

WE HELP YOU BECOME MICE BESTSELLERS

Power to the meetings!

Bestseller 5: Design thinking workshop

***DESIGNER WORKSHOPS FOR MICE PRODUCT
DEVELOPMENT***

Activate your creative potential



TOLERANCA

TOLERANCA MARKETING d.o.o.

Event and marketing agency

LIVE & ONLINE & HYBRID EVENTS

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Our method always puts the guest, the participant of the event, the individual at the centre of attention and this is even more important in the development of congress products and destinations.

The crisis brings opportunities – how to seize them?

The corona crisis has put us in a dilemma whether we want to keep the existing business for the future or change our business model and look for new market opportunities. We can help you find new opportunities and overcome challenges with a proven method, the so-called designer workshops. We implement them in various areas, from the development of innovative events, congress products, to complex campaigns for congress destinations.

Customer/participant focus

The entire workshop process is focused on the customer, user or participant of the event or products. We often start with ourselves and not the needs of our customers. However, the gap between our ideas and customer needs can be huge. Our basic starting point is a fundamental change of thinking and if at least one innovation is put into practice, the goal is achieved.

Congress providers and low-value-added destinations will not survive. The only way to differentiate and create a higher added value is to innovate and focus on meeting planners and attendees. Creativity is a skill that we need to develop and strengthen systematically.

What are the goals of our workshops?

The workshops bridge the differences between different professional views and allow you to step out of your comfort zone, develop a different mindset and business models in the meetings industry. The main goal is, therefore, to generate ideas and test them in practice with concrete prototypes.

We use group intelligence methods and thus come up with the best solutions through group dynamics. Sometimes it only takes a few hours with an independent moderator to help team members develop new solutions, all the way to the prototype stage.

What does the designer workshop process look like?

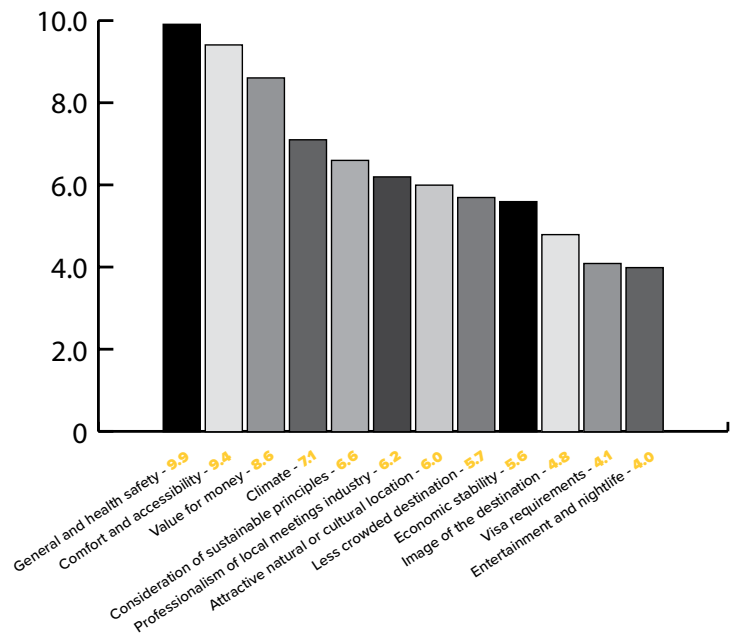
The process takes the form of an innovation laboratory and almost always goes through the following stages:

1. Fact interpretation (listening)
2. Need and customer expectation analysis (analysing)
3. Comparing known solutions on the market (evaluating)
4. Searching for new business models (decision-making)
5. Making the prototype (adjusting)
6. Quick prototype and business model testing (testing)

An important part of the methodology is the learning curve where it's allowed to make mistakes, learn something from it and come to the final solution.

Please rank the most important criteria when choosing a destination for your next event after COVID 19 (from 1 to 10)?

n=645 meeting planners,
Source: Kongres Magazine,
june 2020



The workshops are tailored-made for

- Congress destinations
- Congress organizers
- Congress venues
- Congress hotels

The workshop is led by Gorazd Čad

Moderator Gorazd Čad will lead your team through the cliffs of finding new solutions to the crisis. He gained his experience in many practical event and destination projects.

