

WE HELP YOU BECOME MICE BESTSELLERS

Power to the meetings!

Bestseller 4: Storytelling and copywriting

***CREATING CONTENT THAT STICKS REQUIRES A LOT OF
RESPONSIBILITY AND SHOULD NOT BE PUT INTO THE
HANDS OF AMATEURS***



TOLERANCA

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

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Good content is the driving force of modern digital marketing

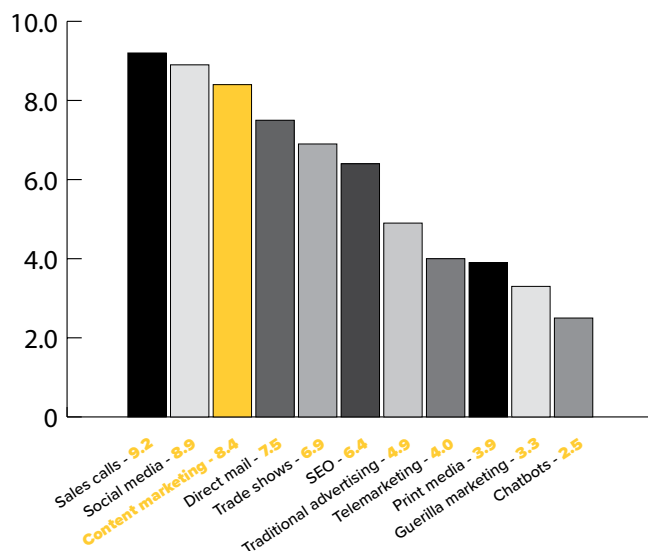
Creating opportunities and building excitement mostly takes place on digital platforms nowadays. These platforms are hungry for good stories and quality content. We like to explain this with a metaphor: the digital beast has an insatiable appetite for quality content. Content marketing has to be incorporated into all marketing processes. Good content is the key to success for campaigns and sales, as well as powering social networks, blogs, websites, mail and other forms of activation.

Preparing content tailored to the focus group

Our experienced team creates content tailored to your focus group, weather it be text, photographs or video content. We are specialised in content marketing for the meetings industry, and we have executed over 200 commercial projects and published 83 issues of Kongres Magazine. In over fourteen years, we have prepared more than 95.000 articles for our subscribers and Kongres Magazine readers.

Which lead generation tool will become the most important after the crisis?

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



Creating stories with a silver lining

Cooperation starts by briefing us about your story, followed by the starting phases of creating test content and publishing it on the Kongres Magazine web portal. Using this method we can guarantee quality content. The products and texts are clear, readable and attractive for your buyers - event organisers. All texts are also SEO optimised (choosing suitable keywords, meta descriptions and systematically editing titles and subtitles).

Community management

Social networks and content marketing are the winning duos nowadays. Through the use of social networks, you will be able to create recognition of your trademark. By the same token, you will lead your buyers to see additional content on your webpage. Social networks and the viral potential they have are proof of the trustworthiness of your congress service.

Content Analytics

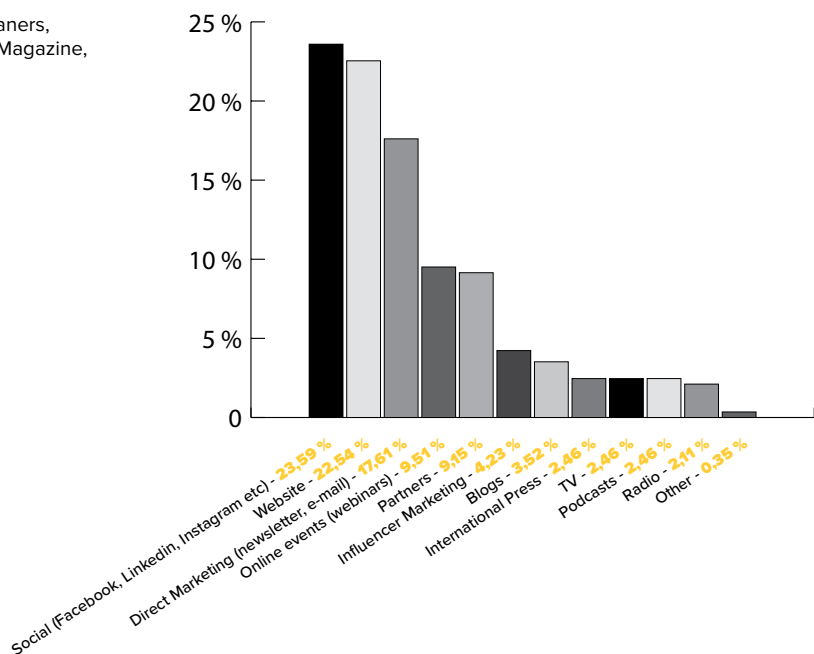
We meticulously measure the reach of every article. The content, prepared for you, represents a unique form of capital. You can very quickly adapt your marketing activities to the different needs of buyers from preparing offers to boosting sales on social networks.

Big savings

Because we are specialised in writing content for the meetings industry, we have a trained team of writers, saving you precious time. Moreover, this way of cooperation is noticeably cheaper than having regular employees.

Which of the following offline/online communication channels are you using during this crisis?

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



The added value of the www.kongres-magazine.eu website

Our greatest added value is the Kongres Magazine web portal, enabling us to distribute and not only create content.

