

2021 Proposal

Promos Italia

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Promos Italia is looking for a partner in France to organize a series of actions to promotion Italian destinations on the French MICE market, including the recruitment of qualified French MICE buyers to attend “Digital InBuyer” BtoB events in 2021, and a technical assistance from the registration to the virtual meetings on the platform.



Market:

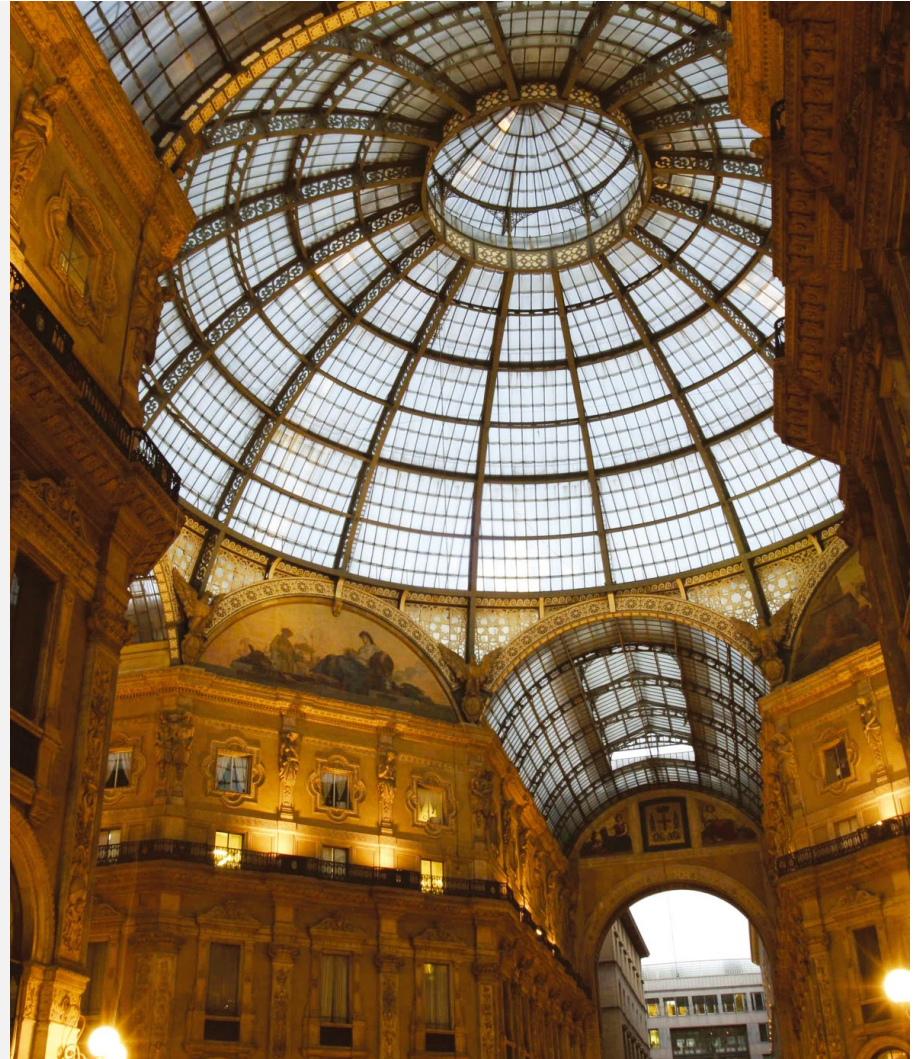
France

Targets:

- Intermediaries (incentive houses, event agencies, travel agencies with a MICE activity)
- Corporates (contacts within companies responsible for the organization of internal corporate events)

Period:

From January to December 2021



Your assets (focus on Milan)

Strategy

- 1 A good notoriety on the French market:**
 - Italy, especially Milan, well-known for its gastronomy
 - Popular Milanese venues and places
 - Milan known as one of the most international cities in Italy, with Roma
 - Milan, the world capital of fashion, shopping and design
- 2 A great scenery for corporate events:**
 - A diversity of original and historical facilities
 - A unique and strong artistic heritage
 - Stunning other atmospheres at only an hour away from Milan (Lake Como, Bergamo, Mantova, Cremona...), especially suitable for incentive programs
- 3 An ideal MICE destination:**
 - A wide variety of teambuilding activities
 - A wide selection of hotels
 - A high quality of infrastructures for all size of events
 - A great accessibility from France with daily direct flights (only 1h30 flight away from Paris)



