

Membership Programme

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ATHENS|CONVENTION|BUREAU



With the goal of transforming the Greek capital into a dynamic tourism and conference destination, the City of Athens formed the Athens Tourism and Economic Development Company (ATEDCo).

The company's philosophy is centred on the development of tourism and the international promotion of the city with the ultimate objective of contributing to its economic development. For this reason, actions have been designed for the main purpose of establishing Athens as an attractive destination throughout the year, of attracting quality tourism and finally, of providing a high level of services to all visitors.

To ensure the effectiveness of these actions and to achieve a suitable programme of activities, the City is investing in international networking and the exchange of expertise through its participation in international bodies, such as the UN World Tourism Organisation, the International Congress and Convention Association (ICCA), European Cities Marketing (ECM) and Destination Management Association International (DMAI).

The company has so far responsibly and successfully staged significant events, such as the Euroleague Basketball Final Four, the International City Break Expo and the Forum of the World Alliance of Cities against Poverty, as well as hosting the International Children's Games -- ICG 2009. With its participation, ATEDCo has also supported the "World of Athens" programme, which was implemented to undertake a series of activities and events aimed at promoting Athens in the American and European markets.

Athens Convention Bureau (ACB)

The Athens Convention Bureau (ACB) was established and set into operation within the ATEDCo organisation. Since April 2008, the ACB has been promoting and showcasing Athens in the demanding international conference and meetings market and providing service to every foreign association or business interested in hosting conferences or events in the city. The ACB is serving a long-time need in the tourism sector in Athens and its activities have already resulted in the first tangible results, as well as receiving particularly encouraging feedback.

The ACB's activities have three main goals:

- 1.** To serve and efficiently respond to every expression of interest in staging events in the city. In addition, it provides information on anything related to the conference product of Athens. This effort has already been deemed a success and has engendered great optimism for the future of conference tourism in the city.
- 2.** The ACB aims to pursue major international conferences and meetings. It is already collaborating with competent bodies in successfully attracting and conducting important conferences in Athens. This intervention is geared to the continuing, significant reinforcement of the local tourism and conference market, as it focuses on the attraction of conferences and events that under different circumstances would never considering coming to Athens.
- 3.** The ACB's main concern is to promote and showcase the Athens conference product. Specifically, familiarisation trips are conducted for conference planners and representatives of major multinational companies, allowing them to get to know Athens and to organise their company meetings here.

As part of all of the above, plans have moved ahead with the publication of an official Athens Convention Bureau magazine, ACBmag, which is sent to thousands of select recipients in a broad conference market. The magazine features the conference services of Athens in an attractive fashion, it makes suggestions to interest

business travellers who are staying in the city and it provides a multitude of useful information.

In addition, the Bureau's official website, www.athensconventionbureau.gr, is also in operation and directed to anyone interested in staging a conference or company event in Athens by making conference information readily available. This portal is designed to offer one-stop-shopping and is updated regularly to provide visitors with the latest information.

Web site: www.athensconventionbureau.gr



Περιοδικό acb mag



Print Run

6,500 copies

Electronic mailing

95,000 recipients

Publication Frequency

Tri-monthly + 1 Special Edition

Language

English

Distribution

International Associations, Professional Congress Organisers, Associations Management Companies, Destination Management Companies, Corporate Travel Management Companies and MICE market decision makers. Also sent to select organisations, industry principals and businesses within Greece.

A. Services to our Members

The Athens Convention Bureau has developed a wide range of direct and indirect services, offered to all members at no additional cost.

■ Immediate notification about RFPs

As Athens' official body for conference tourism, company meetings and incentive travel, the Athens Convention Bureau is the first point of reference for anyone interested in staging an event. The Requests for Proposals (RFPs) that the ACB receives will be communicated within 24 hours to all members so that they can respond and so that the process of formulating offers can be set in motion.

■ Preferred Partner, Significant Suggestion Status

In addition to RFPs, the Athens Convention Bureau receives a number of requests for general and specific information. These requests usually relate to infrastructure meeting certain specifications, specific categories of businesses (e.g. conference hotels or accommodation, event venues, event organisers, restaurants and so on) and to meetings with company executives. The ACB will recommend its Members in response to such requests, even if they do not fully meet requirements.

■ Participation in Site Inspections

The Athens Convention Bureau often receives requests for support and consulting services to conduct site inspections in the city. Depending on the request and the client specifications, the ACB will entirely carry out or contribute to the planning of site inspection programmes. ACB members will be recommended for inclusion in site inspection programmes.

■ Institutional support in pursuit of events or in staging events and organisational support

Depending on the case and the demands of each event and the existing capabilities of the ACB, institutional support will be provided to ACB Members who are pursuing the award of conferences/meetings/events or who have undertaken to hold them. This support may include the sponsorship of the City of Athens, letters of recommendation from the Mayor and ATEDCo management, provision of city-owned venues at competitive prices and so on.

