Bains St.Moritz-Villars-Les Diablerets- Swiss Int. Air Lines-Zurich

10/24/2023 –
10/24/2023

SCIB Belgium : eNewsletter by Corporateplanner.be

The eNewsletter of Corporateplanner.be will be sent towards ± 4'500 meeting, incentive & event planners in Belgium, normally one time a month.
Swiss destinations will be featured in June, August, October and November.
Insert in the eNewsletter and click-through to corporateplanner.be with online article. Online article will stay for one year.

Comments

eNews sent by Corporateplanner.be to 4500 contacts. Small introduction and link to online article about Basel: Bazel: kennishub op het vlak van farmacie, biotechnologie, biowetenschap en technologie. Bâle: pôle de connaissances dans les domaines pharmaceutique, biotechnologique, des sciences de la vie et de la technologie.
French version: Actual reads: 355 Clicks: 36
Dutch version: Actual reads: 666 Clicks: 76

11/01/2023 –
11/30/2023

SCIB Belgium: Advertorial Boardroom Magazine : November Issue

Launched in 2017, Boardroom is a niche, audience-driven magazine specialised in association matters. It covers a wide spectrum of issues of interest to international associations and is specifically targeting association executives, secretary generals, planners, who are looking to improve themselves and their organisations professionally. It also gives voice to destinations, venues, industry organisations, etc. who can help and partner with these associations. Circulation: 7'500 ex .

Comments

2 pages about Zurich: Zurich
A Truly 'Swisstainable' Conference Destination
Also published on website:101 views, 1min27 average time spent on page

11/07/2023 – 11/07/2023	SCIB Belgium: eNewsletter November issue: All your senses in action in Switzerland	Comments
	SCIB eNewsletter sent to our database	Sent to 1'517 contacts Opening rate: 31,13%; clickrate: 4,85%; unsubscibes: 0,40% Taste the waste in Zurich Sustainable raclette in Villars Sustainable firekitchen in Bern Fondue cooking in nature-Jungfrau Region "Swinglish" by Urs Letterli Mountain Safari on Mount Pilatus Bern art of scent Yodeling for beginners in Biosphere Entlebuch IBTM: SCIB presence and Swiss breakfast
11/08/2023 – 11/11/2023	SCIB Belgium: BCD M&E Serotonin supplier event in Zurich and post tour to Geneva	Comments
	SCIB and Zurich Tourism/CVB will host the BCD M&E supplier event "Serotonin" at the Circle.	It was a great event focused on sustainability. A good opportunity for the suppliers to network with ± 150 BCD Meetings & Events professionnals from EMEA SCIB Belgium shared the appointments with SCIB Germany. Total of 18 one to one appointments. Good networking opportunity during the dinner the day before Post tour to Geneva with 10 participants: Overnight stay at Marriott Hotel. Visit to Red Cross Museum, CERN,...
11/15/2023 – 11/15/2023	SCIB Belgium: Insert in eNewsletters sent by Rendevenement	Comments
	RendEvenement is a source of information and inspiration for meeting planners and event marketeers. Information about meetings, incentives, teambuidings in their monthly eNewlester.	eNews sent to 10'354 contacts : Marketing managers and decisions makers , responsible for events, incentives and meetings, incentive and meeting planners Small insert and link to online article: 4 raisons qui font de la Suisse l'endroit idéal pour vos événements durables.4 redenen waarom Zwitserland de perfect duurzame locatie is. Opening rate: 63% clicks 343
11/21/2023 – 11/21/2023	SCIB Belgium : eNewsletter by Corporateplanner.be	Comments
	The eNewsletter of Corporateplanner.be will be sent towards ± 4'500 meeting, incentive & event planners in Belgium, normally one time a month. Swiss destinations will be featured in June, August, October and November. Insert in the eNewsletter and click-through to corporateplanner.be with online article. Online article will stay for one year.	eNews sent to 4'500 contacts: short introduction about Zurich and link to online article: Zurich métropole cosmopolitie au bord de l'eau. Zurich kosmopolische metropool aan het water French version: Actual reads: 355 Clicks: 45 Dutch version: Actual reads: 755 Clicks: 75
11/21/2023 – 11/21/2023	SCIB Belgium : eNewsletter by Corporateplanner.be	Comments
	The eNewsletter of Corporateplanner.be will be sent towards ± 4'500 meeting, incentive & event planners in Belgium, normally one time a month. Swiss destinations will be featured in June, August, October and November. Insert in the eNewsletter and click-through to corporateplanner.be with online article. Online article will stay for one year.	eNews sent to 4'500 contacts: short introduction about Geneva and link to online article: La parfaite fusion de la science et de l'élégance au CERN; Fusie van wetenschap en elegantie in het CERN French version:Actual reads: 322 clicks 74 Dutch version: Actual reads: 755 clicks 105
11/21/2023 – 11/21/2023	Belgium: Meeting Trophy reunion	Comments
	The idea is to bring together as many people as possible who have participated in the Switzerland Meeting Trophy since 2005.	A lot of interest, but at the end a lot of last minute cancellation due to illness or workload. Fondue at a typical Swiss restaurant in Brussels Total of 7 participants

