



Conference Management and Development

Strategy

Strategic Vision was retained by a National Tourist Office (NTO) to develop and manage a comprehensive educational platform in North America for its supplier, travel trade and media partners, that would specifically address the country's key communication objectives in this market. The NTO needed to help the industry overcome traditionally quoted reasons for not travelling to the country, and in so doing create a new narrative for the destination, as part of its global strategy to double the number of visitors over a ten year period.

Execution

Working closely with the NTO representatives, Strategic Vision developed the conference themes and recruited a roster of over 40 speakers and panelists, including keynote speakers and specialists from complimentary industries as well as travel, hospitality and tourism officials in a comprehensive two day residential program. This included reviewing and finalizing presentation content, managing speaker budgets, travel arrangements and rehearsal schedule.

Through its turn-key 'Event Management' service, Strategic Vision also directed venue, transportation and audio visual staff on all logistical arrangements, and supported the NTO in delivering event sponsorships, audience attendance, and marketing materials in preparation for the event -- in addition to orchestrating speaker appearances, moderating the two-day conference and managing all aspects of the production process during the event.

Results

Following the completion of first 'Summit' meeting, feedback from attendees, sponsors and the NTO themselves was extremely positive. The strong messages delivered and numerous networking opportunities helped galvanize the industry behind a common set of goals and objectives, providing attendees with various tools and opportunities to implement new strategies and campaigns being sought by the NTO to help maximize future visitors.