



e4 2015 Express Cafes

GLOBAL

Global Association Events in North America

International associations often have very different needs and decision criteria for selecting destinations to hold their events, creating an opportunity for North American partners to better attract and serve these clients by adjusting their strategies and tactics. Join Eduardo Chaillo and Ben Goedegebuure, Global General Manager of Latin America and Global General Manager of EMEA for Maritz Travel, to discuss how global associations can be best served by locating their events in North America.

Notes:

DMOs- discussion around tapping into DMOs when thinking of taking a meeting abroad. They can help find local resources, local communities who are in your same business to partner with you. Use them for custom brokerage help. They can also help you find local vendors that could provide what you thought you would ship in at a lower cost to you. They can also help you find speakers.

How do you decide what country to take your meeting to?

A) Many discussed picking countries where visa requirements were easier - examples:

- Netherlands
- Panama

B) How do you get your attendees to feel safe traveling abroad?

- get literature from gov't
- get peers in the country to discuss how safe they feel living there
- set up a FB group page so discussions can happen and trust in the country can be built
- Get information from USA State Dept- they have great information to share on foreign countries

Other topics:

- F&B- how to cater to Americans overseas- try to stick to local food choices with some modifications: portion sizes, ice tea, a lot of bread served in Europe.
- Countries have an impression around the world - play on those things they "expect" to see- ie: Scotland: guys in kilts- encourage people to wear them on the last night- they like it and will participate but it connects people to the local community.

- Have DMO/DMC assist with the meet and greet at the airport to make your attendees feel welcome and safe as soon as they arrive in the country.
- IMEX - great place to start your relationships with meeting industry partners around the world- it is all about relationships.
- Set the tone with a great opening event

Repackaging Domestic Content for Global Events

Many companies stage their North American events first, then repackage that content for international meetings – posing opportunities and challenges in terms of effective communication and technical issues. Brian Shenk, Regional Marketing Director (North America) for Marine and Protective Coatings at Sherwin Williams, hosts this conversation about best practices for ensuring effective communication internationally when content is being repackaged.

Notes:

- The need to standardize content to deliver message the company wants.
- Written language
- Video
- Cost
- Set up
- Theme
- Branding
- Translation
- Email communication

Being careful local buy in and support. Have local office check translation and local customs.