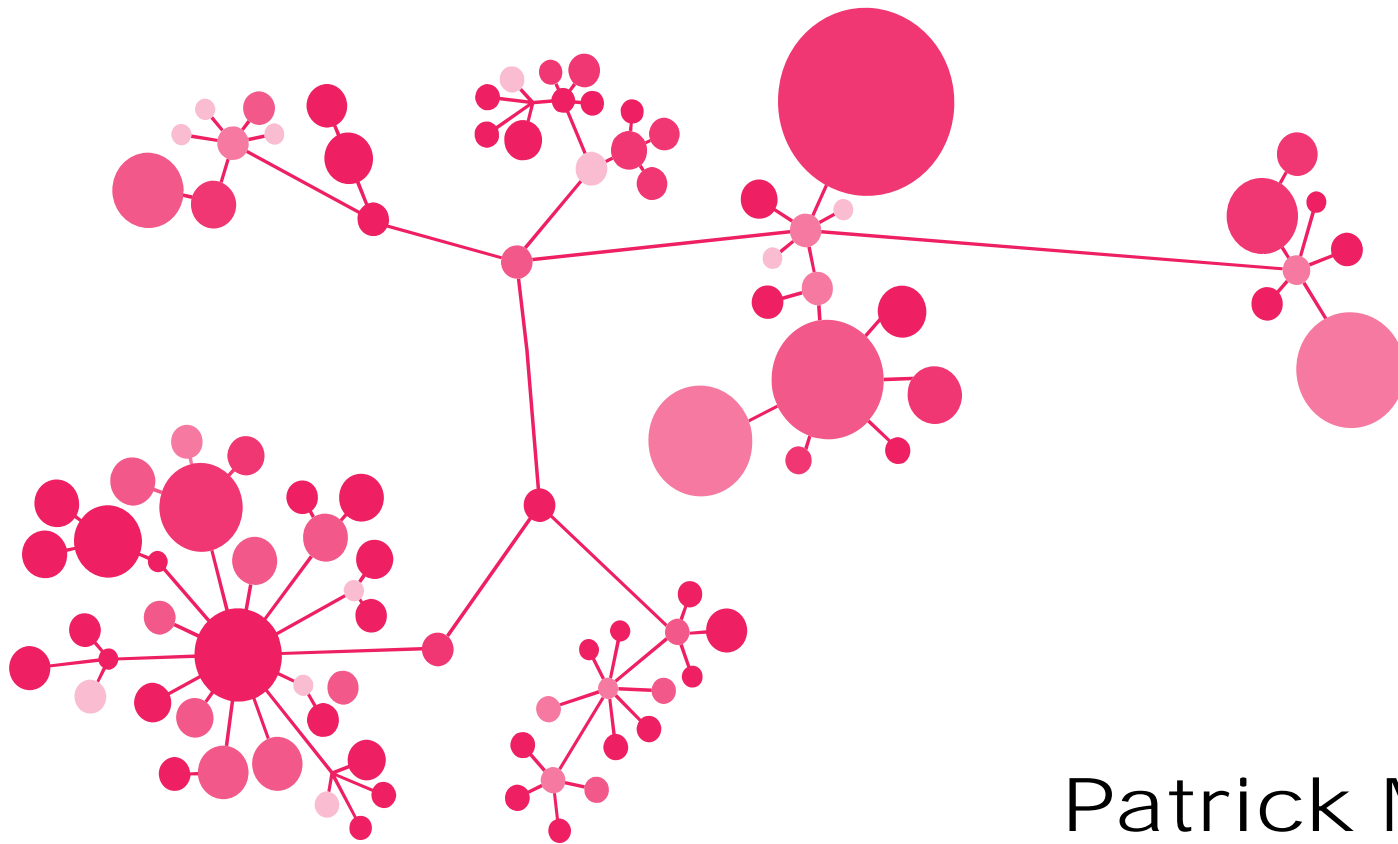




Destination Management
& the Association Market
September 09
Reykjavik



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Managing Director
Ovation Global DMC

