

# Bid Seminar, 30-31 August

# PROGRAM



## THURSDAY – 30.08

---

10.30	Welcome coffee
10.45	<b>Destination Alliance – collaborative approach</b> (Group Workshop)
11.45	<b>Research - From Lead to Bid</b> (Session)
12.45	Buffet Lunch
14.00	<b>Preparing Bid Brief</b> (Bid Team Workshop)
15.45	Coffee Break
16.00	<b>Bid Strategy</b> (Workshop)
17.30	<b>How to use CRM systems to follow leads and transfer them into bid briefs and bid documents.</b> Sessione a cura di Simpleview*.
18.00	End of the day
20.30	Convivial dinner at Boccanegra restaurant, sponsored by Simpleview

\* speaker: Rolf Senstad, General Manager Europe at Simpleview

## FRIDAY – 31.08

---

09.30	<b>Bid Preparation and Presentation</b> (Session)
10:15	<b>Bid Preparation</b> (Workshop)
11:00	Coffee Break
11:15	<b>Bid Preparation - continued</b> (Workshop)
12.45	Buffet Lunch
14.00	<b>Bid Preparation - continued</b> (Workshop)
15:00	<b>Rehearsals</b> (Workshop)
15:30	Coffee Break
15:45	<b>Final session: Group Bid Presentation</b>
17.00	End of the day

Supported by:

Hosted by:

# Bid Seminar, 30-31 August PROGRAM



## ABOUT

### GAINING EDGE

is a specialist consulting firm advising exclusively to the international business events industry. Since 2004 the consulting practice has been dedicated to servicing this very specialized industry.

### GARY GRIMMER

has over 30 year's of experience in the convention industry. He has consulted several destinations worldwide, on convention and meetings industry development. Gary was one of the lead consultants on Destination Next, a global study for the Destination Marketing Association International (DMAI) which defined the future of destination marketing. He also received the Asia Pacific IMEX Academy Award in 2007.



### SIMPLEVIEW

Since 2001, Simpleview has supported Destination Marketing Organizations (DMOs) with tools, knowledge and creativity to help them perform at the top of their game. We believe the world's top cities and smallest towns each have a role to play in creating a better experience for the people who visit and a better life for the people who call it home.

### CONVENTION BUREAU ITALIA

Convention Bureau Italia arose in June 2014 from the desire of all the main trade associations to respond to the needs of the Italian Meeting Industry operators. In March 2015 it became the official National Convention Bureau after the signing of a memorandum of understanding with ENIT – Italian National Tourist Board.

Supported by:



Hosted by:

