

Business Events Target Segments

VisitBritain – Your Partner in Business Events



Liverpool, England



Introduction

One of VisitBritain priorities is to grow the UK's valuable business events sector by promoting its world-class destinations and venues, and driving more targeted international business events into the UK. In order to achieve this, we are focusing on building and growing the sector's capability.

In this deck, we will guide you through the three main target audiences for business events – International Associations, International Corporates and Incentive Buyers.

We will look into:

- who they are, what they are trying to achieve and what they are looking for;
- important decision-making factors;
- buyers journey from awareness to consideration and conversion, as well VisitBritain and destinations' role along the process.



MICE Target segments: meetings | incentives | conferences | exhibitions



INTERNATIONAL ASSOCIATIONS

- International association congresses, who rotate locations. Use formal bid processes, with voting committees.
- Local experts, key opinion leaders, ambassadors play important role in the bid process
- Europe and North America
- **Ave delegate spend £1,021**



CORPORATE

- Internal staff conferences, meetings, commercial events and product launches
- Select locations where staff and customers are located
- Corporate image important
- Europe and North America
- **Ave delegate spend £856**



INCENTIVES

- Companies reward high performing staff with all-expenses paid trip and to motivate workforce
- Includes team building, staff development, training and conferences
- North America, India and China
- **Ave delegate spend £1,893**



EXHIBITIONS

- Not peripatetic
- One major show with potential regional spin offs (London Tech week)
- Focus on HMG sector priorities – e.g. tech / fintech / renewables

Audiences: an overview

**Association
conferences /
congresses**

**Corporate conferences,
meetings & events**

Corporate incentives

Third parties

E.g. Agencies, professional conference organisers (PCOs), association management companies (AMCs) and destination management companies (DMCs)

GRESS

#WDSC2018



International Association Segment

SEC, Glasgow, Scotland

International Association

<p>Who are we?</p>	<ul style="list-style-type: none"> • An association or society representing the interests of particular industries, professions or interests. • Common in life sciences, medical, academic and scientific fields, where our members stay connected to the latest research, education, policy and industry discussion.
<p>What are we trying to achieve?</p>	<ul style="list-style-type: none"> • Events help us to deliver value to our members. We regularly hold events (including flagship annual congresses) to gather members (and non-members) as they discuss, share and learn with industry peers. • We are more value conscious than corporates, and while we want our attendees to have a great time, this will be through discussion and networking. To ensure geographical reach, we rotate our events between countries and world regions, so we will consider the UK for our next European rotation. We work to long lead times and confirm host destinations far in advance (e.g. 3-5 years).
<p>What are we looking for in a destination?</p>	<ul style="list-style-type: none"> • We first want to know what relevance the host city has to our particular field of interest and if our sector is prominent, and could include leading academics, researchers, experts, influencers and policy makers. • We want to be ‘invited’ by cities and their leading academics, experts or local chapters – known as ‘ambassadors’ – who work with the local Convention Bureau (CVB) to bid to host our events. We need to be assured they will work closely with us to ensure the event is a great success, with strong support from the local professional community. • Ease of access is essential. • Given the size of our events, suitability and scale of venue are also important.
<p>Where do we look?</p>	<ul style="list-style-type: none"> • Our network - face-to-face relationship are key. We trust those we know to make the right recommendation • Before sending a request for proposal (RFP) we will research industry websites and publications.
<p>Markets</p>	<ul style="list-style-type: none"> • North America • Europe

International Association

How to win association business:

- Involve local members in the process – leverage ambassadors and institutions
- Strategically target prospects for cities based on local industry expertise

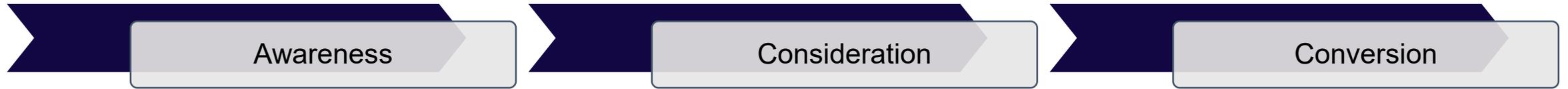
Destination decision-making:

