

Marketing Destinations and Venues for Conferences, Conventions and Business Events

The conference market is now a truly global one with over 200 countries competing for their share of business. The challenge for individual destinations and venues, seeking to retain and, ideally, increase their share of this lucrative market, is to manage and maintain investment in the physical product to ensure that it is in tune with market needs, and to engage in innovative marketing activity which creates ongoing awareness of their potential in the minds of the buyers, conference and event organisers.

This paper will highlight best practice in venue and destination marketing from around the world. It will explore the application of branding to destinations and venues and then look at the effective communication of appropriate marketing messages and the implementation of sales strategies to secure and maximise business.