

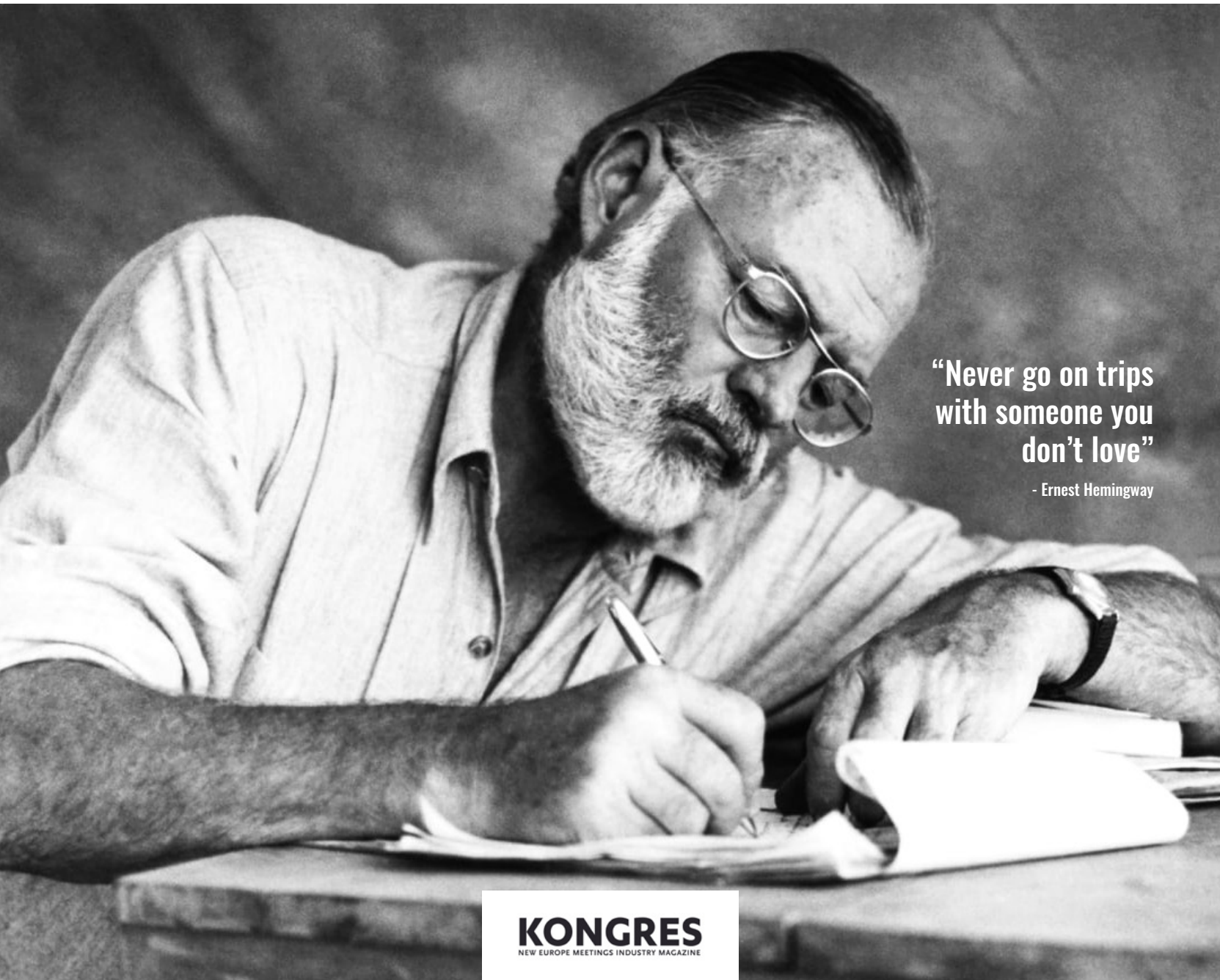
www.kongres-magazine.eu

KONGRES MAGAZINE

THE MEETINGS INDUSTRY CONTENT MARKETING MACHINE

KONGRES MAGAZINE MEDIA KIT 2023

THE SAME WORLD IN OTHER WORDS



**“Never go on trips
with someone you
don’t love”**

- Ernest Hemingway

KONGRES
NEW EUROPE MEETINGS INDUSTRY MAGAZINE

THE SAME WORLD IN OTHER WORDS

DIFFERENCE IS IN THE STORYTELLING NOT SELLING SERVICES



Kongres Magazine is the very first niche communications agency to specialize in the meetings industry. We have been creating urban stories spiced up with a strong dose of creativity and an “out of the box” vision for over a decade now.

