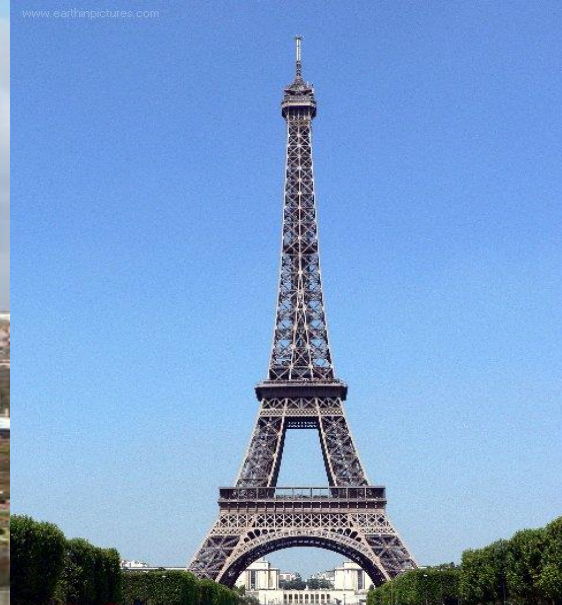


Competitive edge for Latvia- a convention bureau?

Sally Greenhill
The Right Solution



It's a competitive world



**What is a convention
bureau?**

**Engine to drive
economic growth &
job creation**



Why increase Business

events?
Spend per delegate per day US\$736 (ICCA)



Why increase Business events?

- attract inward investment
- knowledge capital
- all year round demand



What's in it for you?

- enhanced quality of life for all who live, work & study here
- generation of add on stays and returners as leisure tourists, 25-40 %



ICCA 2014 statistics

No of international meetings

Latvia	45
Estonia	74
Lithuania	53
Norway	114
Finland	162
Denmark	164
Sweden	238



ICCA 2014 statistics

No of international meetings

Riga	40
Vilnius	48
Tallinn	54
Oslo	52
Helsinki	84
Stockholm	95
Copenhagen	105



Important factors



- Venues & convention centres
- Hotels
- Access and travel
- Destination appeal

Important factors

- **Ambassadors and experts**
- **Costs**
- **Security**
- **Joined up thinking**
- **Collaborative approach**



The role of a convention

bureau

Promote the country
Increase visitors
Convention sales and services
Development and marketing

Vehicles for set up

Not for profit organisation

Government department

Membership organisation

Network of suppliers

Outsourced



Funding



- Government
- Membership
- Tax revenues



Responsibilities



Responsibilities

- Attract meetings and congresses
- Assist with event preparations
- Encourage visitors to enjoy



Responsibilities

- Long term development
- Community marketing agency
- Increase economic impact
- Inward investment



The role of a convention

bureau



Services
?



The role of a convention

bureau



Services

Ambassador
programme

Identify target
conferences

Co ordinate bids &
support



**If you don't innovate you
die!**



The role of a convention

bureau Evaluation



A convention bureau for Latvia

- **How do you make a case for it?**
- **Where does funding come from?**
- **Is it worth doing?**



Your meetings industry?

- 1. Passion and enthusiasm**
- 2. Champions**
- 3. United voice**



sallygreenhill@rightsolution.co.uk

07798 527599

