



Switzerland.

MarketingActivities SCIB

SCIB_2023_UK

UK/IRELAND

01/01/2023 –
12/31/2023

Standalone E-Newsletter

Special edition of E-Newsletter in SCIB UK format about your destination/company. Content provided by partner and edited by SCIB.

Sent to approximately 3000 buyers.

Comments

In 2023 four Standalone Newsletters were sent out (Zurich, Lausanne, Davos, Lausanne and Engadin).

01/01/2023 –
12/31/2023

E-Newsletter

SCIB UK E-Newsletter is scheduled 4 times per year plus additional special editions to all contacts within the database (approx. 3000). Content is edited by SCIB UK but partner contributions are more than welcome.

Comments

Quarterly Newsletter sent out with general information about Switzerland as a meeting destination.

01/01/2023 –
12/31/2023

Exclusive Switzerland Association Event

Together with a partner in the market (JW Associates or Moulden Marketing), an exclusive Switzerland event for association buyers can be organised. The event would comprise of a luncheon with a speaker and destination presentations. Number of association tbd.

Comments

Due to sponsorship of Switzerland Tourism at Somerset House with SKATE, SCIB invited for lunch or dinner at Chalet Suisse with guest speaker (Roger Lehner of IMEX) who spoke about sustainability.

01/23/2023 –
01/23/2023

KAM: Helms Briscoe #HBCares

Fund raising event for a work experience programme in the meetings industry for young adults with autism. Both clients and supplier partners of Helms Briscoe attended the event.

Comments

Business discussions with HB Associates. At first, associates sat at tables and suppliers were invited to go and chat with the associates. The second round it was the opposite way. Suppliers sat down and the associates approached. SCIB was sat together with the CVB of Hamburg and Abu Dhabi.

02/03/2023 –
02/03/2023

Moulden Marketing Destination Showcase February

One day one-on-one meeting-style event with approx. 15-20 meetings.

A very cost effective way to meet UK buyers. This is the same format as the August edition.

Comments

Interesting day to connect with new buyers and also with Swiss SCIB Partners.

Due to strikes, virtual meetings were set-up the same day. Though we still had some cancellations and no-shows.

The Churchill as a location was pretty good, however, the halls are not good sound-proofed and therefore very loud.

02/08/2023 – 02/10/2023	C&IT Agency Forum	This two-day 1-on-1 meeting style event is organised by Haymarket/C&IT Magazine and targets agency buyers. In addition to the meetings, there are seminars for buyers and further networking opportunities over lunch and dinner for suppliers and buyers. Attendance of about 80 MICE buyers.	Comments	This two days forum took place in the city centre of London in different locations. Thursday was a welcome event in the Shaftsbury theatre (incl. Show), the two forum days with 1-to-1 meeting took place at etc. Venue close Liverpoolstreet and the evening on Thursday was at Madame Tussauds. While the first day was very busy and good discussions, Friday was lame with no shows and shorttime cancellations.
02/23/2023 – 02/25/2023	The Meetings Space, Spring (Prague)	The Meetings Space (TMS) is the leading one-on-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified. The event consists of 2-3 days of 1-on-1 meetings and two evening events.	Comments	SCIB had 1-to-1 meetings together with The Buergenstock Collection. Eventhough we selected predominantly UK buyers, 9 of 23 meetings were from other markets. The format was great and the buyers of good quality.
04/26/2023 – 04/28/2023	C&IT International Forum 2023	This international Forum is being held in Madrid. The three-day 1-on-1 meeting style event is organised by Haymarket/C&IT Magazine and targets agency, corporate and associations. In addition to the meetings, there are seminars for buyers and further networking opportunities over lunch and dinner for suppliers and buyers. Attendance of about 30 MICE buyers.	Comments	The meetings were very divers; from meeting agencies, to corporates, to associatons and only incentive travel agencies. 12 of 15 meetings were good, 5 with higher potential. Social programm very appealing with walking tour, rooftop and flamenco evening.
05/22/2023 – 05/25/2023	IMEX Frankfurt	Yearly MICE trade show. SCIB UK looks after UK buyers and hosted buyer groups.	Comments	Both Fanny and Reto attended IMEX Frankfurt. While Reto had some pre-scheduled meetings with buyers from UK and Ireland Fanny looked after the reception during the show.
06/14/2023 – 06/14/2023	Clients' Event "Cartier Queen's Cup" (Polo)	Montreux-Vevey Tourism invited - in co-operation with Moulden Marketing - to an enjoyable afternoon at the Cartier Queen's Cup with Champagne reception, Polo matches and lunch.	Comments	SCIB was invited to attend the event and help to network with british clients and the partner from Montreux and Vevey. The clients appreciated to have a social event back in their calendar. Very high potential clients attended this event.
06/15/2023 – 06/17/2023	The Meetings Space, Summer (Split)	The Meetings Space (TMS) is the leading one-on-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified and TMS offers up to 85 hosted buyer spaces. With the meetings and accommodation in one spot, the networking opportunities can be used to the fullest. The event consists of 3 days of 1-on-1 meetings and two evening events.	Comments	Finally, Myriam T. from Paris represented SCIB at this event. Aparently, the organisation was good and the Swiss partners happy.
06/30/2023 – 06/30/2023	Destination Allcance: Clients' Event "Henley Royal Regatta"	The Destination Alliance is inviting agencies and corporate clients to the Henley Roysl Regatta to have a relaxing afternoon enjoying the delightful sights and sounds of the Regatta while caching upt with industry peers and the members of the Destination Alliance.	Comments	High potential guests and no cancellations of guests! They all enjoyed having a social event back in their calendar. Ideal environment to network in a informal way.
08/24/2023 – 08/24/2023	Moulden Marketing Destination Showcase August	One day one-on-one meeting-style event with approx. 15-20 meetings. A very cost effective way to meet UK buyers. This is the same format as the January edition.	Comments	Due to issues of public transport, the beginning of the event was hard. Some of the clients even did not show up or meetings happened online.