Description of actions



Buyer recruitment & technical assistance

for Digital InBuyer

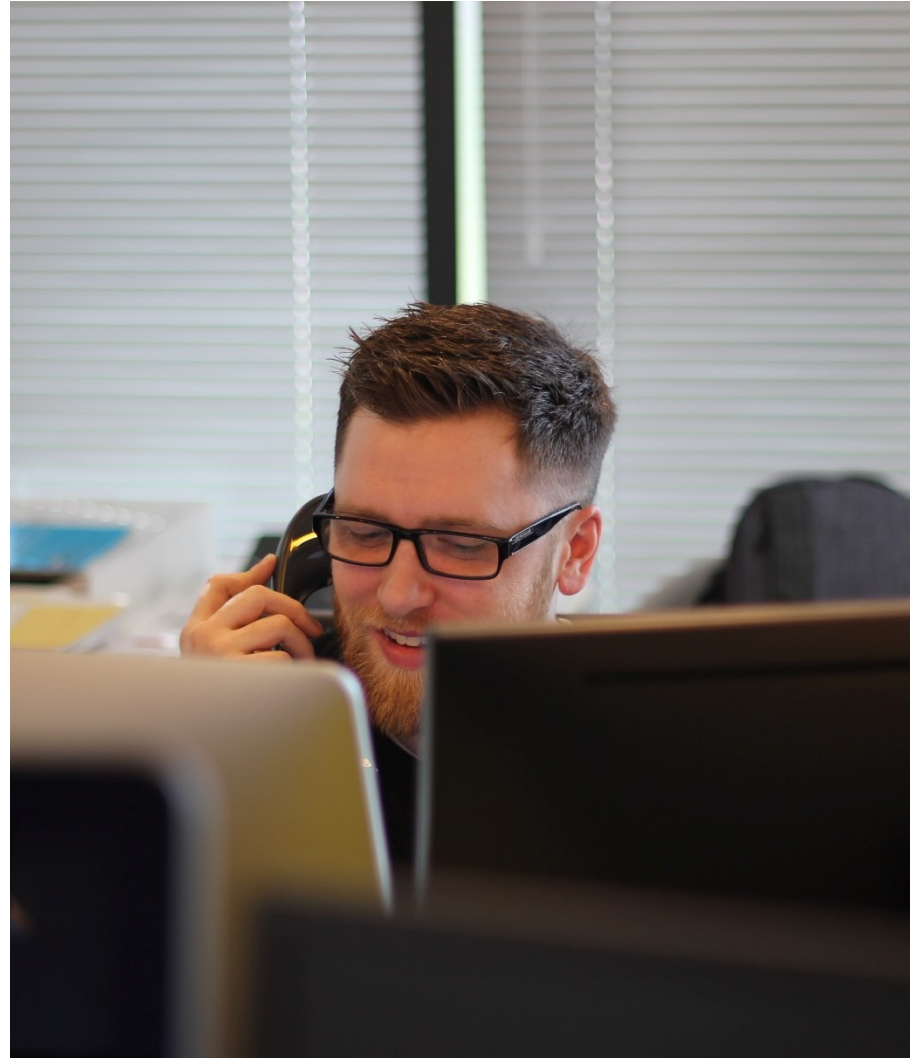
Activities

Objectives

Identify French event organizers with a great potential for Italy/Milan, **confirm** their participation and **guarantee** a smooth running of the virtual event

Activities

- **Identification** of French MICE buyers with the highest potential for Italy/Milan through the Interface MICE database and network
- **Collect** all details about the buyers to share with Promos Italia for review and approval
- **Management** of the invitation process: design and sending of a Save The Date and an invitation, follow-up to reach the objectives
- **Technical assistance** and follow-up with buyers from the registration, matching process, to virtual meetings – Promos Italia's team will train Interface MICE staff on the Digital InBuyer platform
- **Assistance** by an Interface MICE staff during the sessions to guarantee a smooth running of the events
- **Sending** of an activity report to the client



