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PHARE PROGRAMME
ROZWÓJ TURYSTYKI W POLSCE
TOURISM DEVELOPMENT IN POLAND

**Evaluation of the Polish participation at ITB'93
and guidelines for a tender for the design and construction
of a Polish stand for tourism fairs**

A report on the results obtained from a stand visit at ITB
and working sessions with the responsible Polish authorities.

Barcelona, 25 March 1993

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WORKING PAPER

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ASESORES EN TURISMO.
HOTELERIA Y RECREACION, S.A.

**PHARE PROGRAMME: T.A. TO THE REPUBLIC OF POLAND FOR
TOURISM DEVELOPMENT**

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1. TASKS TO BE PERFORMED

According to the terms of reference drawn up by the PMU, the tasks to be performed were the following:

1. Review of the design and content of the Polish stand at ITB Berlin, and together with the Programme Coordinator meet and discuss design with representatives of State Sport and Tourism Administration.
2. Make a presentation of findings to a meeting in Warsaw on deficiencies of the present stand and how a future stand should be designed, constructed and presented. Such requirements will be the subject of a tender for the design of a new Polish stand, to be ready for London World Travel Market 1993 and future events.

Therefore, the required output has been defined as follows:

1. Text of the presentation of findings in Warsaw on 16 March 1993.
2. Notes for guiding the preparation of a tender for design and construction of a permanent Polish tourism exhibition stand.

2. SCHEDULE OF ACTIVITIES PERFORMED

2.1 Attendance at ITB Berlin

As indicated in the planning, sent by the experts on the 16th of February, both attended the ITB Berlin, having dedicated both 1 full day to this task.

During the ITB, the following activities have been undertaken:

a. Review of the Polish stand

The experts on tourism marketing surveyed the Polish stand and analysed the following aspects:

- architectural objectives and impact
- communicational objectives and impact
- lay-out and space distribution
- regional and private sector integration
- overall impact of the stand

b. Photographic report on the Polish stand (to be used for presentation in Warsaw)

The experts have made a photographic survey, indicating both the positive and negative elements of the stand in general and of specific areas and aspects.

- c. Photographic survey of other tourism stands for comparison (to be used at presentation in Warsaw)

Other stands have been photographed to underline specific statements of the experts on stand design and means of communication at tourism fairs.

- d. Meeting at the Polish stand with Polish authorities. The following took part in the discussions:

Mr. Jermanowski - Director General of the State Administration for Sport and Tourism

Mr. Dolinski - Director of COTI

Mr. Kepinski - Director Foreign Department

Mr. Kaczmarek - Director Polish Tourism Information Centre in Köln

Mr. Bordas - Short term expert on Tourism Marketing

Ms. Bergsma - Short term expert on Tourism Marketing

Mr. Travis - Programme Coordinator

Mr. Theuns - Policy Advisor

During this meeting the following subjects were discussed:

- Previous experiences of Poland at tourism fairs and actual stand organisation
- Main objectives of Polish participation at tourism fairs at present
- Participation criteria
- Communication strategy and possible future adaptation

The main questions brought forward by the Polish authorities to which they would like to get an answer were the following:

1. The opinion of the experts on the concept and design of the Polish stand at ITB and how to optimise their concept and design for future participation at tourism fairs.
2. How should regions participate at the stand?
3. Should they concentrate on "selling everything" or selling few selected products?

2.2 Short mission to Warsaw, Poland

According to the planning, both experts visited Warsaw during 5 days; they arrived on Sunday 14 March and departed on Thursday night 18 March, 1993.

With regard to the subject of the Polish tourism stand, during this mission the following activities were carried out:

15 March	09.00 a.m.	Briefing of team by Programme Coordinator and Assistant
	11.00 a.m.	Review of current Polish tourism promotion material
16 March	09.00 a.m.	Preparation of presentation "Evaluation of Polish stand at ITB/Berlin"
	01.00 p.m.	Presentation at SSTA of "Evaluation of Polish Stand at ITB/Berlin and suggestions for future approach"
18 March	10.30 p.m.	Meeting with Mr. Dolinski, Director of COTI, on stand design, stand organisation and general promotion activities of COTI

3. MAIN RESULTS

3.1 Evaluation of the Polish stand at ITB/Berlin

After having reviewed the Polish stand at ITB and having had discussions with the responsible officials involved, the following evaluation is made:

GOOD

1. Modular.

A modular stand is an appropriate construction form for Poland, although not the most personalized one.

2. Simple.

The use of a simple modern design is considered a better approach for Poland rather than a folkloric design.

3. Reception desk.

The location of a reception desk at the entrance of the stand with clear indication of the participating organisations and companies is correct.

ACCEPTABLE

1. Participation of private sector

The fact that the private sector participated was a positive point, although the form in which this participation was organised within the stand area was not optimal. The area of the private sector should be a working area, accessible only to the tourism trade, and should be sufficiently quiet to "do business". The stand failed on this aspect.

2. Staff quantity.

The staff available at the Polish stand was sufficient in quantity, maybe even superfluous, considering the persistent crowding in the central area of the stand.

3. Staff motivation.

All staff members were motivated to explain Poland as a tourist destination, although a communication framework was lacking (a common overall Poland message and specific tourism product and region messages), which should be developed. When properly instructed to communicate the basic products of Poland, staff assistance could become more effective.

TO IMPROVE

1. Pre-fair/post-fair activities

According to the objectives to be defined for participation at tourism fairs, specific pre- and post-fair activities should be developed to reach these objectives. These should include specific activities directed at the german (in the case of ITB) travel trade and an evaluation of the benefits of participation.

2. Corporate identity

Poland does not avail of a clear corporate identity that symbolizes Poland as a tourist destination. The present C.I. is considered too cold and rigid (black letters) and does not represent the image of colourfulness and hospitality of the Polish people. The slogan used "Jetzt Poland" does not communicate a clear concept of Poland as a tourism destination. Taking into account that Poland still is not known and understood by the potential clients, a clear message of what is the essential that Poland wants to offer (products and services) and what will be the essential that the client comes to buy (benefits) should be communicated.

