
Conquer the heart of the Germans

What international MICE suppliers need to know about the German-speaking markets



Panem et Circenses - Kontor für Kommunikation, Hamburg GER

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More success in Germany	4
Preface	4
Germany: Facts & Figures	5
The German market.....	5
The importance.....	5
Trends.....	6
The German buyers.....	7
Who?.....	7
What?.....	7
Where?.....	9
How much?.....	9
How?.....	10
Cultural differences.....	11
How to make business with Germans.....	12
Key factor: Awareness.....	13
Introduction.....	13
Offline Awareness print.....	13
Offline awareness: MICE-Exhibitions.....	14
Offline awareness: MICE-Events.....	15
Online Awareness.....	17
Growing importance of online-awareness.....	17
The base of good online-awareness.....	18
Tip: Do's and don'ts - trade events.....	19
Introduction.....	19
The exhibitor mix: attention for local events.....	19
The awareness - attended and then?.....	19
What is important when choosing industry events ?.....	20
The wrong place at the wrong time.....	21
Successful solutions available through MICEboard.....	21
Introduction.....	21
What the Germans like at trade events.....	22
Information and inspiration	22

The Shopping window in Germany.....	22
The online MICE communities	23
Multimedial advertorials.....	23
Mailings to the target group.....	24
The MICE Newsroom for awareness.....	24
MICEboard-Events for international suppliers.....	25
Conclusion.....	27
Contact.....	29
Illustration listing.....	30
Bibliography	30

More success in Germany

Preface

What is the reason for creating this white paper about the German MICE market?

We would like to introduce ourselves: our agency "Panem et Circenses" is specialized in MICE Marketing for international MICE suppliers in the German-speaking target markets. This is not only Germany, but also Austria, Switzerland, and Luxembourg, Belgium and Lichtenstein where German is an official language.

We are the only agency in Germany, which is concentrating exclusively on international MICE supplier. Since 2011 we support international destinations and venues successfully and present the services and products in the German speaking markets. Up to now more than 200 international MICE supplier trust us and take advantage of our services and knowledge.

We are experts in the German-speaking markets and have a huge experience and know-how about the demands, wishes and needs of the event planners. In this white paper, we have collected a few basic facts and evidence about the German market - especially Germany. We felt inspired to create this white paper because we experienced many times the type of marketing measures international suppliers us to try to succeed in Germany. Many are of good value, but some do not work as expected in the German-speaking market. We help to identify these in order to avoid them and be more successful in the future.

We often experience in our daily work that campaigns and other marketing and sales measures are simply copied from other countries to the German market. In this white paper we would like to point out that this is not a successful path and we will explain the reasons.

We do not only quote what German event planner appreciate - this we have gathered in a lot of numbers and statistics from various studies - but also point out information how and what to do to be more successful in the German speaking markets. In the end we also give you well-reasoned recommendations.

We hope you enjoy the lecture and wish you successful business.

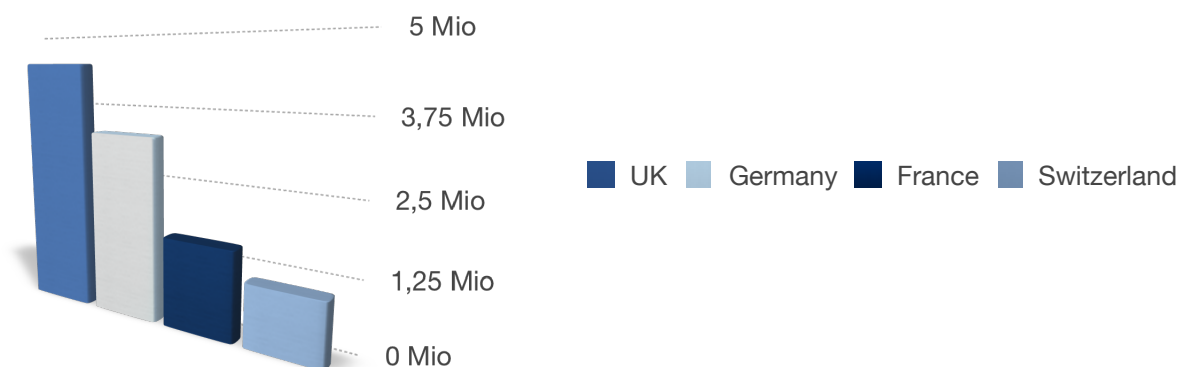
Germany: Facts & Figures

The German market

The importance

The United Kingdom and Germany are the biggest source markets for MICE and business travels in Europe for years. The first rank is marked by the UK market with 4,5 million outgoing MICE trips a year. Straight followed by the German market with 3,3 million MICE trips. The two leaders are then followed by France and Switzerland with 1,6 million and 1,1 million MICE trips.

Ill.1: The European outgoing markets



Source: DZT/ WTM, IPK 2012

Beside the trips out of the country Germany, the relevance of the German language should be outlined. As we talk about German speaking markets the countries Austria and Switzerland are equally relevant as well as the countries Belgium, Luxembourg and Lichtenstein where German is an official language.

To sum up, the German market is important, because it is the second largest source market in Europe after UK, German companies (mainly: finance, insurance, pharma, automotive) spend high budgets for events and incentives and the accessibility from Germany to international destinations is very good through a smooth infrastructure plus a central location in Europe.

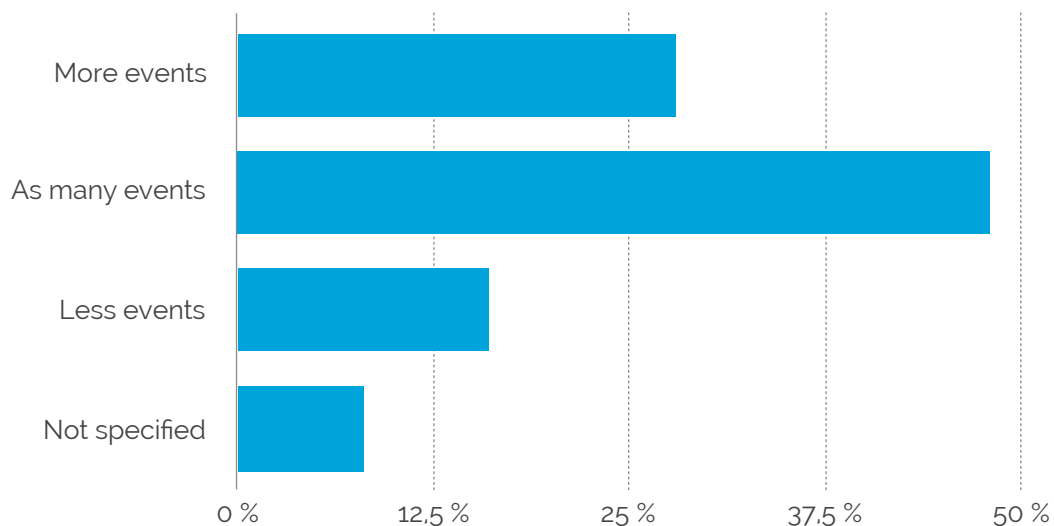
Trends

Concerning the trends the demographic change is an important aspect to mention. Consequentially the needs of the event planners change:

