

Power to the meetings!

Bestseller 3:

Microsite Kongres Magazine

***MICROSITE ON THE
WWW.KONGRES-MAGAZINE.EU PORTAL***



TOLERANCA

TOLERANCA MARKETING d.o.o.
Event and marketing agency
LIVE & ONLINE & HYBRID EVENTS

Štihova ulica 4, 1000 Ljubljana
natalija@toleranca.eu, T: +386 40 822 44
gorazd.cad@toleranca.eu, T: +386 40 530 112
www.toleranca.eu | www.kongres-magazine.eu

WE HELP YOU BECOME MICE BESTSELLERS

What is a microsite on the www.kongres-magazine.eu portal?

It is a special subpage on which news with the most views and highest conversion is generated with the help of a special interface. The structure of the sections on the microsites, therefore, follows the search logic of meeting planners (Popular Stories, Behind the Scenes, Incentive Ideas, Interviews, Destination Guides). The microsite is accessed through the portal entry page, which ensures the highest conversion rate.

Higher credibility

Because you will have your own domain on the Kongres portal, you will gain credibility in the eyes of your subscribers.

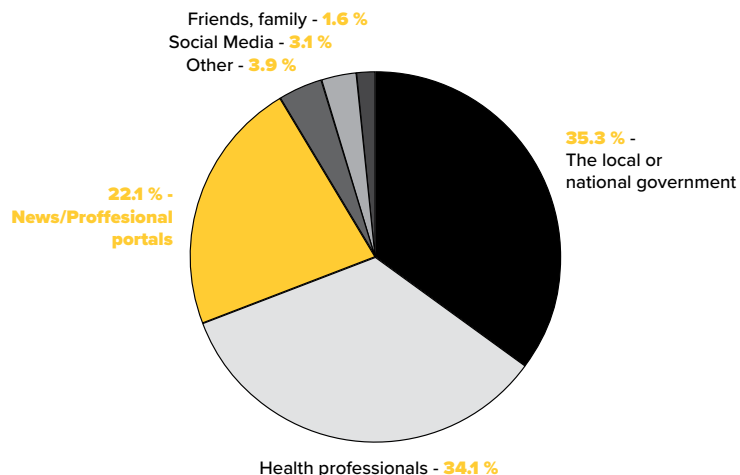
The web portal www.kongres-magazine.eu has won the trust of local and international meeting planners in the last 14 years, and what's more, according to official data on the portal's reach (Alexa and Google) we rank among top 5 MICE portals with the highest reach in the world. We are very proud of that. Every day, the portal is visited by an average of 300 to 400 different meeting planners, who view a total of 900 to 1.100 different content points.

Microdomain

The www.kongres-magazine.eu/your-convention-bureau microdomain is a big advantage. This communicates the main focus of our content and our microdomains are often ranked much higher than our own domains.

What is your most trusted source of information about COVID-19?

n=522 meeting planners,
Source: Kongres Magazine,
april 2020



The microsite manages to retain more visitors

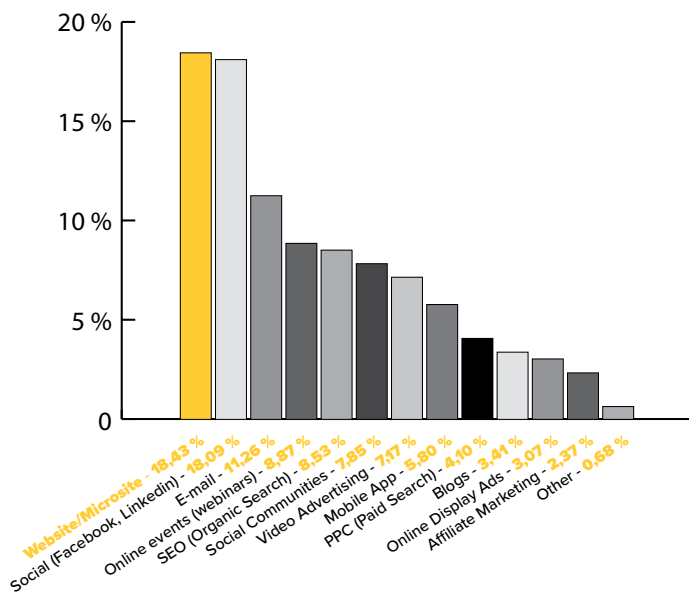
The most important advantage of a microsite is that it is entirely focused on the presentation of your congress offer. Because the content is editorially verified and adapted to meeting planners, they stay on the microsite for an average of 2.4 minutes. This improves the conversation capability we provide through inquiry forms.