INTERNATIONAL ASSOCIATION CONFERENCE

- ◉ Regular scheduled international event
- ◉ Long lead in time
- ◉ Typically one off for the destination
- ◉ Largely educational
- ◉ Average length of stay: 4-5 days
- ◉ Local Host very important
- ◉ Delegates pay own accommodation

PCO – PROFESSIONAL CONFERENCE ORGANISER

- Company or individual professionally engaged in organising meetings.
- The PCO will act as consultant to the organising committee, enacting it's decisions while utilizing it's experience and knowledge gained over many years in organising events

PCO SERVICES

- A PCO can take care of as much or as little as is required and can be brought in at different stages in the planning process. Each international association will decide what services they need from a PCO

SERVICES OF A PCO

- ◉ Bid document assistance
- ◉ Venue search & feasibility
- ◉ Budget
- ◉ Advise & consultancy services
- ◉ Secretariat & office facilities
- ◉ Scientific and technical programme support
- ◉ Speaker liaison
- ◉ Publicity & promotions
- ◉ Exhibitor sales & management
- ◉ Sponsorship management

SERVICES OF A PCO CONTINUED

- Abstract handling
- Poster sessions
- On line registration
- Financial Management
- Accommodation
- Social programme & tours
- Transport
- Simultaneous interpretation
- On-site management

DMC – TOWARDS A DEFINITION

- Destination Management Company
- Destination Management Consultants
- Deep and Meaningful Conversations about Destinations

DMC – TOWARDS A DEFINITION

- Incoming Tour Operation v DMC
- Ground Operator v DMC
- DMC working in “business tourism sector” or “MICE sector”
- B2B context, predominantly
- Implications in relation to Bonding, Insurance, Distribution, Sales & Marketing but above all **SERVICE EXPECTATIONS**

DMC – TOWARDS A DEFINITION

- DMC understands the **business realities** that underpin the particular programme or event being handled
- DMC understands that an **extraordinary travel experience** must be delivered
- DMC understands **private, exclusive, customised, special, once off**

DMC – TOWARDS A DEFINITION

- DMC knows where to find **experiences** in his/her destination that will meet and exceed the high expectations of incentive participants corporate meeting, or association delegates
- DMC is the **unique, indispensable local** channel through which a planner can be sure that an **extraordinary experience** is delivered

PCO & DMC Ovation / MCI Website

Expertise >

Professional Congress Organisation & Exhibition Management

We provide our customers with the best service in organisational excellence with our proven expertise in full congress management, maximise sponsorships investment, administration, and exhibition management.

Why MCI
MCI has built its name managing events and reaching organisational excellence since 1987. Our understanding of the markets and our management skills are today used worldwide on average 1'000 times a year for events welcoming from 50 to 19'000 participants.

Read more >

A similar but different positioning

Expertise >

Destination Management

Ovation Global DMC network, the first and only organisation offering consistent and seamless world class Destination Management services in over 20 locations worldwide.