Since time immemorial, words have been perceived as the strongest and most versatile weapon. People are born storytellers. Stories define our existence and shape our view of the world and perception of reality. Through stories, we learn both metaphori-

cally and literally. Without stories, our emotional world would be empty, and life would be missing that “wow factor.”

Creating inspiring opportunities today occurs predominantly on digital platforms. These are hungry for good stories and quality content marketing.

In many ways, the meetings industry is similar to rock’n’roll. It is passion and dedication. It strives to be different and visible, showing with one’s heart and soul the power of speech at the right moment. It inspires the audience and leaves an impression. It creates a special connection with every listener and responds to their wishes, and ensures that they become fans. You know how to inspire, and we have a stage on which you can present.

Therefore, this year Kongres magazine has brought its readers even closer, breathed into its new content and changed it into an even more attractive publication, all with the aim of becoming a unique, creative and effective medium for dialogue between you onstage and your buyers in the audience. Therefore, we offer a range of solutions for your dialogue with readers, from text-writing and web optimisation to promotions in the magazine and on social networks.

Gorazd Čad
CEO & Founder

MORE CONTACTS, MORE CONTRACTS

WHAT

The majority of media and specialised marketing agencies in the meetings industry only offer meeting planners and destinations one of the many possible methods of communication.

THUS

Integrated communication in all contact points of communication with meeting planners is rare and usually also very expensive.

The biggest problem of such communication is ensuring high quality reach of all communication channels and measuring sales conversion.

NOW WHAT

Our agency is among the first to offer **360° MICE ACTIVATION**, which includes all communication tools that actually communicate with meeting planners, regardless of which communication tool they use.

6 GOALS RELEVANT FOR YOUR BUSINESS

- **Content Creation:** Producing engaging content for clients and providing content targeting
- **Content Curation:** Finding relevant content for specific meeting planners groups through our network
- **Content Distribution:** Delivering content to meeting planners who will find it valuable and driving conversion
- **Boost Awareness:** Creating client brand awareness by consistently communicating with meeting planners
- **Lead Generation:** Creating qualified leads as a result of content marketing and converting reach into leads
- **Drive Sales:** If content is king then sales conversion is queen - converting leads into customers

WE KNOW MEETING PLANNERS REALLY WELL

Kongres is the largest European and regional B2B communication platform. Our database has over **86.327 potential buyers** of your product.

The database is being expanded on a daily basis and is primarily targeted at the European market.

EXPERTISE

An efficient direct marketing begins with a quality database. Database is a foundation for developing own communication channels and different forms of direct marketing.

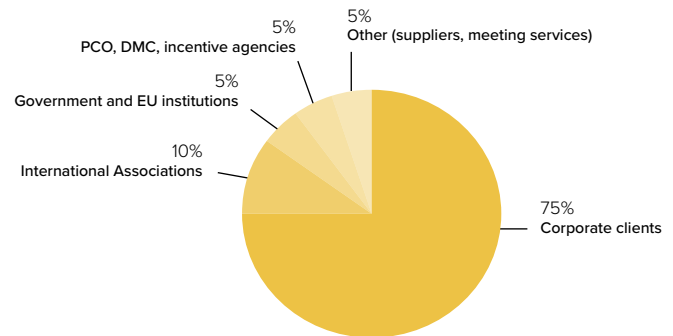
In the beginning of 2022 our database consists of 80.642 contacts. This represents one of the most extensive and quality databases in the field of meetings industry in the European area. With this database we power our event Conventa as well as numerous successful clients' campaigns.