09/15/2023 – 09/15/2023	<p>M&IT Awards</p> <p>The M&IT Awards is the UK MICE industry's biggest and most prestigious recognition event. It is organised by Meetings & Incentive Travel magazine and brings together all sectors of the business to reward excellence of service and product. There are many ways to be part of the M&IT Awards including voting, sponsorship and attendance. The event attracts more than 1'300 industry professionals.</p>	<p>Comments</p> <p>A spectacular eventing reception and gathering of the events industry of the UK.</p>
09/28/2023 – 09/30/2023	<p>The Meetings Space, Autumn (Algarve)</p> <p>This event is only takes place live, there is no virtual alternative.</p> <p>The Meetings Space (TMS) is the leading one-on-one meetings style event with buyers predominantly from the UK, plus Germany and other top European markets. The buyers are triple-qualified and TMS offers up to 85 hosted buyer spaces. With the meetings and accommodation in one spot, the networking opportunities can be used to the fullest. The event consists of 3 days of 1-on-1 meetings and two evening events.</p>	<p>Comments</p> <p>Very well organised event with one-to-one meetings and team activities to get to know the buyers from a more personal side.</p>
10/01/2023 – 12/31/2023	<p>Switzerland Retreat 2023</p> <p>This event is the alterantive to the London Networking Event. SCIB hosts this format for the first time in November 2021. We will host approx. 20 buyers for 24h in a country hotel outside of London, including one-to-one meetings or presentations, networking/teambuilding activities, dinner and overnight. This gives you more opportunity to network and bond with the buyers that attend. It is a more intimate setting than the London event.</p>	<p>Comments</p> <p>SCIB co-operated with Moulden Marketing and invited for a 24 hours retreat to the DeVere Cotswold Waterpark. Team activities with the theme of Halloween, cheese and wine tasting (English products), Swiss dinner and next day one-to-one meetings.</p>
10/02/2023 – 10/05/2023	<p>M&IT Agency Challenge Birmingham</p> <p>This live interactive event brings together buyers and suppliers for 2 days and three nights full of engagement and interaction, including a mixture of short presentations, team building and networking. A new and innovative way to network with MICE buyers, similar format to the Switzerland Meeting Trophy.</p>	<p>Comments</p> <p>A nice mixture of team activities and one-to-one meetings were planned.</p>
11/28/2023 – 11/30/2023	<p>IBTM Barcelona</p> <p>Yearly MICE trade show. SCIB UK looks after UK buyers and hosted buyer groups.</p>	<p>Comments</p> <p>Schedule was full with very good contacts.</p>
12/06/2023 – 12/06/2023	<p>Destinations Alliance Association Lunch</p> <p>The Destinations Alliance, formerly known as the Oysters, are a group of 30 national convention bureaux based in London. At the annual association lunch, around 12 bureaux host approx. 20 - 30 association buyers for a luncheon with an relevant guest speaker for the industry.</p>	<p>Comments</p> <p>The Lunch was organised in Soho in London at the Groucho Club. David Cougoule from the CVB Geneva joined.</p>
01/01/2023 – 12/31/2023	<p>Help with Site Inspections</p> <p>SCIB UK assists wherever relevant with organising site inspections. Assistance is provided in form of either just a rail pass, a contact or a full programme including liaising with both HO and partners.</p>	<p>Comments</p> <p>n.a.</p>
01/01/2023 – 12/31/2023	<p>Sales Calls Virtual</p> <p>This is a safe, reliable and cost-effective alternative to normal sales calls in the UK. This consists of approx. 12 - 15 one-to-one meetings with UK clients over several days. The meetings are similar to in-person meetings at the clients' offices, but considering that it can't be guaranteed that clients will be happy to welcome suppliers to their offices anymore, this is a more stable and cost-effective option.</p>	<p>Comments</p> <p>Five weeks of virtual Sales Calls were planned (Geneva, Zurich, Cities, Mountains and Bern/Bernese Oberland). Whereas Zurich and Geneva worked very well, the interest for the other destinations was much lower.</p>

