



## 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.

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### ENITED Excellent.C Model®



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## ENITED Matchmaker Solution® | The SMART 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 of finding & bidding for business events project. With the aim of matching your destination with the right association(s).



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” communication & engagement channels have started to blend ... 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.

### **The future belongs to the SMART ones.**

We have taken that firm belief to heart and defined a new way of matching **associations expectations** with **value propositions of destinations**.

- It breaks the current practice of “commodity traders” for infrastructure, spaces and services, based on existing demand & supply.
- It aims to improve the many times inefficient, inaccurate and standardized process of buying & selling.
- It leads to a new form of collaboration, with common goals and by joint efforts, beyond the rigid “client & supplier” relationships.

At the end of the day, it defines a new generation of **business events** by engaging both stakeholder “worlds” and by creating added value, together, for everybody involved.

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

The future belongs to the **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” ...

... and to the **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.

- ✓ Both SMART destinations & associations need to start engaging their stakeholders in a different way, adapted to the modern times of communication and engagement.

- ✓ It's all about co-creating a business event, engaging the participants more effectively and more individually with a re-defined toolset of live communication, both offline and online.
- ✓ By widening the scope & scale of local involvement in the destination, beyond the infrastructure, logistic and hospitality providers, it will add value to every business event, and consequently create legacy in the destination.
- ✓ 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 levelling the “playing field” for both destinations and associations. Not necessarily the big ones but the SMART ones will be the “comeback” winners and become new leaders 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 destination marketing strategies, e.g.

- Defined target markets & audience
- Defined purpose & goals
- Defined content, structure & format of market engagements



#### • Creation

In STEP II, based on that evaluation, we (re)design together your future engagement & communication strategy, based on

- the overall strategy & development of your destination
- the changing behaviour of the target markets & audience
- the future expectations, likes & needs of an international event owner & organizer

#### • Implementation

In STEP III, we lead and support you in the destination research & matching process, e.g.

- Detailed & specific definition of “matching” criteria
- In-depth & individual research of potential associations
- Pre-filter & shortlist creation of candidates
- Structured & objective final selection process

Our solution is NOT based on a large scale (software) model matching hundreds of destinations with hundreds of associations, but driven by the profound, personal knowledge about the association's expectations and the destination's propositions & assets.

With our extensive experience and well-established business network in both “worlds”, we apply our craftsmanship to seek and find the right match.

**Our goal is to deliver a Win-Win situation.**

➤ What's the benefit?

We see the following main benefits for an international destination.

- ✓ Re-thinking and re-defining the strategy & improving the process of research & bidding for the right association(s).
- ✓ Building new and stronger relationships across and beyond the rigid “client & supplier” definition.
- ✓ 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 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<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 27NAMES | EMBA | ICCA
- ISO/IEC 17024 “Event Marketing Expert” certificate

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

**ENITED business events** | Gillegasse 11/14 | 1090 Vienna, Austria  
p: +43 (1) 4095631-0 | f: +43 (1) 4095631-22  
m: [welcome@enited.eu](mailto:welcome@enited.eu) | [www.enited.eu](http://www.enited.eu)  
social media: @ENITEDbusiness (facebook, instagram, linkedin, twitter)



**Sharing the idea of excellence.**