

KONGRES E-CONCIERGE

Let us help you get your message out

Do you want to reach a large number of meeting industry players from SEE and beyond but you just don't have the resources and data base?

Kongres magazine can help you deliver your message to key meeting industry players; from meeting planners, meeting providers to convention bureaus, associations and organizations.

Novelties, special offers, upcoming events, ideas for incentives, what to see in your region, client's references,... are all the "hottest" topics the meeting industry can't stop talking about. Make sure people are talking about YOUR offers, YOUR services, YOUR events!

Build your loyalty. In addition to monthly Kongres magazine newsletter and weekly IMNR newsletters we now offer you your own newsletter with just your content sent out under the Kongres magazine brand.

Based on past statistics we can guarantee you our newsletters reach the right audience. Kongres magazine's distribution list includes 37.276 e-mail addresses. We are constantly upgrading our data base and we expect to add 10.500 new contacts by the end of the year.

Our delivery rate is 96,76% (appr. 36.068), open rate is as high as 29,49 % (appr. 5.496) while click through rate is 5 % (appr. 1831). We did our math. Have you done yours?



WHY SYSTEM KONGRES E-CONCIERGE



CONTENT

- Trust in Kongres magazine content
- Auto-responders
- Video integration
- Building of online surveys



DATA-BASES OF MEETINGS BUYERS

- Reach of 39.000 potential buyers in Europe
- Well developed data bases that are upgraded on a daily basis
- Possibility of segmentation in accordance with your needs



ROI - MEASURING THE RETURN OF YOUR CAMPAIGNS

- Monitor results of the campaign
- Statistics of sending with information on how many users have viewed the message, undelivered mail and actual number of clicks on the message



SOCIAL NETWORKING

- All news are integrated in social networks

**ACCORDING TO OUR EXPERIENCE, WE HAVE PREPARED THREE PACKAGES
TAILORED TO DIFFERENT NEEDS.**

E-MASSANGER (E-GLASNIK) SYSTEM	BUDGET	MEET	MEET+
Use of e-messenger system (1 x monthly), number of contacts	5.000	15.000	35.000
Access to the application	✓	✓	✓
Sending out of e-newsletter	1	1	1

DATA-BASES FOR DISTRIBUTION	BUDGET	MEET	MEET+
Sending out to own data-bases	✓	✓	✓
Sending out to Kongres data-base	5.000	15.000	35.000

CREATION OF E-NEWSLETTER	BUDGET	MEET	MEET+
Adaptation of news - Editorial Board of Kongres magazine	✓	✓	✓
Limit of words in the news a la carte	1.000	3.000	5.000
Number of photos included	Up to 2	Up to 5	Up to 10
Number of videos included		1	2
Number of words for connection	1	3	5
Meta tags		✓	✓
Proofreading	✓	✓	✓
Optimisation of communication for publication	✓	✓	✓
Publication in 2 days from the delivery of news	✓	✓	✓

ADDITIONAL DISTRIBUTION OF E-NEWSLETTERS	BASIC	MEET	MEET+
Inclusion of selected news into the portal www.kongres-magazine.eu	✓	✓	✓
Distribution of selected news through the portal www.internationalmeetingsreview.com		✓	✓
Distribution through local media in the database of Kongres magazine		✓	✓
Distribution through international convention media in the network IMR		✓	✓
Distribution of selected news in the monthly e-newsletter of Kongres magazine		24.000	38.000
Social media (Twitter & Facebook posting)		✓	✓

ADDITIONSL SERVICES	BASIC	MEET	MEET+
RSS	✓	✓	✓
Inclusion of company logo	✓	✓	✓
Link to client's website	✓	✓	✓
Processing of photos for publication	✓	✓	✓
Web anchors on the Kongres magazine portal		✓	✓

PACKAGE PRICE LIST	BASIC	MEET	MEET+
One-off cost of setting up the e-mail	199 €	199 €	199 €
Monthly cost of the package (VAT not included)	339 €	499 €	799 €



**ADDITIONAL CHARGES
THAT ARE BILLED
SEPARATELY ARE:**

- Translation into English or other languages
- Writing of news and preparation of journalistic texts on order (copywriting)
- Design on order
- Data visualization
- Video production
- Creating of a corporate image for an individual e-monthly

**FOR INDIVIDUAL
SERVICES, SPECIAL
OFFERS ARE PREPARED.**



**WE HAVE A COMPLETE
MULTIMEDIA TEAM
WITH EXCELLENT TECHNICAL
AND PRACTICAL
EXPERIENCE: CREATIVES,
DESIGNERS,
LYRICISTS, PHOTOGRAPHERS,
CAMERAMEN**

KONGRES E-NEWSLETTER DISTRIBUTION AND REACH



RIGHT AUDIENCE:

- Distribution list **37.276**
- Delivery rate **96,76 % (appr. 36.068)**
- Open rate **29,49 % (appr. 5.496)**
- click through rate **5 % (appr. 1831)**



CREATE LOYALTY:

- Frequency KONGRES..... **monthly**
- Frequency IMNR weekly..... **weekly**
- Highest interest **Tuesday, Wednesday from
08:00 - 10:00 and from 16:00 - 19:00**



CREATE CONTENT CREDIBILITY:

- Spam in % **2,3 % (appr. 826)**
- Ham in % **97,7 % (appr. 35.242)**



RELEVANT CONTENT:

- Complaint rate:..... **0,01 %**
- Text to image ratio: **60% to 40 %**



DATABASE BUILDING ACTIVITIES 2013:

- Existing database **37.276**
- Web site sign-up forms **1.500**
- Telemarketing **8.400**
- Events **400**
- Contest..... **200**
- Expected new contacts 2013: **10.500**

Contact and additional information

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