



**OUR TEAM,
OUR PARTNERS,
OUR SERVICES:
COMPANY PRESENTATION**



“Compass-Consulting” has been in destination marketing and sales representation business since 2006. We have gained an extensive experience in promoting and marketing effectively tourist destinations, convention bureaus, DMC’s/receptive tour operators and hotel partners.

“Compass-Consulting” is a market brand for “Compass-Press” LLC, registered in the Russian Joint Corporate Register under number 1027700376725 in 2001.



- ✓ We are specialists in destination marketing and sales representation business since 2006 with an extensive experience in marketing tourist destinations, convention bureaus, DMC's/receptive tour operators and hotels.
- ✓ "Compass-Press LLC" was registered in Russian Joint Corporate Register under number 1027700376725 in January 2001. While "Compass-Press LLC" is an official legal entity name, the trade brand is "Compass-Consulting".
- ✓ Macao Government Tourism Office (MGTO), "London & Partners" (CVB for the City of London), Thailand Convention & Exhibition Bureau (TCEB) are some of the destination clients "Compass-Press" has worked with.
- ✓ In the current period we operate as full time PR Representation Agency for Maldives Marketing and PR Corporation (Visit Maldives) in Russia and CIS.
- ✓ According to the 2019 tax declaration (as confirmed and audited by the Federal Tax Board of Russia) our operating profit for the year 2019 was 4,2 million Rubles (appr. USD 68700).



“Compass-Press” as a company or Mr. Dmitry Smirnov personally are members of the following professional Associations and unions:

**Russian Union of
Travel Industry**



**Association of
National Tourism
Offices
Representatives
(President)**



**Russian Public
Relations Association**



**Russian
Union of
Journalists**



GENERAL INFORMATION

- ✓ We rent a centrally located and spacious office in a business center in a quiet downtown area of Moscow. The office is 60 sq meters and accommodates entirely furnished workspace for full time 6 staff members, a meeting zone and a storage.



- ✓ "Compass-Press" maintains bank accounts in Rubles, Euro and USD in the "SberBank of Russia" ("Savings Bank of Russia") and in the Russian Branch of the "Bank of China". Bank letters or statements can be provided upon request.

OUR TEAM



Dmitry Smirnov:
director and owner;
Member of Russian
Tourism Union, Russian
PR Association, Union of
Journalists. President of
ANTOR (Association of
National Tourism Offices
Representatives)

Natalia Smirnova:
General administration
and regional
development, office in
Portugal



Daria Deltsova:
Travel trade
relations, PR and
media
promotions.
Destination
marketing.

Yulia Grushina:
Social media
manager.





Macao Government Tourism Office:
full time formal representation office
in Russia since January 2013

**All marketing promotional activities
within printed, digital, visual and
social media; consumer
campaigns, travel
trade activities.**

➤ Macao Government Tourism Office (MGTO)

Our company has been operating as a full time official Representative for MGTO in Russia since 2013.

We conduct a wide and diverse promotional campaign for Macao, covering all types of B2B and B2C campaigns.





Visit Maldives

(Maldives Marketing & PR Corporation)

**PR Agency representing Maldives in
Russia and CIS since December 2021**

**Joint marketing promotions with
tour operators, roadshows,
exhibitions, media relations,
consumer promotions,
advertisement.**

➤ VISIT MALDIVES (Maldives Marketing & PR Corporation)

We complete full PR representation for Maldives in Russia and CIS markets, including building and maintaining close working relations with online and offline media, social media monitoring, developing cooperation with bloggers and influencers. On a B2B level these are complex marketing promotions for Russian, Kazakhstani and other markets with leading tour operators.



- ✓ B2B campaigns, educational events for the trade, sales calls, door-to-door presentations, seminars. Monitoring tour operator products and packages promotions
- ✓ Online trade education campaigns, including webinars, certified destination specialist programs, etc.
- ✓ Travel fairs and road-shows.
- ✓ Newsletter distribution through the travel
- ✓ Media and travel trade familiarization trips.
- ✓ Media relations: press release distribution, media monitoring.
- ✓ Consumer campaigns through selected online and printed media platforms
- ✓ Social Media Marketing. Influencers, opinion leaders, bloggers.
- ✓ Online image promotion

**Project
management (research,
sales missions, events) for:**

LONDON™
& PARTNERS



**Thailand Convention & Exhibition
Bureau**



London & Partners
(CVB for London)

➤ Thailand MICE Sales Mission for Thailand



A complex event consisting of MICE agents seminar with Thai Cooking Class in a Culinary School; a VIP dinner presentation for corporate end clients' executives; and door-to-door visits to Thai Airways, Thailand Authority for Tourism and other trade partners.