- Local relevance to its field, e.g. business, research or academic hub, local experts
- Strategic chosen places to grow membership (close to expertise, policy makers, sponsors)
- Rotation systems
- Bid committees, or key influencers / ambassadors
- Ease of access
- Suitability of venue
- Overall value for money
- Quality of accommodation
- Destination appeal
- Subvention or financial support

International Association Delegates in the UK

Average spend per trip:	£1,021
Average length of stay:	3.5 nights

International Association Buyer Journey



Role of VisitBritain

Create awareness & inspiration:

- UK expertise & sector strengths
- Ease of access to the UK
- Suitability of venues & events infrastructure

Build relationships with buyers & influencers
Educational trips: create connections between buyers & UK destinations and suppliers.

RFP received by city / secured by city sector ambassador following expression of interest

Support city-led bids with toolkits, financial support, government advocacy and best-practice

Celebrate city win

Capture & amplify advocacy content from delegates and decision-makers

Role of UK cities

City-led bids with local ambassadors, convention bureau, venues and other relevant partners / supporters

Announce bid win

Support event delivery, maximising local involvement

Create local legacy

Please note the above is an example, and doesn't necessarily apply to all.

Who makes decisions at Associations?

- Often there is a board that votes on many major decisions within the organization, including the destination of their congress
- Several parties involved including the board, executives of the association itself, and any members are part of the tender for that destination
- More difficult to get decisions by associations rather than corporations, but they have a more logical/structured system and not based on “who you know”
- Decision makers often require CVB assistance and government funding or “in-kind”. On many occasions bids need to be led by sector ambassadors who are members of the association
I UK society (e.g. Club Liverpool)

WELSH STONES
HORIZONS
WELSH SING



International Corporate Segment

Manchester Central, Manchester, England

International Corporate

Who are we?	<ul style="list-style-type: none">• We organise many different types of meetings and events for companies, such as internal staff meetings and conferences, board meetings, team building or staff training or retreats.• We also deliver events for external audiences - a number of external events, mainly targeting current or prospective clients, such as product launches, user conferences, client dinners and hospitality.
What are we trying to achieve?	<ul style="list-style-type: none">• Our internal meetings help us achieve our corporate objectives – whether it's the board / senior management setting our global strategy, employee engagement and development at staff conferences, or team building and away days. We also hold incentive programmes (refer Incentive Travel) to drive staff motivation.• Many of our events are focussed on customers, such as user conferences in the tech industry, client entertainment and hospitality for key clients, product launches for media – where we focussed on our brand, client relationships and ultimately sales.
What are we looking for in a destination?	<ul style="list-style-type: none">• Firstly, we consider destinations that are relevant to our company or industry, such as where we have offices or a significant customer base – and are often drawn to major business centres.• After this our primary consideration is how easy the destination will be for our attendees to get to.• Time is money so we must hold our events in a location that is readily accessible – both in terms of direct flights and easy access from the airport to city/venue.
Where do we look?	<ul style="list-style-type: none">• Our network - personal relationship are key. We work with trusted partners – including agencies, hotel groups or DMCs – who we know will make the right recommendation and are essential in helping us deliver a quality event.• We are inspired by convention bureau and tourist boards Industry publications (magazines, websites, blogs)
Markets	<ul style="list-style-type: none">• North America• Europe

International Corporate

How to win corporate business

- Build targeted relationships with in market agencies that have established relationships with corporate event organisers
- Identify corporate organisations that book directly
- Utilise DMCs to amplify your message and be an extension of your salesforce
- Inspire with new and unique venues, destinations, creative programmes and hotels
- Reinforce that the UK is good value for money, quick and easy to get to, and get around

