

الملتقى السعودي لصناعة الاجتماعات  
SAUDI MEETINGS INDUSTRY CONVENTION (SMIC)

18 - 20 FEBRUARY 2018 - KING FAISAL CONVENTIONS CENTER

**Skills for preparing competitive bids to attract business events**  
Juan Jose Garcia  
1<sup>st</sup> Vice President  
International Congress and Convention Association (ICCA)





SAUDIMIC.COM

MAIN PARTNER: Saudi Meetings Industry Convention (SMIC)

SUPSPONSOR & STRATEGIC PARTNERSHIP BY: Saudi Meetings Industry Convention (SMIC)

ACADEMIC PARTNER: SEMA (Saudi Meetings & Events Association)

ORGANIZED BY: EXICOR (Exhibition & Convention Industry Council)



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18 - 20 FEBRUARY 2018  
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**Skills for preparing competitive bids to attract business events**



JUAN JOSE GARCIA  
1<sup>st</sup> VICE PRESIDENT  
INTERNATIONAL CONGRESS AND CONVENTION ASSOCIATION



Look at bids from a  
**DIFFERENT**  
perspective




**Know How**



**Talent**

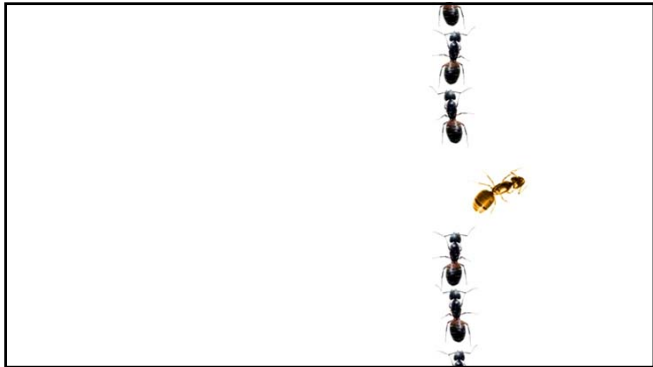
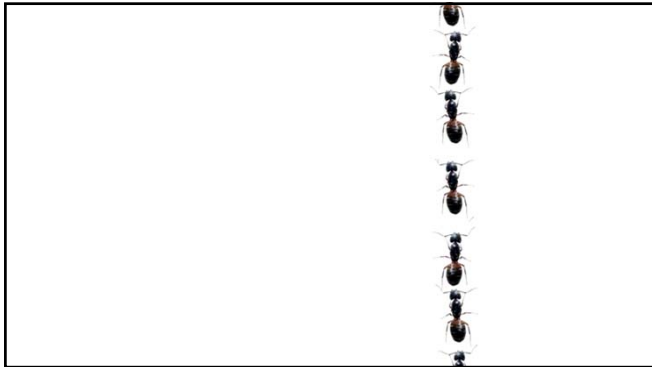
**&**





?

**But...**  
how to start?







Bidding skill  
#1  
Smart research

Your Local Community



Associations & Corporations





Useful research sources



ICCA DATABASE UPDATE  
FEBRUARY 2018

- 19,675 Series
- 233,889 Events
- 11,652 Associations

UIA additional info 



SAUDI ARABIA



**10,221**  
Potential meetings that have never been to Saudi Arabia

**Results**  
**Searching for potential meetings**  
- Destination: Saudi Arabia  
- Recurring destination  
10221 profile(s) found, showing 1 to 10





SAUDI ARABIA

**481**  
Potential meetings that have never been to Saudi Arabia and have a local contact in the Kingdom

**Results**  
**Searching for potential meetings**  
- Destination: Saudi Arabia  
- Recurring destination  
- Local reps based in: Saudi Arabia  
481 profile(s) found, showing 1 to 10

