

The TUgether Board of the Meetings and Events Industry sums up the results

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The TUgether Board of the Meetings and Events Industry sums up the results of a 3-month informational campaign carried out under the motto #ZnowuSieSpotykamy ("We're meeting again"), under the honorary auspices of the President of the Polish Tourism Organisation, Rafał Szlachta. The #ZnowuSieSpotykamy campaign was inaugurated in July 2021 as communications support for the industry of meetings and events, including the MICE and business tourism sectors.

The campaign aimed to show that organising safe business and entertainment trips and events is possible with the involvement of professional event organisers, event and incentive travel agencies, carriers and an entire network of service providers who are fully equipped to operate within the standards of the New Normal. The campaign's target audience were corporate clients, the MICE industry, public opinion, meetings and events industry stakeholders, the media and the broadly understood market of business travel in Poland. For the needs of the campaign, a dedicated subpage was created in the Internet service of the Board of the Meetings and Events Industry, where a gallery of a several dozen projects sent by members of the Board was presented. These were indoor and outdoor events, incentive travel, study tours, conferences, conventions, festivals and trade shows that took place between June and October of 2021. The campaign was also accompanied by posts in industry media and on social media, for example on the TUgether Facebook profile, tagged with: #ZnowuSieSpotykamy, #WeMeetAgain, #WeTravelAgain.

The results of the campaign included over 150 posts in online media and on social media, reaching over 1.5 million viewers!! (*)

Thank you all for the involvement and the uplifting feedback.

Rafał Szlachta, President of the Polish Tourism Organisation summed up the campaign by saying: "The meetings industry is undoubtedly that branch of tourism that has suffered the most due to the coronavirus pandemic. The #ZnowuSieSpotykamy campaign, launched by the Board of the Meetings and Events Industry, is a wonderful initiative, which will surely serve as an impetus to rebuilding the sector. I strongly believe that soon we'll really be meeting again at events, trade shows, conferences or conventions and that business tourism will be able to grow as rapidly as before. Thank you to all those engaged in the project, and I congratulate you on the achieved results."

We're happy that our campaign has been perceived so positively. It showed us how much both contractors and clients have been waiting for a quick return to organising meetings and events. In the past few months, we have observed how effectively the industry has been catching up on the accumulated need to integrate, travel and participate in business, cultural and entertainment events. This was a great challenge for the organisers, who were operating within confined time limits and often in reduced teams. Now the industry mostly needs concrete regulations and tools to just work uninterrupted, with a foreseeable prospect of rebuilding the two years of losses that came as a result of the pandemic.

*media monitoring: NewsPoint