- ▶ Higher demand for accessible meeting venues & hotels
- ▶ Better communication of existing accessible hardware
- ▶ Event participants get older, more diverse and more female than years ago
- ▶ Signage that reflects demographic change

Selected agencies were interviewed about their expectations for the number of events in this year. 28% of the respondents stated that in 2016 they will organize more MICE business events abroad as in 2015. Nearly the half of respondents will organize an equal number of events abroad compared to the previous year and only 16% think they will organize less events abroad than in 2015.

Ill. 2: Number of events abroad compared to the previous year



Source: Dr. Patrick Patridge 2016

The German buyers

Who?

To be successful in the German speaking target markets it is vital to know about the market structures and the consumer behavior. Consumers dislike getting information via push principle and generally prefer to act by pull principle and search for information independently. Around 50% of respondents inform themselves in a social media environment like via blogs, social networks and forums. To address the German buyer market the suppliers should provide relevant information online and be open to dialogue.

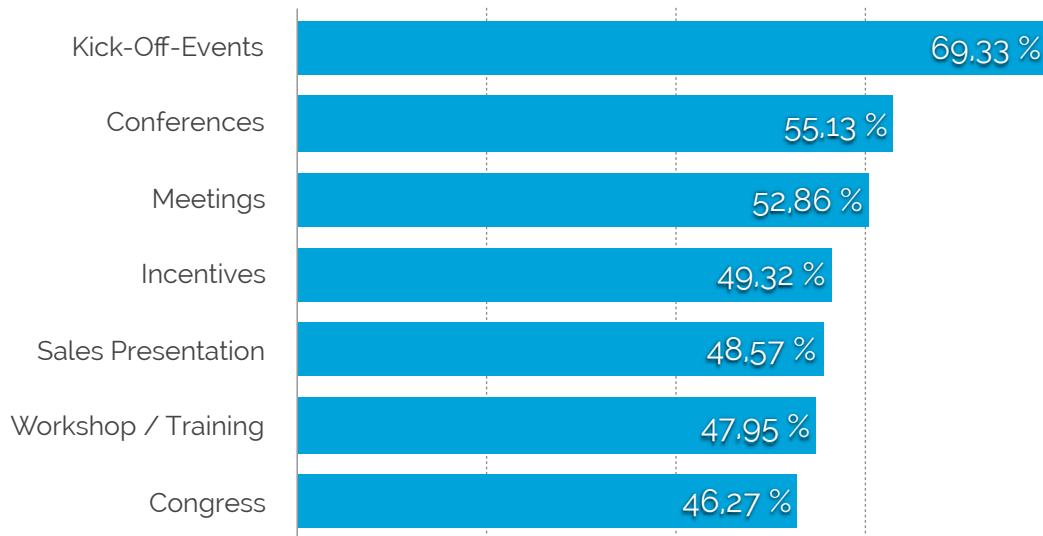
In addition to that one can say that the German event and corporate planners research for information on the internet but prefer third party websites before the official supplier websites. In general the German event planner is looking for inspiration and is open-minded towards sustainability, CSR and new event formats (higher involvement of participants, interactive). Delegates of events look for pre-event communication (online) and community engagement before, during and after the event. Therefore an online awareness (also Top Google page rank) is important to set the product and service in the mind of the German event and corporate planner.

What?

Asking the event organizers which is the most important reason for organizing an event, 65% of respondents named „customer loyalty“, closely followed by the wish to increase the brand awareness (63%) and the acquisition of new customers (59%). The prospecting seems to be another strong point of business events towards digital business networks that are hardly used for the acquisition of new business .

In the following figure the types of events German event and corporate planners organize are listed. The frequency of events a planner organizes per year varies between 1-10 times per year.

III. 3: Types of events German event planners organize regular



Source: Gausal – Kundenbefragung 2014 – Anforderungen der Veranstaltungsplaner an die Location-Anbieter

The most organized events of German event planners are kick-off-events, conferences and meetings. This is caused by the needs of the industries which are most important in Germany: finance, insurance, pharma and automotive.

When choosing a venue or location certain criteria are important for German event planners. The following list shows the 10 most vital criteria for event planners when deciding on a venue:

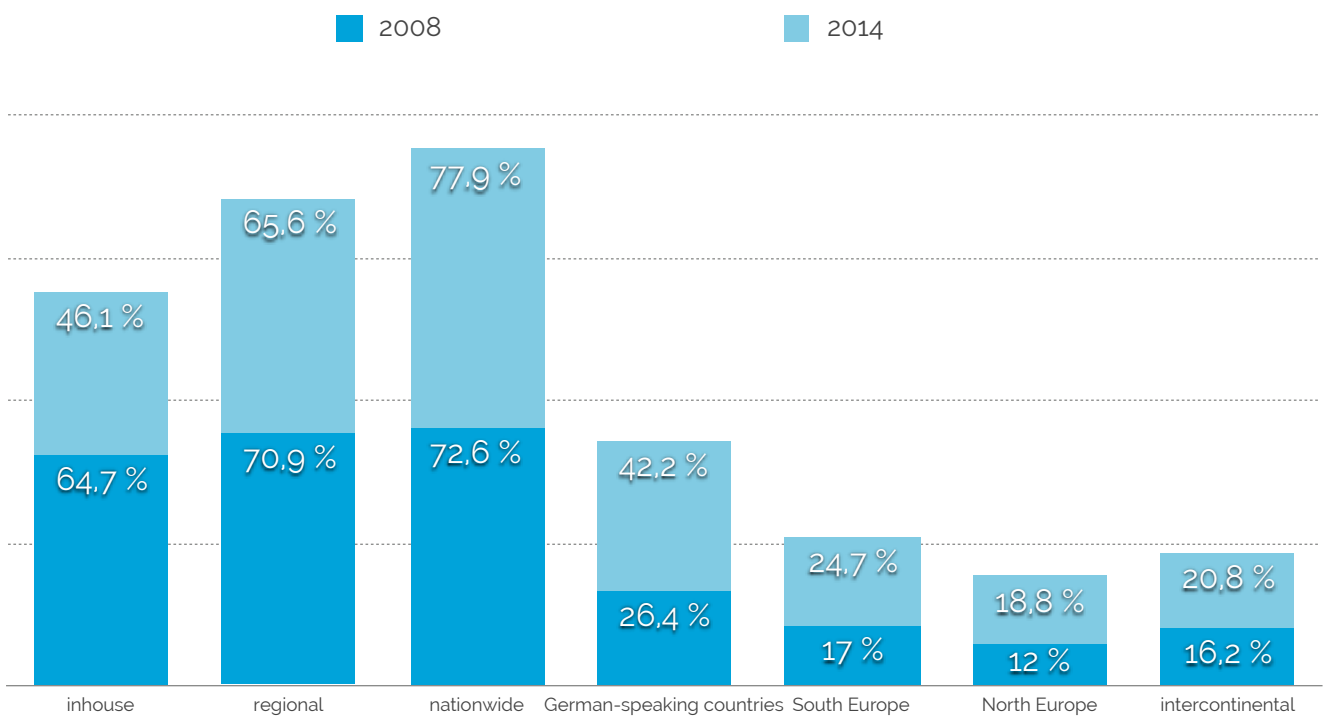
1. Accessibility
2. Perfectly fits the group size
3. Price/value
4. Accommodation
5. Technical profile of event
6. Aspects of sustainability
7. Competent local team and support
8. Fixed meeting fee
9. Broad service offer
10. References & image

