



“PROSPECTING FOR BUSINESS GOLD.”

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Suppliers to the international conference industry have a tendency to pursue only traditional and well-tried markets. The dynamic changes that are taking place in our business, driven by technology, globalisation, demographics and economics, demand that venues, CVBs, PCOs, DMCs and other suppliers must become more creative in their search for new business.

I suggest that there are

SIX WAYS TO GAIN MORE BUSINESS IN THE MEETINGS INDUSTRY

You can.....

- 1. BUY IT.** Purchase a data base of prospects or a company (or person) with good clients.
- 2. STEAL IT.** Industrial espionage aimed at your competitors will reveal lots of organisations that might be enticed away from their current suppliers. Effective? Yes. Ethical? Ask your conscience.
- 3. EXPAND IT.** Your existing clients potentially have a lot more business to give you, but aren't aware of it. Properly handled, they will bring you more meetings and recommend you to their suppliers and networks.
- 4. SHARE IT.** Start talking to the destinations, venues and companies that target the same market that you do. Create global alliances and leads exchanges. Co-opetition is the buzz concept.
- 5. QUARRY IT.** Read the business and local press and approach those companies that are ripe for meetings. Acquisitions, mergers, government contracts, product introductions, product problems, even liquidations, all entail conferences. They just need a call - and an offer of help.
- 6. CREATE IT.** Don't wait for the business to come to you, create your own meeting. Find a hot (local, national or global) topic, hire a great speaker or two, sell tickets and fill that hall that's always empty in February. The Web offers a million ideas for subjects, - and a million potential delegates.

All the indicators are that the meetings and events business will continue to grow over the next few years – but so will the competition between suppliers and venues. As always the innovative, imaginative and creative will obtain the lion's share of the business.