

الملتقى السعودي لصناعة الاجتماعات SAUDI MEETINGS INDUSTRY CONVENTION (SMIC)



18 - 20 FEBRUARY 2018 - KING FAISAL CONVENTIONS CENTER

Being Competitive & Bidding – Process & Long term Success

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SAUDIMIC.COM

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What brings us here today ?



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**“destination
marketing isn’t
just about tourism
/ fame, but also
economic
development”**



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Meetings / Events as an economic driver



Meetings industry size



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MEETINGS MEAN BUSINESS

Economic Impact of Meetings and Business Events

TRAVEL
EFFECT

WHY MEETINGS AND EVENTS MATTER

SPENDING (\$ BILLION)	PAYROLL (\$ BILLION)	JOBS	TAX RECEIPTS (\$ BILLION)
\$102.7	\$25.9	874,500	\$15.8

600 – 800 Billion USD



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40% comes back... business or leisure

Business Tourism Partnership Report

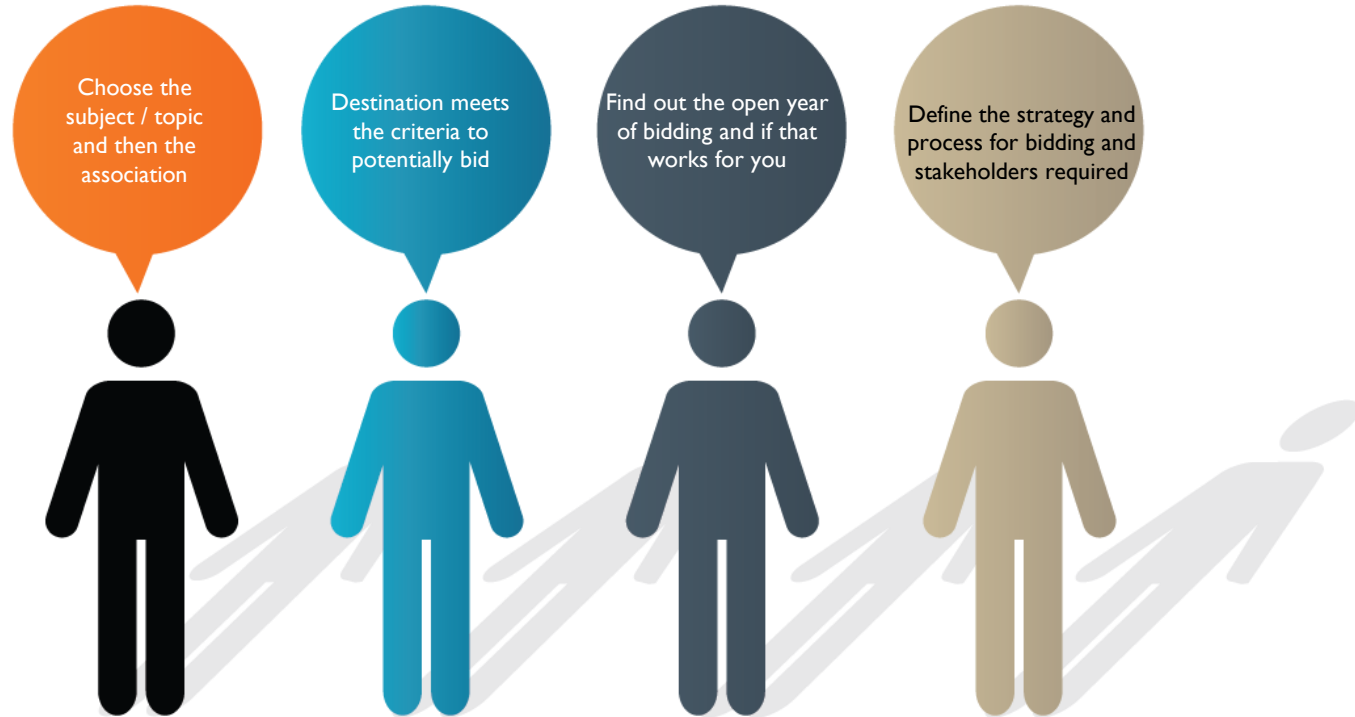


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The Bidding Strategy



Industries / Sectors of Importance



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Destination Readiness ?