Where?

Compared with the geographic distribution of events in 2008 it is apparent that regional events to the site or in the radius of 100 km and in particular in-house events have decreased significantly. Nationwide events, events in other German-speaking countries, in Southern and Northern Europe and international events, however, could increase their shares.

The largest increase is observed at events in the whole of Europe. Obviously European countries are becoming increasingly popular as a location for events.

III.4: Location of events



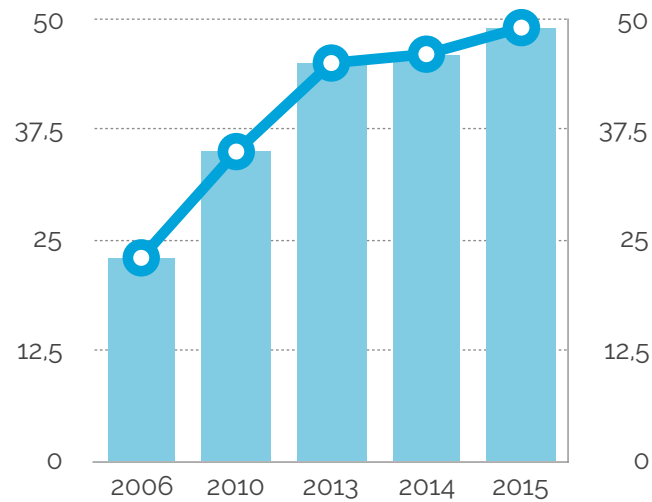
Source: Trendanalyse 2014 - degefest, veranstaltungsplaner.de, Hochschule Heilbronn

How much?

Regarding the budget one can notice a great increase of the budget, where in 2006 only 23% of the planners had a budget of more than 500.000 Euro in 2013 already 45% of the event planners had this budget. The chart shows that in the following years 2014 and 2015 more planners have a growing budget as well as the overall budget increased.

Looking ahead 84% of the planners think the budget remains on the level or even increases compared to the previous year.

III. 5: Development of budget

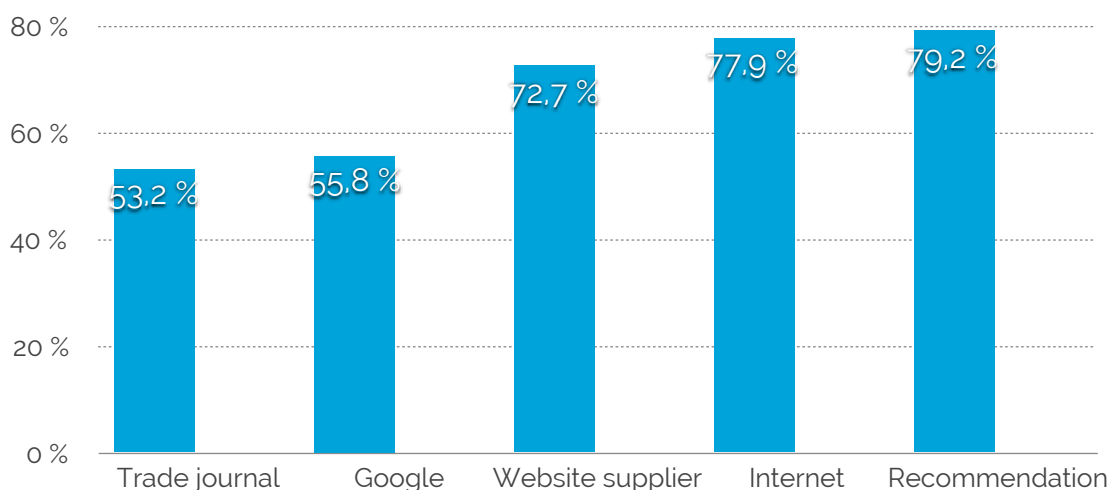


Source: EIWT, Veranstalterbefragung 2014 & 2016

How?

The following figures show the basis on which event planners search and decide on venues. It shows that the most vital base on decisions are recommendations (79,2%) of colleagues and other corporate planners, followed by research on the internet (77,9%) and seeking information from the website of suppliers, hotels and venues.

III. 6: Source of research

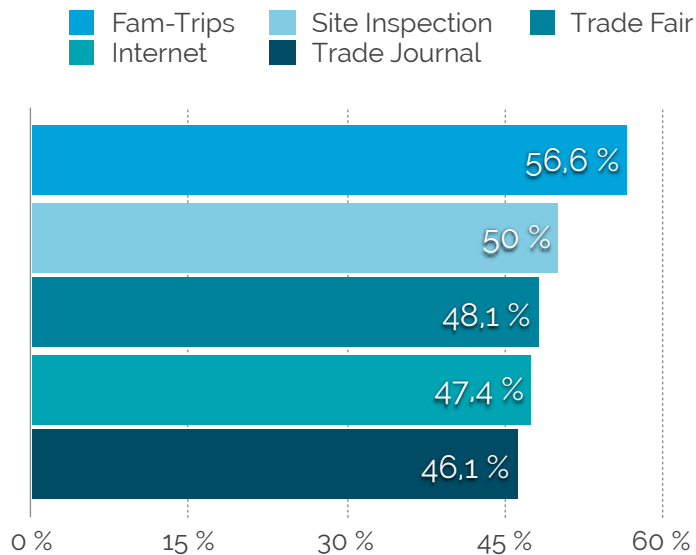


Source: Qausal – Kundenbefragung 2014 – Anforderungen der Veranstaltungsplaner an die Location-Anbieter

For detailed information on the brands and products the event planners rely on local inspections either on fam-trips or during a site inspection of the venue.