More contacts - more contracts

Authentic and credible stories are the cornerstones of your sales. They trigger positive reactions, ultimately forming an active list of buyers. The basis for direct marketing and sales is the conversion of content into a database of potential buyers. The golden sales rule should, therefore, be to build a database of potential buyers. Much more time should be devoted to finding a focus group, suitable to the congress story. Quality over quantity is important, but even more important are the right buyers, who need to be approached with the right content.

Can you still live and work without content marketing?

A long time ago, even a simple webpage was enough. Today, the holistic user experience through all channels is incredibly important. Just consider what drives the modern mix, leading to an actual event. Quality content is what powers the landing page, Facebook profile, youtube channel, corporate magazine, call centre, digital campaign, newsletter, direct marketing and your events.

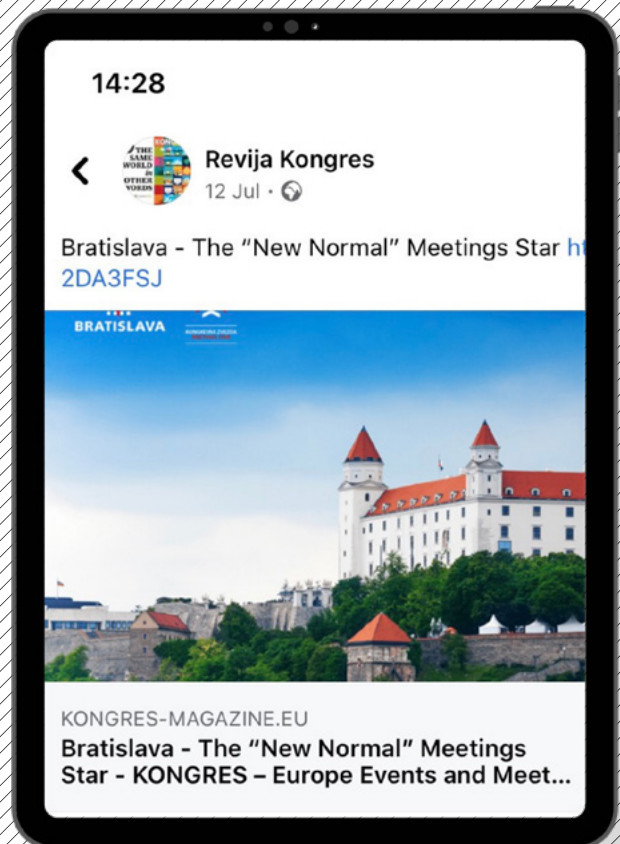
Not that we do not need content marketing, it is already omnipresent. We are living in a hyperconnected congress world and what is relevant today, is outdated by tomorrow. Content marketing has overtaken advertising, and the future will see companies investing even more into the quality of content and by doing so, keeping customers happy. Nothing spectacular is needed for good content marketing. If you have buyers queuing up, you are most likely on the right path. Otherwise, you should focus on the content of your webpage. For starters, it is always smart to listen to your buyers.

	Basic	Meet	Meet+
Creative copywriting in English (number of words)	1500	3000	4500
Number of articles monthly	2	4	6
Monthly limit of published photos	8	12	20
Monthly limit of published videos	2	3	5
Proofreading articles	✓	✓	✓
Redistribution of articles through www.kongres-magazine.eu	✓	✓	✓
Redistribution of articles through Kongres Magazine's social media channels	✓	✓	✓
SEO optimisation of articles	✓	✓	✓
2 rounds of corrections for each article	✓	✓	✓
MONTHLY COST	325 €	650 €	975 €

22% VAT is not included in the price.

References:

- 1
- 2
- 3



**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 experimental learning

BRANDING

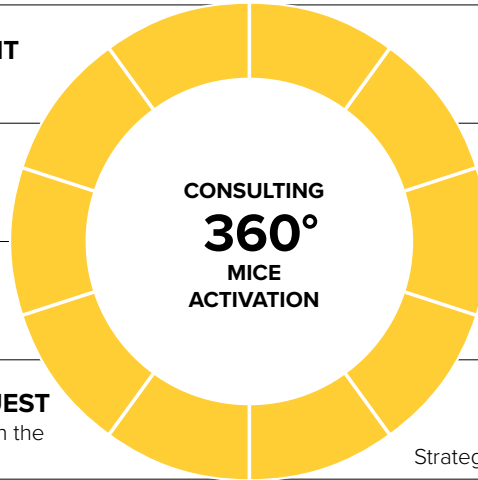
Brand strategy, growth and innovation

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

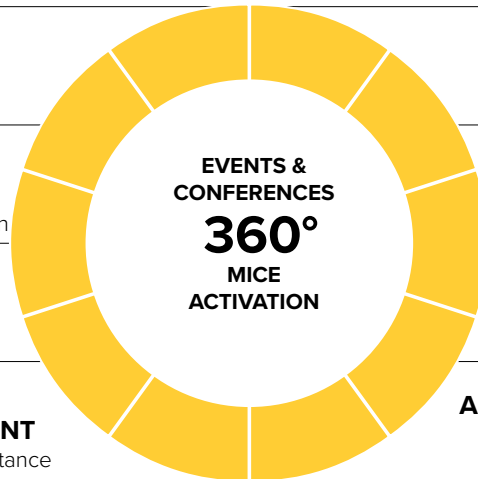
Technical and logistic support

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