Please visit: www.ovationdmc.com

Read more >

DMC SELLING TO ASSOCIATIONS

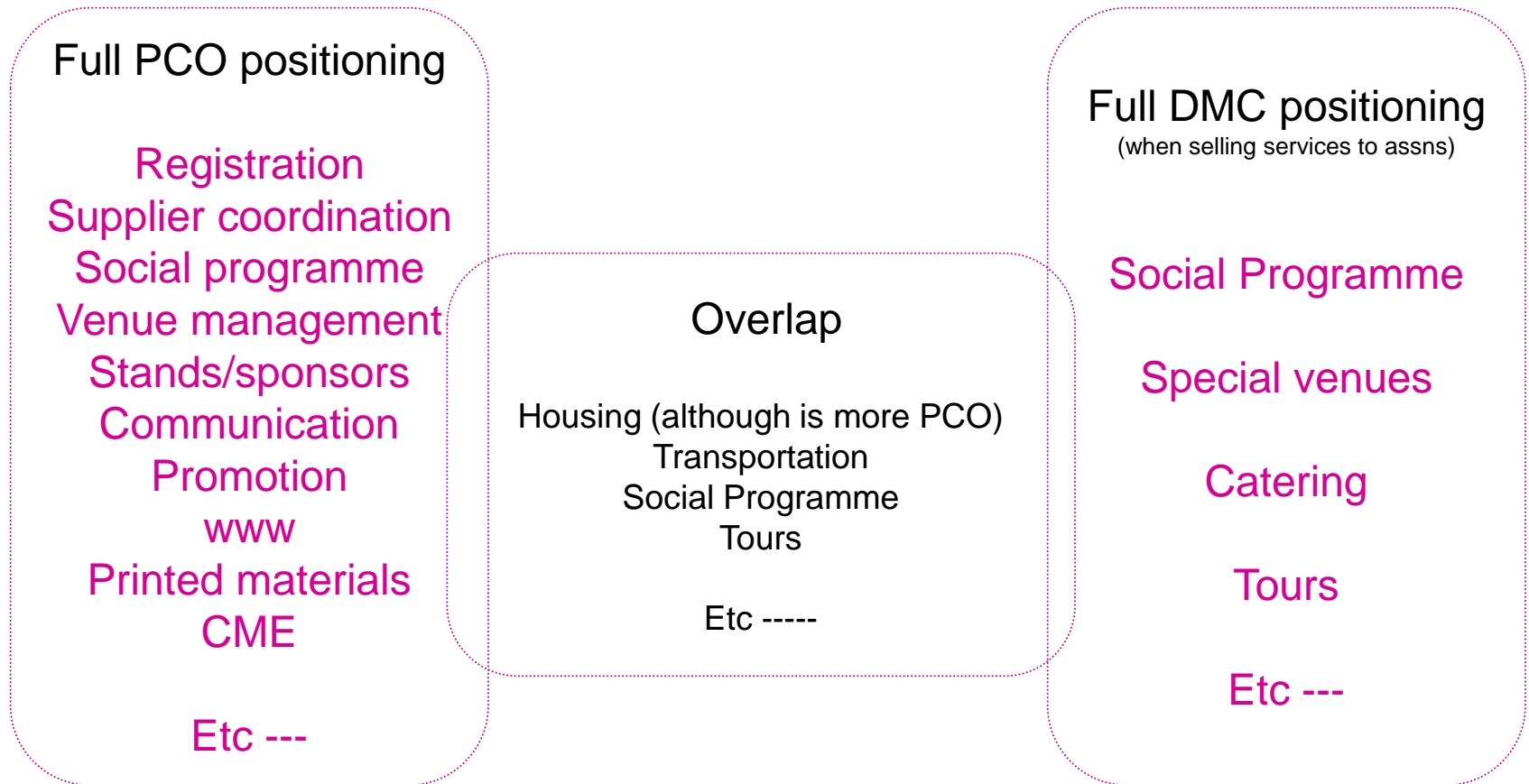
Pros

1. More creative sales force than PCO
2. Most destinations have really DMC expertise instead PCO
3. Aligned to association trends
 1. Outsourcing
 2. Creation of in-house congress services and giving partial services to PCOs
4. Can fill an “space” of those assns that don't want a full PCO service

Cons

1. Overlap in some cases
2. Service confusion within the association market
3. Internal confusion if company sells both
4. What today is a blank space in the market for the PCO could be a priority tomorrow
5. DMC sales force .. Training needs in association world
6. Need of investment –marketing-(visibility & positioning) to be credible
7. Long lead in time –cash flow

WHAT IS PROVIDED (SATISFYING CLIENT NEEDS)



PCO

VS

DMC

PCO V DMC

- Clear articulation of **services** – what's OFFERED and what's NOT
- Clear articulation of **price**
- The RIGHT CHOICE will be the **service provider** who best meets the customers needs

CO-OPERATION





THANK YOU