

GainingEdge

Advising the world's convention and meetings industry since 2004



GainingEdge

A Workshop on How to Bid for
Association Congresses

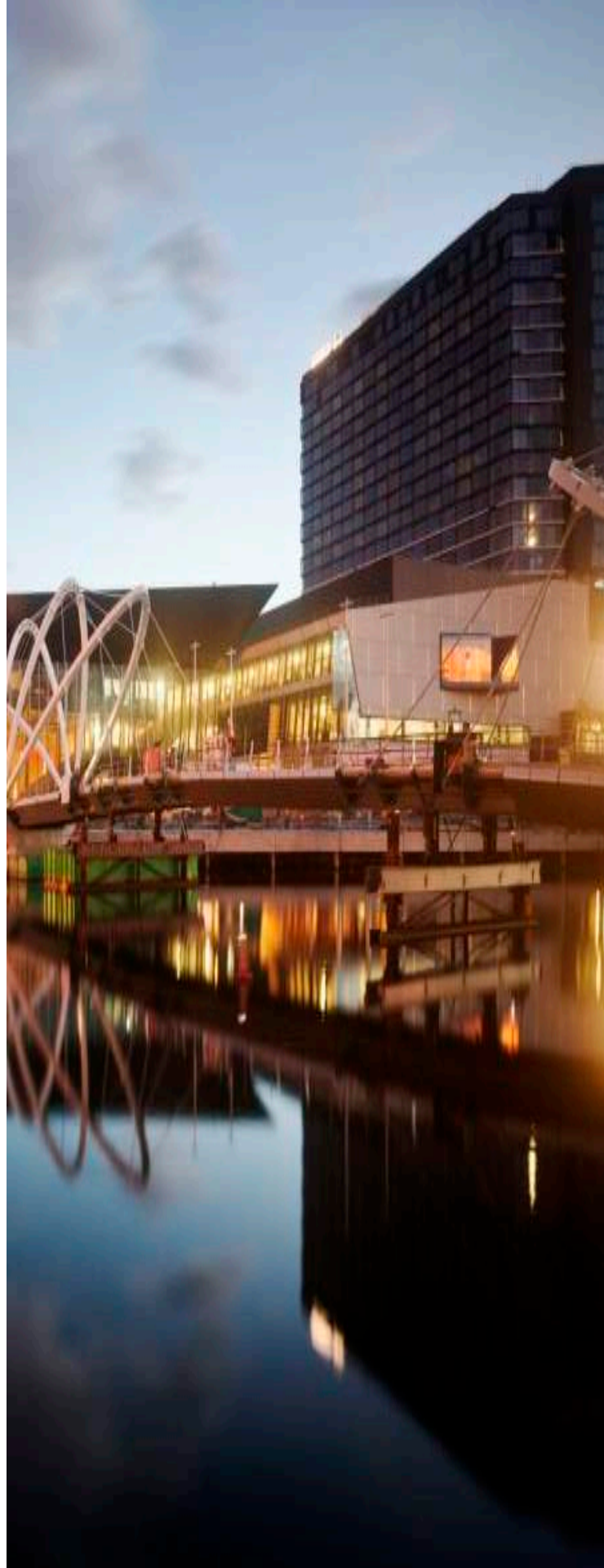
About Us

GainingEdge is a consulting firm which focuses on the international business events industry. We specialise in issues related to establishing and managing convention & visitor bureaus, developing and expanding convention centres as well as the broader aspects of the international meetings industry.

This includes specialised research and marketing services designed to enhance the success of destinations, and targeted sales support through our dynamic and extensive global reach into the world's meeting industry and customised training programmes for the business events industry players.

Our expertise are in these areas:

- Destination Development and Marketing Strategy
- CVB Establishment & Support
- Convention Centre Development Advisory
- In-Market Sales Representation



Program Background

Destinations around the world recognise the critical role of business events in their economic development strategies. The benefits of the Knowledge and Creative Economies through meetings and conventions go beyond the traditional measurements of the direct financial return in terms of delegate spend, room nights, transport, retail, food and beverage, tourism attractions, and other ancillary spend in the local economy. Bringing business events to a destination represents success through an alignment of interests between government and industry. It fosters trade and intellectual engagement, as well as increasing the profile of the destination. The benefits also include better image and recognised brand, community self esteem and enhance new investments for quality of life.

In recognising the need for evolving destination management organisations to invest in education programmes that can improve destination competitiveness, GainingEdge has designed various training programmes that will support DMOs and CVBs in the development of their business events. These training programmes which can be customised to suit the various levels and segments of the industry, are intended to contribute to future development and evolution by focusing on unique educational needs with expert guidance, and based on global best practices to help the destination get to the next level.

GainingEdge's educational programmes respond to CVBs and DMOs requests for a comprehensive education plan. These are tailored to capitalize on the opportunities and competitiveness of each destination by focusing on strategic priorities and bringing crucial intelligence to meet the industry's expectations. Furthermore, the project will provide opportunity for high level discussions. The training topics and methodology recommended can be reviewed and adjusted, according to the reality of the destination and its goal to develop the abilities, strengthen skills and maximise learning and sharing opportunities during the programme.