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Global
Aviation Hub

World Class
infrastructure

Hotel Rooms

Meeting
venues

Pro Business

Knowledge
Hub

Safety &
security

Cultural
Experiences

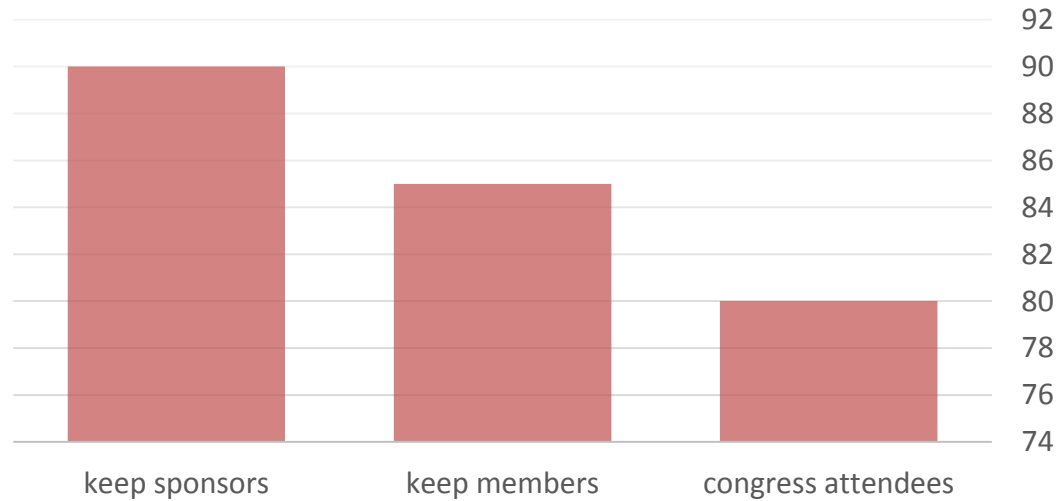
Experienced Industry Support



Understanding the association

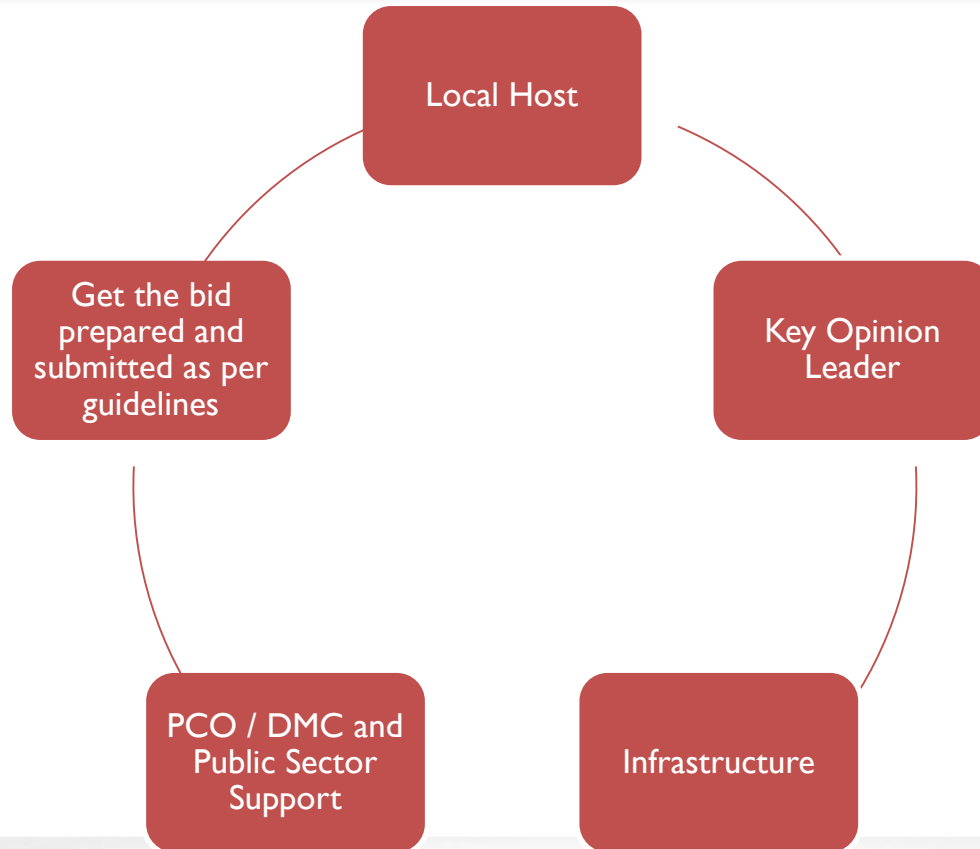


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The Process




Working through the winning strategy




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Membership of your KOL
and local host with the
international association



Attending previous
conventions to build
relationships and lobby



Site Inspections and Funding
Commitments



Onsite Experience and
Support to make it happen

Legacy – what is created and left behind ?



