



Photo: Istanbul CVB

Die Weltstadt Istanbul kämpft mit politischer Instabilität. Das CVB braucht kreative Konzepte  
The cosmopolitan city of Istanbul has to cope with political instability. The CVB needs creative concepts

# MIT ERFAHRUNG UND INITIATIVE

Kreative Kampagnen und fokussierte **Business-Strategien** sind für Convention Bureaus ein Must. Politik ins Boot zu holen, hilft. Ebenso eine Top-Website

■ **Neuer Auftritt.** "11 reasons why a CVB is your best friend" erklärt uns das Holland CVB gleich zur Begrüßung auf seiner Website und listet neben bekannten Service-Argumenten als elften Grund "wealth of experience", auf: Erfahrung zählt. Das weiß und verkörpert kaum jemand besser als Henrik von Arnold von Enited Business Events, einer Beratungsfirma mit Fokus auf Convention Bureaus. Er sieht die Rolle eines Convention Bureau als die eines "One-Stop-Shop", wo Planer idealerweise durch eine gezielte Anfrage das gesamte Netzwerk professioneller Partner erreichen. Hilfreich ist es, wenn sie übersichtlich auf einem Portal gelistet sind, was zahlreiche

Convention Bureaus derzeit zu einem Relaunch ihrer Website veranlasst. Mit einer neuen Website positioniert sich seit Januar 2017 das The Hague Convention Bureau (THCB). Diese ist durch Inklusion eines neuen Venuefinders noch funktionsgerechter geworden. Die Website flankiert eine ehrgeizige Business-Strategie des THCB, die Den Haag, unter anderem mit Events wie dem MICE Peak 2018 zur festen Größe in der ersten Liga europäischer Meetingstädte machen soll. "Die neue Internetpräsenz ist eine nachhaltige Plattform, die wir ständig weiterentwickeln und an neue Kundenbedürfnisse anpassen können. Damit kommen wir unserem Strategieziel

näher, nach Amsterdam die zweitbeliebteste Veranstaltungsdestination für Firmen und Verbände in den Niederlanden zu sein", erläutert THCB-Direktorin Nienke van der Malen-Van der Horst. Mit vorbildlicher neuer Website, die sämtliche Partner auf einen Blick listet, ist "Meet Riga" am Start. Das CVB versteht sich als "rechter Arm" vor Ort und agiert als Abteilung des Riga Tourism Development Bureau. Auch in Vilnius ist das Convention Bureau seit Mitte 2016 angedockt an der neu gegründeten City Development Agency "GO Vilnius". Die Dachorganisation fokussiert das intellektuelle Kapital der Stadt und die Entwicklung zur wissensbasierten >>

## Knowledge and ideas

Creative campaigns and focused business strategies are a must for convention bureaus. It helps to bring the politicians on board. So does a top-quality website

■ **New website.** The Netherlands Board of Tourism & Conventions website gives eleven reasons why CVBs are "your best friend", extolling, in addition to all the services you would expect, their "wealth of experience". Experience counts. Nobody knows or embodies that better than Henrik von Arnold, senior consultant for Swedish convention bureaus at Enited Business Events in Vienna, a consulting firm that focuses on convention bureaus. He sees the role of a CVB as being a "one-stop shop", where planners can ideally access the entire range of professional partners available by making a single enquiry. It is helpful if all the partners are all listed clearly on a website, and many convention bureaus >>



Photo: Istanbul CVB

**Hicran Özbük**  
General Manager Istanbul Convention and Visitors Bureau



Photo: Renee Joppe

**Nienke van der Malen-Van der Horst**  
Director The Hague Convention Bureau



Photo: Meet in Flanders

**Evelyne Bardyn**  
Senior Meeting Manager at Meet in Flanders



  
**HOFBURG**  
VIENNA

WHERE HISTORY  
IS MADE.

**INTERNATIONAL  
CONGRESS AND  
EVENT CENTRE**

**EUROPE'S  
FIRST ADDRESS**

[www.hofburg.com](http://www.hofburg.com)



are currently in the process of redesigning their websites to do just that. The new The Hague Convention Bureau (THCB) website, which was launched in January, includes a new venue finder, which improves the user's experience. As well as a new website, the THCB also has an ambitious business strategy designed to make The Hague a fixture among the leading European host cities with events such as MICE Peak 2018. "The new website is a sustainable platform which we can continue to develop, adjusting to the emerging needs of our customers. It brings us closer to our strategic goal of becoming the second most popular destination for business and association events in the Netherlands," explains THCB director Nienke van der Malen-Van der Horst. Meet Riga has just launched an exemplary new website that allows you to see all its partners at a glance. A department of the Riga Tourism Development Bureau, the CVB sees its role as being your "right-hand man". In Vilnius the convention bureau has been part of the newly established city development agency GO Vilnius since the middle of 2016. This umbrella organisation focuses on the city's intellectual capital and on developing a knowledge-based economy. The city benefits from this as a convention destination. "Within the activities of this development agency, the Vilnius Convention Bureau's strategic priority will be to attract and host even more international events from fields related to technology, life sciences, shared services centres and business services, and manufacturing", explains Jolanta Beniulienė, director of the Vilnius CVB.

**New on the market.** The newly established Penang Convention & Exhibition Bureau kicked off by launching the conference Business Events at Penang (BE@Penang). The Subterranean Penang International Convention & Exhibition Centre (SPICE) is opening in the Malaysian city in 2017, and the Light Waterfront Convention Centre will be opening in 2022. Nine new hotels will be opening in this former colonial city in 2018, which currently has a total of 197. The World Tourism Cities Federation Asia-Pacific Conference 2017 was held in Penang from 26 to 29 March. The 300 international delegates discussed city hubs and the tourism economy.