Salient is the growing importance and reliability of information on the internet. This source is equally important as trade journals - both medias could raise the quality of content to a higher level.

Ill. 7: Source of detailed information



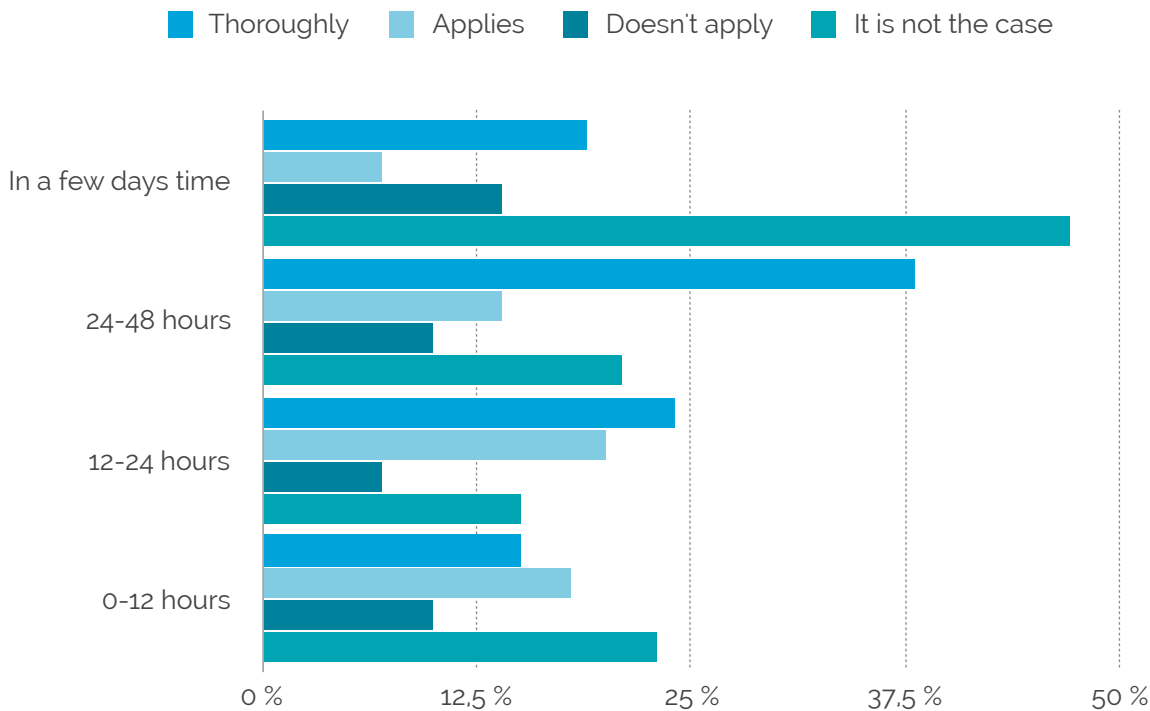
Source: Qausal – Kundenbefragung 2014 – Anforderungen der Veranstaltungsplaner an die Location-Anbieter

Cultural differences

Working together with German buyers certain cultural aspects need to be respected. In Germany punctuality is a must and gets associated with reliability also for your business decisions. Conversations and proposals should always be open and direct, this is important to appeal structured. In German businesses the sense of duty is strong and the work speed is tight, therefore a quick response and reachability are essential.

The chart shows the expectations of German event planners in which timeframe they wish to obtain a proposal. The majority prefers a fast response between 24 and 48 hours after the request. Whereas a response taking a few days time is not acceptable for the planners.

III. 8: Timeframe of obtaining a proposal



Source: MICE Ausblick 2016

How to make business with Germans

Who are you?

What are your USP's and your product/services?

How do the products and services fit to the needs and wishes of the target market?

These are important questions you have to ask yourself before presenting your product and services in the market.

The following chapters should help you to understand the needs and wishes of the German event planners, what they appreciate and what they dislike in a business relation.

To name one example: Germans are rather unimpressed by flashy advertising, clever slogans or artistic illustrations. The newspapers contain a maximum amount of information which is filled into the space available. Therefore your brochure dedicated for the German market should be lengthy, factual and serious – whatever you promise, your product needs to conform exactly to the description given.

Key factor: Awareness

Introduction

Only a credible continuous perception on demand side leads in medium to long term to the desired success, and this reveals, in particular in the German speaking markets, always from recommendations.

Recommendations are the best way for successful new business. The recommendation must not necessarily be based on a personal project experience, but can also be carried out along of the perception. For example, to read multiple and credible information on different channels of a DMC in the region X and you're inclined to pass on this information: "I have read several times about DMC xyz, raise a request for your event ...".

The importance of permanent and credible awareness in the German speaking markets is often underestimated by many international MICE suppliers. Especially in the German-speaking target markets this awareness is a very important aspect.

Recommendation: operate continuously with the communication keyboard to get a better perception of your target customers. Participate actively and engage yourself in active storytelling about your products and services. Communicate on as many of the relevant channels.

Offline Awareness print

The MICE trade magazines in Germany are an important mouthpiece for the MICE industry. The selection is diverse and multifaceted. The magazines are of great relevance to achieve attention in Germany.

Ads and editorial content are often the first and important step to showcase products and services in Germany. However, a report in the German MICE magazines underlines not only the credibility of the supplier, but also provides the necessary security for the event planners to turn in good conscience to the supplier to request offers and to instruct him.

Important MICE magazines in Germany (the order is not judgmental and complete):

- ▶ "CIM" with a circulation of 12.479 copies / 5 times a year
- ▶ "TW-conference industry" with a circulation of 14,650 copies / 5 times a year
- ▶ "Convention International" with a circulation of 12.500 / 4 times a year
- ▶ "mep" with a circulation of 11,500 copies / 5 times a year

To be successful in Germany you cannot ignore these journals in Germany. Therefore: update yourself about the advertising opportunities in the issues and discuss topics for editorial content.

