



Switzerland.

MarketingActivities SCIB

SCIB_2023_Netherlands

BENELUX

01/01/2023 –
06/30/2023

Netherlands: eNewsletter Conference Matters.

Conference Matters. Adding value to the work of organizers, clients, facilitators and sponsors of #conferences and #meetings.

Article eNewsletter (9'000 ex).

Comments

eNewsletter with the topic:
14 March - Davos.
28 March - Swiss Travel System.

01/01/2023 –
12/31/2023

Netherlands: MPI networking meetings community.

SCIB is MPI member in the Netherlands and aims to actively attend their chapter meetings and benefit from their educational sessions and overall networking opportunities.

Comments

Representation of all Partners by SCIB.
MPI Event diversity & inclusiveness 11
December, 70 participants

01/01/2023 –
12/31/2023

Netherlands: Telemarketing / database management.

Ongoing update of our database, qualifying prospects and maintenance of existing contacts.

Comments

Database management
Number of RFP's: 16
Carried out: 3
Number of overnights: 380

- Sending Link to meetingplanner on www.myswitzerland.com
- card with best wishes
- christmas tree hanger trauffer cow

01/01/2023 –
12/31/2023

Netherlands: Key Media Management.

Mailing of SCIB E-newsletters to dedicated media recipients (special interests media, daily press, trade media etc.). Integration of "Meetings" related articles in the regular media mailing of Switzerland Tourism. Posting of articles on the Media Corner. Invitation of meetings media to the international ST media event. Integration of a media representative into our regular study trips to benefit from adequate editorial coverage. Purchasing of advertorials and advertisements depending on correlative editorial opportunities.

Comments

High Profile Event
- Announcement Networking Event
- Swisstainable

Publique
- Add Swisstainable

01/01/2023 –
12/31/2023

Netherlands: MySwitzerland.com

Visits MySwitzerland.com/meetings.

Comments

Visits on MySwitzerland.com/meetings:
Jan 252, Feb 248, Mar 716, Apr 443, Mai 267, Jun 175, Jul 190, Aug 166, Sep 297, Okt 598, Nov 1650, Dec 252

Weddings
Jan 19, Feb 48, Mar 40, Apr 9, Mai 109, Jun 73, Jul 75, Aug 49, Sep 71, Okt 255, Nov 379, Dec 43

= 6424

01/01/2023 – 12/31/2023	<p>Netherlands: Meeting Magazine.</p> <p>Meeting Magazine is the professional magazine for the meeting, conference and event planner within the MICE industry. The platform for information and inspiration for meetings and events for over 15 years.</p> <p>Article Meeting Magazine (5'000 ex.).</p>	<p>Comments</p> <p>Magazine September:</p> <ul style="list-style-type: none"> - Meeting Trophy - Meeting in Zürich - Villars-Gryons and Les Diablerets - Lausanne
01/01/2023 – 12/31/2023	<p>Netherlands: www.meetingmagazine.nl.</p> <p>Meeting Magazine is the professional magazine for the meeting, conference and event planner within the MICE industry. The platform for information and inspiration for meetings and events for over 15 years.</p> <p>On the website of Meeting Magazine www.meetingmagazine.nl: company presentation, video, banners and articles (5'000 views per month).</p>	<p>Comments</p> <p>Website:</p> <p>Present year around (company presentation). Several banners throughout the year. Video: August. Standaard banner: year around. Publication coverstory homepage September.</p> <p>Articles:</p> <ul style="list-style-type: none"> - Villars-Gryon Les Diablerets Bex. - Lausanne. - Zurich, out in the nature. - STS - Meeting Trophy
01/01/2023 – 12/31/2023	<p>Netherlands: eNewsletter Meeting Magazine.</p> <p>Meeting Magazine is the professional magazine for the meeting, conference and event planner within the MICE industry. The platform for information and inspiration for meetings and events for over 15 years.</p> <p>Banners and articles eNewsletter (7'000 addresses).</p>	<p>Comments</p> <p>Banner: Feb, Apr, May, Jul, Sep, Nov.</p> <p>Articles:</p> <ul style="list-style-type: none"> - Villars-Gryon Les Diablerest Bex (opens 1290, total clicks 1169, clicks on article 58). - Lausanne. - Zurich, out in the nature.
01/01/2023 – 12/31/2023	<p>Netherlands: Events (High Profile).</p> <p>High Profile Events bv is a multimedia company that specializes in providing news and information about business events.</p> <p>Article Events, Magazine of High Profile (30'000 ex).</p>	<p>Comments</p> <p>Articles in Events:</p> <p>Jun: Study Trip Zurich Lausanne Bern.</p>
01/01/2023 – 12/31/2023	<p>Netherlands: www.events.nl (High Profile).</p> <p>High Profile Events bv is a multimedia company that specializes in providing news and information about business events.</p> <p>On the website of High profile www.events.nl: company presentation, banners and articles (50'000 views per month).</p>	<p>Comments</p> <p>Website:</p> <ul style="list-style-type: none"> - Company presentation year around. - Top position February. - Banner Mar, Apr, Sep, Oct. <p>Articles on the website:</p> <p>Mar: Innovation April: Cooking Workshop Sep: Study Trip Zurich Lausanne Bern.</p>
01/24/2023 – 01/24/2023	<p>Netherlands: eNewsletter.</p> <p>Mailing of short attractive-eNews (1st eNews).</p>	<p>Comments</p> <p>This eNewsletter contains following items:</p> <ul style="list-style-type: none"> - Snow. Switzerland pages and Snowticker. - Swiss Travel System (sustainable travel). - Berglodge37 (sustainable). - Special accommodations in winter. - Unusual venues in Switzerland. - Six Senses Hotel Resort & Spa Crans Montana (just opened).
01/31/2023 – 02/02/2023	<p>Netherlands: AMEX InterAction 2023.</p> <p>Attendance on the Switzerland booth. Meet and greet clients. Event organised by American Express Europe. Location: Leonardo Royal Hotel Amsterdam. 500 participants.</p>	<p>Comments</p> <p>Partners: Engadin St.Moritz, Interlaken Convention Bureau, Zurich Convention Bureau. We had 29 x 2 tables 1:1 meetings and 2x supplier band presentation (quiz). The first presentation winner The Renaissance Tower Hotel Zurich, Victorinox and Sigg. The second presentation: The Dolder Grand Hotel Zurich, Victorinox and Sigg.</p>

