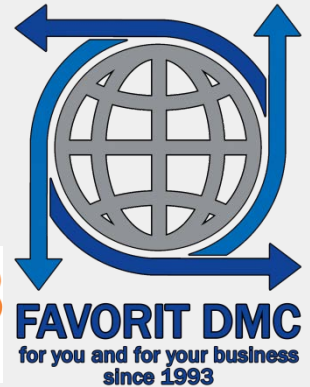




Anisiia Evdokimova

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**The place of MICE
company in the
today's market reality**





WESTM 2018

#WESTMMICE

Big concept

Why?



If you don't understand the market trend today, you won't be able to earn money from this market tomorrow.





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Before

You provide a number of services





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Today

*You pay attention to your clients goals –
you provide value, you offer something
more than a number of services*





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The idea of MICE

*To earn money “in final” – it’s
your client’s idea*

*It’s one of the most effective
marketing instrument*





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Big concept

MICE company provide unique venue/idea and concept/success for the client/money for the client





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Who is - the client

Think GLOBAL not Local

Each commercial company will be ready to pay for an effective marketing tool





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Web vs SMM

Facebook + Google AdWords





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MICE platforms

Evintra/Micemap/Miceroots etc.

They provide services – they do not provide an event/unique venue/concept/money





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The place of MICE company

Inside the global market

Inside the web

Inside SMM – Facebook etc.

In expert position for the client



Is your business ...



Thank you for your attention!

Any questions?

?



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** If you need this presentation just write an e-mail to my team*