MICE sales missions

Activities

Physical or virtual, according travel constraints at the time of the action

Objectives

Identify French event organizers with a potential for Italy/Milan, and **set up** a series of appointments to meet them and present Milan MICE offer

Activities

- **Recommendation** of the most relevant French cities and periods to set up a sales mission in France, according various criteria (holiday, important events, availabilities of agencies, etc.)
- **Identification** of French MICE organizers that regularly organize events outside France, through the Interface MICE database and network
- **Management** of the appointment scheduling: emailing, phone and email follow-up with buyers to reach the number of appointments, reminders
- **Sharing** with the client of the list of appointments with the description of each company (type, activity, background, needs, etc.)
- **Escort** of the client throughout the sales mission
- **Sending** of an activity report to the client



Networking events at French MICE agencies

Objectives

Train French event organizers about Italy/Milan through original events within the French MICE agencies' offices, and **build a strong relationship** with the teams

Activities

- **Selection** of the best French MICE agencies with the highest potential for Italy/Milan
- **Recommendation** of the most relevant formats and dates to set up the events, according to the agencies' requirements, constraints and possibilities
- **Management** of the whole organization and follow-up with the selected agencies: negotiations of conditions, design of Save The Date and invitations, follow-up about technical aspects
- **Presence** of an Interface MICE staff during the events to guarantee a smooth running of the events
- **Sending** of an activity report to the client



Objectives

Recruit a selection of French MICE buyers with a great potential for Milan to **make them experience** the Italian/Milanese MICE offer and meet local suppliers

Activities

- **Identification** of French MICE organizers that regularly organize events outside France, through the Interface MICE database and network
- **Management** of the whole recruitment process: design of a customized invitation, creation of an online registration form, emailing, phone and email follow-up with buyers to reach the number of participants, regular reminders to avoid no-shows
- **Sharing** with the client of the list of confirmed buyers with all details about companies and contacts
- **Escort** of the group by an Interface MICE staff
- **Sending** of a thank-you email and a satisfaction survey to the attendees after the familiarization trip
- **Sending** of an activity report to the client



Dates of Digital InBuyer events to be provided by Promos Italia

JANUARY 2021	FEBRUARY	MARCH	APRIL	MAY	JUNE
1 V	1 L	1 L	1 J	1 S	1 M
2 S	2 M	2 M	2 V	2 D	2 M
3 D	3 M	3 M	3 S	3 L	3 J
4 L	4 J	4 J	4 D	4 M	4 V
5 M	5 V	5 V	5 L	5 M	5 S
6 M	6 S	6 S	6 M	6 J	6 D
7 J	7 D	7 D	7 M	7 V	7 L
8 V	8 L	8 L	8 J	8 S	8 M
9 S	9 M	9 M	9 V	9 D	9 M
10 D	10 M	10 M	10 S	10 L	10 J
11 L	11 J	11 J	11 D	11 M	11 V
12 M	12 V	12 V	12 L	12 M	12 S
13 M	13 S	13 S	13 M	13 J	13 D
14 J	14 D	14 D	14 M	14 V	14 L
15 V	15 L	15 L	15 J	15 S	15 M
16 S	16 M	16 M	16 V	16 D	16 M
17 D	17 M	17 M	17 S	17 L	17 J
18 L	18 J	18 J	18 D	18 M	18 V
19 M	19 V	19 V	19 L	19 M	19 S
20 M	20 S	20 S	20 M	20 J	20 D
21 J	21 D	21 D	21 M	21 V	21 L
22 V	22 L	22 L	22 J	22 S	22 M
23 S	23 M	23 M	23 V	23 D	23 M
24 D	24 M	24 M	24 S	24 L	24 J
25 L	25 J	25 J	25 D	25 M	25 V
26 M	26 V	26 V	26 L	26 M	26 S
27 M	27 S	27 S	27 M	27 J	27 D
28 J	28 D	28 D	28 M	28 V	28 L
29 V		29 L	29 J	29 S	29 M
30 S		30 M	30 V	30 D	30 M
31 D		31 M		31 L	

