



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® | 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.

ENITED Excellent.C Model®



ENITED Matchmaker Solution® | Going virtual the professional way.

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

As a matchmaker, we create a better understanding for the diversity of the business events 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.



Our business events industry has been in a transformation process for quite some time. Ways of engagement have changed. Content, structure & formats of business events have evolved. “Live” and “virtual” channels have started to become one ... and then COVID-19 happened.

After a first phase of understanding and coping with the unprecedented situation and the complexity of its consequences, it became clear that COVID-19 acts, first & foremost, as an accelerator of this transformation, and not as its principal initiator.

Our knowledge, our experience and our network. All at your service.

With our partners in the pan-European **27Names** live communication network, we have taken that firm belief to heart and created **virtual engagement solutions**, designed for **today and tomorrow** (the day after COVID-19).

It defines a new generation of **business events** and matches your current likes and future needs as an international event organizer & owner.

Stay connected **and** be relevant for your members and your stakeholders. Create the right mix of **offline & online** engagement tools for your community.

➤ Why invest (now) in this solution?

The future belongs to **SMART associations** who have understood that they are part of communities of common interest rather than of membership organizations only. Those who create benefits by engaging with peers in their fields of knowledge & competences, and not only by serving members.

- ✓ Smart associations need to start engaging their stakeholders in a different way, adapted to the modern times of communication and engagement.
- ✓ It's all about building a whole “community” and engaging your stakeholders more effectively and more individually with a re-defined toolset of live communication, both offline and online.
- ✓ The focus should be on the creation of an engaging “working” environment of exchanging information, sharing ideas, creating new knowledge **and** initiating solution-based action for the individual benefit of every event participant.
- ✓ The COVID-19 situation is not only a serious challenge, but also an enormous opportunity to become an association leader in that transformation process.

➤ **How does it work?**

The solution is designed in a simple 3-step process.

• **Evaluation**

In STEP I, we evaluate any already existing event and communication strategy, e.g.

- Defined target audience & stakeholder groups
- Defined goals & tasks
- Existing online & offline engagement activities, etc.



• **Creation**

In STEP II, based on that evaluation, we find the “perfect match” of competences & skills within our 27Names network, and together create the custom-tailored engagement solution, according to your specific requirements, including

- a newly defined strategy of goals, tasks and deliverables
- the design of the necessary toolset of engagement
- the definition of the corresponding implementation plan

• **Implementation**

In STEP III, our 27Names partner takes the lead in the implementation process, providing the project management, e.g.

- adapting and transforming the event purpose & content into the corresponding event formats (virtual/hybrid/live)
- creating the defined toolset
- arranging the required technology setup & infrastructure
- guiding & supporting you in the whole process of setup & operation

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

We deliver a turnkey solution.

➤ **What’s the benefit?**

We see the following main benefits for an international association.

- ✓ **Applying professional strategies & tactics for the off- and online engagement with all stakeholders.**
- ✓ **Using the right mix of professional event platforms and formats (virtual/hybrid/live).**
- ✓ **Building new and stronger relationships across & beyond the “membership” definition.**
- ✓ **Demonstrating new ways of stakeholder engagement.**
- ✓ **Improving stakeholder involvement in the association.**
- ✓ **(Re)Positioning the association, through thought leadership, towards a smart association.**



Additional ENITED Solutions[®]

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
- Further ENITED Matchmaker[®] 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[®]
- Foundation of our own ENITED Network of excellence[®]

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 40 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 27NAMES | EMBA | ICCA
- ISO/IEC 17024 “Event Marketing Expert” certificate

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

Contact us.

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Sharing the idea of excellence.