11/24/2023 – 11/24/2023	<p>SCIB Belgium: UIA Associations Round Table</p> <p>The Union of International Associations organises every year round table discussions between international associations and a limited number of suppliers. A good opportunity to get in touch with secretary general or senior level association executives. About 100 associations.</p>	<p>Comments</p> <p>UIA (Union of International Associations) Associations Round Table in Brussels with a total of 110 organizations including 75 participants from international associations. A good opportunity to network with associations and learn all about the needs and challenges of international associations and how those connect to the current affairs worldwide</p>
11/28/2023 – 11/30/2023	<p>SCIB Belgium: IBTM World Barcelona</p> <p>Attendance on the Switzerland booth. Meet and greet clients from Belgium. Active communication in the market prior to the event in order to drain as much qualified visitors to the booth as possible</p>	<p>Comments</p> <p>Presence during the 3 days. A full agenda with 34 pre-scheduled appointments from various countries. A lot from international associations based in Belgium. Swiss breakfast at the booth with 4 Belgian guests.</p>
12/01/2023 – 12/01/2023	<p>SCIB Belgium: eNewsletter by Associationplanner.eu</p> <p>Associationplanner.eu is a dedicated eNewsletter annex portal site targeting over 1'900 association executives headquartered in Brussels. In the newsletter of March, April, September and November they will feature the Swiss destinations. There will be an insert in the e-newsletter (a short introduction of the city with a picture) and then a full online article on associationplanner.eu.</p>	<p>Comments</p> <p>eNews sent to 1'900 contacts: short introduction about Zurich and link to online article: Zurich for XL meetings with charm. Actual reads: 212: clicks 30</p>
12/01/2023 – 12/31/2023	<p>SCIB Belgium: Advertorial in Rendevenement Magazine</p> <p>Rendevement is a B2B magazine published by Professional Media Group for the Event Marketing sector. Target group: paying subscribers selected from the top 30000 (Marketing Managers and decision makers, responsible for event, incentive, meeting and fair communication). Presence of SCIB with 2 pages editorial content</p>	<p>Comments</p> <p>2 pages about Switzerland in general : 4 raisons qui font de la Suisse l'endroit idéal pour vos événements durables. 4 redenen waarom Zwitserland de perfect duurzame locatie is. Article is also published online (7'132 online subscribers)</p>
12/04/2023 – 12/04/2023	<p>SCIB Belgium: eNewsletter by Boardroom magazine and online article</p> <p>The eNewsletter was sent to their database to 10'000 contacts within associations</p>	<p>Comments</p> <p>eNews with introduction and link to online article : Zurich a truly swisustainable destination Sent to 10,000 contacts. Opening rate: 25% Clicks on Zurich article: 26</p>
12/18/2023 – 12/18/2023	<p>SCIB Belgium: BBT speed date workshop Winter edition</p> <p>BBT will organize a B2B event, speed date workshop for the Belgian meetings and incentives agencies. 80 suppliers and 80-100 planners are expected. Speed date workshop followed by walking dinner. Mainly agencies. Good opportunity to meet the major agencies.</p> <p>Most of the time there are 2 editions per year: a summer edition in June and a winter edition in December.</p>	<p>Comments</p> <p>Event took place at Hilton Old Town in Antwerp 125 registrations at the end 120 participants. It started with 2 educational sessions followed by a 4 hour speed date workshop and seated dinner. Total of 16 one to one appointments and 40 contacts. Mainly from agencies, a few planners from the Netherlands. Swiss partners: Davos, Lucerne, Pilatus Bahnen</p>
01/01/2023 – 12/31/2023	<p>SCIB Belgium: Sales Calls</p> <p>Sales Calls to incentive houses, PCO's, corporates and associations. In-house presentation for large agencies : breakfast meeting or business lunches. Related travel expenses.</p>	<p>Comments</p> <p>Representation of all partners by SCIB. Sales calls are made by phone or via teams as many people are working at home 2 or 3 days a week and are not at the office at the same time.</p>
01/01/2023 – 12/31/2023	<p>SCIB Belgium: Association Marketing Research</p> <p>As a long term strategic process the aim is to focus more on the association market. The leads are researched and quantified via the ICCA database to attract potential association conferences to Switzerland. There are more than 550 associations with HQ in Belgium, organizing congresses with more than 300 participants abroad.</p>	<p>Comments</p> <p>Aim is to qualify 20 ICCA leads and follow-up leads and contacts from past research. SCIB was regularly in contact with associations during third part events and SCIB events. 8 concrete RFP's through SCIB for congresses in 2024/2025/2026/2029</p>