A microsite attracts more meeting planners

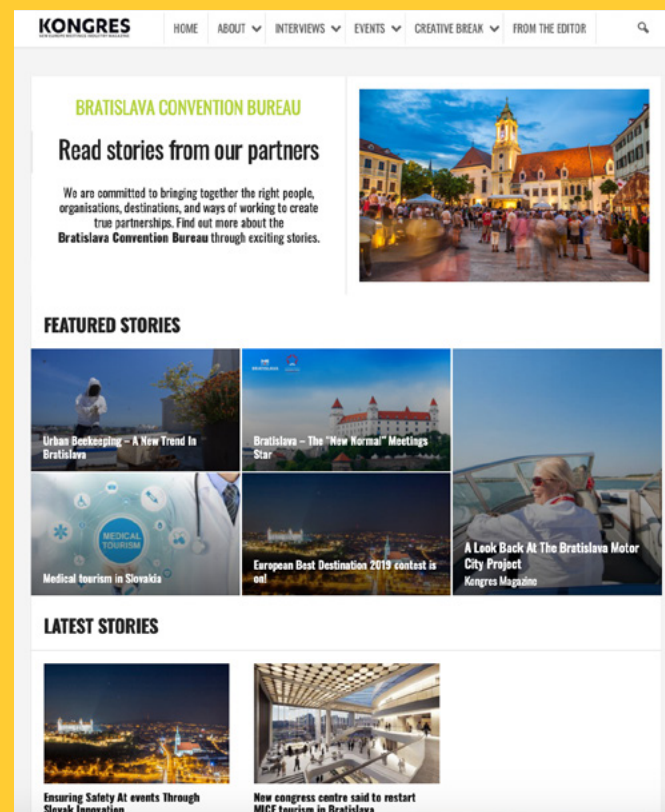
The microsites focus on specific needs of meeting planners. Because the microsite is richer in content, it is easier to optimize it for better search rankings, which bring new visitors. They account for almost 80 % of traffic on microsites. An important factor is the richness of content that we provide through the news writing service.

In which of the following digital distribution channels will you INVEST MORE after the crisis?

n=361 meeting planners,
Source: Kongres Magazine,
may 2020



Example of a microsite



	Basic	Meet	Meet+
Banner on the www.kongres-magazine.eu landing page	✓	✓	✓
Number of articles limit (posts)	30	50	100
Monthly limit of number of articles (posts)	4	6	10
Monthly limit of number of pictures in posts	8	12	20
Monthly limit of number of videos	2	3	5
SSD space (GB)	3 GB	10 GB	20 GB
Microdomain www.kongres-magazine/partner	✓	✓	✓
Web page SEO optimization for search engines	✓	✓	✓
Antispam protection	✓	✓	✓
Free SSL certificate	✓	✓	✓
Backlinks to your webpage	✓	✓	✓
Built-in RFP and contact form	x	✓	✓
Meta tags	x	✓	✓
Writing news stories with proofreading (monthly)	x	4	6
News redistribution without proofreading (monthly)	x	2	4
News redistribution to social media channels	x	6	10
Mailing to the list of potential buyers	x	option	option
Data visualization	x	option	option
Video production	x	option	option
Infographic design	x	option	option
PRICE PER MONTH	179 €	By arrangement	By arrangement

22% V.A.T. and travel costs are not included in the prices

Example 1 – DESTINATION MICROSITE

<https://kongres-magazine.eu/azerbaijan-convention-bureau/>

<https://kongres-magazine.eu/bratislava-convention-bureau/>

Example 2- HOTEL MICROSITE

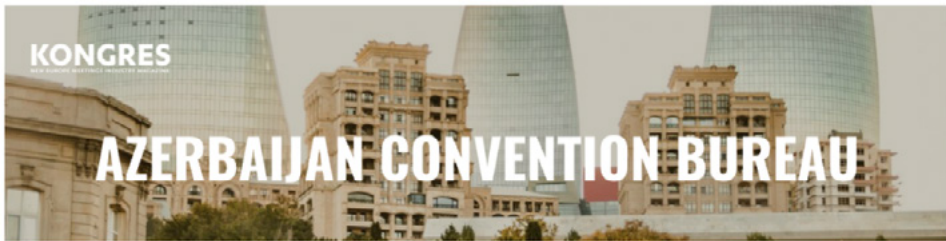
<https://kongres-magazine.eu/mjus-world-resort-thermal-park/>

<https://kongres-magazine.eu/sava-hotels-and-resorts>

Example 3 - VENUE MICROSITE

<https://kongres-magazine.eu/cankarjev-dom/>

<https://kongres-magazine.eu/ljubljana-fair/>



KONGRES

AZERBAIJAN CONVENTION BUREAU

THE SAME WORLD IN OTHER WORDS

Read stories from our partners

We are committed to bringing together the right people, organisations, destinations, and ways of working to create true partnerships. Find out more about **Azerbaijan Convention Bureau** through exciting stories.