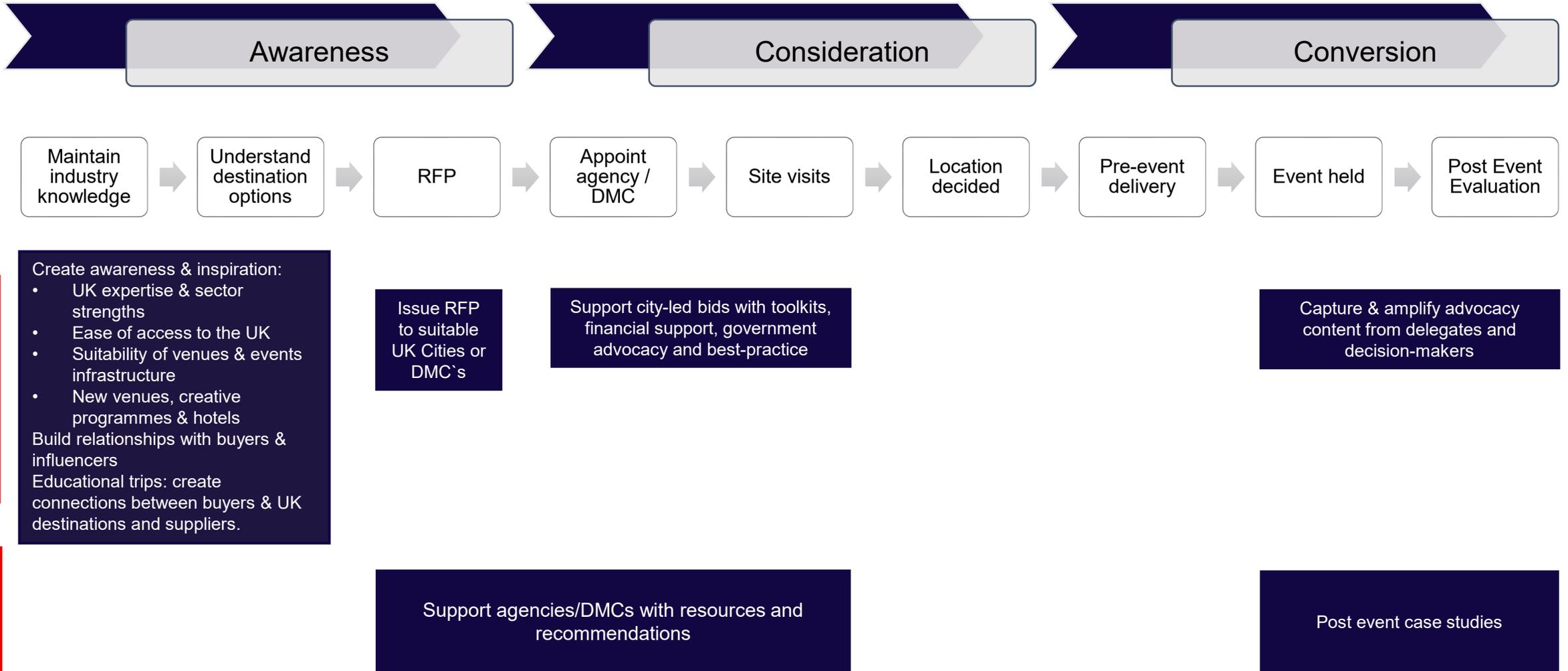
Destination decision-making:

- Proximity to staff/customers/competitors
- Suitability of venue (that represent the brand image)
- Short lead times
- Decision-making more elusive than associations
- Ease of access
- Overall value for money (but less important than other segments)
- Destination appeal
- Perceived safety of destination

International Corporate Delegates in the UK

Average spend per trip:	£856
Average length of stay:	3.5 nights

International Corporate Buyer Journey



Please note the above is an example, and doesn't necessarily apply to all.

Who makes decisions at Corporations?