Dates of Digital InBuyer events to be provided by Promos Italia

JULY		AUGUST		SEPTEMBER		OCTOBER		NOVEMBER		DECEMBER 2021	
1	J	1	D	1	M	1	V	1	L	1	M
2	V	2	L	2	J	2	S	2	M	2	J
3	S	3	M	3	V	3	D	3	M	3	V
4	D	4	M	4	S	4	L	4	J	4	S
5	L	5	J	5	D	5	M	5	V	5	D
6	M	6	V	6	L	6	M	6	S	6	L
7	M	7	S	7	M	7	J	7	D	7	M
8	J	8	D	8	M	8	V	8	L	8	M
9	V	9	L	9	J	9	S	9	M	9	J
10	S	10	M	10	V	10	D	10	M	10	V
11	D	11	M	11	S	11	L	11	J	11	S
12	L	12	J	12	D	12	M	12	V	12	D
13	M	13	V	13	L	13	M	13	S	13	L
14	M	14	S	14	M	14	J	14	D	14	M
15	J	15	D	15	M	15	V	15	L	15	M
16	V	16	L	16	J	16	S	16	M	16	J
17	S	17	M	17	V	17	D	17	M	17	V
18	D	18	M	18	S	18	L	18	J	18	S
19	L	19	J	19	D	19	M	19	V	19	D
20	M	20	V	20	L	20	M	20	S	20	L
21	M	21	S	21	M	21	J	21	D	21	M
22	J	22	D	22	M	22	V	22	L	22	M
23	V	23	L	23	J	23	S	23	M	23	J
24	S	24	M	24	V	24	D	24	M	24	V
25	D	25	M	25	S	25	L	25	J	25	S
26	L	26	J	26	D	26	M	26	V	26	D
27	M	27	V	27	L	27	M	27	S	27	L
28	M	28	S	28	M	28	J	28	D	28	M
29	J	29	D	29	M	29	V	29	L	29	M
30	V	30	L	30	J	30	S	30	M	30	J
31	S	31	M			31	D			31	V

Method to reach the objectives





STRONG EXPERIENCE IN PUBLIC RELATIONS MANAGEMENT

Since 2000, Interface Tourism is the leading event organizers in Tourism industry in France: workshops, promotional events, conferences, ...



A DEDICATED TEAM

The MICE specialist team of Interface Tourism France will be dedicated to the implementation of actions for VisitBritain on the French MICE market.

The missions will involve an Account Executive, and will be supervised by the MICE Account Director of Interface Tourism France

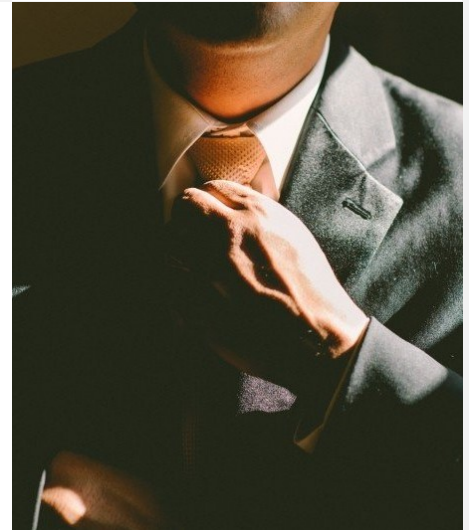
A SPECIFIC EXPERTISE ABOUT FRENCH MICE MARKET

Since 2000, Interface Tourism has been the leading tourism sales & marketing agency. In 2012, the agency created a specialized MICE department operating under the "Interface MICE" brand.



A MICE DATABASE DAILY UPDATED

Interface MICE has developed a strong and qualitative MICE database. Today, this MICE database counts more than 5,500 qualified MICE contacts (MICE agencies, corporates and associations)



Our MICE specialist team





**Tahina
Randriamandranto**
MICE Director

9 years of experience

Education & Languages

Diplomas

Master - Management
Specialization : Tourism Marketing
& Management
ISC Paris

Trainings

- Discover psychological profiles (Golden)
- Give a speech
- Motivate a team

Languages

French: Mother tongue
English: Fluent

Since 2012 Interface Tourism

Strategy & Market intelligence:

- › Definition of MICE strategies
- › Conception and implementation of MICE promotional plans
- › Analysis of MICE segment
- › Administrative and financial management

Events:

- › Organization of promotional events: workshops, training sessions, lunches / dinners / cocktails, original and attractive events (e.g. thematic cooking classes, gourmet dining etc.)

