

# الملتقى السعودي لصناعة الاجتماعات SAUDI MEETINGS INDUSTRY CONVENTION (SMIC)



18 - 20 FEBRUARY 2018 - KING FAISAL CONVENTIONS CENTER

## Development of tools to attract business events

Christian Mutschlechner  
Vienna Convention Bureau



SAUDIMIC.COM

MAIN PARTNER



الهيئة العامة للسياحة والتراث الوطني  
Saudi Commission for Tourism & National Heritage  
مستقبل وطن... نعيشه معاً  
scth.gov.sa

SUPERVISED &  
STRATEGIC PARTNERSHIP BY



البرنامج الوطني للمعارض والمؤتمرات  
Saudi Exhibition & Convention Bureau  
secb.gov.sa

ACADEMIC PARTNER



الأكاديمية السعودية لإدارة  
الفعاليات والمعارض والمؤتمرات  
sema.edu.sa

ORGANIZED BY



www.exicon-specialist.com

# That's me!



**1977**

first contact with Meeting Industry as volunteer

**1978**

started with a PCO company

**1985**

moved to Vienna Tourist Board – Sales & Convention Department

**1991**

redesigned and restarted the Vienna Convention Bureau



# What tools does it need?



- ✓ hardware tools
- ✓ software tools
- ✓ the meeting developers



Hardware tools infrastructure

Venues

•• Conference centers

•• Meeting hotels

•• Universities (especially smaller meetings)


•• Hotels



# Hardware tools infrastructure

Hotels

➤ all categories ➤ flexible operation of room allotments ➤ long term planning



Hardware tools infrastructure

Public transportation

- connect key infrastructure
- easy to understand & use
- ready for cooperation with the organizers

## Supplier Partners

- PCO's: local & international
- agencies: DMC's
- A/V companies
- meeting designers
- catering companies
- ...

## Understanding what a meeting is all about

- English
- knowledge → trained people
- following changes
- adapt to developments

# The Meeting Developers

- Scientific Community
  - Trade Organization
  - State Conferences → IGO's
  - Corporate World
- } NGO's



# Membership in regional, int. associations



- Nat. member associations
- Nat. individual members
- For some you do not need memberships

# Tools / Strategy



- Live membership
- Stand out & contribute
- Engage
  - General Assembly
  - Board
  - Executive

This helps on the way to attract business

**BUT**



That's only the beginning

# Bidding



- ✓ know your own product, create USP's!
- ✓ know your competition
- ✓ key - train your local "bidder"

# Bidding



- ✓ Follow the RFP, not your intention
- ✓ Network, network, network
- ✓ Your presenter - very often a scientist - needs to become a sales person

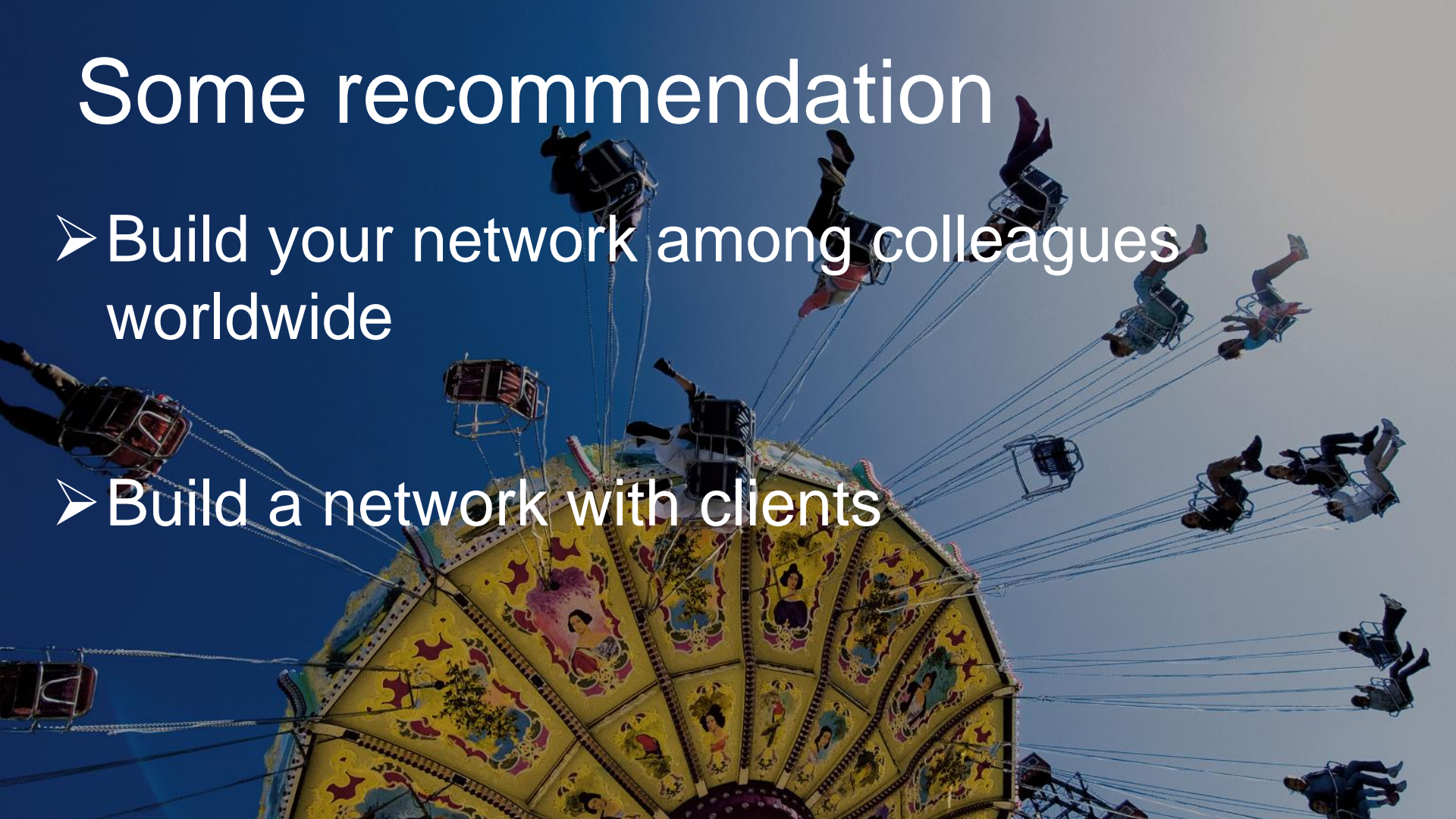


Never stop when you lost

Never stop, when you win, with the relationship

# Some recommendation

- Build your network among colleagues worldwide
- Build a network with clients



# A final data analysis



## ➤ ICCA Database

386 events open from now on with members in Saudi Arabia

290 Association profiles with members in Saudi Arabia



# A final data analysis



## ➤ UIA Database

2095 associations with members in  
Saudi Arabia

**BUT: it needs research, research, research!**



شكرا لكم على اهتمامكم