3. Understanding of the product/regions system

The same applies to the presentation of tourism products and regions. The presentation of products is scanty and unclear and the presentation of regions is limited to a geographic distribution and branding, using the philosophy of "sell everything", not indicating clearly the unique benefits of each area for the client. The present way of presentation does not make it easy to understand the country, and it is suggested to simplify the presentation of the country's regions and products as follows:

COMMUNICATION "UMBRELLA"			
Poland as a tourist destination indicating the essentials of what Poland has to offer and the essentials of what the clients come to buy			

Tourism regions:	The essential: we want to offer		
	the client wants to buy		
Region 1 For example:	Region 2 For example:	Region 3 For example:	Region 4 For example:
Polish Riviera	The great lakes district	The fun mountains	Historic Cities

The geographic regions should participate under this umbrella.

4. Carrying capacity

The Polish stand at ITB was very crowded, both in the isles and the inner part of the stand. It gave a somewhat chaotic impression and did not provide the necessary ambience for the travel trade, which should be regarded and treated as the prime target group. It is recommended that the following aspects should be critically reviewed:

- the lay-out of the stand
- the location of the stand
- amplification of the stand (more floor area)

The present location in Hall 13 has the advantage that the stand is occupying the space alone, drawing more attention of the public and providing greater freedom of design. However, the round shape of Hall 13 is not an easy one to design the most desirable and efficient layout.

Also the large number of participants from the regions and the private sector of Poland call for a more articulated stand layout and design and, in the given location, may dictate a need for more floor area in the future.

5. Brochures display

During the review of the stand, the experts encountered a most common problem, being the way in which brochures are displayed. All brochures are just placed on tables and desks, creating an overall untidy impression of the stand.

The experts recommend that future stands be provided with special brochure displays for self-service by the visitors. These displays should be included in the design of the stand and be available for each exhibitor.

6. Merchandising

Merchandising, as one of the communication tools, should support the communication strategy. It should be better developed in future stands.

7. Esthetics

In the new stand more attention should be paid to designing an integrated concept with regard to forms, material and colours.

8. "Rules of the game" and back-up services

A clear document on the "rules of the game" for the exhibitors should be developed indicating who can participate and how (the hours of presence, use of bar-service, cleanliness, specific decoration material, preferred dress and regarding the general services available (meeting rooms, reception desk, etc.)).

Concerning back-up services, the meeting room facilities were limited and should be extended.

3.2 Presentation of findings in Warsaw, 16 March 1993

A presentation on "Making your participation at tourism fairs profitable" was held for all Polish officials involved in Marketing. The text of this presentation is found in annex A.

3.3 Feedback on the evaluation during working sessions with Polish authorities in Warsaw

During the mission of the experts to Warsaw, a meeting was organised with Mr. Dolinski, the Director of COTI, responsible for the stand design and organisation.

Discussing the evaluation made by the experts, Mr. Dolinski put forward the following suggestions/questions:

- Extend the actual floor area of the ITB stand by 250 m² to create a total area of 650 m² in 1994. To achieve this, it is considered to hire also the spaces adjoining the passage to hall 14 and 12.
- Considering the priority markets (Germany, Scandinavia and Great Britain) should Poland participate also at fairs in other countries?
- Concentration on a few specific products instead of offering everything?
- How to organise the participation of regions, taking into account that the ministry stimulates their participation, but that the regions have little money to spend.

In reply the experts suggested the following:

- Instead of extending the floor area of the stand horizontally, it could be considered to build a two-floor stand, which would be possible in the present location.
- The criteria for participating in a tourism fair or not must be developed by SSTA and should be based on the Marketing Strategies defined. Additionally, the cost and benefits of each fair should be evaluated each time again to facilitate decisions on each subsequent participation.
- Poland should concentrate on offering a few specific products which are competitive in the different origin market segments. The decision on what to offer to whom must come from the marketing strategies again.
- Specific "rules of the game" must be established for the participation of regions. A mixed committee (national and regional authorities) could be created in order to better organize and integrate regional participation in future fairs.

3.4 Additional suggestions

In addition to recommendations made regarding the future stand, some general suggestions are made below:

- Prior to the development of a new, permanent stand, a Strategic Marketing Plan should be prepared. This Strategic Marketing Plan should at least define the following aspects:
 - a. Basic concept of the Polish tourism product (what is the essential we want to offer and what is the essential the clients want to buy).
 - b. Identification of the major tourism product clusters and definition of their specific tourism concept.

- c. The communication strategy: how to use which communication tools where and when? Specific definition of the strategy and objectives for participation at tourism fairs.
- d. Revision of the existing Corporate Identity of the Polish tourism sector or designing a new one.

Having completed these actions, the use of tourism fairs as a communication tool will be clearly defined and more effective.

Subsequently, the design of the new stand must support these objectives.

- It should be noted that the main messages to be communicated through the stand design must be maintained unaltered for several years in order to be effective and to help the image being created of Poland as a new tourist destination to become familiar in the market.

Technical recommendations:

- We recommend to construct a re-usable stand of variable structure, creating a personalized communication tool.
This kind of stand can be used for at least 3 years, permitting a consistent and effective communication during these years to establish a clear image of Poland as a tourist destination.
- The stand design must permit alternative layouts (depending on the size and amount of area available at each fair). It's design could be made to permit parts of the stand to be used at two smaller exhibitions simultaneously.
- As it has been recommended by COTI to expand the Polish stand at ITB 94 to 650 m², the new design for a demountable stand should also be based on this size.

4. ADVISORY NOTES TO GUIDE THE PREPARATION OF A TENDER FOR THE DESIGN AND CONSTRUCTION OF A NEW POLISH STAND AT TOURISM FAIRS AND EXHIBITIONS.

4.1 Background

The government of Poland is becoming increasingly aware that tourism could make an important contribution to the overall development of the country, in terms of:

- acceleration of the country's economic reform process
- promotion of international investment
- reduction of unemployment
- enhancement of social welfare
- contact and interaction with people from other countries

Therefore, as part of the PHARE programme, the Community is assisting Poland in the development of its tourism industry through a large tourism development programme.

This programme is carried out under the responsibility of the State Sports and Tourism Administration (SSTA) by a core group composed of Polish officials from both the State Office for Tourism and the Tourism Institute and 3 long-term European tourism advisers, who form the Programme Management Unit.

