

## ROAD SHOW PROJECT: «DESTINATION FINLAND. THE NEIGHBOURS»

Business trips in 2020 to find locations and fresh ideas for MICE clients in Finland.

ROUTE #1 – WINTER (1)– March-April 2020    ROUTE #2 – SUMMER – May-June 2020

ROUTE #3 – RUSKA AIKA – September 2020    ROUTE #4 – WINTER (2)– December 2020



### SKTS MICE CLIENTS FACE:

#### 1. Conferences

- annual conference finance sector (120-150 rooms, 4\*-4\*s hotels, full packaged, 2 days of conference and 2 days outside activities), budget planning in Feb-Mar, approval in Apr-May, event period - Sep
- annual meeting building industry (150-250 rooms, only 5\*-5\*Lux hotels, full packaged with premium meals, 2 days of conference and 2 days outside activities, hi-end equipment conference venue required, VIP speakers invited), budget planning in Aug-Sep, approval in Nov-Dec, event period – Mar

**2. Incentives** – 20-30 pers premium and luxury packages in different themes: fishing, skiing, wine & gastronomy, countryside activities (clients: automotive, food, IT, international brands)

- VIP groups – 5\*-5\*Lux only, 10-20 pers, sgl only, premium food and drink package, individual activity planning
- premium segment – 4\*-5\* hotels, 20-30 per (sgl or twin sharing), 2-3 days of standard activities, normal food + gala

**3. Product launches** – (clients: insurance, pharmaceutical and cosmetic companies)

**4. Driving Experience** – (clients: automotive)

- special prepared routes for self-drive as a part of loyalty program, maps, prepared sites and overnight stops, always special idea depends on the car brand and season, 5-10 client cars + 2-3 staff cars, 7-10 days

### ROAD SHOW PROCESS & STAGES:



#### #1 LOCATION VISIT + TV FILMING

#### #2 WORLD VOYAGE TV STORY IN ROTATION ON RUSSIAN TV

#### #3 FULL HD PRESENTATION TO MICE CLIENTS + PACKAGES

Check locations and product

Vizualise ideas with brand names

Present product to MICE clients

Nowadays all clients want fresh ideas but destination experience. SKTS RoadShow might be one of the most effective instrument to check new Destinations, Hotels and other ideas and provide the best visualization to MICE clients good to create packages. Providing a balance SKTS organizes location visit + TV filming to visualize the product and put material with branding on TV for the general promotion.

### EXAMPLES OF EVENTS IN 2019:

SKI & WINE in France (January), STIS FORUM in Azerbaijan (March), RANGE ROVER FISHING WEEK in Norway (June), RUSFINANCE MEETING in Scotland (October), WINE WEEKEND in South Africa (November), HS BEAUTY MEETING in Seychelles (December).