



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 Model®



ENITED Engagement Solution® | The SMART way.

The future belongs to the SMART ones.

When information meets experiences, when knowledge creation needs engagement, when live & virtual becomes one habitat, what role does an association play in the future?

It's neither only about the so-called "virtual" revolution, nor the mere adaptation of its tech infrastructure & services for their members during the current and post-COVID-19 times. And it's not about finding the new normal.



It's about the NEXT normal.

➤ Why invest (now) in this solution?

The future belongs 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.

- ✓ SMART associations need to start engaging their stakeholders in a different way, adapted to the modern times of communication and engagement.
- ✓ The next generations and their very individual behaviour, how to consume & how to engage, are the driving force in building this new world of communities.
- ✓ It's all about co-creating knowledge and engaging with peers more effectively and more individually, through a re-defined toolset of live communication, both offline and online.
- ✓ The focus should be on an engaging environment (both virtual and face-to-face) for meaningful conversations, exchanging information, sharing ideas, creating new (wild) knowledge and initiating solution-based action for the individual benefit of every member.
- ✓ It is all about building, maintaining and improving those personal relationships, not only in times of difficulties.
- ✓ The COVID-19 pandemic has been offering a unique opportunity to finally dare and cleverly break old habits & structures.

Stay connected **and** remain relevant for your current & future members, your stakeholders and the global communities, at large.

➤ **How does it work?**

The exclusive roadshow (satellite) events are designed with the clear focus on a pro-active relationship management approach.

Both driving the association's membership (retention and growth) and improving external, local stakeholder engagement (e.g., policy makers, public servants, industry & lobbying organisations, specialized press, association head offices, corporate head or branch offices, etc.).



- The association demonstrates true engagement by creating custom-tailored **virtual and face-to-face (F2F)** conversations.
- The association uses **the fitting environment** for a meaningful engagement.
- The association **showcases its key support and benefits**, first hand. It provides up-to-date industry knowledge, share insights & experiences and create networking opportunities, on a local level with a global reach.
- For each of the roadshow stops, possible local hosts (i.e., existing members and/or other relevant stakeholders) and the association select a **current HOT topic, with local relevance**, and create the fitting platform of engagement.
- It will represent both **the associations' brand and value** ("Signature" event) and be adaptable to the individual, specific event occasion (destination, purpose, target groups, integration into an existing event, etc.).

The events structure & format include the following 3 phases.

PHASE I | (Re)Starting the conversations.

"Conversations (Episodes)" Format | VIRTUAL only (for the time during COVID-19)

Duration of maximum 60 – 90 minutes

PHASE II | (Re)Building relationships.

"Network Talks" Format | Combination of VIRTUAL & F2F (for the time of recovery from COVID-19)

Duration of one Half-day (4 to 5 hours)

PHASE III | Growing the network.

"Knowledge Forum" Format | Combination of F2F & VIRTUAL (for the time after COVID-19)

Duration of one Full day (8 hours)

➤ **What's the benefit?**

We see the following main benefits for an international association.

- ✓ **Re-thinking and re-defining the engagement & communication strategy with their members and stakeholders.**
- ✓ **Building new and stronger relationships across and beyond the rigid “member” definition.**
- ✓ **Adding both content & value to the overall service development.**
- ✓ **Improving the individual members' experience & benefit.**
- ✓ **Creating additional stakeholder value & involvement in the association.**
- ✓ **(Re)Positioning the association, through thought leadership, towards a smart association.**



Our expertise, our experience and our network. All at your service.

In a simple 3-step process (**Evaluation, Creation and Implementation**), we apply our craftsmanship to provide a fitting, custom-tailored solution.

After all, an outstanding result isn't a coincidence; it's based on the right strategy and its efficient implementation. The idea, concept, content, design and process planning must all fit together like the pieces of a puzzle.

We deliver a turnkey solution.

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, 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[®] 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 27NAMES | EMBA | ICCA
- 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.