One of the areas in which the programme puts special emphasis is Tourism Marketing, an area that has to be adapted to modern marketing needs, with the objective to increase the competitiveness of Poland as a tourism destination. In this framework a identification study has been carried out with the objective to evaluate the Polish participation at the tourism fair ITB/Berlin and to prepare these advisory notes.

4.2 Objectives and expected results

The objective of this tender is to develop, in collaboration with the responsables of the Polish Tourism Authorities, the design and construction of a permanent (reusable) stand to be used at national and international tourism fairs and exhibitions.

The principal marketing strategy for Poland concerning participation at tourism fairs is Market Penetration, which calls for a stand that should be functional, but at the same time creating a new tourism image of Poland.

The principal aspects to be taken into account in designing the stand are the following:

- It should be a re-usable stand, with a high level of flexibility in layout design
- The stand should be able to cover a floor area of max. 650 m²

- It should be based on and reflect the specific communication strategy and the objectives for participation at tourism fairs, as established by the Polish tourism authorities
- The design and construction must be such that it can be used for a period of at least 3 years continuously
- It should include three basic areas:
 - a. General public area
 - b. Trade area
 - c. Service area

A basic design philosophy is included in annex B.

Technical aspects to be taken into account are the following:

a. Style

The design must be modern, though reflecting a touch of history and folklore of Poland

b. General public area

The general public area must be accessible to all visitors and its main function is to provide information and promotional material. This area should include:

- information desk for general public
- national tourism office representation
- regional and municipal tourism representation

Here the general tourism concept of Poland must be communicated together with a clear system explaining the different tourism regions. Concentrate on a few, strong messages and use few but strong and big displays.

In this area a display system for brochures must be foreseen, stimulating a self-service by the visitors.

c. Trade area

The trade area is only accessible for representatives from the travel trade, who want to do business with the Polish private sector. This area must have a quiet ambience, with a table and a few chairs for each private sector participant. Although an area visited by less people, it must also communicate the same general concept of Poland.

At the entrance of this area a reception desk must be installed, solely for advise to professional visitors. Here the participating private sector representatives from Poland must be announced on a clearly visible panel, featuring the name of each company, its main tourism activity and the name of the company's representative present at the fair.

d. **Service area**

The service area should include the following facilities:

- Minimum 2 meeting rooms;
- Bar with a few bar stools and a few comfortable seats; the bar area should be located somewhat aside from the general visitors area
- Storage/cloakroom for promotion material, coats, etc.;
- Kitchen, in which a refrigerator, sink, water tap and shelves.

4.3 Project implementation

4.3.1 "Design and Build" contract

The project will consist of 2 phases:

1. **Design and approval phase**

The successful tenderer should be requested to submit 3 alternative sketch designs with, using different concepts and at varying cost levels. The designs will should be presented in a way facilitating evaluation of their concepts and may include perspective drawings, scale models or other visual aids.

Of the approved design, working drawings and specifications will be prepared and detailed proposals will be submitted for general decoration of the stand, colour schemes, materials to be used, type of furniture and lighting, graphic displays, etc.

2. **Construction phase**

4.3.2 Professional input

The company to be selected must have proof of substantial experience in design and construction of international stands and should have the capacity to construct the stand within the period to be determined.

4.3.3 Implementation procedures

1. Preparation of a shortlist of approximately 3 stand building companies.
2. Invitation to tender, including (a) letter of invitation, (2) terms of reference, and (3) tender rules and regulations; tenderers may be required to submit a bank guarantee for part of the cost.
3. Evaluation of tenders by a nominated Tender Board.
4. Award of contract to the succesful tenderer.

4.3.4 Timetable for implementation

Below an indication is given of the minimum time estimated to be required to develop a new stand. Much depends on the number of authorities and persons involved in the preparation of the stand and the time required to make decisions on the selection of the company, approval of designs and the allocation and disbursement of the required funds.

	minimum nr. of weeks
1. Preparation of shortlist	2
2. Preparation of tender dossier	4
3. Preparation of technical and cost proposals by invited tenderers	4
4. Evaluation of tenders	4
5. Contracting	1
6. Phase 1 (design)	8
9. Phase 2 (construction)	4-8

4.3.5 Cost estimate

The cost of a new stand of 650 m² of, above avarage, quality standards is estimated in the range of 400,000 - 500,000 German Marks. About 10 to 15% of the total amount are design costs.

BIBLIOTEKA IT
Archiwum Prac
Naukowo-Badawczych

ANNEX A

**GRAPHIC MATERIAL USED IN THE PRESENTATION ON TOURISM
MARKETING IN WARSAW 16/03/93**

TOURISM FAIR ATTENDANCE: SUGGESTIONS FOR A NEW POLISH APPROACH

A.- WHAT ABOUT TOURISM FAIRS

- European Tourism Fairs System
- Tourism Fairs as a marketing instrument: How to use it?

B.- HOW TO MAKE PROFITABLE YOUR PARTICIPATION AT FAIRS?

- Optimising your commercialisation budget
- 4 Steps towards profitability

C.- SUGGESTIONS FOR THE NEXT FAIRS
--

- The main objective and strategies
- Key Points for Planning
- The Stand Management
- The Follow-up

D.- FINAL RECOMMENDATIONS

A. WHAT ABOUT TOURISM FAIRS?

1

- European Tourism Fairs System
- How to use Tourism Fairs to attract tourism?