Offline awareness: MICE-Exhibitions

MICE trade fairs are an ideal platform to showcase your products to many event organizers. This works especially well at international fairs such as the IMEX in Frankfurt, Germany, where through selected and individuell hosted buyer programs, participants get specifically acquired. But here it is advisable to address the individual target markets specifically and purposefully - including the German market and prior to the fair.

For event planners from Germany, the IMEX in Frankfurt are popular for several reasons: on the one hand, it provides a very wide range of providers for international meeting planners and, secondly, the time of the fair - in May - ideal to catch up on event planning in the next year and get inspired about destinations and suppliers. Last but not least, the fair is in Germany and the flexible appointment systems for individual- and group-appointments allowed a maximum flexibility for the visitors. The education program for corporates, association and agencies is very nicely done. The IMEX is very popular at the German buyer markets.

The large number of exhibitors and the short time frame of (hosted) buyers at the fair require a good preparation. It is therefore appropriate to raise awareness of your brands, products and services ahead of the fair in the German speaking markets.

For fairs applies the same as to multiple industry events: the trade fair is only successful for a supplier if they have drawn for attention to its products and services in advance of the fair. To hope that a buyer will explore the services and offers by himself at the fair is not enough.

How can we generate awareness for a trade fair in Germany?

The MICE trade magazines in Germany appear sharp to the fairs and thus offer space to present your products and services. Starting with editorial articles in the magazine or on the online portal of the magazine there are numerous opportunities to display.

In addition, online communication is a good tool to present in particular, brands, products and services in detail - even with moving images (movies, presentations). Here it is important to elicit the right online channels and use them.

Ideally, an exhibitor at the IMEX presents his products and services in advance and targeted. This means for the German market: optimized to wishes and needs of the target group and in German language. If he succeeds to get already attention beforehand to include target customer feedback, that's perfect.

Fairs are good occasions to deliver content to your clients - it just needs to be told in a right way.

Offline awareness: MICE-Events

For MICE events, a distinction between events that are firstly carried out directly by the providers - ie by tourism boards or convention bureaus and / or hotel chains, DMC organizations, etc. and secondly events from third-parties, the exhibitor places sell and take care of the participation of target customers.

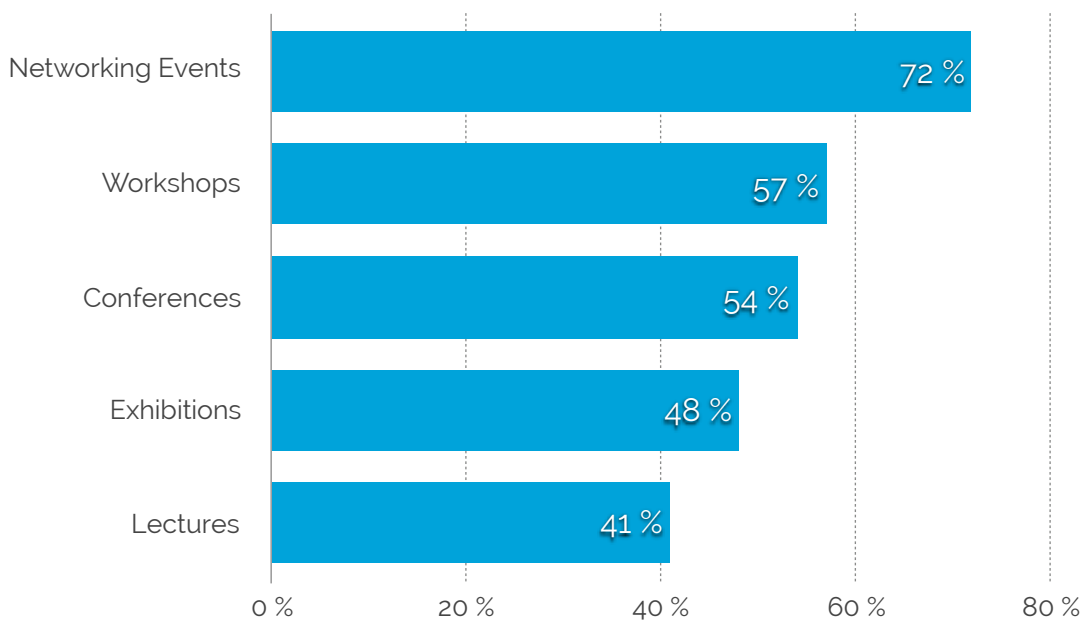
Shortly, such MICE events are recommended because they provide excellent opportunities such as personal conversations to introduce and present your products. However, you need to assure to consider some specifications for the German market.

A classic MICE Workshop - in the embodiment mostly consists of exhibitor tables for sales calls and a rotating and / or forcing a match-making - as for example, the UK market is spreading, keep in Germany would prefer is only for 57% of German miche planners appropriate. The German event planners clearly prefer the upward trend of networking formats with 72%.

Therefore it is advisable for the German market to pay attention to the format in which you would like to success as an exhibitor. Participation in networking events among the MICE events guarantees you most benefit and is the logical choice. This is stressed when you look at what awaits the German Event planner MICE industry events. New contacts are of highest priority (84%) to most planners followed by maintaining existing contacts (73%) and gaining of new experiences (61%).

The reason is that the customer today is no longer as helpless as it was once. The customer is now much better informed and thus he also varies the role of sales : Nowadays selling does not longer mean to offer products, but to help the customer to solve his problems. The supplier is the broker. A broker who solves the challenges of its customers. The broker provides, but above all, he informs. Markets are his conversations .

