



## 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 Venue Solution®

### Be more than a venue. Become a top destination.

Venues that want to attract business event organizers from around the world must create the right background conditions – like the power to draw visitors and the capacity to host high-quality events. Develop your venue into a popular destination for events and build its reputation as an attractive location for congresses, conferences and meetings. We're ready to share our expert knowledge with you as you plan your venue strategy.

Following some possible content.

#### ➤ **Functionality Study & Analysis**

PHASE 1 | Input on the Client's plan concerning the necessary functionality & market relevance (as an integral part for the official Architect's tender)

- i) **Areas validation** – event space (for meetings, exhibitions, banquets, receptions and other events) and supporting areas (e.g. corridors, stairs, elevators, restrooms, deliveries, kitchens, storage, wardrobes, commercial areas, administration, etc.)
- ii) **People's flow diagrams** – space & room connectivity, minimum/maximum distance between areas, logistical flow, etc.

PHASE 2 | Analysis of the Architect's plans & drawings

- i) **Evaluation** of the existing plans & drawing.
- ii) **Identification** of possible & feasible improvements.
- iii) Possible **alignments & adjustments** of the existing plans.

PHASE 3 | Input & Collaboration with the Architect's team on possible adaption & improvements

- i) **Advisory role & support** for the implementation of possible adaptations.

#### ➤ **Advisory role & support in the different Implementation phases of the project**

- i) In the development of a **Business Plan** (Collection of market-relevant indicators and data).
- ii) In the selection of a **Venue operator and management model**.
- iii) In the selection and creation of the **functional and technical infrastructure** (e.g. acoustics, transformation of space, internet, audio visuals, furniture, lead/guidance system).

- Market & target group analysis in the Business events industry
  - i) The **venue's potential** as a national and/or international Business events destination (Advantages, Risks, Competition).
  - ii) Development of a possible **Strategy of Advancement** based on the outcome of the analysis and in coordination with the respective stakeholders (City, Tourism & Convention bureau, local businesses, etc.).
  - iii) Advisory role & support for the possible **implementation** of that Strategy.
  - iv) Advisory role & support for the formation and management of a **local Business Advisory board**.
  
- Benchmark study (Comparison to other similar Event venues)
  - i) **Competitor** analysis.
  - ii) Relevant **learning** & possible **implementation**.



## 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 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.

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



**Sharing the idea of excellence.**