The Bid Workshop 1/3

As part of efforts to further improve the success of bureaus in securing international business events, GainingEdge has developed its Bid Workshop to educate and train bureau staff on all aspects of the bidding process from lead development through final bid presentations. An important objective of this training was the development of staff's research, strategic thinking and presentation skills, as well as fostering a collaborative and competitive team spirit. This training is suitable for members of a bureau's bid team, which can include the bureau's (industry) bid partners.

Through the training process participants are not only educated on what makes a bid successful, but are also introduced to numerous tools and methodologies including checklists, templates, qualification score sheets, interview techniques and presentation skills.

This workshop consists of presentations and structured tutorage, including a simulated bid environment roll-playing exercise in where participants can compete against each other. The training topics are structured to cover the end-to-end bidding processes. Ideally, the workshop should be two-days in duration.

Objectives:

- To know and understand the bid process for international business events from lead development to final bid presentation;
- To make all bureau staff (and industry partners) aware of the bid process which is one of the core functions of a bureau;
- To develop the participant's research, strategic thinking and presentation skills;
- To develop team working skills and competitive spirit.

The Bid Workshop 2/3

Participants will be divided into groups and required to compete against each other in a simulated bid environment. Presentations by GainingEdge trainers, role playing, interactive workshops and presentations by the various groups are divided into four key sections:

Session 1: Lead Research, qualification and prioritisation

This session will touch on lead sources and how to get more information about international meetings that the destination is interested in. It focuses on the most relevant and essential information required to differentiate between a cold or hot lead. Tools include a convention bid-brief template, qualifying score sheet and guidelines on how to prioritise leads.

Session 2: Bid Research and Strategy

This session will remind participants about selection criteria generally used – both official and unofficial – and offers samples on how to make competitive comparisons and analysis. We cover the various ways to develop more bid intelligence – information that allows bidders to customise their bids in a way that makes them smarter and stronger than their competitors. The bid strategy session focuses on building a convincing business case on why the meeting should come to the destination. This session will also require participants to identify and outline opportunities to promote their bid to decision makers.

Session 3: Bid Preparation

This session covers how to prepare a compelling and convincing bid presentation. Participants are given presentation guidelines and learn how to analyse their audience and address their ‘hot buttons.’ The training highlights the importance of preparatory work for bid presentations, including choosing the right presenters and the need to rehearse the presentation.

The Bid Workshop 3/3

It also includes presentation skills training. The trainers give advice on how to prepare an impressive bid document as well as how to develop the live presentation. Tools given for this session include a template for bid presentations which cover all the essential factors that every bid team should address. The participants work in groups and are given time to develop and rehearse their presentations.

Session 4: Bid Presentation

Bids will be presented in an open session attended by all of the bid teams. The groups will be required to present a 10min power point presentation to a bid selection panel composed of the trainers and one or two local business events industry recruits. After all presentations are complete, all groups gain important additional learning points as they listen in on a live discussion by the site selection panel in which they score points for various factors relating to the presentations and discuss the strengths and possible areas of improvement for the bid presentations. Finally, the panel awards the bid to the team that it decides has presented the best bid.

Training Sessions

- Selling to the Association Market
- Prioritising Bids
- Researching and Writing Bid Briefs
- Developing Bid Strategies
- Bid Promotional Plans
- Developing a Winning Pitch
- Bid Evaluation and Selection of the Winning Bid

Workshops

- Interviewing Customers / Gaining Intelligence
- Competitor Analysis
- Bid SWOT / Turning Weaknesses to Strengths
- USPs - Why Destination?
- Bid Strategy Development
- Bid Presentation Development / Rehearsal
- Group Bid Presentations

Relevant Experience in Training Programs

- Bid workshops for Malaysia Convention & Exhibition Bureau
- Managed four ICCA Bid Workshops in Japan
- Korea National Tourism Organization Bid Workshop
- Bid workshops in Belgrade, Serbia and Den Haag, the Netherlands
- Bid workshop in Macau SAR
- Chief Moderator for ICCA Association Expert Seminar, Frankfurt since 2005
- Provided Study Tour to Singapore and Guangzhou for Macau Convention & Exhibition Association
- Zimbabwe National Tourism Leaders Dialogue
- Business Events Hangzhou Industry Seminar
- Moderator for UNWTO Asia Pacific Business Tourism workshop
- Moderator Asia For Asia Summit, Bangkok
- Industry Seminar for Yokohama CVB
- Panellist at ASEAN Business Forum
- Moderator and panellist at various ICCA Congresses
- And many others



Our Services | destination & convention bureau

Development of MICE Strategy

A clear strategic roadmap acknowledging the transformative economic opportunities and a business case for the appropriate investment in destination marketing

Ambassador & Local Host Development Program

Engaging local industry leaders, leveraging their contacts and influence, to develop new business and knowledge.

Product Development Support

Establishing product offerings with broad local support and consistent international market messaging.

Business Events Branding Advice

Business events sub-branding guidance to ensure that the brand extension is broadly supported and effective for this specialised segment of tourism .