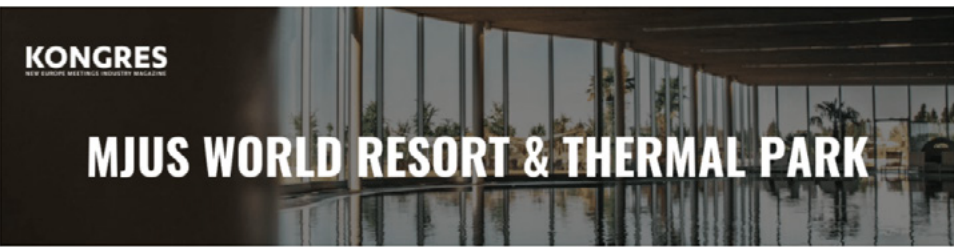


GR - Ljubljana Exhibition and Convention Centre

THE SAME WORLD IN OTHER WORDS

Read stories from our partners

We are committed to bringing together the right people, organisations, destinations, and ways of working to create true partnerships. Find out more about **Ljubljana Exhibition and Convention Centre** through exciting stories.



KONGRES

MJUS WORLD RESORT & THERMAL PARK

THE SAME WORLD IN OTHER WORDS

Read stories from our partners

We are committed to bringing together the right people, organisations, destinations, and ways of working to create true partnerships. Find out more about **Mjus World Resort & Thermal Park** through exciting stories.



**360° MICE ACTIVATION
CONSULTING:**

FEASIBILITY STUDIES

Conceptualisation and pre-opening planning for venues

BENCHMARK

Meeting destination experience index

PROJECT MANAGEMENT

Project management for MICE projects

STRATEGIES

Destination and venues marketing strategies

SURVEYS

Quality and satisfaction surveys

STANDARDISATION

The standardisation of meetings industry suppliers

TRAINING

Training based on the principles of experiential learning

BRANDING

Brand strategy, growth and innovation

SECRET CONGRESS GUEST

The only certificate of quality in the meetings industry

CVB ESTABLISHMENT AND SUPPORT

Strategic and operational setup of CVB



**360° MICE ACTIVATION
EVENTS AND CONFERENCES:**

PROJECT MANAGEMENT

Event logistics and on-site event operations

BRANDING

Graphic design as a starting point

SOCIAL PROGRAMME

Engagement of local artists

EVENT MARKETING

Reaching the right audience

FINANCIAL MANAGEMENT

Budget planning and execution

VENUE FINDING

Selection of venue and contracting

EXHIBITIONS & SPONSORSHIP

Contracting and execution

REGISTRATION MANAGEMENT

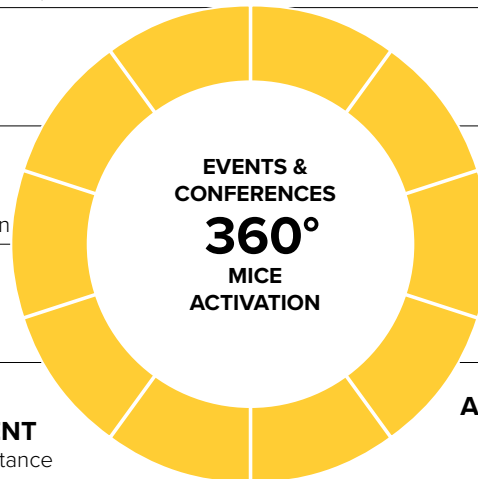
Technical and logistic support

SPEAKERS MANAGEMENT

Engagement and on-site assistance

ABSTRACT MANAGEMENT

Abstracts handling for scientific conferences



**360° MICE ACTIVATION
MARKETING:**

ANALYTICS

Marketing analytics

CONTENT

Copywriting and Content marketing

SALES

Personal sales

DATABASE

Big data targeting

EXPERIENCE

Sales events

ONLINE

Digital Campaigns

VIDEO

Video campaigns

SOCIAL

Social media campaigns

PRINT

Image building

DIRECT

E-mail marketing and Telemarketing