III. 9: Participation in industry events

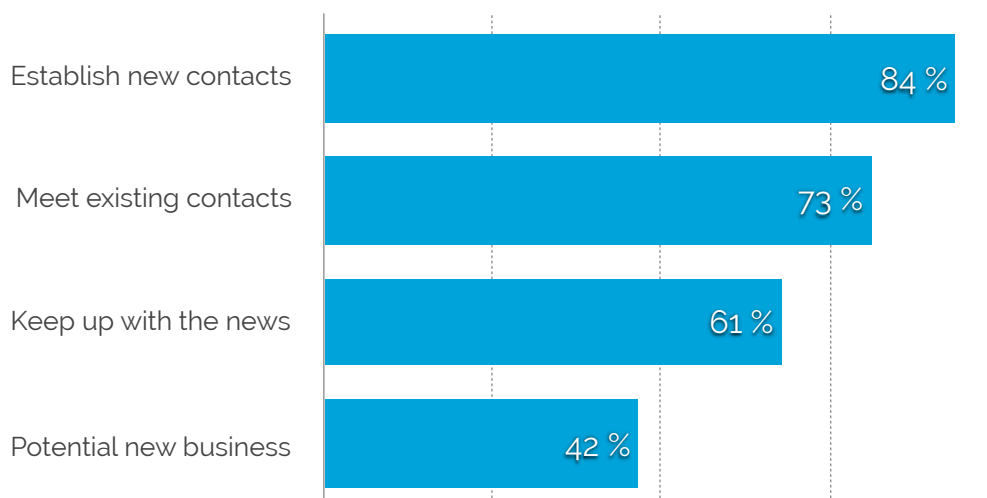


Source: Eventbrite 2015

The participation in industry events is for all respondents unquestionable. Only a mere of seven percent do not visit industry events. The visitors of industry events appear quite selective in the choice of events they attend. Two-thirds of them attend annually a maximum of ten events , another 14 percent a maximum of 20 events.

What is the key objective when you visit these events?

III. 10: Objectives for participation in industry events



Source: Eventbrite 2015

Networking is the key priority!

The establishment and maintenance of contacts are of highest importance at business events: The majority of the respondents, almost 84%, attend business events to establish new contacts. Another 73% use these events primarily to meet existing customers and business partners in person. 61% would like to stay updated with industry news.

Networking is therefore one of the main aspects of online business communities as well as industry events. However, at events the maintenance and improvement of existing contacts is in the focus. It is obvious that first contacts can be made online but a personal conversation on the spot is much more suitable to establish and deepen a real relationship.

Online Awareness

The big thing is the online awareness. Why?

The event planner begins his plans always with questions about the appropriate destination, the appropriate hotel, the location, the service, etc. It always starts with a question.

This question he puts in Google and now it has to be the challenge to be the one who can give the best answer to this question. Because that is also the one answer who will be at the Google Page Rank listed first.

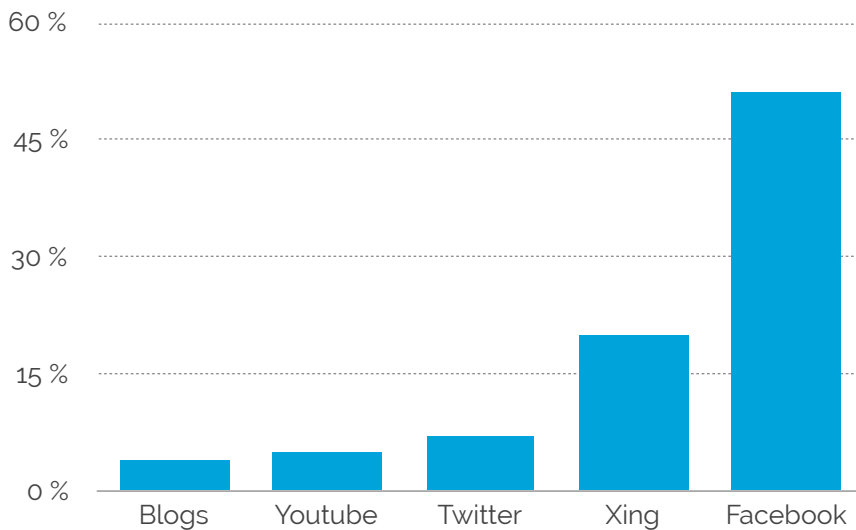
Questions can only be answered if previously the answers were communicated. Stories have been written about the experiences, descriptions, ratings, suggestions, ideas, examples, options and content were mentioned. Such storytelling works best online. Not only because it is the media where event planners start their search, but because it has a much greater range and the content gets independently carried on within the target groups through the social media. A maximum online awareness is the milestone of success in the German-speaking target markets.

Growing importance of online-awareness

The online marketing landscape is extremely fast paced. Constantly emerging and appearing networks, new concepts and services demand newer and more sophisticated marketing strategies of companies by these trends and innovations.

Which social media platform has the biggest event marketing potential?

III. 11: Social Media platforms and potential for marketing



Source: Xing Studie

The base of good online-awareness

German-language event planners ask from their countries, the German-speaking Google for answers about the upcoming event. Therefore, it is most needed to tell the stories (about products, services, offers, etc.) in German language.

The MICE communities in social media are fortified important platforms to tell the stories (story telling). Because here is the content in the right context.

To tell stories credible and relevant, you need to know about the feelings of the listener. Your special wishes and needs, must be kept in mind and must be worked out in the stories. Therefore, it is insufficient to „translate“ an American product from English into German. Such as: an automobile manufacturer has to communicate product modifications for the respective markets (for example, from miles to km / h) and giving audiences compliant addresses (for example, the maximum speed in km / h measured).

Tip: Do's and don'ts - trade events...

Introduction

There are numerous industry events offered by various operators in Germany. The selection is great, but the question is: When are events for international suppliers of MICE services, i.e., hotels, event venues, DMC's, convention bureaus or tourism boards, useful and when not. We have compiled the most important aspects for you.

The exhibitor mix: attention for local events

A global provider of MICE services should join international industry events and exhibitions and be aware of the possible limitations of regional industry events in Germany where exhibitors from Germany will also mostly participate.

Why?

Organizers for local MICE-Events often admit many more exhibitors from Germany (i.e. convention bureaus participate, hotels, event venues) to their events than the number of international exhibitors. Whilst there is nothing wrong with this, as an international supplier you need to be certain about the buyers who are attending the event.

Be sure that buyers attending are not only looking to place business inside Germany or in the specific German region, but also outside of Germany.

An exhibition, like IMEX, where international suppliers are able to meet a huge number of potential buyers - from all over the world and not only from Germany are most effective for international suppliers.

The awareness - attended and then?

Another important aspect is the question of the awareness which the organizer generates for you and your participation. In particular, the online awareness plays an important role, because here event planners from Germany, Austria and Switzerland, always start their thoughts, ideas and plans for their next events.

The mere participation at an industry event in Germany is relevant. However, more relevant is to generate a maximum of awareness, through the participation, for your products and services in the German-speaking target markets.

Why?

An industry event in Germany for MICE providers whose marketing is focused on same and repeat inviting participants from the database via mailing and telephone isn't relevant in any aspect. The exhibitor, his products and services are not found in the marketing activities - at best, they get listed on a Facebook or XING event page. That's not enough to get into the mind-setting of event planners in Germany, Austria and Switzerland and it is even not enough to be found on Google.

