



## 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 Survey Solution®

### Set the stage. For your success story.

This survey is a self-assessment tool for ambitious and smart destinations and venues who recognize the difference between the market's perception and the reality, and understand the essential need for self-reflection from time to time.



The tool enables convention bureaus and centres alike to check their standards. Always in relation to the future market's needs and demands and to the given high standards of similar organisations and structures in comparable top-notch destinations, which are taken as benchmarks for the development of the survey.

In addition, the flexible design of our solution offers possible steps to evaluate the collected data in more details & depth and increase the significance & value of their results and learnings. Such as adding other stakeholders (clients, local partners and governmental organisations) as additional respondents of the survey or adding further benchmarking elements (on national or European/international scale) in the evaluation of the survey.

The result will provide you with an overview on strengths and weaknesses as well as threats and opportunities, both for each survey participant and the destination as a whole. Neither a convention bureau nor a convention centre alone can be successful if the remaining pieces of the puzzle (in the form of soft and hard facts/infrastructure) are neither in place nor well-functioning.

Following this exercise, you will know how good your standards really are and what you can offer as assets that truly matter when approaching clients to be. You will be able to enhance your stakeholders' understanding for the business and the willingness to support your activities. You will have a much clearer picture for what you have to do better or change in order to become or remain a major player in the business events market. And, therefore, you can apply proper methods of solution fitting to their specific needs.

### Our experience, our expertise and our manpower. All at your service.

We manage for you the complete setup, application and analysis of our survey tool.

- Tool | Setup & Application

Design of the custom-tailored content | Formulation of the accurate questions | Configuration & preparation of the necessary online tool | Communication & instruction to all survey participants

- Analysis

Follow-up with all survey participants | Collection & verification of all received data | Data processing & analysis | Preparation of results | Written presentation of summary & conclusions | Suggestions for possible & fitting measures

## 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
- 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.**