



Global Mice Day[®]

Promotion and communications campaign on 2 levels

For your information, it is proposed that the communications campaign is a combination of that conducted by European & Worldwide suppliers and that of Meetaxis for qualification of the trade visitors (see below), with the 2 not being tied tightly together but continuously linked in order to succeed in their common objective.

On 2 levels means that the communications campaign outlined below aims, through a combination of specific targeted actions and **others with a broader purely B2B mass appeal**, to ensure the certain attendance of between 600 to 800 planners at the **Global Mice Day** to be held at **Brussels Expo on March 23rd, 2017**.

The principle applied is what we call the “snowball effect”: namely, the closer we come to the event, the more communications channels there will be, together. These will serve to create the impression with potential MICE buyers that it is “the place to be”, not to be missed on any account, and that they should make arrangements to be there on day D in order to meet you.

DETAILED MEETAXIS COMMUNICATIONS CAMPAIGN

4 MONTHS BEFORE GLOBAL MICE DAY:

- **Development of a website** “**Global Mice Day** – visitors” to enable full information to be provided on the trade show/workshop and online registration for trade visitors based on a form with a maximum of 8 questions plus their full contact details, allowing creation of their individual business profiles
- **Use of our own planners database** (International Association Planners, Corporate Buyers and Agencies/Intermediaries) belonging to Meetaxis, the organiser, which currently comprises some 4,800 contacts based in Global and Belgium, regularly updated and added to throughout the year
- **Direct marketing** in Global and throughout Belgium by post, email and telephone follow-up on registration using our own DB of some 4,800 Mice contacts referred to above

- [Another B2B database](#) comprising +/- 25,000 executives and directors, managers and decision-makers, management assistants, etc., from the major industrial and association sectors: financial and insurance services, construction, electronics and IT, automotive, cosmetics, medical and pharmaceuticals, communications and marketing, industrial products, food sector,... the main buyers of conferences, congresses, conventions, seminars, incentive events, training sessions, team building activities, events, business travel and meetings of all types
- [The "Meeting Advisor" DB](#) comprising no fewer than 22,500 B2B contacts focused on this sector and qualified
- [The suppliers DBs](#) of Mice planner contacts in Belgium/Global
- [The DB of the Belgian public sector institutions](#) organising meetings and events



- [The DBs of international associations](#) (Meetaxis, ICCA, ESAE and FAIB ones), embassies and consulates, lobbyists, staff responsible for meetings & events at the European Commission, the European Economic and Social Committee, the European Committee of the Regions, etc. for qualification in particular as "Special Guests"
- [The DBs of Management Assistants](#) (+/- 2,500 contacts)
- [Communication on social media](#) (especially LinkedIn where we already have some 2,000 contacts, 90% of whom are planners!)

- [Articles and press releases](#) on **"Global Mice Day"**, its innovative features, programme, participants, reasons to attend, etc. sent specifically to the Belgian press with a B2B focus, including both monthlies such as Trends/Tendances & Trends and dailies such as l'Echo, Le Soir, la Libre Belgique, l'Avenir, the Sud Presse group and its daily papers, etc. on the French-speaking side, and De Standaard, De Morgen, De Tijd, Gazet van Antwerpen, etc. on the Dutch speaking side
- [Inserts](#) promoting **"Global Mice Day"** in the Belgian B2B press, including both monthlies such as Trends/Tendances & Trends and dailies such as l'Echo, Le Soir, la Libre Belgique, l'Avenir, the Sud Presse group and its daily papers, etc. on the French-speaking side, and De Standaard, De Morgen, De Tijd, Gazet van Antwerpen, etc. on the Dutch-speaking side – in each case in the financial section



- [The logo](#) of the **"Global Mice Day"** to be placed in your email signature (with a link to our website) and used in your exchanges with Belgian & Brussels planners for 4 months
- [The DBs of the exhibitors themselves](#) in order to invite their Belgian planner prospects to meet them at **"Global Mice Day"** and enable them to participate in adding value and expanding their business sector by becoming in a way "ambassadors" for their sector in the Benelux
- [Continuous presence with a direct link to our "visitors" website](#) on the registration reminder emails sent over the course of 3 months in order to pre-register trade visitors
- [Finally and to help their qualification](#), Meetaxis will [also promote "Global Mice Day"](#) abroad on the markets indicated in the brochure within a 300 km radius of Brussels for qualification of the "Hosted Buyers" by sending the email invitations and reminders necessary to achieve the desired numbers of high quality qualified attendees, see more.