

Global Market Place for Meetings & Incentives

Belgrade, Saturday 22nd September 2012

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MCI Group



mci
Building Community



Incentive

that
not vote
Site
increased levels of

*“Incentive travel is a global management tool
uses an exceptional travel experience to
and/or recognise participants for
performance in support of organisational tools”.*



*“We stimulate B2B and B2E audiences to grow
enhance performance to achieve corporate and*





Pain Points

The Pain Points of our Customers

Providing P.I Solutions to Corporate Challenges

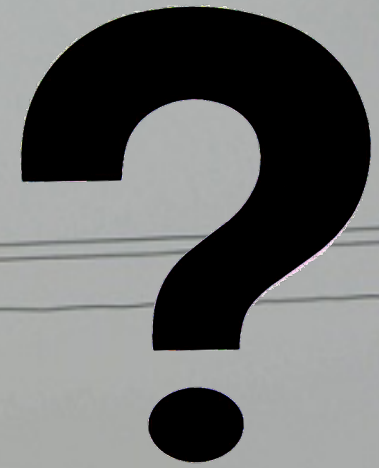
Brand Awareness and Engagement	Staff or Channel Efficiencies	Market Share	Customer Loyalty & Retention	Up Sell Via Product Knowledge
Share of Wallet & Profitability	Volume	Channel Push & Responsiveness	Understanding Your customer	Margin – Growth or defending
Customer Behaviour	Culture & Climate	Price Erosion & Elasticity	New Customer Acquisitions	Service Levels
Staff Retention and Engagement	Measureable Marketing Spend and ROI	Execution and responsiveness	Increase Foot Traffic	Holistic Engagement

Solutions

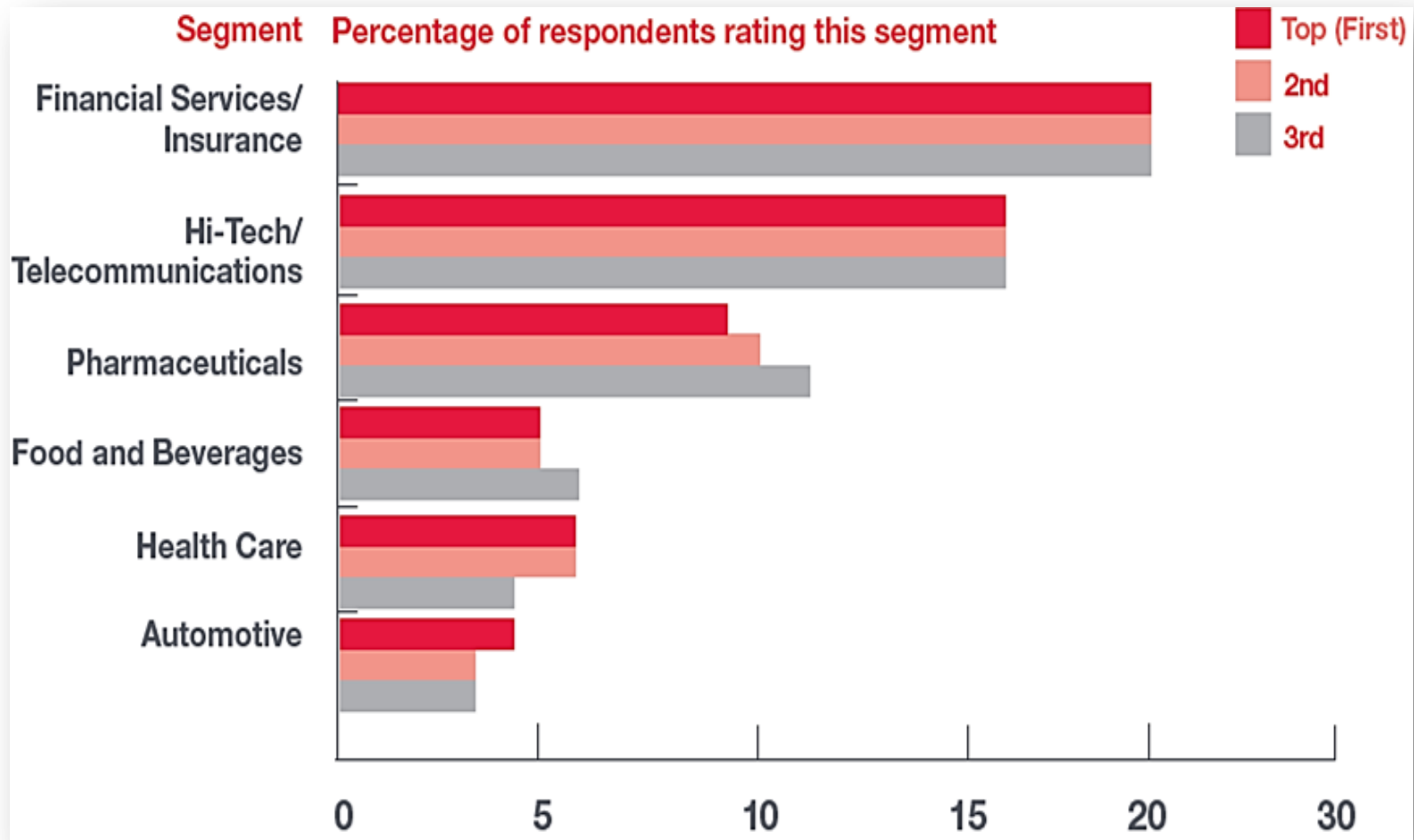
- Incentive Programs
- Rewards Programs
- Loyalty Programs
- Sales Channel Programs
- Sales Promotions
- Staff Engagement & Retention Programs
- Share of Wallet
- Incentive Group Travel
- Merchandise Rewards
- Measurement Software
- Communication Platforms
- Loyalty Database Analysis



Size of Market



Industry Sector – Producing Business



Convergence

Meet *centive*

Con *centive*





you are invited to attend

meet*smarter*

build  connect  share 

June 21st - 23rd 2012 • Killarney • Ireland

a new dawn in meetings : the future is *hybrid*

discover *the Future of Live Events* in one of the world's most beautiful destinations

Fully Hosted Educational Event / Limited Availability / Register Before Friday 25th May



meetsmarter.com
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**Ferocious
marketplace...**





Samsung Touchscreen Tablet BEFORE iPad	Apple's iPad 2 (announced March 2011)	Samsung Touchscreen Tablet AFTER iPad 2
 A Samsung tablet with a black bezel and a screen displaying a landscape with a large keyboard overlay.	 An Apple iPad 2 with a black bezel and a screen displaying the iOS home screen with various app icons.	 A Samsung tablet with a black bezel and a screen displaying a Windows-style desktop with multiple application windows and icons.

“The SEE reminds me of the Iberian Peninsula of the 1970’s, inexpensive, colourful, surprising, and with equally awful air transportation for us. European brethren started that trek and were followed by the North Americans only when there was non-stop service from the States! We’ve done proposals for that part of the word and appreciate its appeal. I guess we’ll SEE”.

Incentive Planner

Accessibility



Value / Price

- SMM
- Pharma Code
- Procurement



Promotability / Perception



Infrastructure

- **Unique**
- **Capacity**
- **Flexible**
- *** Rating**



Professionalism



- Geopolitical Stability
- Health & Safety
- DMC / PCO
- **SERVICE ETHOS**

Experiences

- Authentic
- Engaging
- Sustainable
- Health
- Food
- Soft Adventure



- Your competitors are
- Your (edge) & value proposition
- Your sales & marketing

- Not Sleeping
- Real & Relevant
- Consistent & Credible





BEHAG

THANK YOU



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