Istanbul, undoubtedly an important city hub and a cosmopolitan city that straddles two continents, is currently going through difficult times, as Hicran Özbük, the new director of the Istanbul Convention Bureau, well knows: "Currently, misperception about Istanbul can be seen as one of the biggest challenges. To overcome this, we have shaped our strategy and focused on delivering the message that daily life goes on smoothly in the city. To spread our message effectively, we felt it was time to let others talk about Istanbul rather than us. To this end, we're constantly collecting testimonials from congress organisers and attendees, tourists, locals, expats, the press and key influencers. The power of word-of-mouth marketing has been our main strategy. In addition, to manage perceptions at a higher level, we are starting to >>

# Tagen mit Aussicht

[www.convention.tirol.at](http://www.convention.tirol.at)



© Michael Werlberger

work with a global PR agency to strengthen Istanbul's position in the international market," says Özbük, explaining the CVB's strategy. New solutions are being developed for planners, for which the CVB is also bringing the politicians on board. "As the official convention bureau of Istanbul, we brought the needs of the meeting industry to the attention of the relevant ministries in order to create new services. The ministries have been considering a number of issues, and the approval process is currently under way," explains Özbük.

**New initiatives.** The Thailand Convention and Exhibition Bureau (TCEB) is keen to get MICE business from Europe. In 2016 over 106,000 delegates travelled to the "land of smiles", which recently started promoting itself as a "bleisure" (business and leisure) destination. The campaign "Thailand Connect Your Vibrant Journey to Business Success" is flanked by the "Convene in Paradise" campaign, which offers attractive

booking incentives for events until 31 December 2017: discounts of 25,000 euros for events involving at least 1,000 international guests and 7,500 euros for events involving at least 200. Three programmes have also been launched for incentives. Thailand is hosting the PCMA Global Professionals Conference and the UIA Round Table Asia Pacific in 2017.

The Belgian CVB Meet in Flanders has been given a boost in the shape of a new convention centre. "The aim of the Flanders Meeting & Convention Center Antwerp (FMCCA) is to offer international conventions a top-quality, cutting-edge facility. VisitFlanders is targeting global associations, PCOs and event agencies with the FMCCA and is also continuing to develop the event infrastructure of Flemish cities step by step. The aim is to establish Flanders as a state-of-the-art convention destination in future," says Evelyne Bardyn, senior meeting manager at Meet in Flanders, explaining the strategy.

*Katharina Brauer*

## "Copenhagen means business"

■ **"Wonderful Copenhagen"** hat Anfang des Jahres seine neue Destinationsstrategie für 2017 bis 2020 vorgestellt. Angekündigt wurde das "Ende des Tourismus, wie wir ihn kennen" und stattdessen ein "Neuanfang mit Localhood" versprochen. Mit "Localhood" rückt Wonderful Copenhagen den Menschen in den Mittelpunkt seiner Vision, bei der die Zukunft der Destination von den Einwohnern, der Branche und Besuchern mitgeprägt wird. Besucher werden zu temporären Mitbürgern anstatt zu Touristen. Die Strategie umfasst fünf strategische Koordinaten, die in den nächsten vier Jahren den Kurs des Reisezieles bestimmen sollen. Das Copenhagen Convention Bureau und das Destinationsnetzwerk Meetingplace präsentierten ebenfalls eine neue Strategie für 2017 mit dem Titel "Copenhagen means business". "Die Strategie hat sich drei Hauptziele auf die Fahnen ge-

schrieben: Die Marke Kopenhagen zu revitalisieren, Geschäftspotenziale schwerpunktmäßig auszuschöpfen und das lokale Engagement durch eine engere Zusammenarbeit aller Beteiligten, wie der Bevölkerung, Wissenschafts- und Stiftungszene, zu stärken", erklärt Interim Convention Director Bettina Reventlow-Mourier: "Wir stellen fest, dass Teilnehmer und Besucher gleichermaßen Erlebnisse außerhalb des Konferenzraums suchen. Sie wollen etwas Authentisches erleben, in einen engagierten Dialog mit den Menschen treten, die Teil der Destination sind, mit ihrem Tagungs- oder Veranstaltungsbesuch etwas zurückgeben sowie ihre sozialen Netzwerke nutzen, um das Erlebte mit Freunden und Kollegen zu teilen und sich mit diesen auszutauschen. In diesem Sinne gibt es eine perfekte Verbindung zwischen den beiden Strategien."

*KB*



Photo: Privat

■ **Wonderful Copenhagen** launched a new destination strategy for 2017 to 2020 at the beginning of this year declaring the "end of tourism as we know it" and introducing "Towards a new beginning of Localhood". With 'Localhood' Wonderful Copenhagen places people at the centre of its vision with the destination's future co-created by residents, industry and visitors and by thinking of its visitors as temporary residents, instead of as tourists. The strategy outlines five strategic coordinates that will keep the destination on track for the next four years. Copenhagen Convention Bureau and the destination network model, Meetingplace, have launched a new strategy for 2017 with the title "Copenhagen means business." "The strategy launches three focus areas: A revitalisation of the destination brand, a focus on converting business opportunities and a stronger community engagement delivered by a strengthened cooperation amongst stakeholders including citizens, scientific communities and foundations," explains Interim Convention Director Bettina Reventlow-Mourier: "We find that delegates and visitors alike want experiences outside of meeting rooms. They want authentic experiences, to involve and engage with the public, who are part of the destination, create legacies through the meetings and events they attend and use their social networks to share and engage with friends and peers. In this sense there is a perfect link between the two strategies."

*KB*