



# ***Travel & MICE Workshop 2019***

**5-6 July, 2019**

**St. Petersburg**



**We are happy to officially announce the Second Edition of our annual BUYER-MEET-SELLER Event, 5-6 of July 2019, delivering a guaranteed number of 20 appointments with 50 MICE buyers from Moscow and St. Petersburg:**

**50 QUALIFIED  
RUSSIAN  
MICE BUYERS**

**20 PRE-SCHEDULED  
APPOINTMENTS PER EACH  
PARTNER**

## KEY DELIVERIES OF THE PAST EVENT 2018:

### **FULL CONTROL OVER INVITATION & QUALIFICATION**

**We did not depend on any third party to qualify buyers. The sole qualification criteria: past realized business and loyalty with our partners and partner destinations.**

**We analysed numbers of RFP's and confirmed business through the past 3 years from over 120 clients. We qualified 50 from 120 to send invitations, including agency and corporate buyers.**





## KEY DELIVERIES OF THE PAST EVENT 2018:

### REVOLUTIONIZED RSVP PROCESS

After qualification process, we invited in total 50 buyers (40 from Moscow and 10 from St. Petersburg), got 45 confirmations and the final number of 41 attending guests.

Through moving the event to St. Petersburg, we achieved negligible percentage of cancellations or replacements, which is a common problem for any similar event when held in Moscow.





## KEY FEATURES OF THE PAST EVENT 2018:

### NO “WALK-IN” GUESTS

We excluded any “unexpected” visitors or “party-goers”, who are frequently observed at many events across Moscow.

Only invited clients could attend the event. No replacements or no significant name changes were allowed. Results:

- 33 buyers from Moscow
- 8 buyers from St. Petersburg
- 10 end (“corporate”) clients
- 31 MICE or event agencies



## TESTIMONIALS 2018:



**Kristina Ionitskaya, Catalan Tourism**

***“Useful event, which helps not only build new contacts, but also develop existing relations and promote Catalonia from a MICE perspective”.***



**Cathy Mead, General Manager  
“Gulf Dunes” DMC, UAE & Oman**

***“Sincere thanks for a well-organized few days in St Petersburg. I really did love the format of the 1-2-1 meetings followed by the cocktail party and the boat trip the next day. What a wonderful group of agency and corporate clients that you gathered. You also represent a lovely group of hoteliers and DMC’s!”***



## TESTIMONIALS 2018:

***“We are happy to be a part of “Compass” representation “family”. We are in contact with each and every client that we met during the event and sure to see results very soon!”***



**Nino Garishvili, MICE Manager,  
“Visit Georgia” DMC**

***“Thank you for beautiful days in St. Petersburg. We managed to introduce ourselves to lots of agents but most importantly we were able to spend time with these people and get to know them on a personal level”.***



**Andreas Spyrou, Managing Director,  
Honeywell Events Cyprus**



## TESTIMONIALS 2018:



***“I met with many clients at this workshop, which was well organized and I felt very well during this few days in St. Petersburg”.***

**Diána Bobuszká, Sales Manager,  
Danubius Grand Hotel Margitsziget,  
Budapest**



***“I was very happy with the event. You really made a great job. Bravo!”***

**Roberto Marini, Managing Director,  
Studio ITER DMC, Italy**

## TESTIMONIALS 2018:

**“Brilliant and extremely useful business meeting in St. Petersburg. I was really fascinated by this networking opportunity!”**

**Tatiana Demidovich, General Director, D-MICE Agency, Moscow**



**“It was a real MICE “Summit”:  
perfect organization, networking  
and business contacts. We already  
have several leads in the pipeline  
for your partners”.**

**Oxana Askolko, Director of Marketing Events,  
OCS Software Distribution**



## TESTIMONIALS 2018:

***“It was a great trip and great event. I was really glad to meet all the partners of “Compass-Consulting”.***

**Alexander Safonov, Global Conference & Event Director, Oriflame Cosmetics**

***“Very friendly event, which went smooth and easy, yet was very productive from business perspective”.***

**Maxim Panov, Events Supervisor, Special Events & Travel, Amway**





## EVENT AGENDA

**Compass-Consulting MICE & Travel Workshop is NOT one single event, but a package of FOUR networking and business events under ONE roof, spread through TWO days: Friday (July 5, 2019) and Saturday (July 6, 2019).**



**Internal market briefing  
for DMC, hotels and  
destination partners**

**Workshop 1-2-1  
meetings session**

**Networking cocktail  
reception**

**Saturday joint incentive  
activity**

## EVENT AGENDA

### Internal market briefing for DMC, hotels and destination partners

05/07/2019

Starting 10:00 am

Ending 12:00 pm

General market situation in Russian tourism and MICE sectors, significant trends in the MICE, consumer behaviour and expectations, last updates from key market players, sharing of best practices and concerns between the DMC's, hotels and destinations.



## EVENT AGENDA

### Workshop 1-2-1 meetings session

05/07/2019

Starting 13:30 pm

Ending 19:30 pm

Main business activity of the event, based on individual table-top meetings. The clients are split into three groups and rotate through the room, meeting with suppliers.





## EVENT AGENDA

### Networking cocktail reception

05/07/2019

Starting 20:00 pm

Ending 23:30 pm

Evening networking cocktail is held on the roof terrace of the hotel, among the stunning panoramic views of St. Petersburg. Clients continue to meet the partners in a more casual format. We introduce each partner once again and hold a lucky draw with prizes from the partners.



## Saturday joint incentive activity

06/07/2019

Starting 10:30 am

Ending 14:00 pm

## EVENT AGENDA

An incentive to closer tie clients with partners, by bringing them together for a team building or sight-seeing activity.