The awareness is in Germany a step of 80% to a successful sale. An organizer who can not afford this reduces his opportunities in the German market from 100% to 20% - even before he ever had the chance to present himself and his products and services.

What is important when choosing industry events ?

- ▶ How extensive does the organizer promote the industry event in the trade press ?
 - ▶ PR measures : Are there public relation activities in print and online issues?
 - ▶ Are there existing media collaborations with magazines ?
 - ▶ Are ads placed in magazines for the event?
- ▶ Presentation of exhibitors:
 - ▶ Are the exhibitors online presented in detail - including their products and services
 - ▶ Is the social media included ? And how popular are the channels of the organizer in the social media (number of followers on Twitter , Facebook , etc.) ?
 - ▶ Is the information about the exhibitors after the event still available online and for buyers available ?
- ▶ Participants acquisition :
 - ▶ How does the organizer recruit the participants (buyers) ? From a closed database - via mailings and telephone, or in addition through other communication channels, such as trade journals and websites ? It is guaranteed that target customers are reached.

Summary: If the above points are answered with a clear YES , the event provides a good awareness. As a German saying goes "Some people won't eat anything they've never seen before." and that is true. If you, your products and services are not known through

recommendations, the internet, trade journals or from personal experience, a German event planner will also do not respond to business .

Therefore: have a detailed look at the awareness a organizer generates for you as part of the event. Stay away from industry events which do not comply the above-mentioned points to 100 % .

The wrong place at the wrong time

Quite often more than 30 exhibitors and more than 60 participants (buyer) take part at MICE industry events. At the first glance this sounds like a highly successful event, because obviously alls seats are full. At first glance! Having a closer look at the participant many of them turn out as "time thieves".

Why?

The usual time slot at most industry events in which the suppliers can interact with buyers are max. 3 hours. Calculate 20 minutes as a time slot for a meaningful conversation and times for taking food and drink, so it is realistic an exhibitor can hold up to 8 talks in three hours. The challenge now is to identify the 8 best business potential of more than 60 participants and to talk with them. This is like the proverbial needle in a haystack.

To have the best possible quality, the number of buyers and suppliers should always be in a proper ratio. Ideal is here - in a time frame of 3 to 4 hours - about 30 exhibitors and up to about 60 participants.

Therefore: in the selection of participants the quality is more important than quantity. Rather fewer participants, but an appropriate and high quality for international business.

Successful solutions available through MICEboard

Introduction

In Germany there is a provider who is specialized in industry events with participants from international destinations. It is the sole provider of industry events, offering events

only for international suppliers and meet the criteria : MICEboard. Online, offline and live, MICEboard is in Germany, Austria and Switzerland the leading community of event planners from agencies , companies and associations who regularly organize events, incentives, fairs, congresses and meetings outside of Germany. Since founding in 2013 until now, over 200 international MICE suppliers have already cooperated with MICEboard. From independent event planners, MICEboard was named as the most important MICE community in the German speaking markets. The leader MICEboard will be introduced to you in detail .

What the Germans like at trade events

German event planners like trade events with the focus on informal networking. Instead of pre-scheduled appointments they are looking for creative product presentations and casual and flexible choice of conversations. A new location and good gastronomy service and high quality food incite German event planners for an event. The time frame for these networking events should begin directly after the working day at around 5/6 pm until 11:30 pm.

Information and inspiration

MICEboard.com is the community website for German speaking event planners - primarily from the markets Germany, Austria and Switzerland - who regularly organize events abroad. On MICEboard every month approximately 9,000 users inform themselves and get inspired who spend an average of around 5 minutes on the website. These are excellent results , which underlines how relevant the communication of products and services on MICEboard for international suppliers is .

The Shopping window in Germany

All information on MICEboard is in German and optimized to the needs and wishes of the German audience in the core markets: Germany, Austria and Switzerland . As a result the information not only has a high relevance, but also an excellent Google page ranking .

MICEboard acts as a shopping window in a prime location in the heart of Germany . Here the products and services of the supplier are explained and issued according to the

understanding and the needs of the target group and in German. Therefore the content is highly relevant for German-speaking event planners .

Thus, the content is placed in the right context - surrounded by international MICE News - it not only has a high relevance, but also achieves a very high range within the target group .

The online MICE communities

In principle MICEboard acts as the German-language content harbor for relevant international MICE information from various destinations and international MICE suppliers. The published contents are then communicated in the social media and relevant communities, in numerous MICE groups which are regularly visited by event planners from Germany, Austria and Switzerland. In addition, there are separate MICEboard communities in networks like Twitter, G +, XING, LinkedIn, Pinterest, Instagram, YouTube and Facebook , but also in story-telling tools such as Quick, Steller , Storehouse, flipchart, Spark, etc.

MICEboard is active in numerous online communities and therefore achieves independent of the current website many target customers and a very high attention.

Multimedial advertorials

How does an international supplier communicate on MICEboard?

Here, the portal offers a one-stop-shop solution, in which an English-language text , videos, photos, presentation, logo and contact details can be uploaded comfortable, only with a few clicks via an online upload mask.

Subsequently, the content will be translated into German, optimized to the characteristics of the target markets and put online on MICEboard. Immediately after the publication of the content it will be distributed on social media and all relevant MICE communities.

The best part: no publication is ever deleted on MICEboard. For this the content and the suppliers are permanent and even after many years still findable via Google .

The MICEboard services for multimedia advertorials include:

- ▶ Translation from English to German
- ▶ Optimizing posts / content, according to the needs and wishes of the target groups - Focus on markets Germany, Austria and Switzerland
- ▶ Integration of photos, product presentations and films in the advertorial
- ▶ Finalization of your content
- ▶ Publishing on MICEboard
- ▶ Reaching the multipliers and thought leaders in the MICE industry - Increasing scope
- ▶ Storytelling of content in social media and for the target group relevant distribution channels
- ▶ Option to communicate own events – registration tool & calendar entry

Mailings to the target group

The MICEboard database reaches qualified event planners for the products, services and events of international suppliers. The database is dynamically growing and focused on event planners who place proven business in international markets. The database is well-balanced made up from corporates, agencies and associations. A very good option for communicating roadshow & site inspection dates in the target markets. Round about 5,000 contacts are registered.

The MICE Newsroom for awareness

A MICE Newsroom and MICEboard are two shopping windows for international services, products and brands. It's much more than the advertorial solution, it's a communication flatrate in German-speaking MICE markets – one stop shop for success.

