

“WHO ARE WE REALLY???” - A study on ascertaining the true identity of organized event destinations and their venues.

How well do we know who we are and what we really offer our clients? How sure are we in thinking that what makes us distinct from the competition is recognized and acknowledged by our clients? Who are our real competitors? How can we secure our success and how can we anticipate possible threats arising?

All these questions occupy the minds of those who facilitate or are involved in the marketing and communication aspect of destinations. The abovementioned questions and many more can be answered through the execution of a collaborative specialized research study from the market research company FOCUS AEE and ALBA University, in light of the International Conference for the marketing of destinations and venues for organized events. The main aim of the study will be the in-depth investigation and analysis of the current market of organized event venues and the various segments that are encompassed. The results of the study will aid in ascertaining the real identity of the numerous venues at hand and their rightful classification within a rather competitive contemporary environment. Essentially, this particular study will offer the initial grounds for the design of actual result-driven strategies for the development of various venues in the near future.

Subsequently, specific case studies will be analyzed within the parameters of this study, which arise from the real experiences of professionals, from which possibilities and methods of success of various destinations and venues can emerge, even when the circumstances and prerequisites for their development are unfavorable.