➤ London & Switzerland Joint MICE presentation

A double destination event, organized for London (London & Partners) and Switzerland (Swiss Convention & Incentive Bureau) featured a seminar for 100 travel trade, a motivational speaker and a trade networking cocktail in Moscow.



***Representation of
partners from:***

***Iran, Uzbekistan, South America,
Cyprus and Switzerland.***

***Sales support to global B2B platform:
New Concept Travel***



www.iranonadventure.com



www.advantour.com



<https://myfive.travel>

HONEYWELL EVENTS

www.honeywellevents.com



<https://new-concept.travel>



www.condortravel.com

- **“Live” communication with clients: leisure TO’s, OTA’s, special interest travel agencies, MICE specialists. We permanently look for, source out and follow up any available business leads and work to get them converted into a confirmed business for our partners.**
- **Our KPI’s are based on the number of leads we generate, the number of RFP’s we send to our partners, the number of “cold” and “warm” sales calls we make and the number of confirmed groups or leisure / tours bookings (the conversion rate).**
- **We maintain regular communication with our rep partners to fine-tune all activities and to monitor any pending business. We submit regular summaries of our activities to rep partners along with a track of all pending requests.**
- **Zoom sales conferences and online meetings between Russian travel trade and tourism partners abroad.**



Buyer-Meet-Seller Workshops



Door-to-door sales visits



Destination and product presentations

Monthly Newsletters

Newsletter №2
от 17.04.2020

Дорогие друзья **Compass-Consulting** и компании **Condor Travel**!

Давайте воспользуемся вынужденным пребыванием дома для того, чтобы раздвинуть наши географические горизонты и вооружиться новыми знаниями о самых необычных тревел дестинациях. Ведь это – тот «капитал», который можно будет предложить будущим туристам или корпоративным заказчикам тогда, когда, наконец, границы снова откроются!

Сегодня приглашаем вас на серию вебинаров от нашего партнера, крупнейшего принимающего туроператора Южной Америки компании **Condor Travel**.

Каждую среду мы рассказываем о каком-то маршруте или стране из «копилки» Кондора. Программа уже анонсирована до конца апреля, дальше – будем вас информировать.

Посмотреть всю программу и записаться крайне просто, всего лишь пройдите [по этой ссылке](#)!

Все вебинары проходят в 18:00 по московскому времени. Язык вебинаров – английский.

ТРОПАМИ ПАТАГОНИИ: из Чили в Аргентину

22 апреля

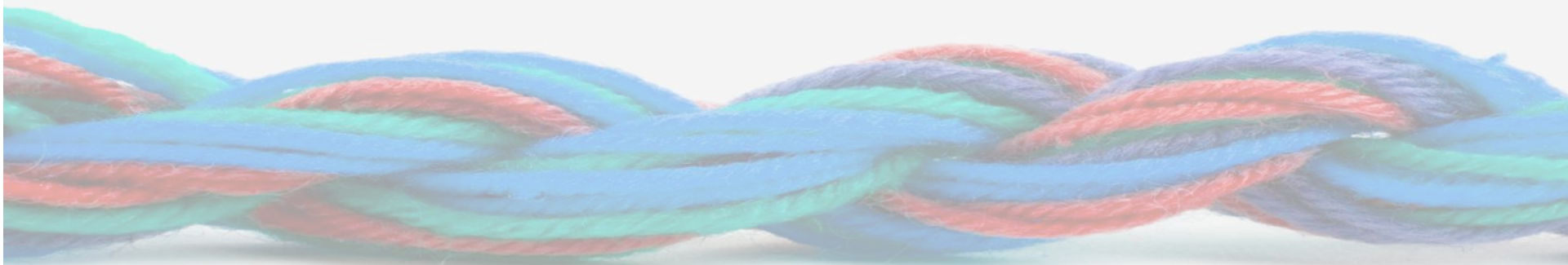
Один из самых завораживающих маршрутов Южной Америки: аскетически



➤ Bidding and tenders

We monitor all substantial MICE tenders and bids in Russia, trying to collect max information on every bid, including:

- **List of destinations, considered by a client, and if this list can be expanded to allow additional destinations?;**
- **Details on the final (end) client (name of a company, meeting planner's contact info, field of business activity, type of event/meeting);**
- **List of local (Russian) suppliers have been contacted;**
- **Which of locally based rep offices (of other DMC's or hotel groups) have been contacted.**



Weekly and monthly RFP's and bidding/tenders monitoring and update reports for MICE (sample)