A. WHAT ABOUT TOURISM FAIRS?

THE EUROPEAN TOURISM FAIRS SYSTEM

- 150 tourism fairs
- 10 million general visitors
- 200.000 professional visitors

A. WHAT ABOUT TOURISM FAIRS?

1.1

150 TOURISM FAIRS

But only 6 with about 200.000 visitors

The other fairs are regional or local fairs

GOOD FOR	NOT ADEQUATE FOR
<ul style="list-style-type: none"> - Direct selling to potential clients - Contact with local trade 	<ul style="list-style-type: none"> - Contacting the "big trade"

A. WHAT ABOUT TOURISM FAIRS?

1.2

10 MILLION VISITORS (150 fairs):

10 BIG FAIRS

3 MILLION VISITORS

2.400.000 (80 %)

Non-potential consumers

600.000 (20 %)

Potential customers

$P = 60.000 \times \text{fair}$

Average stay = 3 hours

% of fair visited = $1/5$

Average visits x pavillon = 12.000

A. WHAT ABOUT TOURISM FAIRS?

1.3

MODEL FOR EVALUATION OF "SUCCESFULL" CONTACTS (CONSUMER)

$$SC = V \times \% RV \times \% DMS$$

LEGEND

V = Visitors

RV = Receptive visitors

DMS = Destination market share

SC = Successfull contacts

Case of Spain in ITB

$$0,3 \times 210.000 = 70.000$$

14 %

9.800

Total investment:

350.000 US\$ (Public)

Cost per contact:

36 US\$

Average spending in Spain:

700 US\$

Tax payback:

70 US\$

1 page advertising in Berlin (1st class):

35.000 US\$

Readers:

450.000 US\$

Cost per contact:

0,7 US\$

A. WHAT ABOUT TOURISM FAIRS?

1.4

200.000 PROFESSIONAL VISITORS (150 fairs):

THE CASE OF SPAIN AT ITB'91

Professional visitors

23.000

Foreigners

8.500

Germans

14.500

A. WHAT ABOUT TOURISM FAIRS?

1.4

German Travel Trade

5.500 (40 % of
total Travel Trade)

Interested in visiting countries'

stands
3.680

Interested in visiting Spain

1.660

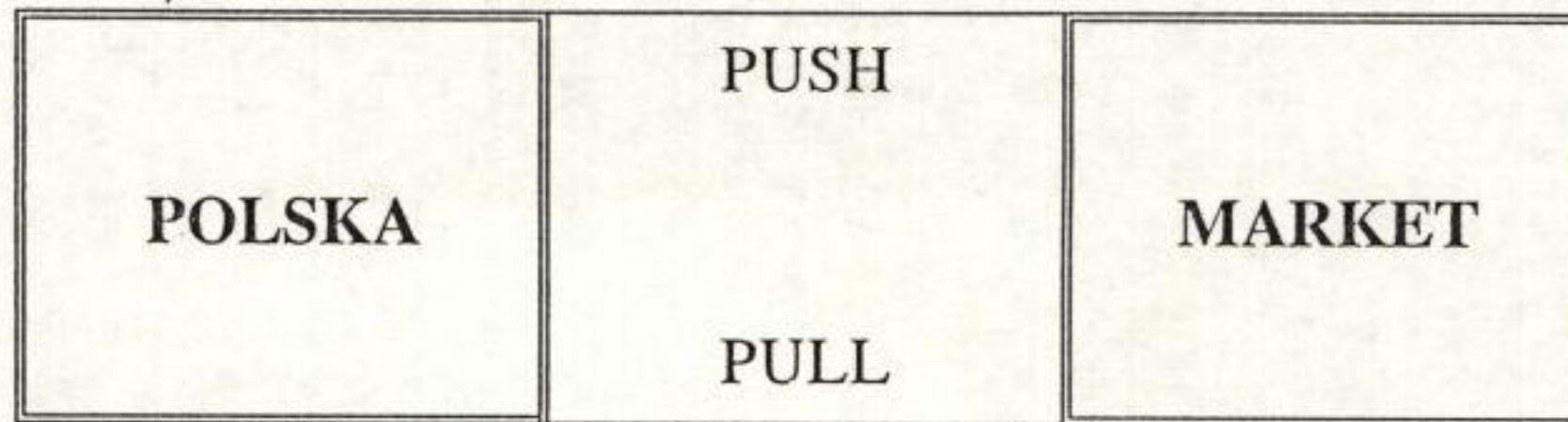
Staff
990

Decision makers: 664

Public
relations
463

Interest
in
business
201

TOURISM FAIRS AS A MARKETING INSTRUMENT



PULL

- Advertising
- Publicity
- Public Relations
- Etc.

PUSH

- Publications
- **PRESENTATIONS**
- **Tourism Fairs**
 - Workshops
 - Sales seminars
 - Fam & Press trips
 - Merchandasing
 - System of sales
 - Direct Marketing

A. WHAT ABOUT TOURISM FAIRS?	2.1
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THE COMMUNICATION MIX: WHAT TO DO WITH 100 US\$?

CASE A		CASE B		CASE C	
Adverti- sing	50 %	Adverti- sing	20 %	Adverti- sing	80 %
		Work- shops	35 %		
Publica- tions	20 %	Famtours	20 %		
Work- shops	15 %	Fairs	15 %		
Fairs	15 %	Direct Marketing	10 %	Direct Marketing	20 %
SPAIN (89)		ARGENTINA (92)		ANDORRA (92)	

A. WHAT ABOUT TOURISM FAIRS?

2.2

THE COMMUNICATION MIX (Spain 91):

TARGETS	Adverti- sing 40 %	Publicity 5 %	Publica- tions 12 %	Presenta- tions 18 %	Others 25 %	Total
Consumers	4 %	-	3 %	-	5 %	12 %
Prospects	30 %	4 %	8 %	-	5 %	47 %
Trade	1 %	0,5 %	1 %	15 %	10 %	27,5 %
Prescriptors	-	0,5 %	-	-	5 %	5,5 %
Investors	-	-	-	3 %	-	3 %
TOTAL	40 %	5 %	12 %	18 %	25 %	100 %

B. HOW TO MAKE PROFITABLE YOUR PARTICIPATION AT FAIRS?

1

1. Optimising your commercialisation budget
2. 4 Steps towards profitability

B. HOW TO MAKE PROFITABLE YOUR PARTICIPATION AT FAIRS? 1.1

OPTIMISING YOUR COMMERCIALISATION BUDGET

HOW THE TOURISTS ARE INFLUENCED

A				
A	Own experience	28 %		
	Friends recommendation	24 %		
B	Travel agent	12 %	B	
	TTOO Brochure	12 %		
C	Advertising	9 %	C/D	
	Publicity	5 %		
	Brochures	5 %		
D	Direct Marketing	4 %		
E	Fairs	1 %		

B. HOW TO MAKE PROFITABLE YOUR PARTICIPATION AT FAIRS? 1.2

MALLORCA

- 98 % clients from
TTOO

"B"

