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MEET IN FLANDERS ACADEMY #4

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“YOUR BIDBOOK; A TAILOR-MADE ANSWER TO AN ASSOCIATION’S REQUEST FOR PROPOSAL”

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YOUR BIDBOOK

A TAILOR-MADE ANSWER TO AN ASSOCIATION'S REQUEST FOR PROPOSAL



WHAT DO WE COVER?

- WHAT IS AN ASSOCIATION?
- WHAT DO CONVENTION BUREAUS (CVB'S) & SUPPLIERS NEED FROM ASSOCIATIONS TO CREATE AND SUPPORT SUCCESSFUL BIDS?
- WHAT ARE THE CHALLENGES & ISSUES IN WORKING WITH ASSOCIATIONS?
- WHAT ARE THE 5 MAIN CHALLENGES IN WORKING WITH CVB'S AND SUPPLIERS?
- WHAT ARE ASSOCIATION TRENDS THAT CVB'S & SUPPLIERS SHOULD BE AWARE OF IN ORDER TO COMPETE AND WIN BIDS?

PROVOCATIVE STATEMENT



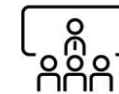
ASSOCIATIONS

**DON'T SEE THEMSELVES AS PART OF THE
MEETING & EVENT INDUSTRY!**



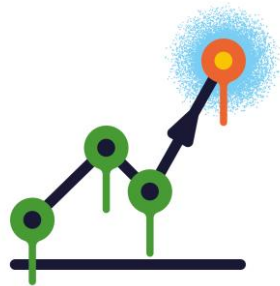
ASSOCIATIONS

MICE
BIZZ