RFP Status Report - 2020

CountryRussia, Moscow

RepresentativeAlexander Smyshlyaev

HONEYWELL EVENTS

Request source	rcvd	Pax.	Dates	Quotation Status	End client	Contact Person	Details	Follow up	Contact details	
	Date								Tel.	E-mail
Upjet	05.02.20	500	2020 Sep 24-28; or Oct 2-6	Cancel	League of Achievements	Alexandra Bystrova	Consider UAE or Turkey (Antalya), but prefer to get a "package" deal for two groups (1000 pax) at once. 200 TWIN, 100 SGL. UPJET requested two DMC: HWE		7 (968) 7816228	a.bystrova@upjet.com
TUI	29.01.20	40	2020 Mar 16-21 or 17-22	Cancel		Viktoria Gorbatoва	4*, 2SGL and 19TWN; meeting room 3 days; only possibility - city hotel in Heraklion. Another DMC won the tender		7 (916) 5769570	viktoria.gorbatova@tui.ru
IBC Corp.	13.02.20	40	Sept 9-13, 2020	Pending client	Chelpipe (www.chelpipe.com)	Anna Olekheyko	40 pax (VIP clients of the Chelpipe, 75% men / 25% women) it's a bid between destinations (Sardinia, Marmaris, Greece and now Cyprus) Regata.	19.06.: Event still planned; client waiting for COVID situation update. Next contact 22.07	7 (495) 2237574 7 (925) 6559008	o.anna@ibc.ru
Fish Event	15.02.20	135	2020 13-16 October	Paused	HPE	Madina Khadzhieva		15.06.: End client waiting for situation with COVID19 to get cleared and will resume this project. Next contact 21.07	7 (968) 8478172	madina@fish-event.ru
Jazz tour	26.02.20	45 21	20-24 April 9-12 April	Paused		Arina Mishaeva	Cyprus is a priority destination; alternative destination: Turkey, Cappadocia. The group consists of 35 years old, men. Jazz Tour additionally requested 2 DMC: Drakos, Orpheus Luxury Travel & Tours.	26.06.: Both requests "on hold" till autumn, not cancelled yet. Arina is in contact with client. NEXT FOLLOW UP: 20.07	8 (495) 775-76-76 89653335757	manager35@jazztour.ru
Bureau 1786	03.03.20	150	second part september	Paused		Angelica Bay	Cyprus is NOT a primary destination. Client is interested in Serbia. Agreed to consider Cyprus as an alternative. Needs: concept suggestion and price estimation only. It is recommended to consider the max budget as USD 160k.	18.06.: Agency is checking with end client; all requests are "frozen" at the moment. NEXT FOLLOW UP: 27.07	7 (905) 5401787 7 (977) 7091786 89639704705	fomin@bureau1786.com bay@bureau1786.com
MaxiMICE	16.03.20	270	25-27.09.2020	Pending client	Client – developing company.	Emma Bondarovich Head product department	40% men – 60% women The budget is 800 euros/per person. 3 DMC involved. Cyprus is priority destination. Additionally, the client considers Southeast Asia, but already understands that do not fit into the budget. Visa countries are not considered.	26.06.: Event is still planned. Destination yet to be decided. Cyprus is still a priority destination. NEXT FOLLOW UP: 23.07	Tel.: +7 (495) 739 33 58 * 1170	Emma.Bondarovich@maximice.ru

➤ Staff monitoring and DBase maintenance

Our client database includes several hundreds of clients, which are usually split between the following categories of companies:

- Business travel consortia or BT professionals;
- Incentive travel houses with pure incentive and meeting planning operations;
- Leisure / charter tour operators, including those, which have distinctive MICE departments within their structure;
- Luxury travel agencies, including those handling small VIP high end incentive groups;
- Leisure travel agencies and small size tour operators with wide range of destination coverage;
- PR and event agencies (only for M&I segment);
- Individual meeting planners and corporate meeting planners (only for MICE);

We monitor significant internal staff movements between different companies to keep a high focus when distributing newsletters or inviting for trade events.

- **On-going sales activity: visits to the offices, telephone calls, services update, e-mailing, follow up calls, casual networking.**

This is what we are doing on a daily and hourly basis, trying to find the right frequency of reminders, which allows our clients not to forget about our partners, and on the other hand – not to get too bored with our interference into their daily work.

- **Partners' visits to Russia for joint sales calls**

We encourage our partners to visit us at least once a year to conduct joint sales calls and establish a better face-to-face contact with our clients.

- **Travel and tourism events**

We recommend tourism exhibitions or workshops to attend and secure best conditions from organizers. For maximization of ROI, we suggest sales focused trade workshops rather than consumer travel shows, unless asked by our clients.

