



## 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.

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### ENITED Excellent.C Model®



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## “Vienna Coffee House” by ENITED®

### Our business is a people-to-people business. Period.

It is all about building, maintaining and improving those personal business relationships, not only in times of difficulties. Those relationships are the key drivers for any interaction or engagement with all players in the world of business events, creating business opportunities and turning them into success stories.



We have taken that firm belief to heart and created a **virtual engagement solution**, different in its content and purpose to the majority of webinars and online sessions of sharing & learning currently offered in great numbers in our industry.

Of course, we understand the need & desire in the current, unprecedented situation to connect, to understand and to learn how to cope with the complexity of its consequences.

Our **#ViennaCoffeeHouse** solution, however, is about moving forward for “the day after COVID-19”, proactively creating and designing our future in the international business events industry.

Stay connected **and** be relevant for your industry stakeholders, be it your local destination partners or your international (potential) clients. Create a simple virtual stage in inspiring surroundings, bring people together and give rise to new ideas and innovations.

### ➤ Why invest (now) in this solution?

The future belongs to **smart destinations** who have understood that they are part of the live communication industry. Those who market their destinations as live communication platforms & enablers, and not as geographically defined infrastructure and hospitality “locations”.

- ✓ Smart destinations need to start engaging their target audience in a different way, adapted to the modern times of communication and engagement.
- ✓ It's all about values, emotions, storytelling, authenticity and trust, it's about building and engaging a whole “community” for the destination rather than continuing to market or sell products and services in a destination, on the principle of rigid “client & supplier” relationships.
- ✓ The focus should be on the creation of an engaging, virtual “working” environment of exchanging information, sharing ideas **and** initiating solution-based action for the individual benefit of every engaged participant.
- ✓ In times of crisis like now, the “emotional” economy acts as a key driver of recovery. It's about standing together, helping out each other, supporting each other, reaching out for each other, etc.
- ✓ The COVID-19 situation is levelling the “playing field” for destinations. Not necessarily the big ones but the smart & agile destinations will be the “comeback” winners.

## ➤ How does it work?

The solution is designed on the following 3 principles and in a simple 3-step process.

### The 3 Principles.

- ✓ Setting the **right stage for meaningful conversations** with a unique & authentic “place”, where people meet. Showcasing their traditions and their stories create an inspiring atmosphere for a virtual chat. Welcome to the “**Vienna Coffee House**”.
- ✓ The content & purpose of each of the virtual chats is **solution-focused and result-driven**, beyond the sharing, listening and general learning experiences. That requires professional moderation & facilitation of the virtual chat.
- ✓ The participation in each of the virtual chats should be **limited to a small number of participants (up to 10 – 12 people)** and **upon invitation only**, by the official chat host in the destination (e.g. CVB or similar business event entities).



### The 3-Step process.

#### • Evaluation

In STEP I, we evaluate any already existing marketing & communication strategy, e.g.

- Defined target audience & stakeholder groups
- Existing & desired business relationships
- Existing online & offline engagement activities, etc.

#### • Creation

In STEP II, based on that evaluation, we create that unique & authentic chat experience, custom-tailored to your specific requirements, including

- the definition/description of the specific target audience & stakeholders (in decision-making or influencing positions)
- the creation of the chat content & settings
- the definition of the chat hosts goals/task/responsibilities

#### • Implementation

In STEP III, we take the lead in the implementation process, providing the project management, e.g.

- creating a destination-specific virtual chat room and fill it with “life”
- guiding the official local chat host (e.g. CVB or similar business event entities)
- arranging the technical setup & infrastructure (from an own virtual, private ZOOM room to a custom-tailored virtual production)
- acting as professional moderators/facilitators in the chat
- producing records & reports for a possible later broadcast, if requested.

**We deliver a turnkey solution.**

➤ **What's the benefit?**

We see the following main benefits for an international business events destination.

- ✓ **Building new and stronger relationships across & beyond the rigid “client & supplier” definition.**
- ✓ **Creation of a “think tank” platform of decision makers & experts, generating concrete results.**
- ✓ **Demonstrating new ways of client engagement.**
- ✓ **Improving stakeholder involvement in the destination.**
- ✓ **(Re)Defining the value perception of the business events industry.**
- ✓ **(Re)Positioning the destination, through thought leadership, towards a smart destination.**



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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 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 EMBA | ICCA | PCMA
- ISO/IEC 17024 “Event Marketing Expert” certificate

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

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**Sharing the idea of excellence.**