03/09/2023 –
03/12/2023

SCIB Belgium: Study Trip: “Winter” study trip

Organization of a study trips for Belgian PCO’s and incentive houses. Participation of 8-10 meeting planners from PCO’s and incentive houses in a winter destination. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.

Comments

Study trip To Davos.
Spent first night at the Dorint Hotel Zurich airport and 2 nights at the Alpengold Hotel. 8 agencies and 1 media: Attractive programme: ski, snowshoe, fondue in the igloo, wintersport museum and diverse hotel site inspections.

06/22/2023 –
06/25/2023

SCIB Belgium: 17th Switzerland Meeting Trophy

17th edition of the Meeting Trophy, rally through Switzerland. Recruiting and guidance of the Belgian team (director or senior account managers from incentive houses and PCO’s). Participation of a media representative. Follow-up including i.e dinner after the event.

Comments

Route Engadin-St.Moritz-Zurich
The Switzerland Meeting Trophy was again a successful event. For the fifth time, “The Spice Team” Belgium has won the trophy. 6 agencies and 1 journalist have visited and discovered St.Moritz and the Engadin region and Zurich
Media partner MIM Headquarters Magazine. Article was published in September.

01/01/2023 –
01/01/2023

SCIB Belgium: Key-Media Management

- eNewsletters sent to dedicated media recipients (special interest media, daily press, trade media..)
- Integration of “Meetings” related articles in the regular media mailing of ST
- Integration of a media representative on study trips in order to get best editorial coverage.
The main “meetings” magazines are :

- Headquarters Magazine : 8500 copies /6x year + online
- Boardroom Magazine: Magazine specialized in association management & events 7’500 copies/4x year + online

Online :

- Associationplanner.eu : dedicated newsletter annex portal site targeting over 1900 associations executives headquartered in Brussels .10 times a year.
- Corporateplanner.be:dedicated newsletter annex portal site targeting over 4’000 meetings planners.10 times a year.
- Meeting Media Company : E-Zine, bi-monthly e-news sent to 17’000 association and corporate planners worldwide; 11’000 in Europe; Average number of webvisitors: 15’000 per month.
- Boardroom eNewsletter sent to 10’000 contacts.
- MICE Magazine: Mice magazine is a service of Venues Online and Eventonline.Venues Online (www.venuesonline.be) is the most complete online venue locator in Belgium. It groups together 'the best of' all meeting, conference and event venues. Exclusively for B2B, compactly designed, but with a surprising amount of information. Eventonline (www.eventonline.be) has been the online event guide for the organization of corporate and private events for 10 years. Published in Dutch and English

Comments

Print:
May : HQ Magazine: Destination interview: Swisustainable featuring Davos, LMC and Zurich: 8’500 ex
September: HQ Magazine: Article about Switzerland Meeting Trophy: Showcase of Swiss Quality!
Sept: HQ Magagazine: article about Interlaken: Kursaal Interlaken Meetings Between Lakes and on Mountain Slopes!
Online:
January: MICE magazine based on our eNewsletter: Winter pleasures
February: Boardroom Magazine: Geneva moves on at full speed
March: Boardroom magazine: Basel Showcases Sustainability
May: MICE magazine based on our eNewsletter: Watery and sustainable
May: HQ magazine: LMC: "Society has Taken a Covid 'Free-time' to Reflect on Work and Consumption Habits
July: MICE Magazine: save the date for SCIB
October event: all your senses in action in Switzerland
July: Boardroom Magazine: invitation SCIB October event
July Boardroom magazine :GIAF 2023: Empowering Associations to Stand Strong Now and in the Future
September: Boardroom Magazine: SCIB presents annual sustainability event in Brussels
November: Boardroom Magazine: Zurich demonstrates life sciences excellence and secures major conference
November: Boardroom Magazine: Boom summit 2024 revolutionizes healthtech landscape in Basel