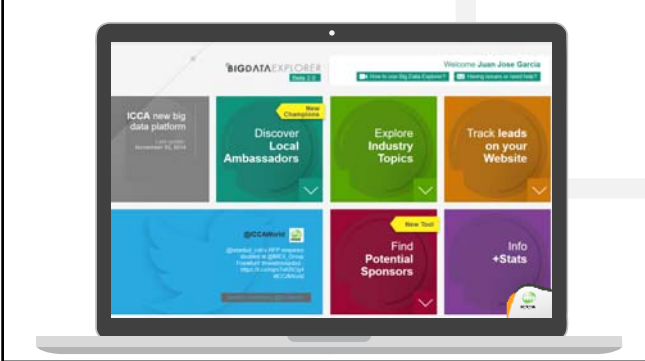
481 potential meetings with local contact in Saudi Arabia represent only the **4,6%** of the total number that may come to the Kingdom. **Average** in the future should be **15%**





ICCA BIG DATA TOOL

*Identifying local representatives in Saudi Arabia to bid for future international association congresses*


Discover Local Ambassadors

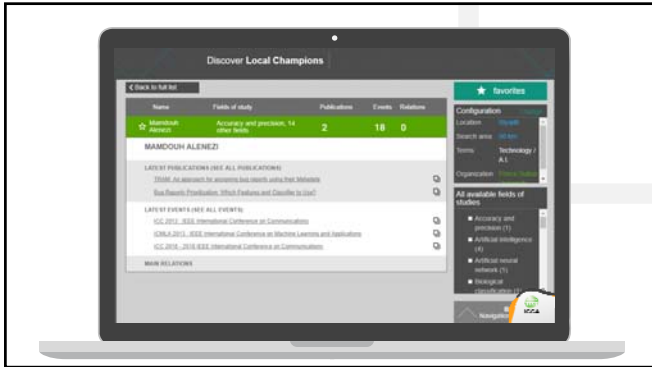


Discover Local Champions



Name	Fields of study	Publications	Events
Mansour Alsharif	Accuracy and precision, 14 other fields	2	18
Local Alumni	Artificial intelligence, 2 other fields	1	0
M.L. Tharun	Artificial intelligence, 11 other fields	2	0
Tarek Daba	Artificial intelligence, 2 other fields	1	0

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**THE BID  
DECISION DAY**

**BIDDING SKILL  
#2  
KYC**

**KNOW  
YOUR  
CLIENT**




**TARGET  
THE RIGHT  
CLIENTS**






**#1  
TARGET**

*International and regional  
associations/federations  
with a local contact in  
Saudi Arabia*




**#2  
TARGET**

*Associations with  
individual  
membership*

**DON'T FORGET!**



**FEDERATION**

**VS**




**ASSOCIATION**



#3

**TARGET**

*Develop a new geographical rotation area pattern*





#4

**TARGET**

*Brand Ambassadors Programme*









#5

**TARGET**

*Develop the National and Regional Market*





#6

**TARGET**

*Identify Key Sectors*





SAUDI ARABIA

KEY ECONOMIC SECTORS

53.2%

SERVICES

Tourism, financial and banking services, insurances

44.2%


INDUSTRY

Crude oil production, petroleum refining, petrochemicals, industrial gases, cement, fertilizer, metals, construction

2.6%

AGRICULTURE

Wheat, barley, tomatoes, melons, dates, citrus, mutton, chickens, eggs, milk

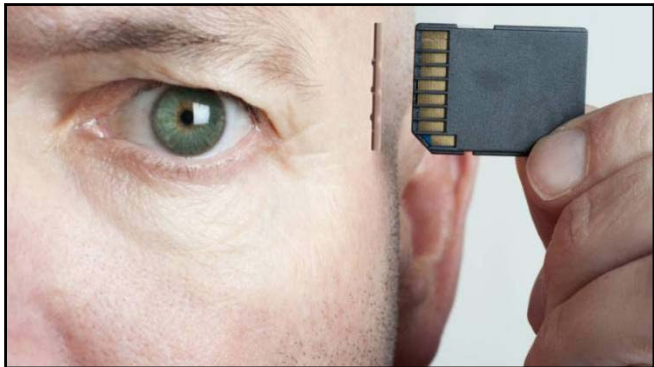


**KNOW  
YOUR  
COMPETITOR**

**ICCA  
STATISTICS  
TOOL**

*Customise  
statistics at  
your fingertips*

**SOME  
RECOMMENDATIONS**



**FROM  
SUPPLIERS**

**STRATEGIC  
PARTNERS**