- Fam Tours
- Workshops (60 %)
- Fairs

ANDORRA

- 92 % independent
travellers

"C"

- Advertising (80 %)

ARGENTINA

- 60 % clients from
TTOO

"B"

- Workshops/
Fam tours/fairs (70 %)

+

"C"

- Advertising/Direct
Marketing (30 %)

17

B. HOW TO MAKE PROFITABLE YOUR PARTICIPATION AT FAIRS? 1.4

OBJECTIVES FOR FAIRS (TRADE)

	10 SALES OBJECTIVES	5 OTHER OBJECTIVES
CLIENTS	1. To sell more 2. Quality control 3. Improving agreements 4. Public relations 5. Investigate attitudes	11. Make Poland known and understood 12. Create an image 13. Test new products 14. Investigate what competitors offer and do 15. Motivate Polish staff
NON CLIENTS	6. To sell first time 7. Prepare agreements 8. Sales negotiation 9. To inform 10. Detect needs	

18

B. HOW TO MAKE PROFITABLE YOUR PARTICIPATION AT FAIRS? 1.5

4 BASIC STRATEGIES

PENETRATION

To penetrate the actual markets/ segments
--

IMAGE

Image building/ improving

MARKET DEVELOPMENT

Develop new markets/segments

RESEARCH

Test/introduce new products

4 STEPS TOWARDS PROFITABILITY

1. Set objectives and strategies
2. Plan for 2 - 5 years
3. Improve the management of fairs attendance
4. Improve the follow-up

B. HOW TO MAKE PROFITABLE YOUR PARTICIPATION AT FAIRS? 3.1

RECOMMENDATIONS FOR PLANNING OF PARTICIPATION AT A FAIR

ONE YEAR IN ADVANCE

- Selection of a stand designer and constructor, giving an adequate briefing
- Deciding on responsibilities for the stand
- Design of a provisional programme
- Information and advice to possible exhibitors to make their participation concrete

SIX MONTH IN ADVANCE

- Selection and reservation of transport and accommodation
- Control of production of stand
- Selection of transporters of materials
- Solicit organizers of the fair supply of materials and eventually auxiliary personal/facilities

B. HOW TO MAKE PROFITABLE YOUR PARTICIPATION AT FAIRS? 3.1

TWO MONTHS IN ADVANCE

- Send documentation and invitations to professionals of the area
- Intensify contacts with the press
- Solicit organizers of the fair concerning maps, invitation cards, parking cards, etc.
- Finish administrative formalities for transfer and provisional sending of materials
- Make contacts with trustworthy correspondants
- Engage personal to set up the stand locally

ONE MONTH IN ADVANCE

- Reception of materials for setting up the stand
- Make an inventory of the stand
- Foresee some drinks and food for visitors
- Sending of the invitation cards

B. HOW TO MAKE PROFITABLE YOUR PARTICIPATION AT FAIRS? 3.1

ONE WEEK BEFORE

- Verify confirmation of the hotel reservations
- Give directives to all members of personnel of the stand
- Fix hour and place of first instructive meeting with personnel of the fair
- Foresee necessary instruments for possible urgent reparations
- Have a meeting with person responsible for public relations
- Publish announcements in general and specialised press

FOLLOW-UP OF THE FAIR

A follow-up plan has to be formulated that consists of:

- Classification and inventory of the materials left and handed out
- Report on the general running of the fair
- Follow-up of the commercial contacts established on the fair
- Processing of all information obtained at the stand
- Invitations to professionals for other following promotional actions