ASSOCIATION
BIZZ

1. ASSOCIATIONS – SOME BACKGROUND & BASICS



Industry Funded vs.
Non-Industry
Funded Association



Associations



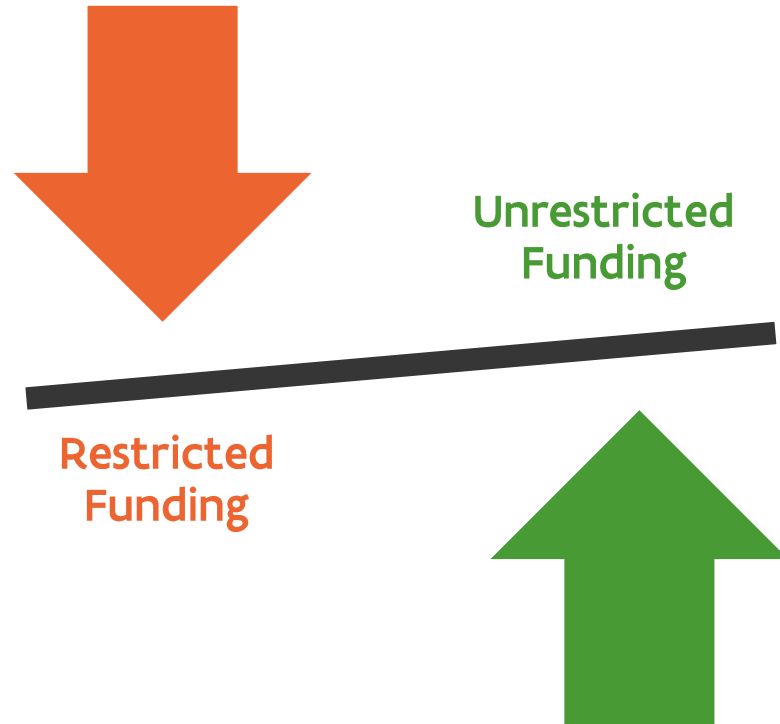
Trends /
new associations

1. FIRST POINT OF CONTACT USUALLY WITH CVB - WHAT IS ACTUALLY THE ROLE OF A CVB?



OFTEN...
CASH IS KING

ISSUE for associations: Income Generation



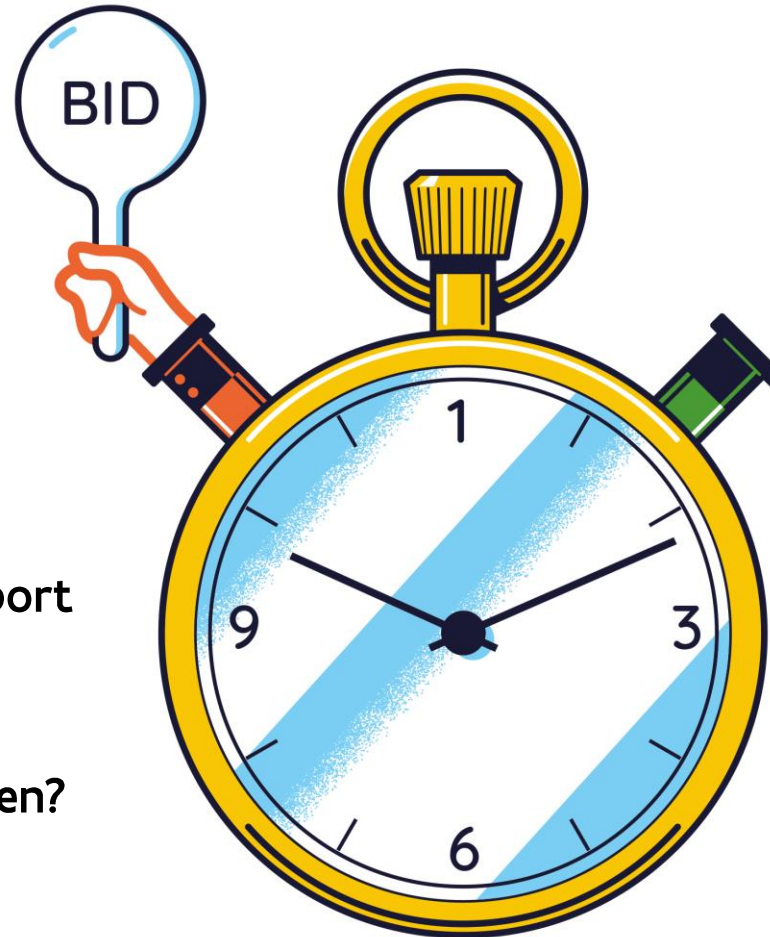
It becomes increasingly challenging for associations and non-profits to raise unrestricted funding that *covers core cost*

Events, conferences, congresses contribute to bottom line

Net result becomes more important for s&m!

2. OFTEN... THE BEST BID DOESN'T ALWAYS WIN...





Issues:

Lack of trust, Stability, Delivery

Culture, Language, Consumer & Local cost too high

Accessibility to destination

Low cash & Value-in-kind support

Board preferences, Ego's

Executive Office vs. Board driven?

Strategic decision?

Other internal / external factors?

