

INCENTIVE ACTIVITIES IN THE SOUTH EAST EUROPEAN REGION - THE CORPORATE POINT OF VIEW: DEMAND AND SUPPLY CONSIDERATIONS

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When reflecting on the prospects for the MICE sector in a region like South Eastern Europe, the potential for sound MICE business with corporations – and by extension, with international associations – can be evaluated by looking at factors that currently influence the **demand** for incentive activities or will create an ongoing need for conferences and offsite meetings. Next, the other dimension, i.e. the **supply** dimension can be looked at: what is the attractiveness to sizeable corporations of destinations and venues located in South Eastern Europe?

In the first part of the presentation, factors will be identified that will create and sustain a high **demand** for corporate gatherings of various kinds. The current consolidation and merger wave will have direct consequences for the frequency and content of corporate meetings. Another factor is the growth of the internal European single market. The form, location, and venue of the meetings will be decisive for their success.

The presentation will also address the question: what can be done by incentive houses, meeting planners, suppliers and other MICE industry professionals to capitalise on this historic important opportunity? How can they **identify** potential customers? How can they **satisfy** and **enthuse** them? What can an incentive house do to obtain corporate repeat business? What is successfully done to build and **retain** rewarding corporate or association business? Will the MICE business become more **regulated**? Is there a need for larger, more global incentive houses or will there always be a need for the totally personalised approach sought and found in smaller entities?

On the **supply** side, one of the decisive success factors is **the destination**. Why are some destinations a mega-hit, and others a disappointment to corporate customers? An attractive destination is not synonymous to a trouble-free destination: challenges and last-minute snags can always occur, even in the most glorious setting. What is determining for the success is the competence and versatility demonstrated when addressing and solving the problem.

The presentation will end by inviting the audience to formulate reasons and identify elements that can make **the South East European region** uniquely attractive as a home and harbour for one-off as well as for recurrent corporate incentive and meeting activities.