



Convention
Bureau

MARKETING STRATEGY: general approach

Key development vectors

- **One voice & One message**
- **A network of regions**
- **Creating results**





RCB's international market strategy

Russian

A new and interesting player in the international market

Russia Open to the World

Key message is positively perceived by customers

«To live the brand»

The main task of the RCB and its company-members for the next few years is to liven up this brand and the key message



Country's USP (recommendations)



Russia

An open, emerging and fast developing business events nation with a vast choice of destinations with diverse nature, culture, climate and gastronomic experiences, in combination with many hubs of advanced science and high-level education.



Key competitors



Convention
Bureau

Czech Republic **Poland** **Turkey** **Hungary**

Comparing these destinations with Russia, it generates the following results (2009 to 2018)

Country	Number of ABE	Change in %	Number of participants	Number of ABE (50-499 participants)	Number of ABE (500-999 participants)	Number of ABE (> 1000 participants)
China	4 305	+35%	1 418 000	3 418	419	255
Czech Republic	1 570	+50%	585 000	1 247	147	128
Hungary	1 334	+20%	347 000	1 154	106	40
India	1 484	+40%	625 000	981	211	123
Poland	1 909	+80%	507 000	1 405	131	59
Russia	871	+30%	240 000	722	70	35
Turkey	1 636	-75%	749 000	1 246	197	140

Pilot regions



Krasnodar Region



Sverdlovsk Region



Irkutsk Region



Channels and promotion formats

(recommendations)

- Business industry events
- Fam-trips
- Interacting with key influencers (Meeting Ambassadors)
- Internet “Sourcing Tools”
- Sales Trips
- Networking events
- Own publications (mailing, digest, media etc)
- Social media



Segmentation of the target audience and the focus areas



	Corporation	Association	Intermediaries (Agencies)
Key objective	Enabling & sharing unique destination (brand) experiences are a key factor for a corporate event. A destination and its local suppliers should not only act as infrastructure, logistics or service providers, but they should become the clients' partner in finding solutions.	The events' purpose is focused on the collection&creation of knowledge and the opportunity to improve the revenue stream. Local financial incentive/ investment offers are important ("monetary" or "value-in-kind" support)	Creating a complex and cost-effective offer of destinations for customers. Building a program to increase loyalty from intermediaries to the region
Countries in focus	China, Germany, Netherlands, Belarus, Great Britain, Italy	Countries where the headquarters of major international industry associations are located	
Industries	Key industries for export / import (regional industry specialization)		