

SECTOR-SPECIFIC RECOMMENDATIONS – BUSINESS EVENTS

NEAR FUTURE: 2018-2019 – DRAFT ACTION PLAN

Recommendations	Actions	Key Partners
<p>Destination Marketing: Raise the profile of Aberdeen as a business events destination among targeted buyer groups using the new venue as the major hook around which core MICE / Business events product can be promoted.</p>	<p>The nascent Aberdeen Convention Bureau to devise a destination marketing plan focussing on highly targeted channels to market, working with VisitScotland and VisitBritain to extend the reach of the Aberdeen message.</p>	
<p>Targeting Events (1): Use research to understand which business events will generate the greatest impact for Aberdeenshire’s visitor economy, and the wider economy of the North East.</p>	<p><i>Carry out research to understand the profile and potential impact of business events in Aberdeen, and analyse Aberdeen’s competitive strengths in the market beyond current known strengths and align with the wider NE vision.</i></p> <p><i>Build relationships with associations, the academic sector and individual businesses related to the northeast’s strongest economic sectors in order to attract business events related to those sectors.</i></p>	
<p>Targeting Events (2): Develop a coordinated approach in competing for events that includes venue(s), the convention bureau, local authorities, academic institutions and tourism suppliers in order to optimise the chance of bid success.</p>	<p><i>Using the existing Ambassador Programme as the basis, form a cross City Business Events group to ensure that all relevant touch points are factored into bids, and event delivery.</i></p>	
<p>Understanding Client Requirements: Improve understanding of the profile and requirements among different client types, eg. venue; civic welcome; connectivity; transport; accommodation; study tours.</p>	<p><i>Use insights from industry associations and industry media; plus primary intelligence from prospective and secured clients to determine strengths and gaps in the Aberdeen offer.</i></p>	
<p>Focus on Delegates: Understand the motivations of business event delegates to maximise delegate sign</p>	<p><i>Use industry insights to keep pace with the changing requirements of event delegates.</i></p>	

<p>up to secured events and associated spend.</p> <p>Match Aberdeenshire's strong leisure assets to delegate profiles and expectations.</p>	<p><i>Develop a high-quality portfolio of tourism experiences aimed at serving the needs and interests of business event visitors before, during and after their event and that encourage additional overnight stays and visitor spend in Aberdeenshire.</i></p>	
<p>Maximising Impact (1): Create mechanisms to connect business events with their respective sectors in Aberdeenshire in order to enhance knowledge sharing and innovation among businesses in the North East, and promote the area as a good place to live and work.</p>	<p><i>Strengthen relationships with academic and commercial operators and investment agency to secure their involvement in event planning. Benchmark approaches of other UK cities.</i></p> <p><i>Ensure consistency of marketing approach with investment agency in presenting destination Aberdeenshire proposition.</i></p>	
<p>Measuring Success: Develop and implement tools for monitoring the economic impact of business events in Aberdeen and visitor satisfaction.</p>	<p><i>Use the event IMPACTS framework identified in the National Event Strategy to monitor the economic impact of business events in Aberdeen.</i></p>	
<p>MID TERM: 2020 -2021 – RECOMMENDATIONS</p>		
<p>Targeting Events (3): Monitor Aberdeen's competitive position in attracting business events and in optimising visitor volume and spend against UK and international competitors</p>	<p><i>Include benchmarking analysis as part of Business Events development programme, based on UK standards.</i></p>	
<p>Business Event Development: Review and upgrade business events infrastructure within: conference centres, hotels, universities or more unusual venues such as castles, museums, sporting venues, leisure centres etc.</p>	<p><i>Conduct review of venue portfolio in Aberdeen local area.</i></p> <p><i>Work with venue management to identify and cater to evolving needs of business events visitors.</i></p> <p><i>Carry out marketing campaigns to promote general awareness of additional venues alongside AECC promotion.</i></p>	
<p>Maximising Impact (2): Seek collaboration with leisure event organisers (e.g. art fairs, food festivals) to schedule events that</p>	<p><i>Encourage coordination between leisure events and business events teams (and AECC management) to identify opportunities for complementary scheduling.</i></p>	

<p>complement major business events in Aberdeen.</p>		
<p>Focus on Delegates (2): Develop initiatives that encourage business event visitors to bring their partner/family/friends to visit Aberdeenshire, either to coincide with the business event itself, or in a subsequent visit.</p>	<p><i>Work with accommodation providers to develop promotions that encourage business events visitors to bring additional visitors and extend their stay.</i></p>	

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