03/28/2023 – 03/28/2023	<p>Netherlands: eNewsletter.</p> <p>Mailing of short attractive-eNews (2nd eNews).</p>	<p>Comments</p> <p>This eNewsletter contains following items:</p> <ul style="list-style-type: none"> - Swisstainable Kuoni Tumlaire. - Swisstainable Geneva Manderin. - Swisstainable Campus Sursee. - Swisstainable House of Energy. - Culinair tip. <p>Announcement that Kerstin van der Veur will start as of the 1th of June as successor Lisette van Dolderen.</p>
03/30/2023 – 03/30/2023	<p>Netherlands: Networking Cooking Event.</p> <p>Networking cooking workshop at the occasion of the departure of Lisette and handover to Kerstin in Amsterdam. Set up: 17.00 hours Welcome guests. 18.30 hours Presentation SCIB and partners. 19.00 hours Cooking-Workshop. 20.00-21.30 hours Dinner.</p>	<p>Comments</p> <p>Participation of Convention Bureau Davos, Engelberg - Titlis Tourismus, Lucerne Convention Bureau, SV Group Zurich, The Dolder Grand Hotel Zurich and SWSS.</p> <p>Participation of more than 30 agency clients. Farewell of Lisette after more than 15 years and introduction of Kersin van der Veur, her successor.</p>
04/04/2023 – 04/04/2023	<p>Netherlands: Magazine Conference Matters.</p> <p>Conference Matters. Adding value to the work of organizers, clients, facilitators and sponsors of #conferences and #meetings.</p> <p>Article Magazine (5'000 ex).</p>	<p>Comments</p> <p>Magazine April - Add Swisstainable 1/1 page.</p>
10/10/2023 – 10/10/2023	<p>Netherlands: Annual Networking Event.</p> <p>Organization of our annual networking event for our clients and new potential clients. Goal would be 15-20 persons. Theme: sustainable. Key note speaker: Evi Hanssen. Location: West Indisch Huis Amsterdam. Date: 10 October 2023.</p>	<p>Comments</p> <p>Partners participated: Geneva, Davos, Zürich, Crans-Montana and Swiss</p> <p>Set up: 17.00 hours Welcome guests. 17.00 -18.30 hours Workshop Swiss partners. 18.30 hours Presentation SCIB. 19.00 hours Keynote Speaker. 20.00-21.30 hours Dinner.</p>
11/28/2023 – 11/30/2023	<p>Netherlands: IBTM Fair.</p> <p>Attendance on the Switzerland booth. Meet and greet clients. 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>IMEX was a good fair. In total 13 good meetings with dutch clients. 3 participated at the breakfast.</p>
01/01/2023 – 12/31/2023	<p>Netherlands: Prospect of Switzerland affine companies.</p> <p>Build up and qualify contacts within companies that have an affinity for Switzerland.</p>	<p>Comments</p> <p>Represent all SCIB partners. Swiss-affine companies : - receive our eNewsletter. - are invited to our events.</p>
01/01/2023 – 12/31/2023	<p>Netherlands: Sales Calls.</p> <p>Sales calls to incentive houses, PCO's, corporates and associations.</p>	<p>Comments</p> <ul style="list-style-type: none"> - Meeting select 2 pax - Travel Conselours 2 pax - The Travel Club 1 pax
04/20/2023 – 04/23/2023	<p>Netherlands: Study Trip Summer.</p> <p>Organization of a study trips for the Netherlands agencies. Participation of 8 planners to a summer destination including one media representative. Duration: 3 days/2 nights. Idea is to combine if possible a city and a mountain destination close to the city.</p>	<p>Comments</p> <p>Partners: Zurich, Lausanne, Bern. Media High Profile.</p>

06/22/2023 –
06/25/2023

Netherlands: Meeting Trophy 2023.

17th edition of the Meeting Trophy rally through Switzerland.
Recruited and guidance of Dutch senior account managers (incentive
houses and PCO's). Participation of a media representative.

Comments

Registration and organisation via SCIB
headoffice.
Participation SCIB NL with Dutch team.
Media Meeting Magazine.
Team Netherlands participated under the
name Victorinox and was very enthusiastic.
Route: Engadin and ending in Zurich