

Hello Norway!

Dave Greaves, Make Happen



god morgen
hyggelig å møte dere



A stylized map of Norway is shown in the background. The landmass is colored in a light red/pink hue, and the surrounding water areas are colored in a light blue/purple hue. The text "NORWAY FUKAGE" is overlaid on the map.

NORWAY FUKAGE

Dave & Make Happen

My perspective on MICE

Future MICE trends for 19/20/21

CVB teams & suppliers - their value

Norway at IBTM Barcelona 2018

How to sell better

NORWAY F
UK AGE

**A little request please ..
Lets make this a 2 way chat
I welcome your opinions & thoughts
I'll be asking you **questions** 😊**

Dave & make happen

(introduction)

Dave Greaves – founder & MD of Make Happen

A creative MICE production agency - focused on the future of MICE

Based in Manchester UK – operating globally

Today's aim – to help you think ..

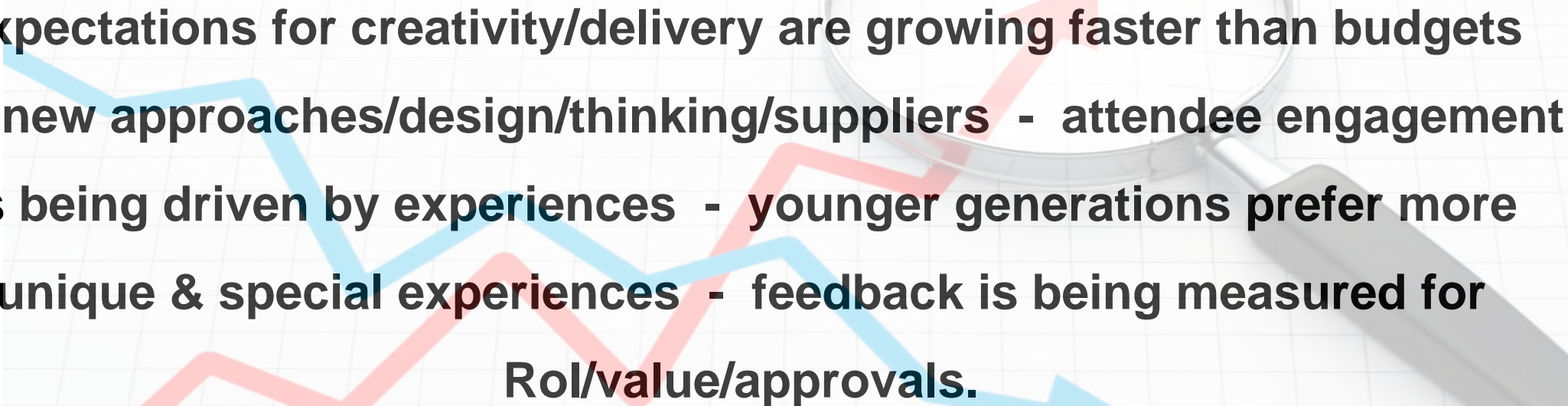
My perspective on MICE

(to give context)

I'm no MICE expert – I don't have 20 years experience
Started Make Happen in 2012, background in business change
I'm focused on the future of MICE, and how/why it's changing

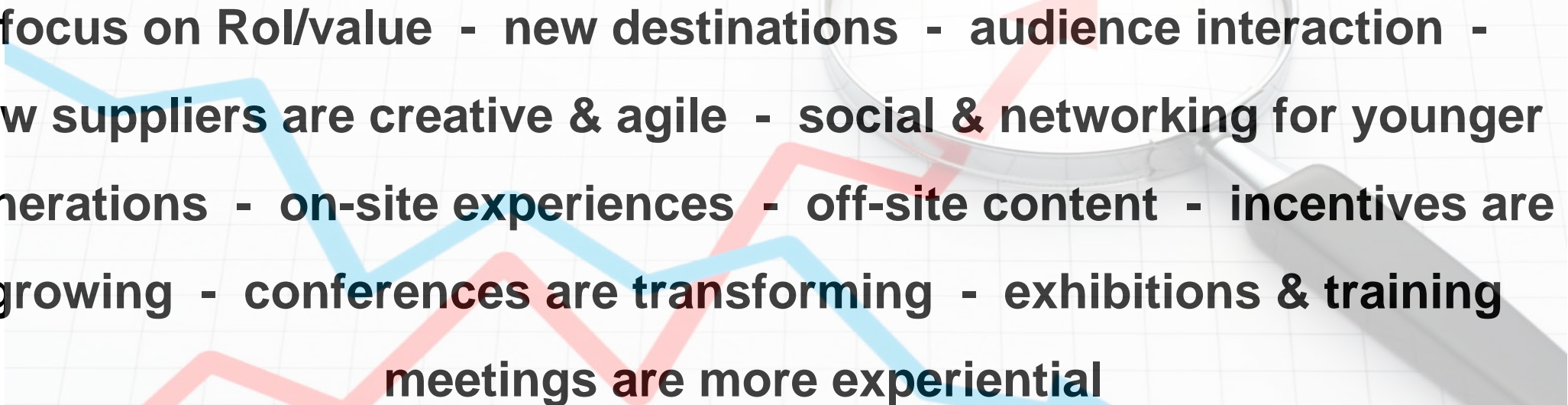
My focus/interests helps me see change across MICE

