

Sex and The City Part II

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2m2c



It's all about attraction...
...Attraction marketing



What is attraction marketing ?

- . A more authentic alternative to conventional destination marketing**
- . No more messages sugar-coated, clichéd and safe (“We will tell you about our great destination. We don’t know your event but we know our destination is the right one to host it. We are the perfect city. We are total experts.”)**
- . Our business is all about attraction, authenticity, relationships and storytelling**
- . How much of your personality, your passions and your opinions do you put into your business and your words to explain your destination?**
- . You don’t have to be everything to everyone. You need to be something to someone**

What is attraction marketing ? (2)

- . Are you passionate about where you live and what you do ? Can you share heartfelt anecdotes from your destination, from your venues and from previous events ?**
- .You must reveal yourself as a real and authentic person**
- .If some one is attracted to who you are, he already understand where you live, how you think and work. This greatly eases the relationship building process and then you can focus your attention and efforts on delivering value**
- . To make a strong destination brand you need to align brand promises, vision, passion and operational processes**

What is attraction marketing ? (3)

- . Trust-based relationship is critical for event success, and attraction marketing is the most valuable tool to built it between client, PCO and destination on a long term basis
- . Our business is at the intersection of branding, design, psychology, communications, technology, and processes, without many existing and well know practices
- . Some key components of attraction marketing are client education, long term engagement period, customized event for each client, specialist knowledge, soft-skills (Emotional Intelligence Quotient)

Attraction marketing challenges

- . Fear (it is scary to be real)**
- . Confidence (takes time to build up the confidence to stand up for who you are and what you believe in)**
- . Time (it takes time for the world to find and get to know you and then to entrust you with work)**
- . Hard and endless work**
- . Faith (when times are bad and no-one seems to hear what we are saying it is easy to lose faith in your cause)**

Are you ready to make attraction marketing work for you ?

Be true to yourself and consistent with your values, choose to engage with others openly with good intentions, don't hide or censor disagreements or problems.

Make gradually your messages more authentic and build up new avenues for your customers to get to know the real you and your destination as it is. Avoid the "classic" business lies.

20 lies told by destinations, PCO and clients

- 1) I am really excited about your congress = I'm really excited about your room nights, your participants expenses, and your money
- 2) I'm flexible to meet anytime this week = I have no work on at the moment
- 3) I've been working on that all morning = I'll start on that this afternoon
- 4) I've scheduled that in for tomorrow = I forgot about that but I've just written it down
- 5) I'm booked out for the next few months = I don't like you or your business

20 lies told by destinations, PCO and clients

- 5) Do you have a budget in mind? = can I get away with charging even more than usual?
- 6) Airport is one hour drive = could take 2 hours when traffic is bad
- 7) Hotels are walking distance= if you don't mind walking 20 minutes
- 8) Convention Centre is located in the heart of the city=in the business district without life after 6 p.m
- 9) You are welcome next week for a site inspection=unfortunately best hotels and convention centre are full
- 10) Site inspection will be free of charge=you will pay and we will credit your final bill at the end of the congress

20 lies told by destinations, PCO and clients

- 11) Your invoice has been processed=I did print your invoice but left it on the printer
- 12) We want something really “out there” and quirky= We want something really conservative
- 13) I’ll send you a full brief early this week= I’ll send you a wad of random documents next week
- 14) Can you just throw something together?= Can you do a proper job but charge a lot less?
- 15) Can you give me a ballpark figure?= Exactly how much it will be ?

20 lies told by destinations, PCO and clients

- 16) We don't want to consider many PCOs and destinations= only 5 and 10 destinations
- 17) That's definitely a phase two requirement=That's definitely never going to happen
- 18) We nurture long-term supplier relationships= Well we do, as long as they're the cheapest
- 19) We always use local suppliers= except décor and audiovisual
- 20) We judge suppliers on their performance= We judge their performance based on how much I like them

Sex and The City Part II @ EIBTM 2009

Thank You !

**Be attractive and have a wonderful show
Don't forget to visit us @ ECM booth K646**