



## ENITED Business Events Solutions.

**We're strategists, mentors, and stage managers. Sometimes all at once.**

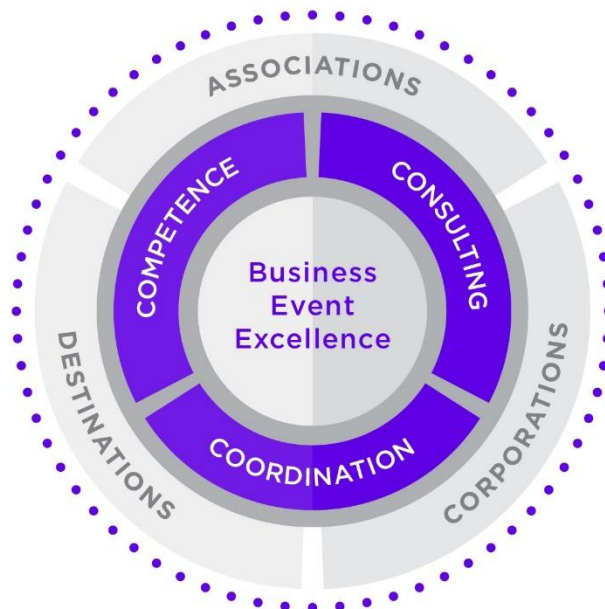
ENITED is our response to the challenges and trends of the market and the times. Increasing complexity is creating a need for clarity, simplicity, and empathy. A fundamental requirement is in-depth knowledge of our customers' needs, markets, and industries.

We work with ambitious corporations, active associations, and up-and-coming destinations. Whether you want to share knowledge, exchange ideas, or develop an international location for conventions and meetings, we can help you attract the right people. Tell us what moves you, and we'll show you how to move others in the same direction.

We created our own ENITED Excellent.C Model<sup>®</sup> | Competence, Consulting, and Coordination. Benefit from our 360° approach and take advantage of our specialized knowledge, our extensive experience and expertise in the business events industry.

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### ENITED Excellent.C Model<sup>®</sup>



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## ENITED Matchmaker Solution®

**Officially, we advise you. Unofficially, we inspire you.**

As a matchmaker, we create a better understanding for the diversity of the supply side of the market. We bring clarity and efficiency to the often time-consuming and complex processes concerning call for & evaluation of tenders. With the aim of finding the best possible solutions or service providers for your business event project.



Business events are simple project management tasks, one says. Many times this appearance is deceptive. Professional event management costs time and money, and always requires strong nerves. Right then and there is where our Matchmaker Solution comes in. We help you with words and deeds and save you time, money and unnecessary stress.

What does it take, in the search for the right partners? An intensive and constant engagement, over the years, with the relevant players on the market. An elaborate tendering and screening process, instead of standardized Excel tables. The analytical understanding and the necessary sensitivity to read between the lines. And whenever necessary, the honesty and the courage to dissuade from tempting one-size-fits-all solutions.

**Our experience, our network and our objectivity. All at your service.**

After all, an outstanding result isn't a coincidence; it's based on strategic planning and efficient processes. The theme, content, positioning, program concept, and process planning must all fit together like the pieces of a puzzle.

We accompany you, in all matters important. Either in the context of our own Matchmaker workshops or more specifically in one of your next business event projects.

- Strategy  
Analysis | Pinpointing objectives | Establishing parameters for positioning | Defining target groups and reference groups
- Concept  
Key messaging | Subjects and content | Program concept | Infrastructure planning | Media and sponsor concept | Cooperation
- Planning and project development  
Process planning and resource planning | Scheduling | Team planning (internal and external) | Development of Bid Guidelines | Support in the Screening & Selection process of service providers | Briefing design

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## Additional ENITED Solutions<sup>®</sup>

### Our answers for tomorrow. Today.

ENITED stands for engaging with people of all segments in our business, sharing our ideas and solutions with our clients and creating learning opportunities and new knowledge.

Our ENITED solutions are based on that engagement, based on the continuous process of listening and learning about the needs amongst associations, corporations, destinations and other involved stakeholders.

Here is our current list of solutions we have been designing and implementing over the last two years.

- Hands-on lectures, workshops, and training sessions providing essential insights on major trends and recent developments in our business, along with tips on smart, efficient organization
- Innovative Survey & research tools as well as benchmark studies (e.g. Mystery shopping) for destinations, convention bureaus & venues
- Market-relevant functionality studies for the validation and planning of convention centres
- Agile strategies to improve stakeholder involvement and cooperation in a destination
- Useful guidance on structure and organisation for CVB's
- In-depth product development for business networks & alliances
- Reliable support of venues in their marketing & business planning
- Creation & customization of a unique information & communication platform for associations & destinations
- ENITED Matchmaker<sup>®</sup> solution for associations, corporations & destinations to successfully navigate the complex supply & demand side of the international business event market
- Development of our ENITED Association Academy<sup>®</sup>
- Foundation of our own ENITED Network of excellence<sup>®</sup>

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## ENITED Facts & Figures

**Keeping a high profile. And leaving a lasting impression.**

The advantages of collaborating with ENITED.

- More than 40 years of experience
- International orientation: more than 35 international destinations
- Headquarters in Vienna: access to important local business contacts
- Knowledge of many industries and segments
- 360° approach
- Flexible and individualized services
- Access to in-depth knowledge & expertise beyond our industry
- Some 1,000 business event projects planned and held since 1990
- Multilingual team of employees
- Top-quality worldwide partner network
- Member of EMBA | ICCA | PCMA
- ISO/IEC 17024 “Event Marketing Expert” certificate

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**Anything’s possible. If you take the first step.**

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[Sharing the idea of excellence.](#)