OUR MAIN REGIONS

According to the distribution of the Magazine today are:

- Central and South East Europe 26 %
- Russia and Eastern Europe 18 %
- Germany 11 %
- Benelux 8 %
- UK and Ireland 8 %
- Turkey 7 %
- Scandinavia and Baltics 6 %
- Italy, Spain, Portugal 6 %
- Rest of Europe 4 %
- Other countries 6 %

STRUCTURE OF DATABASE



In year 2023 we will continue to upgrade the database through the following channels:

- Landing page sign-up forms 2.900 (system Sumo)
- Telemarketing 4.200 (direct calls)
- Events, Trade shows 450
- Contest 600
- Personal sales 150

Expected new contacts 2023: **8,500**

Through the Kongres portal alone, we weekly generate more than 50 new contacts. This is a record in the international meetings industry.

THE NUMBERS DON'T LIE

In the last **17 years** www.kongres-magazine.eu has won the trust of local and international meeting planners.

According to official data on the reach of the site (Alexa and Google), it is ranked among the top five websites in its field with the highest reach in Europe. Each day it records an average of **400-600 visits** by various meeting planners who are able to see **800-1000 content items**.

“Never go on trips with someone you don't love”

- Ernest Hemingway



OUR BESTSELLERS

Bestseller 1: MICROSITE ON THE WWW.KONGRES-MAGAZINE.EU PORTAL

What is a microsite on the www.kongres-magazine.eu portal?

It is a special subpage on which news with the most views and highest conversion is generated with the help of a special interface. The structure of the sections on the microsities, therefore, follows the search logic of meeting planners (Popular Stories, Behind the Scenes, Incentive Ideas, Interviews, Destination Guides). The microsite is accessed through the portal entry page, which ensures the highest conversion rate.

What is a microsite on the www.kongres-magazine.eu portal?

Because you will have your own domain on the Kongres portal, you will gain credibility in the eyes of your subscribers.

The web portal www.kongres-magazine.eu has won the trust of local and international meeting planners in the last 14 years, and what's more, according to official data on the portal's reach (Alexa and Google) we rank among top 5 MICE portals with the highest reach in the world. We are very proud of that. Every day, the portal is visited by an average of 300 to 400 different meeting planners, who view a total of 900 to 1.100 different content points.

Microdomain

The www.kongres-magazine.eu/your-convention-bureau microdomain is a big advantage. This communicates the main focus of our content and our microdomains are often ranked much higher than our own domains.

	Basic	Meet	Meet+
Banner on the www.kongres-magazine.eu landing page	✓	✓	✓
Number of articles limit (posts)	30	50	100
Monthly limit of number of articles (posts)	4	6	10
Monthly limit of number of pictures in posts	8	12	20
Monthly limit of number of videos	2	3	5
SSD space (GB)	3 GB	10 GB	20 GB
Microdomain www.kongres-magazine/partner	✓	✓	✓
Web page SEO optimization for search engines	✓	✓	✓
Antispam protection	✓	✓	✓
Free SSL certificate	✓	✓	✓
Backlinks to your webpage	✓	✓	✓
Built-in RFP and contact form	x	✓	✓
Meta tags	x	✓	✓
Writing news stories with proofreading (monthly)	x	4	6
News redistribution without proofreading (monthly)	x	2	4
News redistribution to social media channels	x	6	10
Mailing to the list of potential buyers	x	option	option
Data visualization	x	option	option
Video production	x	option	option
Infographic design	x	option	option
PRICE PER MONTH	179 €	By arrangement	By arrangement


22% V.A.T. is not included in the prices. It will be added where applicable.