➤ Local networking events

Training seminars, networking sessions, educational round tables and other activities conducted for and on behalf of destinations that we represent, or for our DMC/hotel partners.



➤ Russian Travel & MICE Workshop

This Signature Event of our company was held in St. Petersburg in 2018 and 2019.

We had 45 MICE clients from Moscow and St. Petersburg to meet our partner DMC's, hotels and destinations. The event featured one full working day of business meetings, a gala party on a historic roof of St. Petersburg, and incentive / team building activities to achieve a maximum networking between the buyers and sellers.



➤ Russian Travel & MICE Workshop by “Compass-Consulting”



➤ Familiarization trips

We conduct regular fam trips sponsored or co-sponsored by our rep partners and industry colleagues (airlines, hotels, venues). We distinguish fam trips between the different market segments (leisure travel, MICE and business travel, media etc.).



➤ Clients-Partner networking events at IMEX & IBTM

For our Russian MICE travel clients, we conducted presentation and networking events during IMEX and IBTM exhibitions in Frankfurt and Barcelona.



- **We also have our sister-travel consultancy firm “EXITIXE-MARKETING”, based in Portugal.**

The company monitors Portuguese outbound travel market and can fulfil all major marketing and sales activities in Portugal.

Moreover, the company offers smooth and easy payments transactions with the Russian operations.

“EXITIXE-MARKETING” works under close supervision of our company in Moscow as its affiliated structure in Portugal and is directed by Natalia Smirnova and Alexey Tolpygo, our two staff members permanently based in Portugal.

Additional ad-hoc or permanent services in Portugal may also be included into our representation contract, would this be of an interest to your company.



Cora Vong

Head of Marketing Division
Macao Government Tourism Office:

"Compass-Press showed a deep knowledge of Russian tourism market and successfully ran projects: from trade seminars, workshops, familiarization trips to complex promotions with online and digital platforms".



Barbara Jamison

Head of Business Development
Europe

"London & Partners"

Vice President City Marketing

"European Cities Marketing":

"I have always had the utmost confidence in Compass-Consulting's ability to adapt sales and communication campaigns to current and future trends and appreciated their honesty and ability to advise against a project that would not deliver a return on investment".



Nooch Homrossukhon

Director - Meetings and
Incentives Department
Thailand Convention & Exhibition
Bureau

"Compass-Press is a reliable and efficient representation partner in Russia, with great connections and access to potential clientele, along with other industry partners in Russia".

**Dmitry Arutyunov**

General Director and CEO “Art Tour”, Russia.

“ART TOUR highly recommends Compass-Press as a representation company with an extensive knowledge and reputation within Russian tourism community.

There is a great deal of understanding and trust between our companies, which makes us not only business partners, but good and reliable supporters and friends”.

**Zoya Samofalova**

Head of MICE & VIP product department “Tez Tour”, Russia.

“Compass-Press contributed greatly to the Russian tourism industry: it provides extremely precise and valuable expertise on the services offered by its partners.

Any client seeking representation service in the Russian travel industry can stay absolutely certain and sure that “Compass-Press” will deliver the best of service and expertise”.

**Philipp Lookianenko**

Managing Director HRG Russia.

“Dmitry Smirnov and his team are recognized by many travel professionals and leaders of the industry in Russia as reliable and trustworthy partners, being equally professional and passionate in promoting destinations and services of their representation clients.

“Compass” is always ready to extend all type of help to Russian travel trade specialists and to share its experience and knowledge”.



Alexey Vengin

CEO “Profi.Travel” Russia

“Together with Compass- Press, we fulfilled a number of educational projects on the media platform of Profi.Travel. These projects successfully reached a wide audience of travel and tourism professionals in Russia.

In running our joint projects, managers of Compass-Press demonstrated a high level of professionalism and deep knowledge of Russian tourism market”.



Maria Shankina

Editor-in-chief TTG Russia

“Our company, “Travel Media”, being the largest Travel Trade Media organization in Russia and the publishers of TTG Russia, has a pleasure to confirm our long-standing cooperation and relationship with “Compass-Press”.

Dmitry and his team successfully operate all aspects of promotional campaign of Macao in Russia, being a great help for us and other travel and consumer media partners, providing media with essential information and maintaining always friendly and supportive personal relations with journalists, editors, as well as with the travel trade professionals”.



46-5 Mytnaya Street, Business Centre "Monetny Dvor"
4rth floor, Moscow 115162
+7 (495) 981-5188
director@compass-consulting.ru

Full list of our representation partners here:

www.compass-consulting.ru

**Destination marketing and tourism
representation: never too cold to look for your
new business opportunities
in Russia with:**

COM **PASS** *Consulting*