Question – how do you think MICE is changing?



expectations for creativity/delivery are growing faster than budgets

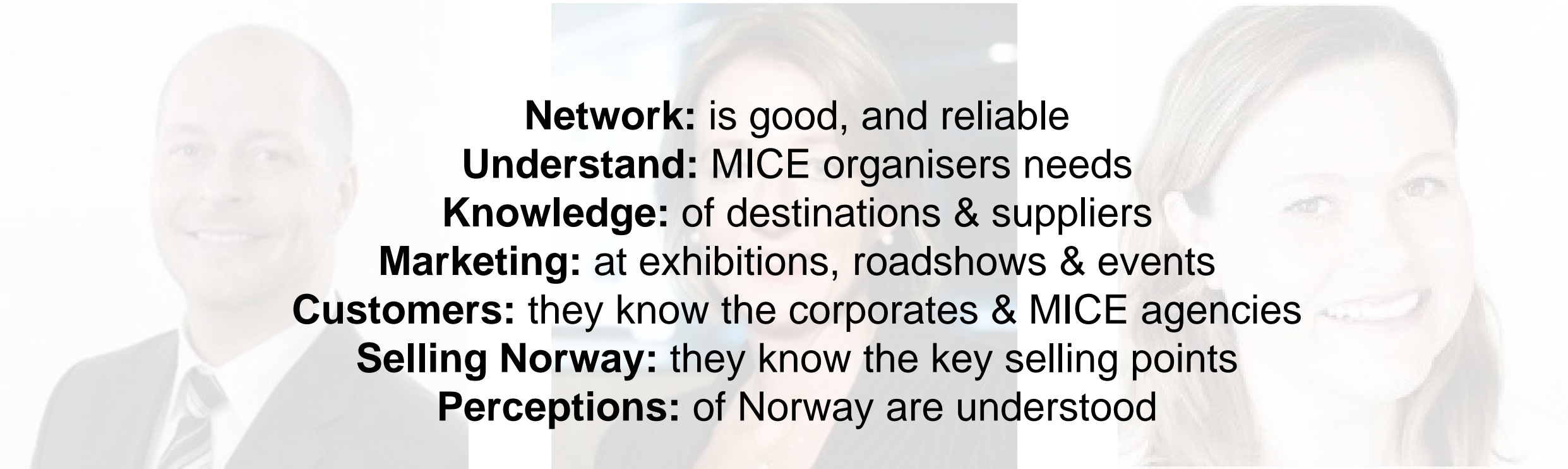
- **new approaches/design/thinking/suppliers**
- **attendee engagement is being driven by experiences**
- **younger generations prefer more unique & special experiences**
- **feedback is being measured for RoI/value/approvals.**

The background features a light gray grid. Two jagged lines, one blue and one red, trend upwards from left to right. A magnifying glass with a silver rim and a gray handle is positioned on the right side, with its lens focused on the text.

**focus on RoI/value - new destinations - audience interaction -
new suppliers are creative & agile - social & networking for younger
generations - on-site experiences - off-site content - incentives are
growing - conferences are transforming - exhibitions & training
meetings are more experiential**



Question – what other trends are you seeing?

The background features three overlapping, semi-transparent images of smiling professionals: a man on the left, a woman in the center, and another woman on the right.

Network: is good, and reliable
Understand: MICE organisers needs
Knowledge: of destinations & suppliers
Marketing: at exhibitions, roadshows & events
Customers: they know the corporates & MICE agencies
Selling Norway: they know the key selling points
Perceptions: of Norway are understood

Question – how are your relationships with agencies?