Sales development:

- › One-to-one networking with MICE agencies, corporate contacts and associations
- › Organization of MICE sales calls and sales missions
- › Organization of MICE fam trips
- › Participation to MICE trade shows
- › Regular update of the MICE/Corporate data base

2011: Constance Prince Maurice, Mauritius Management training

- › Miscellaneous tasks in several departments: front office (reception, guest relations), back office (administrative, schedule management), human resources, house keeping, food & beverages
- › Writing of observations and recommendations about each department' strengths and weaknesses
- › Organization of an event to motivate and reward employees of the hotel

2012 : Egencia, Paris Sales Executive / Assistant Project Manager

- › Prospection of new clients and identify their needs in terms of seminars and incentives
- › Identification and meetings with decision makers of internal events and / or external
- › Support of Meetings & Incentives service project managers in the implementation of events, from the brief receipt until the contract is signed
- › Suggestion and implementation of solutions to measure customer satisfaction and improve services



**Emilie
GUILLAUME**
MICE Account Executive

4 years of experience

Education & Languages

Diplomas

Master's Degree in Tourism & Hospitality Management - IREST at the University Paris 1 Panthéon Sorbonne

Bachelor of Arts in Business - University of the West of Scotland

2-year Diploma in Technological Business & Marketing - Academic Institute of Technology in Troyes

Trainings

French: Mother tongue
Anglais: Fluent
Espagnol: Advanced

Since 2019 Interface Tourism

Strategy & Market intelligence :

- › Strategic monitoring on the MICE industry

Operational marketing & partnerships :

- › Creation of dedicated newsletters
- › Organization and escorting of familiarization trips

Events:

- › Organization of promotional events: workshops, training sessions, cocktails, original events
- › Participation in BtoB and BtoC fairs

Sales Development:

- › Sales calls and sales missions
- › Regular update of the MICE Interface database

2019: Marco Vasco Travel designer for Canada et USA

2018: Eco Canada Bilingual Project Administrator

- › Manage the program for young professionals and companies from the evaluation of the application to the payment of the grant (*more than 500*).
- › Input data and track financials. Manage budget and administrative paperwork.
- › Become an ambassador for the Wages Funding and Internship Program.
- › Project administrator for Québec (100%) and other Provinces.

2016-2017: Room 701 – Representation for hotels Marketing and Sales Coordinator

- › Manage the database and CRM.
- › Create and update marketing content and newsletters.
- › Supervised director's sales call booking the hotels and meetings.

2016: Marriott Rive Gauche Event Coordinator Assistant

- › Supervise the organization of events with the BEO

Our budget proposal



Description of services	Fees (€, VAT excluded)	Description of marketing costs	Marketing costs (€, VAT included)
<p><u>French MICE buyer recruitment & technical assistance for Digital InBuyer:</u></p> <ul style="list-style-type: none"> ✓ Identification of potential buyers ✓ Sharing of buyer details with Promo Italia ✓ Management of the invitation process ✓ Technical assistance from registration to virtual meetings ✓ Attendance of an Interface MICE staff in the sessions ✓ Sending of an activity report <p>KP: 1 to 4 buyers per event (specified by the client)</p>	<p>€ 500 per buyer</p>	<p>None (Platform provided by Promos Italia)</p>	<p>/</p>
<p><u>MICE sales missions:</u> <i>Physical <u>or</u> virtual, according travel constraints at the time of the action</i></p> <ul style="list-style-type: none"> ✓ Recommendation of the most relevant cities and periods ✓ Identification of buyers with the highest potential ✓ Management of the appointment scheduling ✓ Sharing with the client of a roadbook with all details about the buyers ✓ Escort throughout the whole sales mission ✓ Sending of an activity report <p>Recommended KPI: 12 to 15 sales calls during 3 days per sales mission</p>	<p>€ 300 per buyer</p>	<p>Logistics/transport, accommodation (if outside Paris) and meals.</p> <p>No marketing cost if the format is virtual</p>	<p>€ 300 – € 500 *</p>