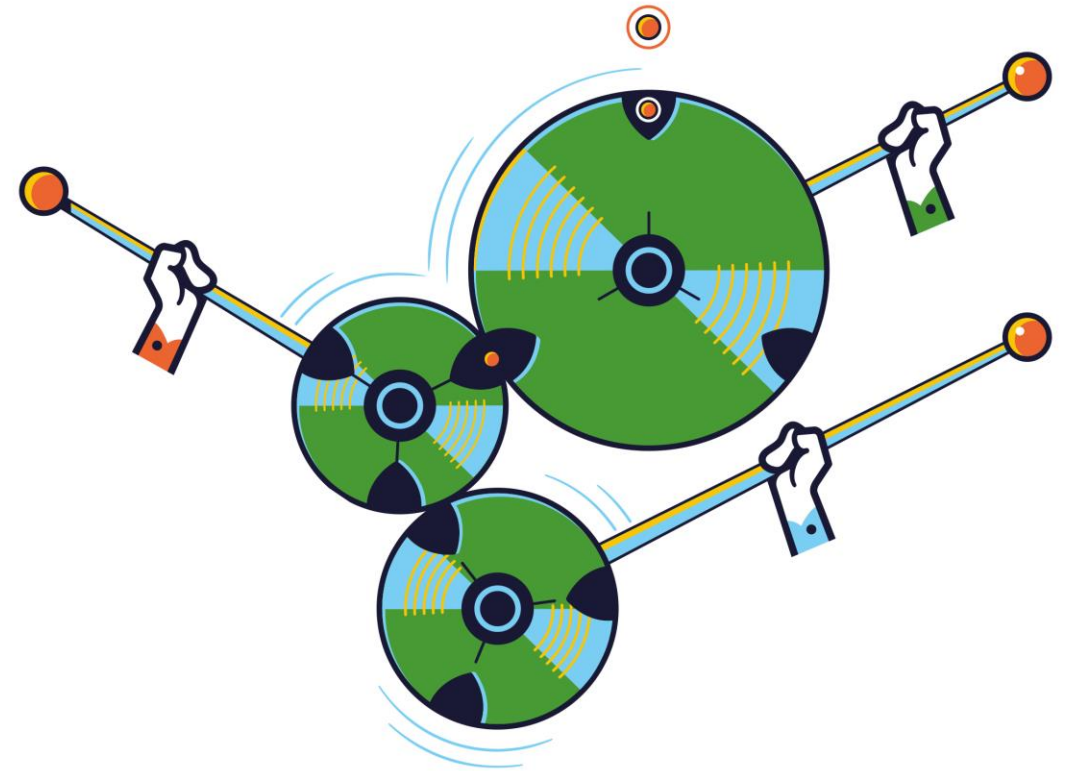
Cost factors?

ARE YOU UP FOR THE CHALLENGE?

3. ENGAGING IN BIDDING PROCESS

Learn more about your customer...

- Member driven?
- Local Organising Committee?
- Umbrella Association driven?
- Longer term / multi-year agreement?
- Transparent bidding process?
- Timelines / final decision maker?
- Conference / Event = Cash Cow? Strategic Property
- Learn from previous event destinations



4. BASIC COMPONENTS AND DIFFERENT PARTS OF A BIDBOOK

- Introduction
- Executive Summary
- Table of Content
- Local Hosts
- Destination
- Programme
- Logistics
- Financials
- Timeline
- Conclusion
- Annexes



4. BASIC COMPONENTS AND DIFFERENT PARTS OF A BIDBOOK BIGGEST COSTS FOR AN ASSOCIATION / IMPACT & BALANCE

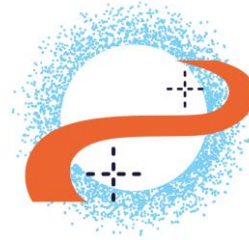
- Venues / Meeting Space
- Transport
- Hotel
- Extra's