Industry Partnership Programme

A platform for your industry partner collaboration in bids and joint marketing .

Subvention Programme

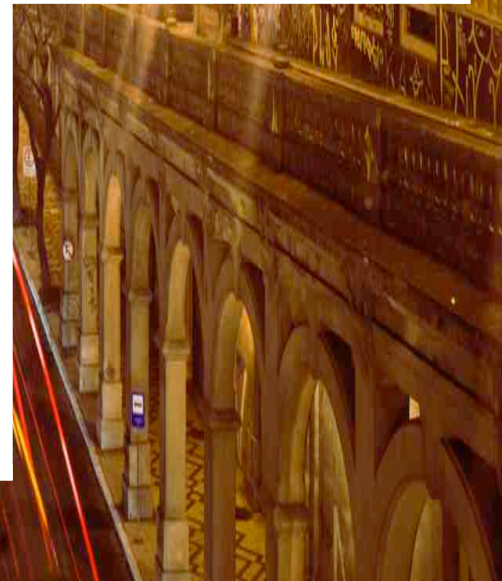
Specialised knowledge in subvention polices & programmes across both financial and non-financial subsidies.

In-Market Sales Representation

A strong presence in important markets on a scalable basis to secure international conventions

Bureau & Industry Training Programmes

Customised to suit the various levels and segments of the industry



Our services | convention centre

Market Overview & Destination Assessment

Viability, positioning & competitive readiness assessment against 10 key destination selection criteria.

Market Demand Analysis

Comprehensive analysis of current and future demand levels for convention centres.

Feasibility Studies

Broad based benefits analysis & business case development including financial projections & NPV analysis.

Site Assessment

10 point assessment focusing on factors that influence marketability, operational efficiency and future expansion.

Design Reviews

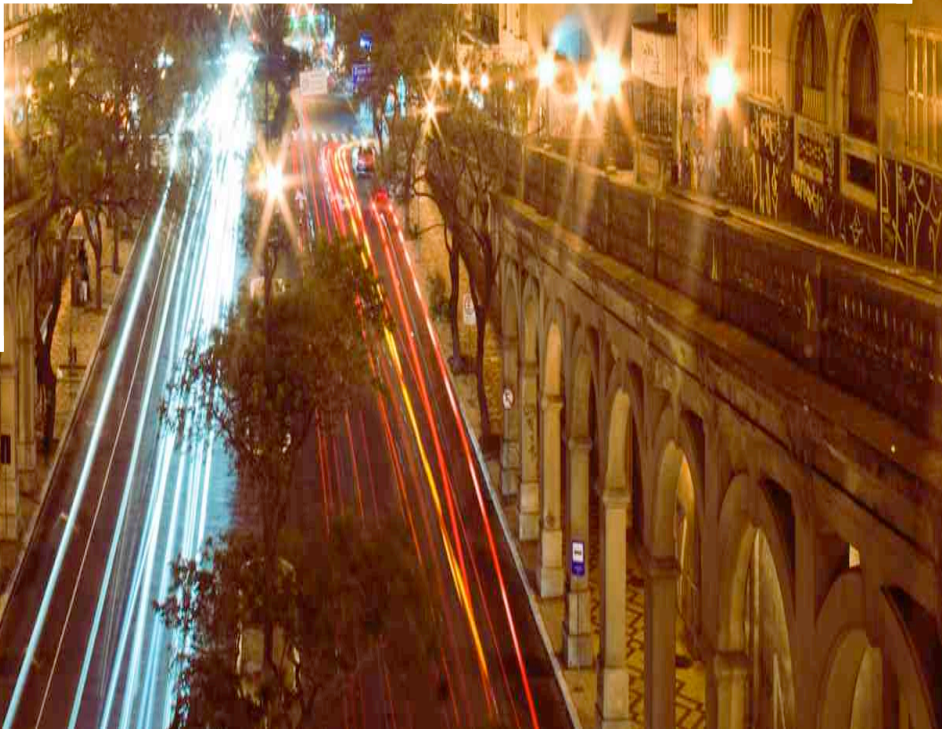
Market and operational consultants collaborate to bring both client and operator perspectives at design stage.

Facility Management & Operator Selection

Operating models seeking balance between ownership control and expertise in facility management. Support with operator selection

Pre-Opening Planning Support

Preliminary operational insights to ensure a smooth and effective facility opening.



Proposed Fees

Project Cost

Training Fees – \$15,000 USD (covers two instructors for a two day workshop plus workshop preparation)

Travel Expenses (Flights, accommodation, meals and transfers) to be charged based on expenses incurred

Payments

Fees to be payable in two instalments, one-half on agreement, one-half following the conclusion of the workshop.

“I found the Bid Workshop provided not only an overview of the bid process but also insights to winning a bid. It was a good simulating exercise for the whole team and as a result everyone in our bureau can understand and relate to the bid process. Literally, we all went on a bid war!”

Ho Yoke Ping, General Manager Business Events, Malaysia Convention & Exhibition Bureau (MyCEB)

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- Destination Marketing Strategy
 - CVB Establishment & Support
 - Convention Centre Development Advisory
 - In-Market Sales Representation

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