Last year's THEME was THE CITY AND ITS RIVER, based on a champagne and canapé lunch served on board a river cruise.





## PROVISIONAL THEME IDEA FOR INCENTIVE EVENT 2019:

A provisional scenario for Saturday, 6 July, will include a half day networking picnic for the clients and for partners in one of the nearby parks or gardens of St. Petersburg.

We will offer this as a fine arts quest, which may require answers on famous French impressionists paintings in the Hermitage Museum of St. Petersburg, or in other collections.

We will also have a BBQ party with some fun outdoor activities.



Le déjeuner sur l'herbe, or Luncheon on the Grass by Claude Monet



## VENUE: HOTEL INDIGO ST. PETERSBURG



Like in the year 2018, we will conduct the event at the Indigo Hotel, a centrally located property by the InterContinental Hotels Group.

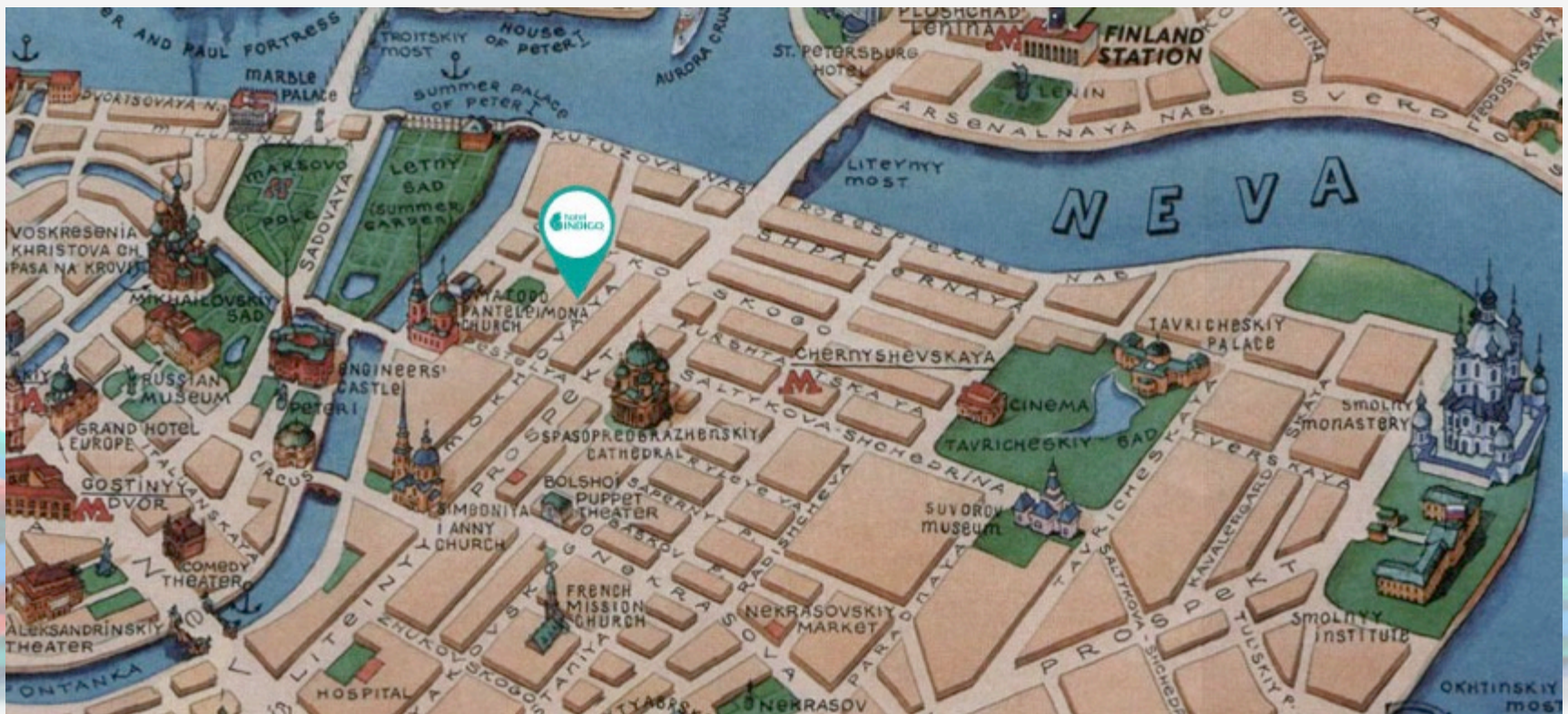
We will use hotel's conference centre for the event. Evening event will be served on the roof top terrace, one of the most picturesque and elegant cocktail venues in St. Petersburg, overlooking the city centre and the river.



# HOTEL INDIGO ST. PETERSBURG - LOCATION

The hotel occupies an Art Nouveau historical building in the central part of the city and is extremely easily reachable from the train station, nearest metro station and all major sight-seeing places.

It is 3 minutes walk away from the stunning Neva river, 5 minutes to the Summer Garden and 10 minutes walk to the Hermitage Museum and the Winter Palace.





# HOTEL INDIGO ST. PETERSBURG – ACCOMMODATION

**COMPASS-CONSULTING has a corporate rate agreement with Indigo St. Petersburg and is ready to offer EUR 162 \* for a standard or EUR 220 \* for a superior SGL room BB for the period of our event in July 2019.**



**\* Euro equivalent of the room rate is subject to existing exchange rate and is calculated as on the date of composing this presentation.**





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**Full list of our representation partners here: [www.compass-consulting.ru](http://www.compass-consulting.ru)**