

WE HELP YOU BECOME MICE BESTSELLERS

Power to the meetings!

**Bestseller 6:
Try before you buy 2020 online**

***VIRTUAL DESTINATION EXPERIENCE
FROM YOUR LIVING ROOM***



TOLERANCA

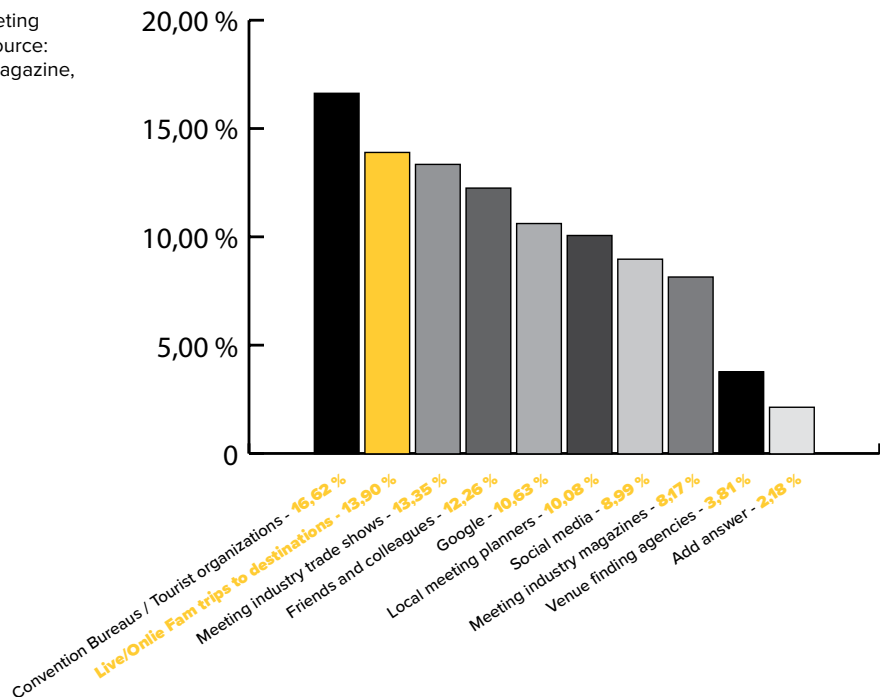
TOLERANCA MARKETING d.o.o.
Event and marketing agency
LIVE & ONLINE & HYBRID EVENTS

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Try Before You Buy is one of our most successful projects, that has been organised in a live form for many different destinations. One of the most known is Incentives Alpe Adria <https://www.incentives-alpe-adria.eu/>, which is our annual project. A live form that we know so far, enables incentive services providers and their potential clients to meet live and experience the destinations together.

Which of the following sources do you use to find information on destinations for your events?

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



Restart in an online form

Toleranca marketing team have used the lockdown period for developing and testing different forms of online events. We have executed 33 online events, including 3 round tables, 1 virtual conference, 28 webinars and . We have learnt how to connect live and online events and upgrade them to an interesting and efficient product.

Stay in contact with your clients

We believe it is very important to stay in contact with your clients and customers. Don't forget that they will be back when the restrictions are over to experience your product and services live. Till then you have to strengthen your relationship with them. One of the most efficient solutions using the advanced online tool is "Try Before you buy" online event.

Database - heart of our solution

Kongres is the largest B2B communication platform. Our database consists of over 71,276 potential buyers of your product. The database is being expanded on a daily basis and is primarily targeted at the European market.

How is how the Try Before you buy online is organised

An exciting and engaging online event is focused on the practical solutions to showcase your product and novelties to the buyers from your key markets.

What is included in our offer?

