

Beyond events – nation branding and knowledge-based society

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About Serbia Convention Bureau

11 years since establishment

In last 3 years increase of business development activities

90 FAM trips, 520 clients (280+240)

Total of 60 bids in process (approx. 190.000 overnights)

Total of 40 confirmed bids (80.000 overnight)

ROI: x86 (1\$ spent from our budget, 86\$ are earned for destination)

Events means business for destination

1 international delegates spend 360 \$ a day in Serbia

1.000 delegates:

- bring over 1.000.000\$ in destination
- make over 3.000 overnights
- have over 3.000 out-of-venue meals
- make over 2.000 airport transfers

More employment

More engagement

Events create significant economic impact

But effects of events go beyond economic and tourism impact

Events creates long term effects that are, if not more, of same importance

But sometime hard to explain

Beyond events – Local development role

Events are platform for “selling” local expertise, products, ideas, influences

By bringing international event, destination is in position to demonstrate the best of know-how on the “door steps”

By hosting international event, destination is positioned as a top destination in certain field and this creates an ever last brand of a destination

Events add value to selected fields by providing platform for further communication and promotions

Beyond events – Knowledge-based society platform

Events are platform for sharing knowledge, expertise, products, visions, ideas

Events are tool that every industry use to promote itself and the benefits for wide public and society

Without events knowledge and ideas will be hidden from public

Beyond events – Knowledge-based society platform

Events are place for increasing values of knowhow and products

Destination capable to host international events, are destination that are entering the final industrial revolution that is based on knowledge and information

Events increase value of selected fields

Roles of the Convention Bureau

Destination manager and meetings industry coordination

Destination sales and communication

Communication with civil societies, academic sector, universities

Education of all stakeholders

Spokesperson on behalf of all

Thank you

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