Event Manager

Internal Client

Executives



Corporate Incentive Segment

Adventure Parc Snowdonia, Wales

Adv

Corporate Incentive Buyer

Who are we?	<ul style="list-style-type: none">• As corporates, we want to motivate staff/clients and encourage a high-performing culture, by offering unique travel experiences as a part of reward and engagement schemes. This is part of our HR strategy – in terms of recognition, reward, engagement with strategy and values, team building, learning and professional development.• We offer one-of-a-kind travel experiences to highly desirable destinations, either in large annual groups (especially in China), or smaller, more intimate, high-end groups.
What are we trying to achieve?	<ul style="list-style-type: none">• Increasingly unique and special experiences we will often use a specialised agency/DMC to help us organise our incentive programmes.• Increasingly inspirational experiences with the entire organisation• CSR programmes in destination – give back
What are we looking for in a destination?	<ul style="list-style-type: none">• We look for destinations that offer unique experiences that make our staff feel rewarded and valued, with exclusive travel experiences such as private and unique venues, shopping, outdoor, sporting or luxury experiences.• But we're always looking for inspiration on what 'the next big thing is', to ensure our programmes are highly desired by staff.• We're increasingly looking at how we can incorporate learning and development – e.g. professional development, team building, as well as corporate social responsibility.
Where do we look?	<ul style="list-style-type: none">• Our complex requirements mean we may require the assistance of DMCs and agencies to find destinations, design and deliver programmes.• We rely on trade events and publications – to stay up to date on the latest experiences.• We are inspired by tourist boards consumer campaigns and content, as the experiences can be similar to leisure travelers (e.g. luxury travel), but we have distinct needs in terms of how the product is packaged and delivered.
Markets	<ul style="list-style-type: none">• North America• Europe• China• India

Corporate Incentive Buyer

How to win incentive business

- Inspire with the latest exclusive, highly desirable experiences, and new hotel and restaurant openings
- Utilise DMCs to amplify your message and be an extension of your salesforce

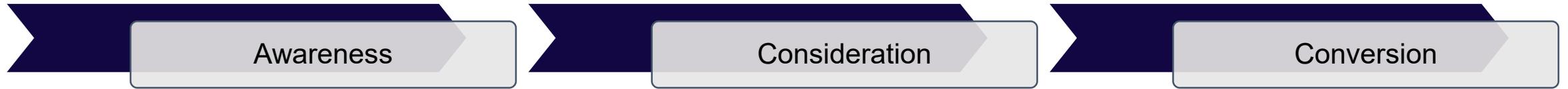
Destination decision-making:

- Warm & sunny, or not?
- New and exciting itineraries, experiences not available to the consumer
- Ease of access
- Destination appeal
- Quality of accommodation
- Overall value for money
- Perceived safety of destination
- Role of agents and DMCs
- Corporate image, CSR, learning & development, team building

International Incentive Buyers in the UK

Average spend per trip:	£1,893
Average length of stay:	4 nights

Corporate Incentive Buyer Journey



Role of VisitBritain

Create awareness & inspiration:

- Inspiring and exclusive group experiences.
- New hotel / restaurant openings
- Ease of access to the UK
- Educational trips for buyers/agencies to meet UK destinations & suppliers

Capture & amplify advocacy content from delegates and decision-makers

Give agencies/DMCs tools to extend the message including educational site visits

Role of UK cities

Recommend best experiences and new product, recommend itineraries
Engage DMCs to become experts in their destination

Post event case studies

Please note the above is an example, and doesn't necessarily apply to all.

Who makes decisions at Incentive Houses?

Purchasing
Team

Account
Executive

End Client



Third parties

London, England

Third parties

- **EVENT AGENCIES**

An event agency organises events to suit the client's specific expectations, delivering the desired business outcomes from a basic concept or idea, and all within a desired budget. They create and develop events such as conferences and seminars, product launches, incentive travel and corporate team building days, planning the logistics and coordinating the technical aspects before actually delivering the event.

- **DESTINATION MANAGEMENT COMPANIES (DMCs)**

A DMC is an enterprise that provides professional services for the planning and implementation of popular travel destinations or out-of-town events programs and services. Their value primarily rests in the company's extensive knowledge of the local area as well as its professional relationships and local resources.

- **PROFESSIONAL CONFERENCE ORGANISERS (PCOs)**

A PCO is a company which specialises in the organisation and management of congresses, conferences, seminars and similar events. PCOs can typically work as consultants for academic and professional associations. They usually provide full service management for conferences including conference design, program development, registration, site and venue selection and booking, IT support, logistics, marketing, printing and web services, sourcing speakers, funding, sponsorship and exhibitor sales, financial management and budget control.

- **ASSOCIATION MANAGEMENT COMPANIES (AMCs)**

An AMC is an independent service provider that manages associations to help them grow and prosper. This often includes customer service, administrative assistance, management solutions, and strategic guidance to organizations on a fee-for-service basis. AMCs deliver high levels of expertise and accountability so that associations can continue to increase their value and relevance to members.

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