Events: SIW - Slovenian Incoming Workshop

Destinations: Montenegro CVB

Problem: SIW upgrade

Problem: Restart of Montenegro Convention Bureau

Solution: Event program restructuring and creating an action plan related to the needs and experience of foreign buyers. In the prototype phase, new program sets were created and successfully implemented by the organizer.

Solution: Based on various analysis and designer workshops, we produced a very accurate prototype of the congress destination and action plan. This way of working has proven to be very effective and inclusive in practice and has enabled a successful restart of the bureau.



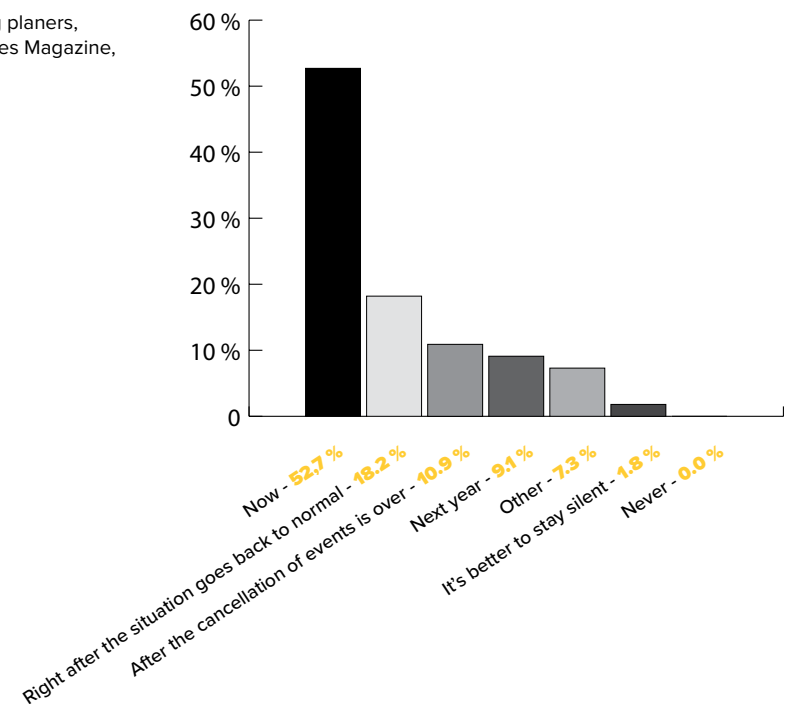
Workshop content and price

	Basic	Meet	Meet+
Workshop length	3 hours	8 hours	16 hours
Number of participants	15 - 50	5 - 30	5 - 20
Number of trainers	1	2	2
Modul 1: Introduction to designer thinking	✓	✓	✓
Modul 2: Good practice examples from our practice	✓	✓	✓
Modul 3: Design thinking methods and techniques	✓	✓	✓
Modul 4: Customer needs and expectations analysis	x	✓	✓
Modul 5: Comparing of known solutions	x	✓	✓
Modul 6: Searching for new business models, ideas	x	✓	✓
Modul 7: Making of prototypes	x	✓	✓
Modul 8: Prototype testing	x	✓	✓
Modul 9: Pre-investment study	x	x	✓
Modul 10: Visual solutions (branding)	x	x	✓
Modul 11: Action plan for solution implementation	x	x	✓
Modul 12: Story writing	x	x	✓
WORKSHOP COST ESTIMATE	390 €	by arrangement	by arrangement

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

If we go silent during this critical time, chances are brands will go elsewhere. When do you think is the best time to start marketing your product again?

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



**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

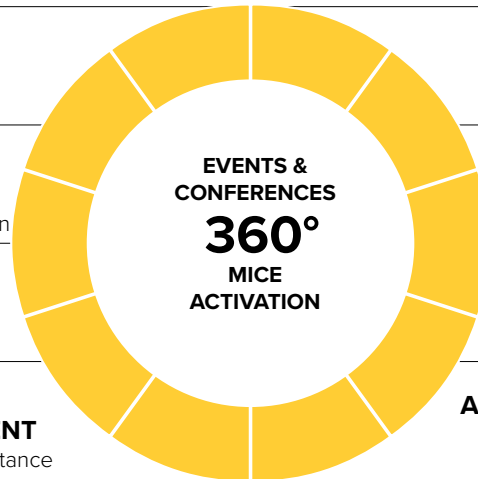
Technical and logistic support

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

