



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 business events destination, 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 Modell®



ENITED Education Solution®

Important business event projects need a big kickoff. And the right coach.

Our lectures, workshops and training sessions provide essential insights into the strategizing, planning and implementation of professional business event solutions. This gives you an overview of major trends and recent developments, along with tips on smart, efficient organization.

Following some possible content for any of our educational formats.

➤ for Convention Bureaus

1) Positioning

- i) **Branding** – we find it essential not just to brand a destination for potential meetings but for the whole of the destination. Should there be a strong branding in the destination, how can the CVB adapt to that branding.
- ii) What **has the destination to offer** as an economical and scientific knowledge hub. What are the implications for the CVB in regard to the meetings segment in their destination.
- iii) **What markets** (National, Regional, European, Global) shall the destination target.
- iv) **What client segments** shall the destination focus on.
- v) **Surveys/Mystery shopping** – to help the CVB and its stakeholders to see how the destination works from an international client’s perspective.

2) Promoting

- i) The **right set of tools** for your marketing strategies & tactics.
- ii) **Web 2.0 & Social media** strategy and implementation.
- iii) **PR and Professional media** cooperation.

3) Coordinating

- i) Increasing the **interest & engagement of all local stakeholders** in a destination and creating the necessary **collaboration** to be successful on the international Business Events market.
- ii) Creating the right **ambassador programs**.
- iii) **How to develop familiarization trips and site inspections** in close cooperation with the stakeholders.
- iv) **Masterclass in biddings** for stakeholders targeting the association market.

4) Lobbying

- i) **Creating an “in-the-destination” lobbying plan** focused on raising the awareness among politicians, opinion leaders and major financial stakeholders.
- ii) **Defining and engaging local contributors** and create understanding about the role and impact of meetings “beyond tourism/hospitality” in the destination.
- iii) **Implementing** the lobbying plan to gather additional local resources for attracting more business events to the destination.

5) Supporting

- i) How to **develop the “new” role of a convention bureau**: adviser, connector and “local guide” for the client.

➤ for Convention centres and other venues within the destination

1) Marketing & Sales

- i) **Creating a venue sales & marketing strategy** is the basis for every successful and focused venue marketing. Who are the core clients, who brings the biggest return on investment, when is high and low season, who books long and short term and, very important, how do the core clients fit into the overall destination strategy.
- ii) **Creating a SWOT Analysis** for the venue and **how to benchmark** with competitors.
- iii) **Pricing** is much easier once the strategy is clear. The distinction between rack rate, low season prices, special reductions and promotions.
- iv) **Setting up a marketing and sales activities** plan and budget.
- v) **Site inspection in venues** are very often done in a very unprofessional way. But in reality they are the bestselling opportunity.
- vi) **How to use PR as valuable tool** for venue marketing.
- vii) **Research techniques and possibilities** for venues in the association world – research is very often neglected in venue sales, but is the basis for any effective sales activity.
- viii) **The role of venues in a bidding process** – convention centres play a very important role in a bidding process for any association congress – what to do and how to cooperate with the CVB.
- ix) **Social media** – how to use this tool in the most effective way.

2) Infrastructure

- i) **Staff training** - event management and sales staff in venues and convention centers have specific knowledge needs in order to be professional. Especially if they sell to the association world they must know how to research, network, sell during trade fairs and how to arrange effective site inspections.
- ii) **Technical facilities and IT** are the biggest asset for conference centers in the future. How to stand out of the crowd?

3) Management

- i) **Why and how to create a good advisory board**. Advisory boards can be a very valuable tool to have the “ear at the clients” needs especially if the center has plans to renovate, refurbish or expand.
- ii) **Cooperation with the CVB and other stakeholders** – what is the role of the convention center and what can they expect from the CVBs.



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, destinations, venues and other involved stakeholders.

Here is a number of other solutions we have been designing and implementing over the last 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® 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 Agency Fee

Our ENITED Competence services are structured and measured in Full- or Half-day service units.

Full-day ENITED services | € 2.500,00 excluding Austrian VAT

These services include

- ✓ Detailed briefing with the client beforehand
- ✓ Customized design of our “education session”
- ✓ Full-day “workshop/education session”
- ✓ All necessary debrief/follow-up reports with the client

Half-day ENITED services | € 1.500,00 excluding Austrian VAT

These services include

- ✓ Detailed briefing with the client beforehand
- ✓ Customized design of our “education session”
- ✓ Half-day “workshop/education session”
- ✓ All necessary debrief/follow-up reports with the client

Any travel expenses (e.g. air/train + local transportation, accommodation, meals) are charged additionally at NET costs.

ENITED prefers to arrange and organize all air/train travel and accommodation in a cost efficient way and invoice the client the NET costs accordingly.

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

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

Contact us.

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Sharing the idea of excellence.