



Switzerland.

MarketingActivities SCIB

SCIB_2023_India

INDIA

01/15/2023 –
12/30/2023

SCIB: Database Management/RFP Handling

- Continue building up qualified and important MICE agencies and corporate client database, that have potential to place incentives and possibly meetings in Switzerland.
- Keep track of all RFP's in the database.

Comments

Ongoing

DB updated with all the RFP's

02/01/2023 –
12/31/2023

SCIB: E-newsletters

- E-newsletters sent out to the Indian MICE database with approximately 500 clients
- Register and we coordinate a Mono-Destination Newsletter with 4-6 Topic Boxes or News.
- Max 6 destinations can register

Comments

- 1st - topic sustainability in March
- 2nd - topic Asia Trophy 223 in April
- 3rd - topic IMEX 223 in May
- 4th - topic Weddings in June
- 5th - topic Inspiration in October
- 6th - topic wedding study trip in November

03/04/2023 –
03/05/2023

SCIB: 'Being Woman', Corporate Women Networking Event.

- 8 top Women Corporate clients will be identified on the basis of the business generated to Switzerland or potential to generate business.
- This is a 1 day offsite event on 8th March to celebrate "Being Woman" and will focus on bringing in decision makers from different industries who are the target audience for SCIB.
- The location is to be shortlisted as the focus will be on client engagement and several activities to keep them engaged and we aim to bring in an influencer / motivational speaker/ Women well being/ health (Online) who will weave in a story or a talk which will resonate with every woman.
- The outcome of this Offsite will not only leave every woman refreshed but this activity will also deep root a feeling of #Inlovewithswitzerland among them.

Comments

The off site took place on 4th to 5th March in Bangalore (JW Marriott Golfshire) a few days before 8th March as it was a big public holiday and getting clients would have been difficult.

Program: three speakers talking about green wellness, finance and mental wellbeing. Kahoot game in form of presentation. Cookery class, Spa experience, Tambola game, wine stumping and vineyard tour etc

SCIB partnered with Wizard Events, Delhi. Lindt home of chocolate and Glacier 3000 collaborated with SCIB India

05/20/2023 –
05/25/2023

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

- The meeting / incentive planners will be attending IMEX in Frankfurt as hosted buyers. SCIB will organise a Pre or Post IMEX study trip to Switzerland.
- Focus is to have approx. 8 to 10 Indian buyers.
 - If possible will try to work jointly with a hotel chain having a GSO in India and with a few hotels across Switzerland.
 - The hotel overnights will be hosted by the hotel chain & SCIB HQ will organise the land / ground arrangements.

Comments

Organised the Pre IMEX tour jointly with Accor hotels at Movenpick hotel in GVA & Movenpick hotel in Zurich with 2 ON at each hotel. The respective hotels hosted 2 dinner too

ST had to pay only for the Basel /FRA train tickets and pay for one dinner that too which was split by GVA tourism.

Overall a good experience as it was a mix of corporate clients (Microlabs & BajajAllianz Insurance) and MICE agencies

01/01/2023 – 12/30/2023	<p>SCIB: Site inspections</p> <p>To assist and support corporate clients with organising site inspections, whenever necessary and relevant. Assistance is provided in form of either a Swiss Travel Pass, a local contact, a local program including hotels for 1 to 2 overnights, including liaising with both SCIB HQ and Swiss partners.</p>	<p>Comments</p> <ol style="list-style-type: none"> 1. Akbar holidays - STP issued 2. Glenmark Pharma - STP issued
01/15/2023 – 11/30/2023	<p>SCIB: Sales Calls/In-house Product Training to MICE agencies</p> <ul style="list-style-type: none"> - Sales visits and in-house trainings to qualified contacts to present the various possibilities of Switzerland as a MICE destination. - Besides the main metro cities, SCIB will also target smaller cities. 	<p>Comments</p> <p>Done in</p> <ul style="list-style-type: none"> - Delhi - Kolkata - Ahmedabad - Mumbai ongoing
02/01/2023 – 11/30/2023	<p>SCIB: Individual Sales activity plan for partners</p> <ul style="list-style-type: none"> - SCIB will plan 5 day sales activity (workshop/sales call/ presentation) for Swiss partners. - Three cities part of the sales activity. Flexible to make it tailor made according to the wishes of the partner - There is a possibility to combine it with Pre / Post MILT event or combine it with your business trip for ST Inida Leisure activities. - The sales trip can be organised in a combination of Region along with hotel /attraction. 	<p>Comments</p> <p>With ZRH tourism in August '23. One day in Mumbai.</p>
02/01/2023 – 11/30/2023	<p>SCIB: Corporate sales call</p> <p>Individual Sales call and also Joint sales call with hotels and with Key MICE agencies. Focus is to meet the corporate clients with an affinity to Switzerland & to those who have potential for Switzerland.</p>	<p>Comments</p> <p>Done in</p> <ol style="list-style-type: none"> 1) Delhi - February 2) Bangalore - March 3) Ahmedabad - July 4) Kolkata - August 5) Chennai and Pune in October 6) Kolkata in December
02/01/2023 – 12/10/2023	<p>SCIB: Corporate Educational Trip</p> <ul style="list-style-type: none"> - SCIB India will work jointly with a reputed MICE agency or SWISS. - Will identify the best corporate clients pan India, jointly with the MICE agency or SWISS for an educational trip to Switzerland. - A very good medium to showcase the destination directly to the end clients who plan & influence Incentive travel for their organisations. - Between 8 to 10 pax to be part of the educational trip 	<p>Comments</p> <p>Joint promotion with Wizard Events. 10 corporate clients in Dec '23, with focus on extending the season and showcasing Christmas markets.</p> <p>Wizard Events paid 50% of the airfare & SCIB paid balance 50%.</p> <p>Fairmont Montreux Palace to host 1 night. Interlaken 1night (SCIB paid). 1 night in Bern and 2 nights in Zurich(IMEX'23) they will do the local hosting.</p>
03/15/2023 – 03/30/2023	<p>SCIB: 8th Asia Trophy in Switzerland</p> <p>Rally through Switzerland to showcase the incentive options in secondary/ less known regions.</p> <ul style="list-style-type: none"> - A delegation of 10 Indian agents and will participate to the event. - Mix of workshop, welcome and farewell evening with Award ceremony at the end. - Aim is show new regions, present creative programs and innovative ideas - Jointly filter & invite the potential agencies along with Kuoni 	<p>Comments</p> <p>The St. Bernhard group size was 13 pax. Shall limit it to 10 pax next year for better coordination.</p>
09/09/2023 – 09/16/2023	<p>SCIB: Special MICE Program STM 2023, Geneva.</p> <p>SCIB planning a special program for Meeting Planners.</p> <p>The aims to use the STM platform by SCIB are:</p> <ul style="list-style-type: none"> - show the possibilities of organising events in Switzerland by attending a large event - meeting with specialized suppliers - sharing their specific expectation with us during a workshop - getting to know the meeting and incentive destination Switzerland better by participation to a specialized post tour 	<p>Comments</p> <p>Got an allocation for 4 MICE clients. 4 MICE agencies confirmed their participation. However one cancelled due to an accident</p>

11/01/2023 –
12/28/2023

SCIB: Networking Event with Corporate clients

Comments

Scheduled in December '23

- 8 to 10 top Corporate clients will be identified on the basis of the business generated to Switzerland or potential to generate business.
- They will be invited for a networking lunch/dinner during Christmas period or a christmas hamper will be given as a gesture of appreciation. This would be a basic PR initiative & to say thank you for the business.

Region: Mumbai, Delhi, Bangalore and Kolkata