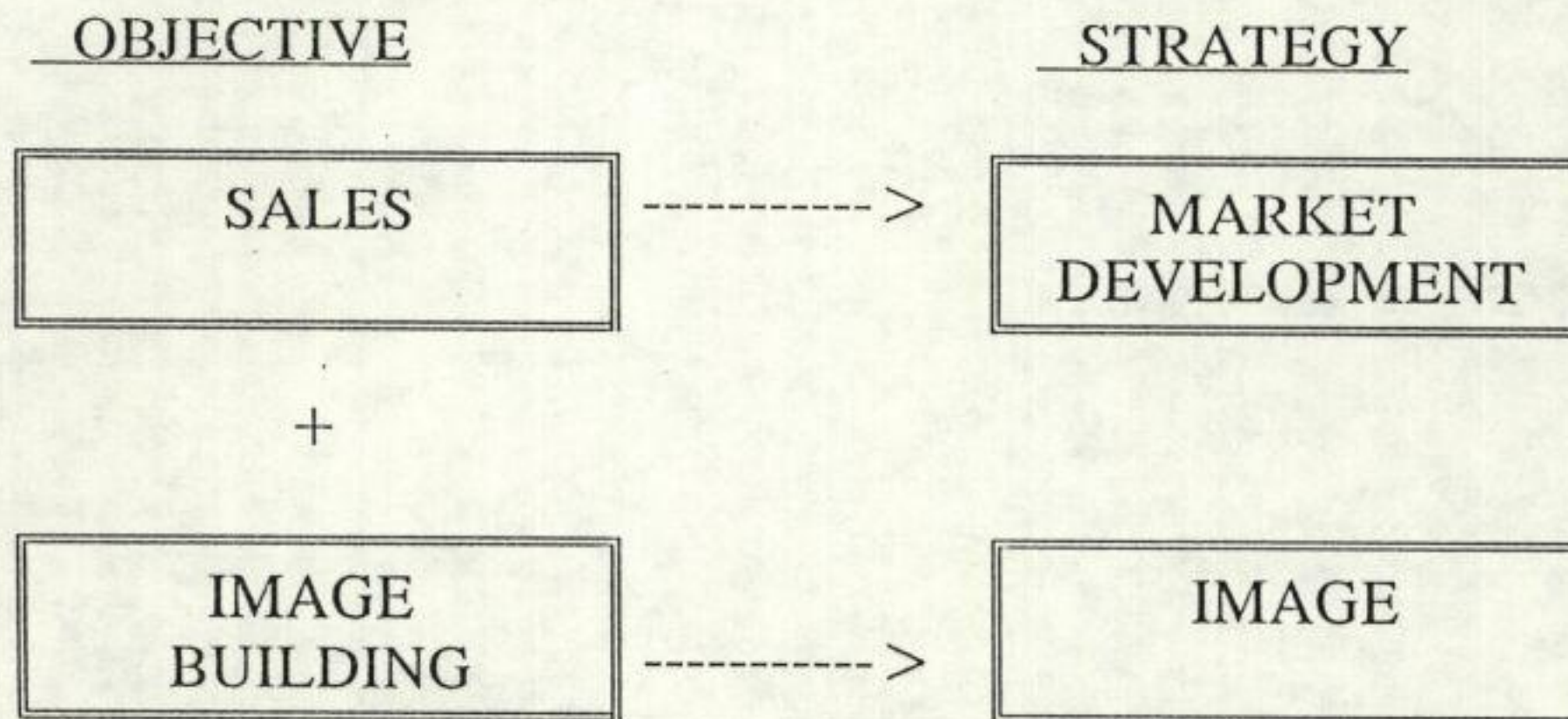
C. SUGGESTIONS FOR THE NEXT FAIRS

1. Set objectives and strategies
2. Plan for 2 - 5 years
3. Improve the management of fairs attendance
4. Improve the follow-up

C. SUGGESTIONS FOR THE NEXT FAIRS

1

MAIN OBJECTIVE AND STRATEGY



PROPORTIONS ?

C. SUGGESTIONS FOR THE NEXT FAIRS

1.1

PLAN FOR 2 - 5 YEARS

1. Define an umbrella concept for Poland (Corporate identity).
2. Develop the concept with a strong but simple visual support.
3. Ask regions to do the same but in a "Corporative" way.
4. Produce a modular corporative stand coherent with the strategy (Market development + image). To be used 20 - 30 times.
5. Create a data bank of trade prospects for each fair

C. SUGGESTIONS FOR THE NEXT FAIRS

1.1

6. Develop the standard pre-fair programme, to ensure that the targeted trade will visit the stand on an agenda basis
7. Develop the "RULES OF THE STAND"
8. Train 30 people for performing each their specific tasks within the stand (15 central + 15 regional)
9. Do the same for the private sector
10. Develop the follow-up plan and monitoring system

IMPROVE THE MANAGEMENT OF FAIR PARTICIPATION

A) TECHNICAL MANAGEMENT

- Specific lay-outs for different fairs
- Management of the professional visits
- Internal rules (merchandising, on-site presence, etc.)
- Stand Manager and Secretary

B) HUMAN RESOURCES MANAGEMENT

- Public and private sector: personal appearance and communication skills, time management, etc.
- Motivation
- Training of personnel
- Training for specific fairs
- Awards

C) FINANCIAL MANAGEMENT

- Sharing of costs
- Getting sponsors

C. SUGGESTIONS FOR THE NEXT FAIRS

1.3

IMPROVE THE FOLLOW-UP

1. Fair report (General)
 - Quantitative data
 - Qualitative data
 - Analysis of competition
 - Exhibitors satisfaction report (sales and services)
2. Post-fair meeting for discussing results and possible improvements
3. Answering (15 days) of requests or information
4. Follow-up report to private sector

D. FINAL RECOMMENDATIONS

D. FINAL RECOMMENDATIONS

1

1. 5 Profitable fairs work better than 10 money-eating fairs
2. Concentrate on "CORPORATE" design:

Few, single but strong messages. Sell Poland as a personality!

 - Visual, visual, visual stand !!! Good, big, appealing pictures
 - Facilitate the understanding of Poland as a destination
3. Pre- and post fair: The same investment as for the fair itself.

Increase budgets (x 3)
4. Do not forget "the final users" of the stand: Private sector and regions
5. Complement the fairs with:
 - Workshops
 - Educationals
 - Mix of both = "Buy Poland" programme