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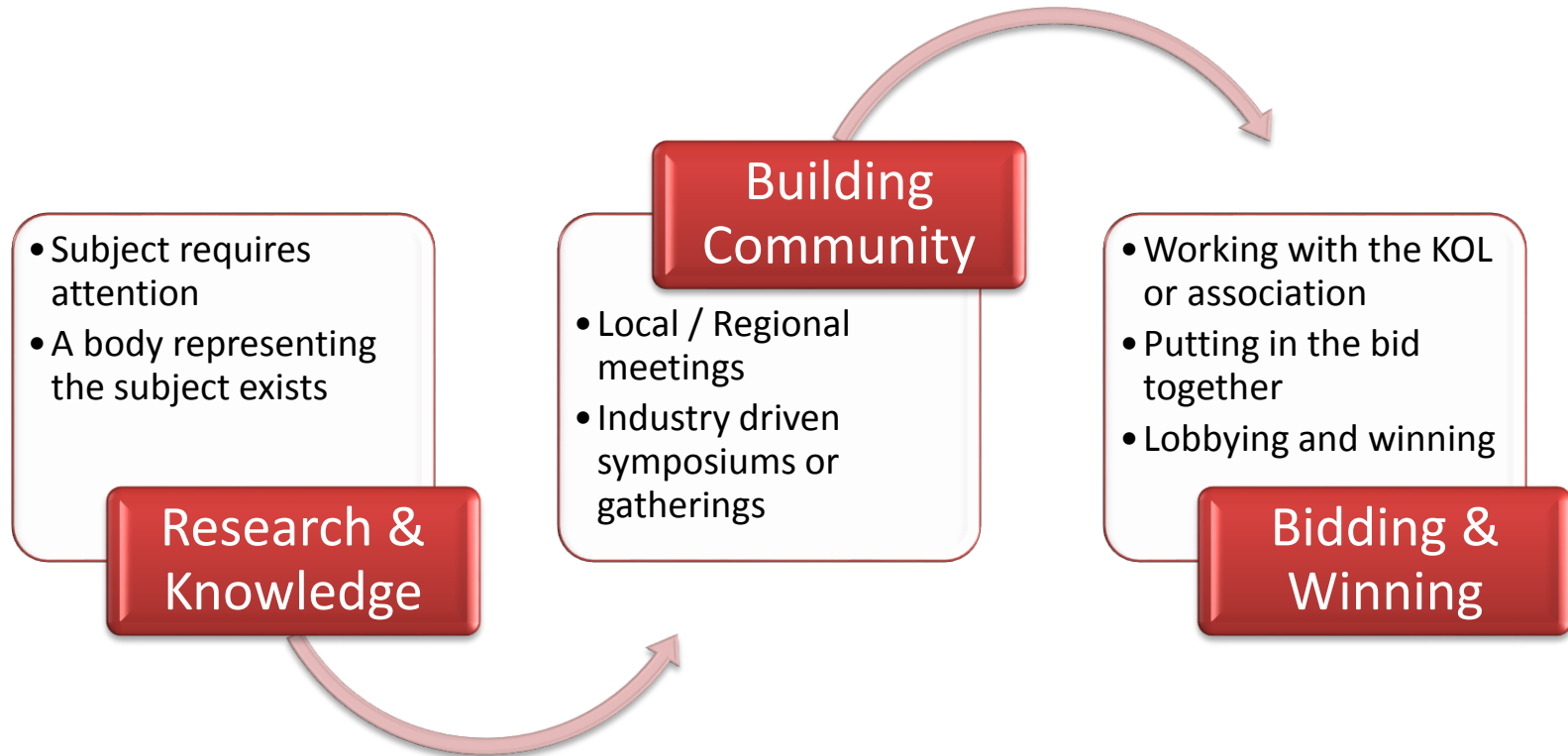


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Gearing up for international meetings and bidding for more



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Honoring your commitment



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Key highlights of a successful bid



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Promote the destination

02

Economic and Tourism Impact

04

01

Raise your profile

03

Promote the organisation

05

Showcase your industry

Source: Meetings Net – Medical Meetings



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Beyond the meeting and economic impact



المؤتمرات السعودية لصناعة الاجتماعات
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Attracting global talent

Transferring Knowledge

Encouraging foreign investment

Stimulating trade

Fostering innovation

Boosting productivity

Nurturing research collaboration

Promoting cultural exchange

Delivering community benefits



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Last few thoughts...



It is a long term commitment so ensure you are getting into the right one

Choose subjects and topics wisely

Ensure you are ready – infrastructure, funding, stakeholder and private sector commitment





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Build/ing Community

Thank you



Contact us

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