* estimate

Description of services	Fees (€, VAT excluded)	Description of marketing costs	Marketing costs (€, VAT included)
<p><u>Networking events in French MICE agencies:</u></p> <ul style="list-style-type: none"> ✓ Recommendation and selection of agencies with the highest potential for Milan ✓ Management of the organization and negotiations with the agencies ✓ Presence of an Interface MICE staff during the events ✓ Sending of an activity report <p>KPI: 5 to 20 buyers per event (very variable from an agency to another)</p>	<p>€ 4,000 per event</p>	<p>Agency's "access" fee (if any), logistics, animations</p>	<p>€ 300 – € 500 *</p>
<p><u>MICE familiarization trip:</u></p> <ul style="list-style-type: none"> ✓ Identification of buyers with the highest potential ✓ Management of the recruitment process ✓ Sharing with the client of all information about the buyers ✓ Escort of the group by an Interface MICE staff ✓ Post-fam trip follow-up ✓ Sending of an activity report <p>Recommended KPI: 8 to 10 buyers</p>	<p>€ 350 per buyer</p>	<p>Flights, transfers, accommodation(s), activities, meals</p>	<p>Assumed by Eventing Milan Convention Bureau + Provide € 150 for taxis to/from the airport for the escort</p>

* estimate



Interface Tourism

MICE

Sales

public relations,

& marketing department

specialized in MICE

Our dedicated department



MICE is a specific segment in the Tourism Industry: complex but with a high added value, it must be approached in a specialised way and with know-how. With this in mind, in 2012 we created a dedicated department: Interface MICE.

We provide tailor-made services based on a particular expertise or to carry out full MICE promotion. Whether it be a permanent or ad hoc project, our experience guarantees the best return on investment. Our team is able to offer activities adapted to your brand to complement a leisure travel promotion.



We are ICCA members (International Congress & Convention Association), which allow us to implement activities dedicated to international associations based in France.

Our history



2000

Creation of



2009

Integration of



2015

Creation of



2020

Creation of



2007

Creation of



2012

Creation of



2017

Creation of



We provide tailor-made services

Dedicated to MICE segment



Our agency in figures

5,500

Contacts database:
agencies, PCOs, venue
finders, corporates etc.

+50

Professional events
organised or attended

+500

Sales meetings
organized

1.5

Million euros of media
coverage

Each year in France

We serve

a diverse range of clients



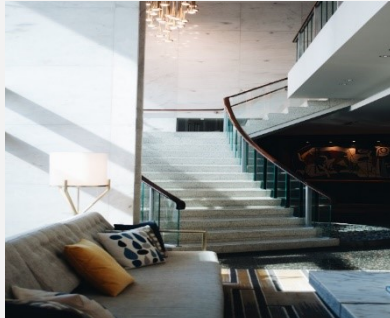
**National & Regional
Tourism Boards**



Convention Bureaux



Airlines



Hotels



DMCs



Online players

Our clients

In France in 2020



Korea Tourism Organization
MICE representation in
France



Singapore Tourism Board
Global & MICE representation
in France



**VisitScotland Business
Events**
MICE representation in
France



**Abu Dhabi Convention
Bureau**
Global & MICE representation
in France and French-
speaking Belgium and
Switzerland



VisitBritain
MICE ad hoc activities in
France



Japan Convention Bureau
MICE ad hoc activities in
France, Benelux, Switzerland
and Spain



visit.brussels
MICE ad hoc activities in
France



Hungarian Tourism Agency
Leisure & MICE ad hoc
activity in France



Amiel Tours (Israeli DMC)
Leisure & MICE
representation in France



**Toulouse Convention
Bureau**
MICE ad hoc activities in
France

We coordinate

your promotion throughout Europe



From France, **we work with all European markets** thanks to our Interface Tourism agencies and partners.

www.interfacetourismgroup.com



Our dedicated department



MICE is a specific segment in the Tourism Industry: complex but with a high added value, it must be approached in a specialised way and with know-how. With this in mind, in 2012 we created a dedicated department: Interface MICE.