D. FINAL RECOMMENDATIONS

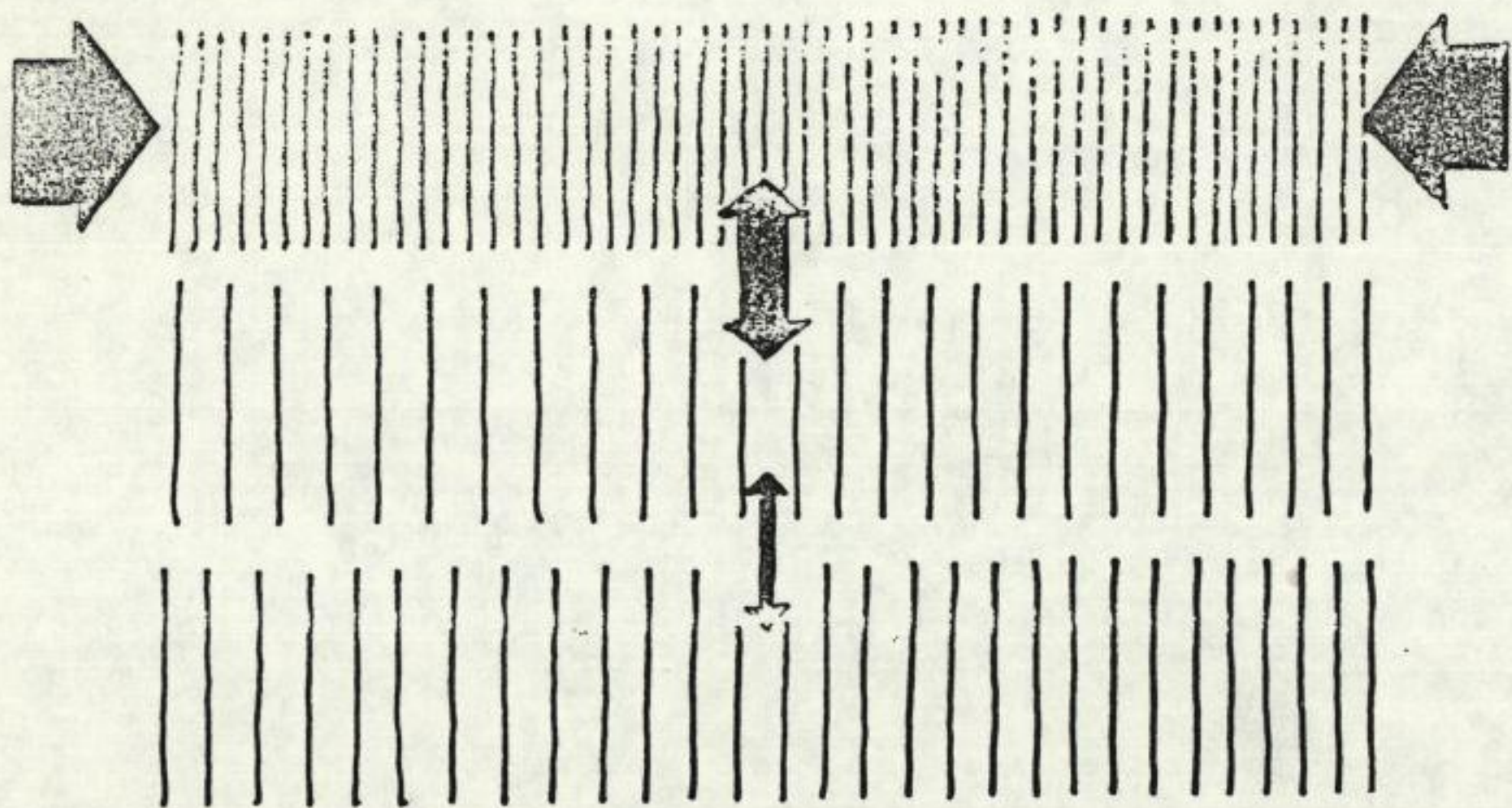
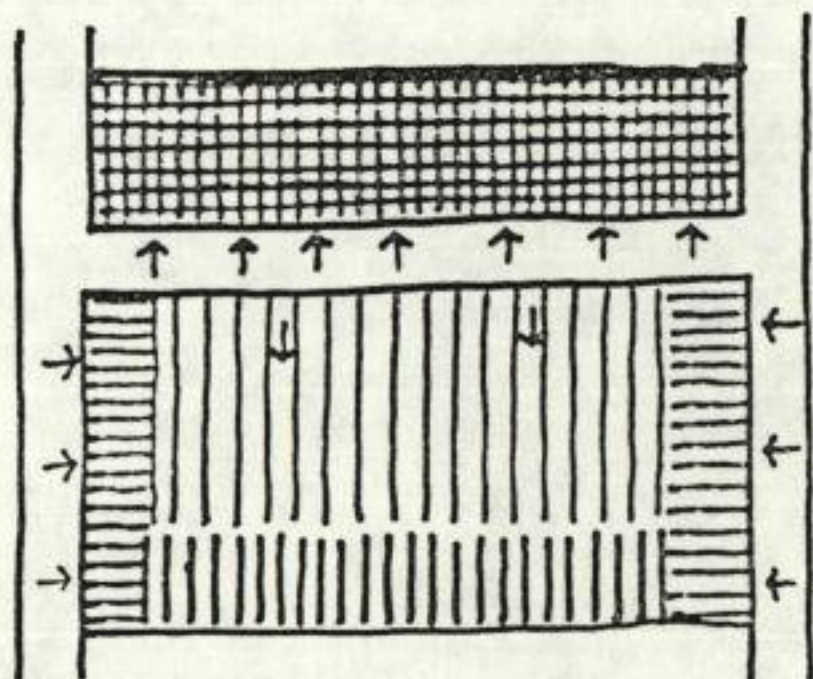
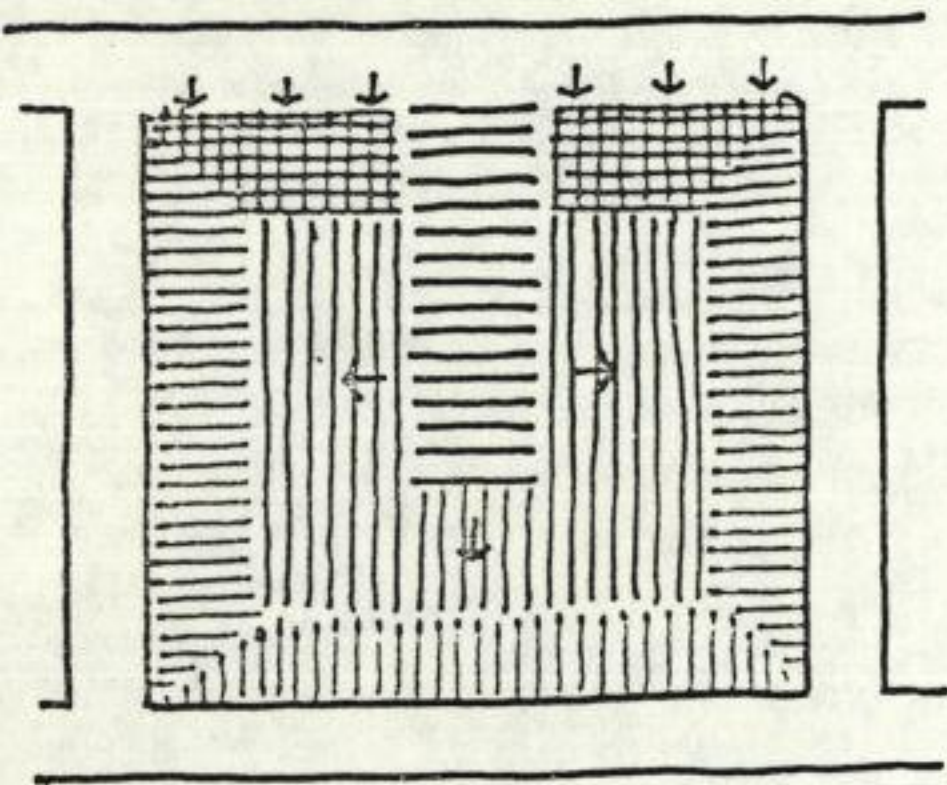
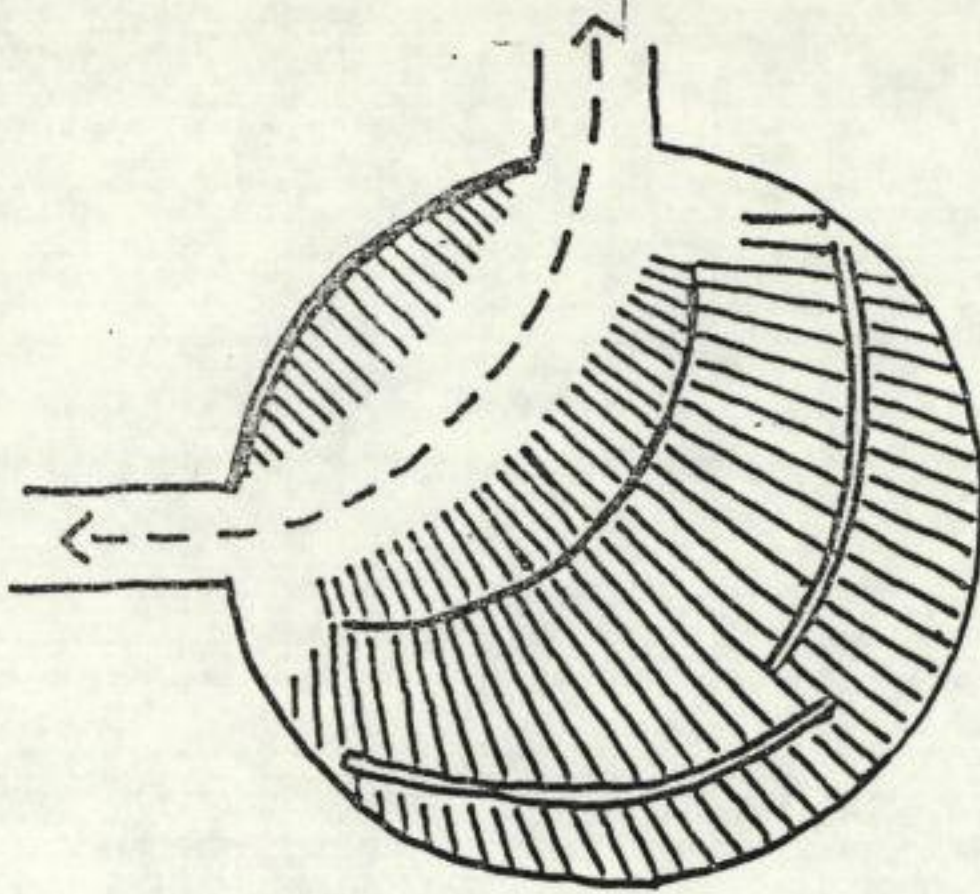
2