- Co-branding of the event on our platform
- Landing page for the virtual fam trip on www.kongres-magazine.eu
- Sending out a newsletter to our database (2 newsletters)
- Collecting applications through our registration system
- Carrying out the fam trip on our online event platform
- Sending a recording of the entire fam trip to the attendees

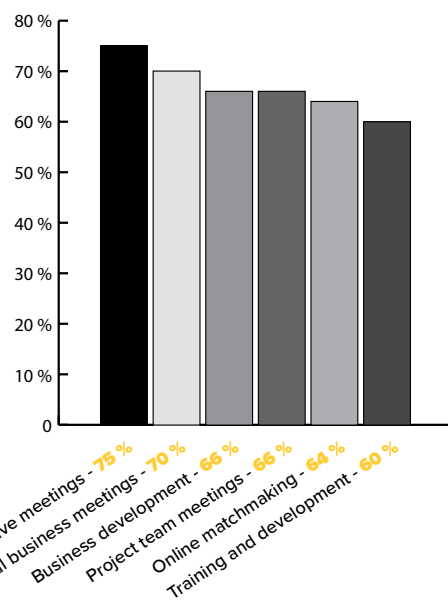
Benefits of our solutions:

1. Knowing the buyers and possibility of segmentation
2. Safety and reliability
3. Video and PowerPoint integration in HD resolution
4. Desktop application (no need to load anything to your computer)
5. Simple live streaming to Facebook or Youtube
6. Interactive surveys
7. Branding and personalisation for the client

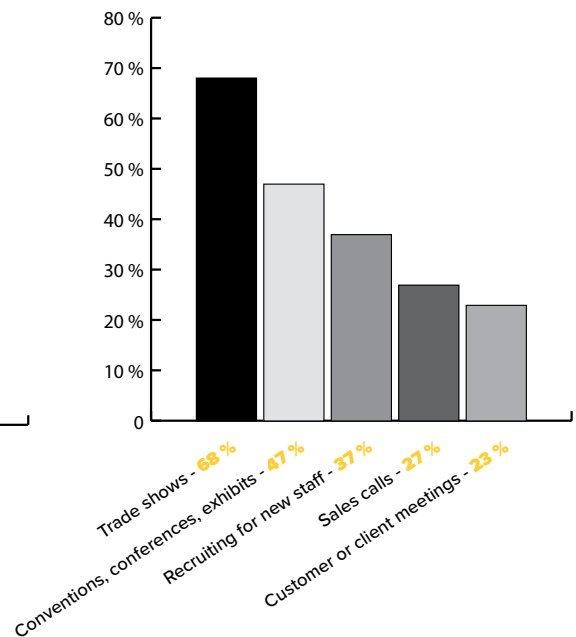
In your opinion, what type of meetings are acceptable through online/hybrid technologies?

n=1.297 meeting planners, Source: Kongres Magazine, august 2020

Acceptable and Occasionally acceptable:



Rarely acceptable and Never acceptable:



Programme outline:

- 00:00** Intro - Client video
- 03:00** Intro - Short presentation of the host and interview with the host (pre-prepared questions)
- 10:00** A survey about buyer expectations and needs in the future
- 15:00** “Power to the meetings” presentation
- 30:00** In-depth client presentation
- 45:00** Q&A from the buyers
- 55:00** Prize quiz for all attendees
- 60:00** Conclusion and final thoughts

We can adapt the programme completely to the needs of the client as well.

The price starts at 650 EUR for the basic webinar that does not include the preparation of the presentation. Presentation can be prepared based on the meetologue or data provided by the destination. Price is 490 EUR.

**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

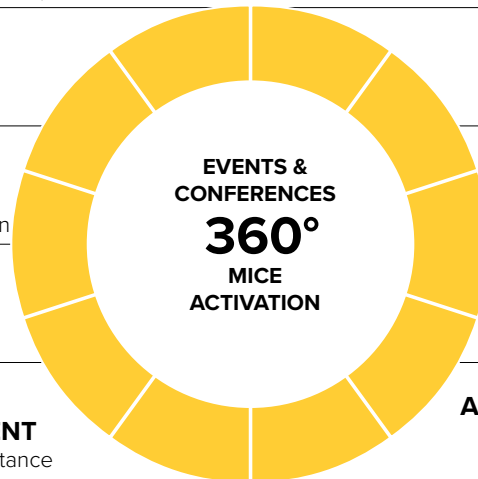
Technical and logistic support

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

