



## 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.

**Our mission: Sharing the idea of excellence.**

It means both sharing and passing on the aspiration to achieve excellence – to ambitious companies, active associations and up-and-coming destinations.

It also stands for engaging with people of all segments in our business, sharing our ideas and solutions and creating learning opportunities and new knowledge. We believe that bringing people and experts together in inspiring surroundings gives rise to new ideas and innovations.

**Our surroundings: ENITED network of Excellence.**

We have been building continuously our extensive network, both by engaging in relevant international organisations and by inviting individual leading experts in their relevant fields to join us.

A network of knowledge and expertise with a global reach, connecting the dots in the business events industry.

In this context, ENITED introduces one of its latest ideas, **the Influencer 2.0 solution**, in collaboration with our network partner **Word of MICE**.



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## ENITED Influencer 2.0 Solution®

### Our business is a people-to-people business. Period.

It is all about building, maintaining and improving those personal business relationships, not only in times of difficulties. Those relationships are the key drivers for any interaction or engagement with all players in the world of business events, creating business opportunities and turning them into success stories.



In collaboration with our network partner **Word of MICE**, we have taken that firm belief to heart and created an up-to-date engagement solution. It defines a new generation of destination ambassadors (**Influencer 2.0**) and matches the future likes and needs of international event organizer & owners.

Stay connected and be relevant for your (potential) client. Make use of a professional influencer's competences & skills and strengthen those essential relationship for your business events destination.

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

The future belongs to **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".

- ✓ Smart destinations need to start engaging their target audience in a different way, adapted to the modern times of communication and engagement.
- ✓ Smart destinations need real people and real "voices" of their destination who connect with the (potential) clients and talk the same "language".
- ✓ It's all about values, emotions, storytelling, authenticity and trust, it's about building and engaging a community of influencers for the destination rather than selecting individual ambassadors for specific business events projects.
- ✓ In times of crisis like now, the "emotional" economy acts as a key driver of recovery. It's about standing together, helping out each other, supporting each other, reaching out for each other, etc.
- ✓ The COVID-19 situation is levelling the "playing field" for destinations. Not necessarily the big ones but the smart & agile destinations will be the "comeback" winners.

#### ➤ How does it work?

The solution is designed as a simple 3-step process.

- **Evaluation**

In STEP I, we evaluate any already existing communication strategy (e.g., defined target audience/groups, existing ambassador programs, etc.).

- **Creation/Transformation**

In STEP II, we (re)write a custom-tailored Influencer 2.0 strategy, with a recommended 2-years' timeline, based on the previous evaluation (including target audiences' definition/description, professional influencer search/recruiting, online & offline community creation, influencer goals/tasks/responsibilities definition, etc.)

- **Implementation**

In STEP III, we actively support you in the implementation process, over that 2-years' timeline. During this phase we will also use Open Social, a digital platform and proven methodology to enable organizations to energize influencers and activate communication throughout their networks.

➤ **What's the benefit?**

We see the following main benefits for an international business events destination.

- ✓ **Access to the desired target audience/groups in an authentic and professional way.**

The influencer community is the direct & continuous connection to the target audience and the "live" data source for market trends and developments, as well as client needs and behaviours.



- ✓ **Building long-term relationships.**

Both with the target audience and with the influencer community.

- ✓ **Generating business leads.**

Through the influencer community the destination increases its reach and the number of qualified business leads.

- ✓ **Supporting the destination.**

A professional influencer community brings additional value in other fields of destination marketing (e.g., brand awareness & reputation, public relations, etc.)

- ✓ **Measuring the impact.**

Using the digital platform Open Social, it enables the destination to monitor the needs and measure the impact of the influencer community.

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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, destinations, venues and other involved stakeholders.

Here is a number of other 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<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.

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**Sharing the idea of excellence.**