4. COMPONENTS AND DIFFERENT PARTS OF A BIDBOOK MOVING FROM PRACTICAL COMPONENTS TO...



**REAL GOALS &
OBJECTIVES**



LEGACY



**SUSTAINABILITY
SDG'S**



**MARKETING &
COMMUNICATIONS**



**COMMUNITY
OUTREACH**



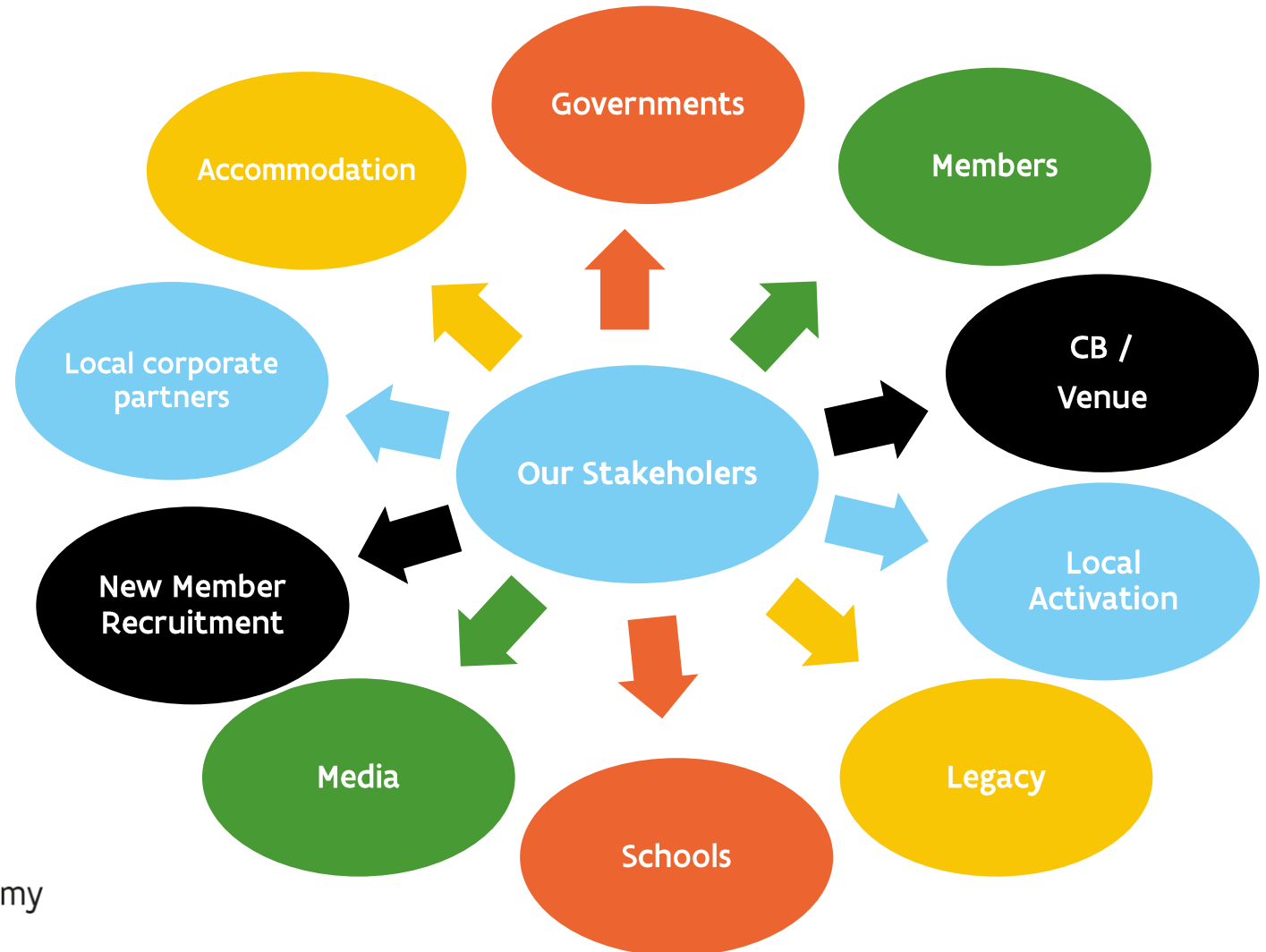
**CREATING
EXPERIENCES!**

EXAMPLE OF TRENDS / STAKEHOLDERS MAPPING

WHAT ASSOCIATIONS ARE LOOKING FOR IS CHANGING

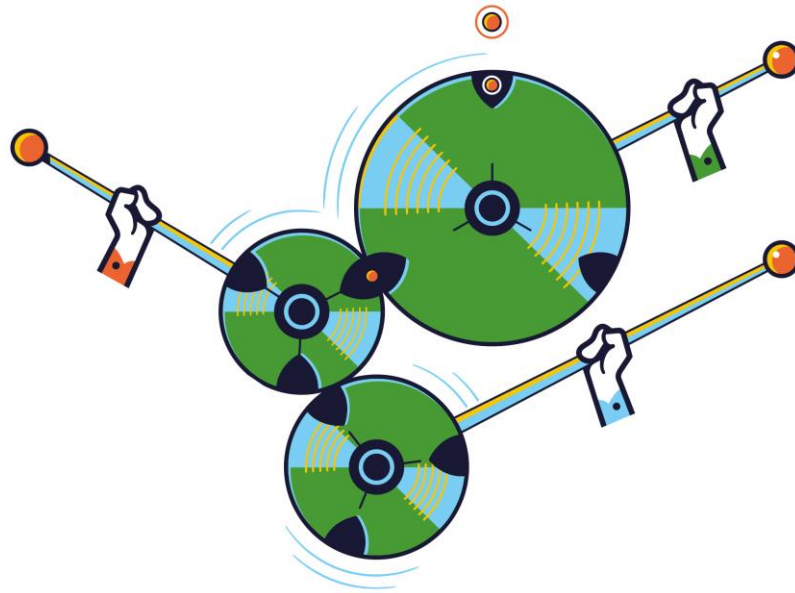
Stakeholder Map (ISCA case)

CAN YOU HELP?



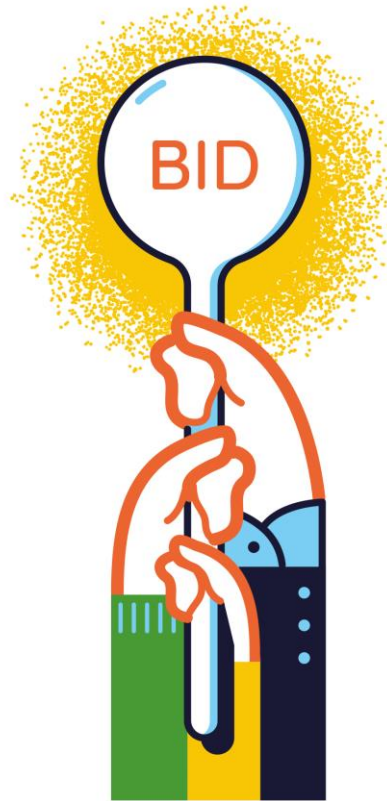
5. COOPERATION

Alignment & collaboration of local stakeholders



WORKING TOGETHER TO WIN A BID

- Two examples of bid documents are online available for take-away



- A template by VISITFLANDERS with suggestions is in preparation

6. CONCLUSIONS

- Learn about and understand the association
- Often focused on large associations, large size events
Highly unlikely large events return anytime soon
- More focus and commitment to support small and medium associations and small / medium size events that have potential to grow, grow together
- Advantage for partners = decision making process is less complex and faster
- Multi year agreements
- USP – CVB / Destination / Supplier – Experience