The Add ons:

- ▶ Corporate design of the supplier company

- ▶ One-click-connection to official website and recruitment of new potential visitors for the official homepage
- ▶ Customized information by categories (for German-speaking market)
- ▶ Automatically connected to MICEboard and export of every article to mother page
- ▶ Unlimited publishing of articles in the virtual newsroom and on the mother page MICEboard
- ▶ Daily communication of sales offers, educational event opportunities and market relevant information

Simple one Stop Shop solution for suppliers including:

- ▶ creating an official communication lead-idea for the German-speaking markets
- ▶ creating ideas and measures for content and storytelling- in German language – according to wishes and needs of German target group
- ▶ Content publishing at the MICE Newsroom and automatically on MICEboard
- ▶ Huge amount of social media measures in all relevant communities and social networks in the target markets

MICEboard-Events for international suppliers

What are the MICEboard events?

The MICEboard events MICE by melody, The MICE BOAT and MICE PEAK are unique.

Unlike customary trade events, the MICEboard events only accept international suppliers of MICE services and event planners from Germany, Austria and Switzerland. Through this selection it is guaranteed that participants (event planners) actually have international demand. Thus, the exhibitors do not waste time by talking to event planners who have no international potential.

The number of participants is strictly limited - both in terms of exhibitors, as well as on the participant side. MICEboard events have a very exclusive setting and are unique. They are addressed to leading event planners and event professionals who regularly organize or decide on international events, incentives, conferences, exhibitions and meetings. With this limited group of participants a qualitatively better networking process can be achieved which leads to desired results in actual RFPs.

The exhibitors of MICEboard events are introduced and presented in detail prior, during and after the events on www.MICEboard.com. Texts, photos, videos and product presentations can be placed and promoted through numerous social media channels. By giving this maximum of transparency, event planners can inform and prepare themselves at optimum before each appointment. For the exhibitors present during the event, this leads to an improved quality of conversation content and a maximum of digital awareness in the German-speaking target markets. In addition the page ranking in search engines will be optimized – as well after the event.

This is what makes a big difference and the MICEboard events unique in Germany and in the international market:

- ▶ Only international suppliers
- ▶ Only buyers with international potential
- ▶ Exclusive and selected participant's circle
- ▶ Best prepared participants through online presentation of products prior of events
- ▶ Exclusive networking set up
- ▶ No waste of time - Each shot a punch/hit

MICE by melody is a regional, annual networking event in Germany, happening in Duesseldorf, Frankfurt, Stuttgart and Munich, guaranteeing easy and enjoyable sales conversations through a casual and awesome setting.

The MICE BOAT is a multi-day networking event on the open, high sea. On board of the cruise are selected international suppliers and event planners from Germany, Austria and Switzerland. The MICE BOAT connects elements of a road-show (interactive group and individual presentations), networking (one-to-one-meetings) and site inspections (in the hosting destinations) to one unique event at sea.

The MICE PEAK is the international summit of the MICE industry. International suppliers and event planners from Germany, Austria and Switzerland meet in a selected international destination for PEAK PERFORMANCE- including group and individual presentations, site inspections, value-added presentations by professionals for professionals, as well as keynotes and workshops on relevant topics and trends in the MICE industry.

Conclusion

The German market will also in the future be one of the main MICE markets for international suppliers .

However, the German market continuously develops since 2006 - with a break on the financial crisis of 2009/2010 - constantly improving and becoming the strongest competition for international destinations. Just recently Berlin went up in the ICCA ranking on the first rank. Last but not least the cost-benefit ratio plays a major role .

Therefore not only international destinations compete with each other but have to deal with tough competition from Germany .

The fact to have more sunny days is no longer sufficient in the future.

Nevertheless, the number of international events from German companies has continued to grow steadily. Kick-offs, conferences, meetings, incentives, sales presentations and workshops are the most organized event types.

Personal recommendations and the internet play an important role in marketing and sales. Accordingly, a maximum of digital awareness is therefore a key to success, because only online presented products or services will be found.

The German MICE Magazine ranked directly behind and are an important multiplier to strengthen the awareness in the German market.

International trade shows, especially the IMEX in Frankfurt, are important „communication markets" for the exchange between buyers and suppliers.

The classic MICE workshops such as roadshows, supplier events, as they are conducted in many destinations do not work in Germany. The German event planners prefer casual networking events where new contacts can be made and existing contacts can be maintained. Here many international suppliers need to rethink and adjust urgently.

Online Awareness does not only mean to present a good company website, but to have a presence on third-party websites. For this it is essential to communicate information about products and services in German language. In particular, a good storytelling optimizes the placement in the Google page ranking, thus increases the find ability by event planners.

When participating in MICE trade events - such as offered by various operators - it applies to international suppliers to follow three basic rules:

- Avoid events with buyers from Germany which are also attended by exhibitors from Germany.
- Make sure that you will achieve by the participation in an event a maximum awareness for you, your products and services.
- The number of exhibitors and buyers should be balanced in a 1: 2 ratio.

Awareness, awareness and again awareness - online and offline - are the most important requirements for sustainable and long term recommendations and new business in the German speaking markets. Sales events which address to an unchanging and closed copy circulated and hardly obtain any public perception (print and digital) are worthless.

Content in the right context and with an accompanied digital storytelling (optimized for the target group), social media measures and therefore resulting recommendations and a focus on the target group, together with innovative and creative networking events are the basis for the success in Germany and German-speaking countries .

Contact

For a further consulting on the German market and appropriate sales and marketing activities on the German market, please do not hesitate to contact us.

For this, we also offer an one-day in house educational workshop, which is a combination of seminar and role-playing interaction based on first hand experiences with major German corporate clients and their events.

The workshop is particularly adapted to train MICE and sales teams to the peculiarities of the German market and German buyers . Thus, appearances at fairs and participation in networking event can turn out more successful for you and your partners.

Panem et Circenses (PeC) Kommunikation

Stresemannstraße 29

22769 Hamburg

E-Mail: info@pec-kommunikation.de

Tel.: +49 (0) 40 / 22 86 80 60

Website : www.pec-kommunikation.de, www.miceboard.com

Illustration listing

Ill.1: The European outgoing markets	5
Ill. 2: Number of events abroad compared to the previous year	6
Ill.3: Types of events German event planners organize regular	8
Ill.4: Location of events	9
Ill. 5: Development of budget	10
Ill. 6: Source of research	10
Ill. 7: Source of detailed information	11
Ill. 8: Timeframe of obtaining a proposal	12
Ill. 9: Participation in industry events	16
Ill. 10: Objectives for participation in industry events	16
Ill. 11: Social Media platforms and potential for marketing	18

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