We provide tailor-made services based on a particular expertise or to carry out full MICE promotion. Whether it be a permanent or ad hoc project, our experience guarantees the best return on investment. Our team is able to offer activities adapted to your brand to complement a leisure travel promotion.



We are ICCA members (International Congress & Convention Association), which allow us to implement activities dedicated to international associations based in France.

They trusted us!



Korea Tourism Organization

Steve M. Kang, *Director – Paris (from 2017 to 2019)*

“Interface MICE was remarkably helpful in **expanding our network** and establishing our footprint in the French MICE market. Ever since our initial engagement in 2017, we were surprised to see the overwhelming interest of the customers toward the destination. In every step of the way, I know we can rely on Interface MICE’s team to deliver and implement rightful course of actions which **makes meaningful differences**. Nevertheless and above all, I would like to thank the team for their dedicated efforts and endeavors to their job. We almost feel like family now. Good job!”



Warsaw Convention Bureau

Mateusz Czerwiński, *Senior Marketing Manager*

“Interface MICE is a **valuable and reliable partner**. Dedicated team of professionals, helped us to connect with relevant clients during the five days of sales calls in Paris.

Thanks to proficient planning and flexible execution it has been a very successful marketing project.”



VisitScotland Business Events

Lindsay Neilson, *Senior Market Manager*

“Interface MICE has always a **great attention to details** and honest conversation. Strong event execution, market knowledge and contacts.”

**Few
examples of
successful
actions**



Promote South Korea during the 2nd lockdown in France in 2020 through a webinar

Activities

- **Recommendation** of the best and the most effective online format to reach French MICE buyers
- Identification of **potential buyers** for South Korea
- **Management** of invitations and registration's **follow-up**
- **Introduction** and **animation** made by an Interface MICE staff during the webinar

Results

49 participants, including MICE agents, corporates, international associations and journalists

1 replay video available for during a week for buyers who had a last-minute constraint



Recruit new MICE contacts
thanks to an incentive
and original online action

Activities

- **Recommendation** of a new and original way increase a database, identify new potential buyers and potentially new business leads
- **Management** of implementation of the tool (mini-website + form) and participation's **follow-up**
- **Follow-up** with participant registrations, and with the sending of gifts to winners, in collaboration with the tourism board

Results

43 participants, including MICE agents, corporates, international associations and journalists

An average score of **14.41 / 15** to the survey



Create a qualified database of potential MICE buyers for visit.brussels

Activities

- Creation of a **database** with MICE agencies, associations and corporates organizing **events with more than 300 pax**
- Contacts' **qualification**
- **Trimestral reporting** of the mission
- Utilization of the qualified contacts to present Brussels through a **promotional event**

Results

About 235 contacts identified

Objective of qualifying 100 contacts exceeded



Networking lunches to present South Korea's MICE assets to French MICE agencies

Activities

- Selection and identification of **potential buyers** in Paris and Marseille
- Proposal of **attractive restaurants** in Paris and Marseille
- **Management** of invitations and registration's **follow-up**
- **Attendance** at the lunch with the tourism board's team
- **Identification** of potential projects and **follow-up**

Results

12 MICE buyers welcomed in 2019, including 6 in Paris and 6 in Marseille

Strong interest from buyers, who did not know yet the destination's MICE offer



Present and promote a portugese MICE DMC to Parisian event buyers

Activities

- Selection and identification of **potential buyers** for Portugal
- **Appointment setting** and inquiries' **management**
- **Creation of a planning** : 4 to 5 meetings per day
- **Creation** of a **roadbook** including every practical information (planning, contacts, agencies' description, itineraries, ...)
- **Support** and **participation** during meetings

Results

13 meetings done in three days of sales mission in Paris in 2018

21 events planner met

7 new identified projects for Vega



Present Toulouse's MICE assets to event planners through personalized meetings

Activities

- Identification and selection of **potential buyers** for Toulouse in all of France : Paris, Lyon and Bordeaux
- **Establishment of contact, management** and inquiries' follow-up
- **Creation of a planning** : around 4 meetings per day on 2 to 3 days

Results

- 4 sales missions per year (2018 and 2019)
- 38 meetings set up n all over France in 2018 and 2019
- 3 new potential projects identified