ITB '93 EVALUATION

GOOD	ACCEPTABLE	TO IMPROVE
1. Modular 2. Simple 3. Existence of reception desk	1. Participation of private sector 2. Staff motivation 3. Staff quantity	1. Pre-fair/post-fair activities 2. Corporate identity 3. Understanding of the product/regions system 4. Carrying capacity 5. Brochures display 6. Merchandising 7. Harmony (in terms of volume and forms) 8. "Rules of the game" and back-up services

ANNEX B

A BASIC DESIGN PHILOSOPHY



LEVELS OF COMMUNICATION

POLAND

REGION

PRODUCTS

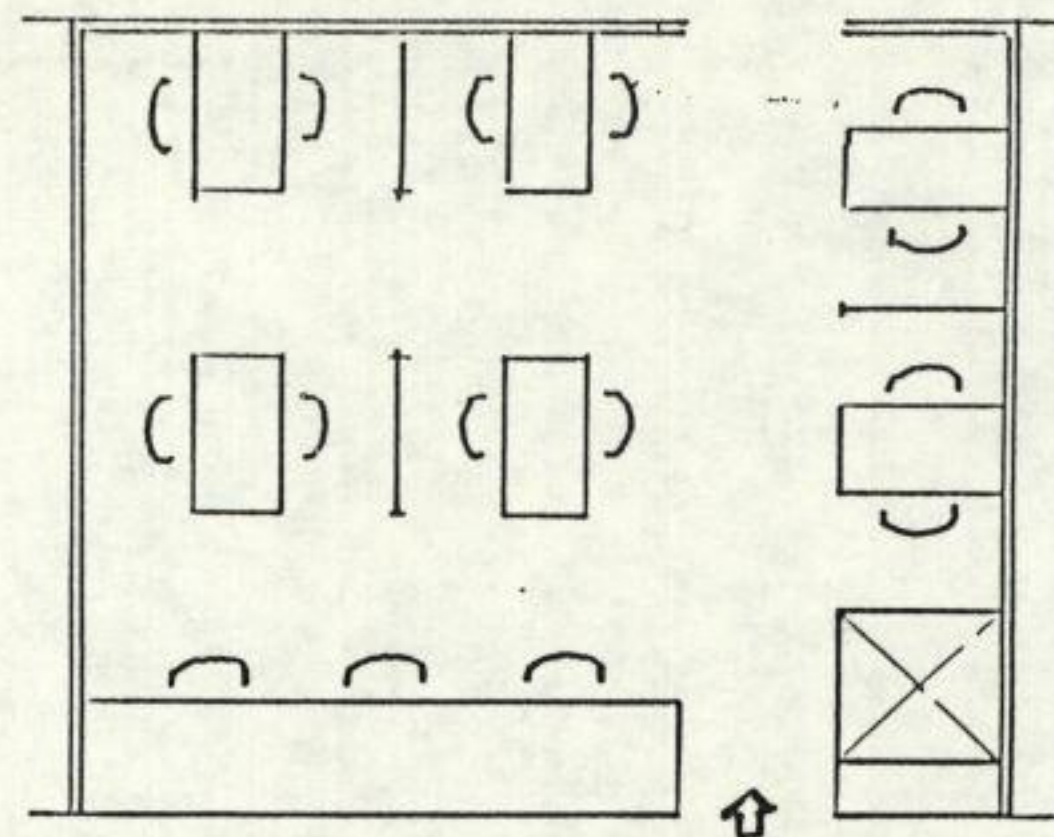
MUNICIPALITIES/COMPANIES

STANDARD INFO

PERSONAL INFO A

PERSONAL INFO B

PERSONAL INFO C



BIBLIOTEKA IT
Archiwum Prac
Naukowo-Badawczych