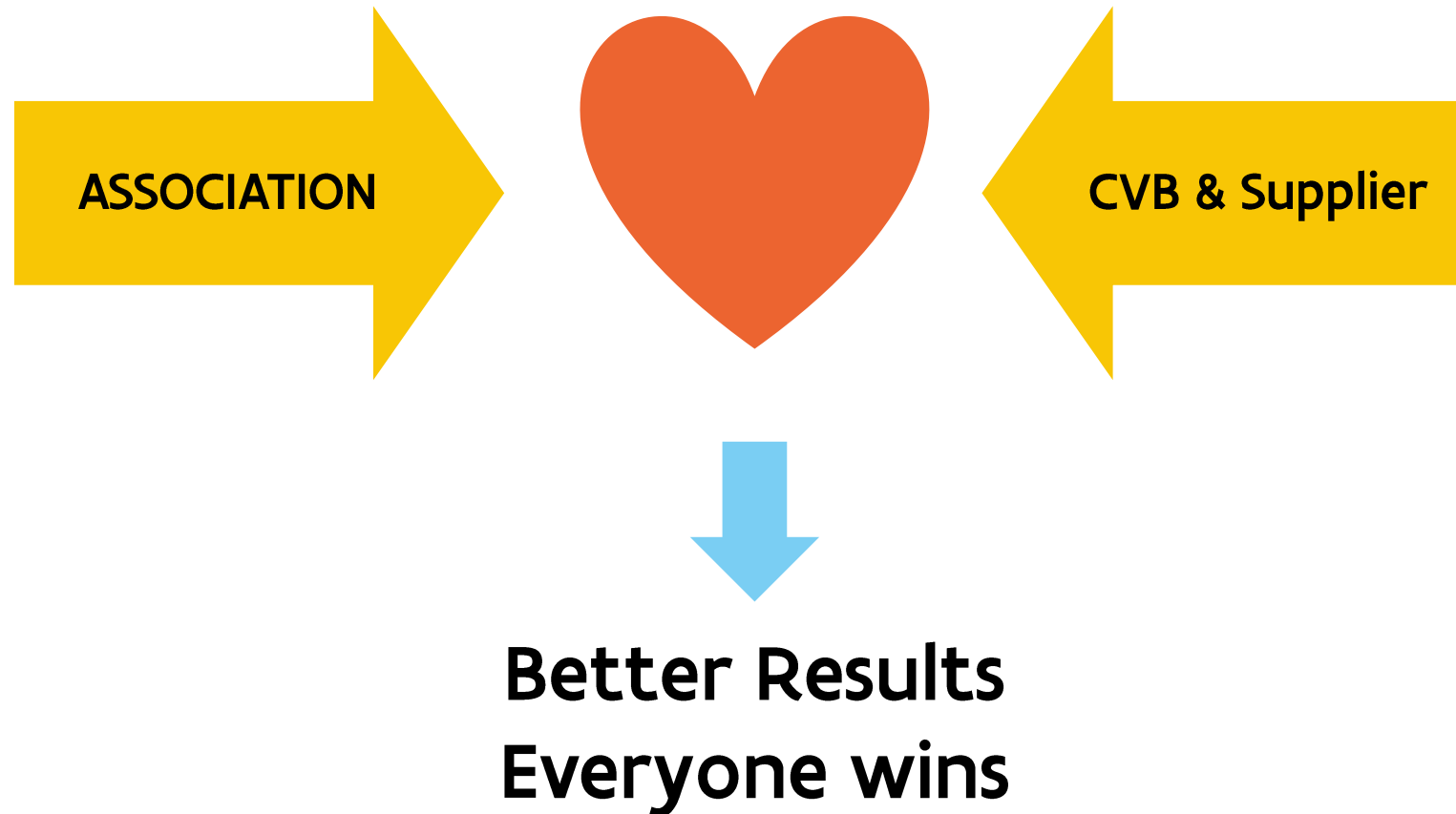


6. CONCLUSIONS

- **CVB: Be pro-active and educate what you can bring to associations**
- **Associations: Improve bidbooks / Event docs / Procedures**
- **Associations: More transparency with CVB**
- **Be realist: Expectations vs. reality**
- **CVB: Bid Committees need time to put valuable bid document together**
- **ALL: Legacy**



LAST THOUGHT...





LET'S TALK





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An aerial photograph showing a long, winding wooden boardwalk that curves through a dense, lush green forest. The boardwalk is elevated and has a railing. Several people can be seen walking and cycling along the path. The trees are tall and thin, creating a canopy of green. The lighting is bright, suggesting a sunny day.

WHAT ARE THE TRENDS TODAY?



KNOW YOUR CLIENT

BUILDING RELATIONSHIPS



COOPERATION



NOT WINNING

WHY DID YOU LOSE THE BID?



BEST PRACTICE

WORKING TOGETHER