01/01/2023 – 12/31/2023	Fam trip with MICE buyers	SCIB UK organises a fam trip to the destination with 6 - 10 UK MICE buyers. The recruitment of the buyers is done either in collaboration with a GSO in London, by an industry expert or an industry media (costs involved for partner). The trips are 3 days long (Friday - Sunday).	Comments
			In 2023, SCIB UK/Ireland was involved in 7 study trips to Switzerland. (Interlaken/Zurich, Lucerne/Davos, Lausanne/Montreux/Villars, Zurich/Bad Ragaz, Engadin/St.Moritz and Lausanne/Bern/Buergerstock). Like this, about 60 meeting organisers experienced Switzerland as a sustainable meeting destination.
01/01/2023 – 12/31/2023	Sales Calls Roadshow (physical)	A typical sales roadshow consists of one-to-one (or group) meetings in client offices or in external venues such as cafés and restaurants, plus one evening event with about 10 clients in a major city. This is a good way to build rapport with clients.	Comments
			An exclusive Roadshow was organised South-East England together with Lausanne and Montreux.
06/01/2023 – 06/04/2023	Study Trip Zurich and Interlaken	SCIB organises several study trips together with SCIB Partners in Switzerland. The aim is to experience Switzerland and to learn about the hospitality. In general, a city and a mountain destination will be combined.	Comments
			Recruitment was made through SCIB-Newsletter. To organise a study trip in June is not ideal to have the right clients with on board. In some destinations it is hard to find hotel rooms. However, the quality of the participants was good.
06/22/2023 – 06/25/2023	Switzerland Meeting Trophy 2023	SCIB UK participates with a team of 10 UK agency buyers and 1 MICE journalist.	Comments
09/04/2023 – 09/06/2023	Sales Calls/Roadshow North England	SCIB UK organises sales calls/roadshow to the north of England (Birmingham, Manchester, Leeds) during 3 to 4 days to meet agencies and corporate clients outside of London. There will be one-to-one (or group) meetings in client offices or in external venues such as cafés and restaurants plus one evening event with about 20 to 25 clients in a major city. It will be accompanied by SCIB Market Manager and max. 5 Pax from the Destination(s) may join.	Comments
			A cost efficiently experience with two Swiss partners and SCIB on the road. Moulden Marketing set the meetings and the tour. As since pandemic, many companies do not have any office space anymore and most employees are working from home this round trip allowed us to meet many agencies in cafes, restaurants or they came to an evening reception. Some agencies still welcomed us in their offices and group presentations were executed.
09/07/2023 – 09/10/2023	Study Trip to Lucerne and Davos	4 days study trip to Lucerne (1 night) and Davos (2 nights).	Comments