■ Intervention/mediation with third parties on issues of more effective pursuit of event staging or achieving beneficial terms for event staging

As each circumstance dictates, the ACB will intervene on behalf of Members in transactions with third parties, such as state bodies and services, organisations, private sector bodies and others, with regard to: a) issues strengthening bidding position in the pursuit of conferences and events (e.g. accelerated bureaucratic processes, the provision of venues, institutional support, special offers and so on); b) providing services that contribute to more effective staging of conferences and events (e.g. transportation of conference attendees, publicity and promotion, provision of informative materials and so on).

■ Participation in ACB marketing and promotion activities with preferential terms

The ACB prepares and implements marketing plans for the more effective promotion of Athens as a destination. Within this framework, it places advertising and articles in the international press, including ads, advertorials, editorial material, supplements and others. It also conducts regular and incidental PR and lobbying activities (presentations, events, exhibitions, workshops, etc.). Members can take part in the ACB's activities, about which they are informed beforehand, with preferential terms.

■ Specialised Information

Members receive confidential information on trends and developments in the international and domestic markets (study results, research findings, analyses etc.) which the ACB or ATEDCo either receive or produce.

■ Provision of promotional material on Athens

The Athens Convention Bureau provides its Members with promotional material on Athens, depending on the circumstance and the appropriateness of the material to specific needs, to aid efforts to promote and attract conferences.

B. Additional Services and Offers

In addition to the basic services provided, Athens Convention Bureau Members can take advantage of the marketing and promotion available through the activities and products of the ACB, with preferential terms.

■ Promotion in the Planner's Guide

Each year, the ACB publishes the Athens Meeting Planner's Guide, which includes all aspects of the Athens conference product and is divided into categories of services and service providers. ACB Members receive special placement in these categories and a preferred form of promoting their services and products.

■ Preferential promotion / listing

Members receive preferential placement with content of their choice on the ACB site, www.athenconventionbureau.gr.

1. in the general lists of categories where they belong and wish to be included. ACB members will be listed with a special designation and enriched format.
2. in a special section where only ACB Members are listed and promoted. Each Member will be able to present its company profile with additional content.
3. in special news sections where related news content is published. Members can provide ACB with news and announcements regarding their services or products and their promotional activities in general.

The ACB site has been in operation since April 2008; it is updated daily and is supported by a specialised team whose principal goal is to increase site visitation and to continually improve its functionality.

■ Preferential prices for promotion in ACB and ATEDCo publications

Members who wish to be promoted in ACB or ATEDCo publications (ACB Magazine, Breathtaking Athens Magazine, ACB Newsletter, Breathtaking Athens Newsletter) through advertising, advertorials etc. are eligible for:

- A 50% discount on list prices.
- A full-page ad at no charge if participating in more than three editions annually.
- Payment of charges within two (2) months of publication date.
- Priority placement in publications.

■ Preferential prices for promotion on ACB and Breathtaking Athens sites

Members who wish to be promoted on the ACB and ATEDCo sites (Breathtaking Athens and corporate) through banners, links, pop-up ads, skyscrapers, etc. are eligible for:

- A 50% discount on list prices.
- One month free if participating for three months or more.
- Priority selection of placement and type of promotion.

■ Provision of special emblem indicating “Member of ACB”

Each Member who registers with ACB will receive a special emblem which can be used in its activities and its information material. The use of the emblem and ACB logo is subject to certain basic rules and conditions.

C. Conditions for Membership and Member Obligations

■ **Membership Fee**

Each Member is asked to pay an annual membership fee, according to its category.

■ **Only for enterprises operating legally**

Every business that wishes to become a Member of ACB must be operating legally, based on conditions set out in the relevant legal framework. Tourism enterprises must bear the special GNT0 emblem. It is preferred that service providers have quality assurance certificates (e.g. ISO, HACCP, etc.)

■ **Timely payment of membership fees and fulfillment of obligations to ACB**

Every Member must have paid any membership dues and have fulfilled its obligations toward the ACB. Fees should be paid within the specified time frame and on the basis of the terms agreed upon.

■ **Support with preferential terms for ACB activities and needs**

Members are obligated to support ACB by providing preferential terms and special offers for activities and efforts that contribute to the promotion of the city and its conference product. These offers may include accommodation and services for Site Inspections, Fam Trips, etc., as well as in the staging of events, presentations and so on.

■ **Keeping the ACB informed of RFP progress**

Members are obligated to inform the ACB about the progress of any RFPs that have been diverted to them, e.g. whether a response or offer has been received or not, as well as on the outcome, that is whether an agreement resulted from it or not.

■ Submission of detailed Congress Review Sheets (CRS) to ACB

Conference Organisers are obligated to provide the ACB with a detailed report on conferences staged in Athens. This information will enable the ACB to collect statistical data so that it can formulate an overall view of the conference activity in the city. This process also serves the Organiser, as the conferences will be promoted through ACB sites and publications.

■ Provision of printed and digital material for use by the ACB

Members are asked to provide the ACB with printed and electronic material on their facilities, services and products which will be used as needed in various promotional and marketing activities.



**ATHENS TOURISM
AND ECONOMIC
DEVELOPMENT CO.**

**ACB Membership Programme
ATEDCo**

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