Promote Singapore to MICE professionals through informal and exclusive events

Activities

- Research of **partners** (airlines, hotels, DMCs) to realize these informal events
- Definition of a special format : **breakfast** or **afterwork**
- **Selection** of guests with partners, **management** and invitations' **follow-up**
- **Participation** in the events as the Singapore Tourism Board's MICE representant
- **Identification** of potential projects and follow-up

Results

- 3 events organized in 2019
- 19 participants met
- 6 partners implicated : airlines, DMCs and hotels
- 3 new potential projects identified



Guiding visit.brussels in the organization of its annual MICE event in Paris

Activities

- Guiding the organization of a **secret event** with an original concept : seated gastronomic dinner, created by Chef Samuel Albert, winner of the French TV show « Top Chef 2019 », present during the event, aboard a train Paris-Brussels in an exceptional venue : the Gustave Eiffel private room in the Tour Eiffel
- **Selection** of potential MICE buyers for Brussels
- **Management** and invitations, registrations, reminders' **follow-up**, and **coordination** with visit.brussels' teams.
- **Physical reception** of guests during the event

Results

43 qualified MICE buyers present (directors and et project managers) during 2019's edition
Almost no no-shows (46 people registered)
A huge satisfaction from guests and present partners



Present Scotland's MICE assets to event planners through personalized meetings

Activities

- Annual operation realized since 2012 involving 3 Scottish partners : hotels, DMCs and venues
- Selection of potential buyers for Scotland and creation of a meeting schedule
- Presence during the 3 days of meetings
- Identification of potential projects and follow-up

Results

- 12 meetings done on 3 days in 2019
- 2 new potential projects identified
- 3 present partners : a DMC and two hotels



Increase Scotland's visibility through the participation of a MICE event Pure Meetings & Events in Paris

Activities

- **Identification** of a specialized MICE event in France with a very good ROI : **Pure Meetings & Events**.
- **Management** of the registration to the event and **selection of the buyers** to meet via the website of the event
- **Presence of the event** with one or more local partner : DMCs and hotels
- Reporting, identification of **potential projects** and **follow-up** post-event

Results

Participation in Pure Meetings & Events' 2 editions in 2019 (March and September)
34 meetings in 2019, including 22 in March and 12 in September
16 new identified projects in total
4 partners involved in 2019



Present Hungary to tourism professionals through a unique and unprecedented event in Nantes

Activities

- **Definition of an original format** and **venue** to promote Hungary's touristic offer, on the occasion of the opening of the airline Nantes-Budapest
- **Total management of the event** : logisitc (venue, catering, original animations), invitations, follow-up, rappels
- **Original animations** : Machine test by the guests and Hungarian wine tasting animating by a Hungarian sommelier

Results

- 46 travel agents and MICE buyers presents
- A low no-show rate (15%)
- 4 present partners
- 1 original and exclusive venue : Les Machines de l'Ile



Promote South Korea's MICE offer to French meeting planners

Activities

- Organization of the Korea Tourism Organization **annual MICE workshop** in Paris (since 2017)
- Selection of a **prestigious venue** : Ritz Paris
- Presence of 3 members of Interface MICE's team on the event to welcome the guests and manage the technical aspects of the event
- Many original animations during the evening : classical music concert with Korean musicians, Korean calligraphy and lucky-draw with many presents to win

Results

- 24 participants (MICE agencies, corporates and associations)
- 6 local partners present : Korean airlines and DMCs
- 1 press impact in "Voyages & Stratégie"



Promote the destination Scotland during an exclusive evening at La Maison du Whisky

Activities

- **Organization** of the annual MICE evening of VisitScotland Business Events in Paris
- **Identification** of a place with a strong connection to Scotland: La Maison du Whisky
- **Suggestion and implementation of several exceptional moments:** entertainment, whiskey tastings, Scottish gins and salmon, discussions with our partners
- **Interactive and original presentation** of the destination

Results

- 28 participants (MICE agencies)
- 7 new business leads identified
- 4 service providers present (two hotels and two incoming agencies)
- 1 exceptional place



Contact us!



Tahina Randriamandranto

MICE Account Director

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Emilie Guillaume

MICE Account Executive

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InterfaceFrance



Interface Tourism France



Company/interface-tourism