NORWAY at ibtm barcelona

5 reasons we loved it

Attendee experience & stand design

Norwegian people/hygge - from CVB, hotels & DMCs

BIG 'value' from meetings, relationships and knowledge

Wed 28th Nov, 5pm drinks reception – was brilliant (well done)

Norwegian hygge – was not at other stands

IBTM 2018, Wed 28th nov, 5pm, stand drinks

**SOPHIE HENRY – EVENT PRODUCER, EXPERIENCING NORWEGIAN HYGGE,
Meeting norwegian suppliers & learning - to sell norway**



IBTM 2018, Wed 28th nov, 5pm, stand drinks

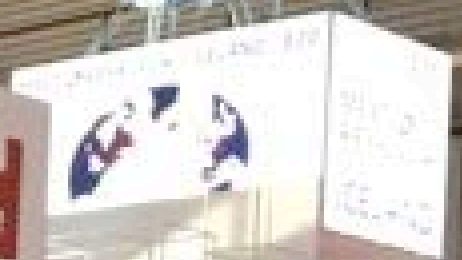
200 happy PEOPLE FACING TOWARDS THE NORWAY STAND ☺

only 4 people on the Slovenia stand



THE NORWEGIAN
STAND

IN DENMARK
EVERY
JULY



MEET THE NORWEGIANS

Chairman of the Board

Members of the Board

Executive Management

Advisory Board

Support Staff



How to sell better

(Advice / tips / suggestions)

Visit Norway: keep up the great work at IBTM, IMEX etc

CVBs: brands, targeting, storytelling, new & lots of video, paid social, skype

Hotels: trends, new video/social, storytelling, info, tech, service, skype, relationships

DMCs: new video, info, storytelling, creativity, authenticity, be the local expert

Venues: use video to offer a more creative/diverse/flexible service

storytelling

How to sell better

(Advice / tips / suggestions)

Perceptions of Norway – what are your challenges, causes/solutions?

Younger generations - want authenticity & meaning (not polished advertising)

MICE event organisers – how knowledgeable/skilled? how do you control?

Corporates – which job titles are you targeting? (sales, marketing, comms, travel?)

Video marketing (direct 121) - but not polished – authentic & sticky & wow

Paid social video marketing – campaigns? results? value & RoI?

relationships

summ

MICE is changing

Watch how future trends affect you

CVB, hotels & DMCs – focus on value that's 'modern/new'

Marketing at IMEX & IBTM etc is important

Sell better through video storytelling

relationships & meetings



Thank

Questions?

**make
happen**

makehappen.co.uk



GLOBAL: politics, weather, fake news, ethics, security, social, zika, travel

BUSINESS: value & RoI, engagement, reward, social, recruitment, retention, communication, motivation, training, marketing, networking, GDPR

PEOPLE: generations, attitudes, beliefs, aspirations, expectations, creativity, digital, connectivity, networking, health, knowledge, learning, apps.

Experience economy trends

LinkedIn selfie's, experiential marketing, transformational incentive travel, conference festivalisation, exhibition social & networking experiences, mind-changing MICE events, humanization of tech, creative work-places, health & well-being mind-sets, corporate CSR projects, consumerization of content, personalisation of attendee experiences, the list goes on ..

similar budgets but more creativity & value & RoI, human needs, creative ideas & itineraries & experiences, destinations that provide adventure & quirkiness & logistical flexibility, experiences with creative wow factor that are highly designed & life-changing & inspirational, generational preferences & personalisation that influences design & RoI, transformational travel, motivational objectives & benefits, wellness, culture/meaning, exclusivity, memorability, tech, company-wide rewards, feedback, security.

human needs, imaginations & emotions addressed, e.g. Berhaus ..

IS CLICKING
'NEXT EPISODE'
THE MOST
EXERCISE YOU'VE
DONE TODAY?

 **berghaus**
time to get out

STUCK
IN MEETINGS
ABOUT
MEETINGS?

 **berghaus**
time to get out

STARTING
TO DREAM
IN INSTAGRAM
FILTERS?

 **berghaus**
time to get out



similar budgets but more creativity & value & RoI, new designs & formats, creativity & experiential & well-being, attendee experiences & interaction, attracting new & old attendees, personalisation through design, active learning, converting passive participants into engaged speakers, immersive interactive tech & video, diversity through content & speakers/attendees, transformational content, integration of digital journey & data & analytics, cultural & people change, destinations with logistical flexibility, venues with quirky options, apps for interaction & networking & feedback, live video streaming, social reach driven by creative engagement tech, digital communities, attendee conversations & breakouts, humanize your tech, social sharing, design, delivery.

more creativity & value & RoI, customer centric design that focuses on emotions & imagination, more active/experiential & less passive tradition, flexible appearance & design & content, meaningful & authentic human to human interaction, creative engagement that creates conversations, background tech that wows entertains educates & informs, creative stands that focus on personalising the attendee experience & brand promise, integration of digital journey & data & analytics, multi-sensory through gamification, projection, 3D lighting, interactive touch-screens.



ibtm WORLD
BARCELONA, SPAIN
27-29 NOVEMBER 2018

**Mega
Booth**