<https://kongres-magazine.eu/velingrad/>

KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR

Read stories from Velingrad, Bulgaria

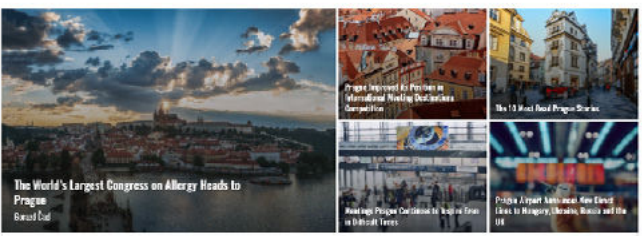
We are committed to bringing together the right people, organisations, destinations, and ways of working together to create true partnerships. Find out more about the meetings and incentive offer in Velingrad, Bulgaria



AUTHENTICITY

<https://kongres-magazine.eu/prague-convention-bureau/>

KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR



The World's Largest Congress on Allergy Heads to Prague
Suzel Eyal


Prague Inspired by Pitches at International Meeting Destination Competition

The 13 Most Read Prague Stories

Prague Airport Announces New Euro Lines to Hungary, Slovakia, Bosnia and the UK

Meetings Prague Continues to Inspire Fans in Different Times

LATEST NEWS




<https://kongres-magazine.eu/bratislava-convention-bureau/>

KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR


BRATISLAVA CONVENTION BUREAU

Read stories from our partners

We are committed to bringing together the right people, organisations, destinations, and ways of working to create true partnerships. Find out more about the Bratislava Convention Bureau through exciting stories.




FEATURED STORIES



<https://kongres-magazine.eu/great/>

KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR



5 Destinations offering something new in the UK
Suzel Eyal

Great Events Shape the Future: The UK on the events world stage in 2022
Suzel Eyal

UK destinations leading the way in technological innovation


5 leading UK destinations that are shaping the future of events

VisitBritain to showcase the very best of business events at MeetGB Virtual 2022

MeetGB Virtual 2022

To know more about how the UK events industry has been shaping the future of events, join MeetBritain at MeetGB Virtual 2022, taking place from 16 to 17 February 2022.


Sign up at www.visitbritain.com and for any further questions, connect with VisitBritain's Congress representative, congress@visitbritain.com



<https://kongres-magazine.eu/ljubljana-convention-bureau/>


KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR

LJUBLJANA CONVENTION BUREAU




#VISITLJUBLJANA

FEATURED STORIES



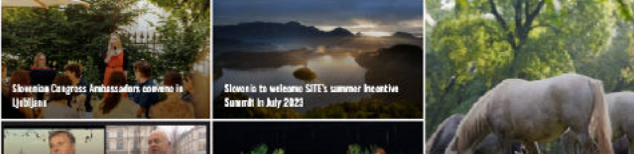
<https://kongres-magazine.eu/slovenian-convention-bureau/>

KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR



Slovenia Meetings

FEATURED STORIES




<https://kongres-magazine.eu/maribor-convention-bureau/>

KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR


BRATISLAVA CONVENTION BUREAU

Read stories from our partners


We are committed to bringing together the right people, organisations, destinations, and ways of working to create true partnerships. Find out more about the Bratislava Convention Bureau through exciting stories.




FEATURED STORIES



Bratislava's Street food Park raising culinary




Belinda Tolmanová: 'Not everything can be'




<https://kongres-magazine.eu/serbia-convention-bureau/>


KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR




5 destinations offering something new in the UK




Great Events Shape the Future: The UK on the events world stage in 2022



UK destinations leading the way in technological innovation




5 leading UK destinations that are shaping the future of events



VisitBritain to showcase the very best of business events at MeetGB Virtual 2022

MeetGB Virtual 2022




To know more about how the UK events industry has been shaping the future of events, join MeetBritain at MeetGB Virtual 2022, taking place from 10 to 12 February 2022.

Register at [Eventbrite.com](#) and for any further questions, connect with VisitBritain's Congress representatives, [Twitter](#) [LinkedIn](#)

<https://kongres-magazine.eu/cankarjev-dom/>


KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR

LJUBLJANA CONVENTION BUREAU




#VISITLJUBLJANA


FEATURED STORIES



Slovenian Congress Ambassadors convene in Ljubljana




Slovenia to welcome SITE's summer Executive Summit in July 2022




<https://kongres-magazine.eu/visit-dubai/>

KONGRES HOME ABOUT INTERVIEWS MEETINGS STAR SPECIAL VENUES FROM THE EDITOR


Slovenia Meetings




FEATURED STORIES



Slovenian Congress Ambassadors convene in Ljubljana



Slovenia to welcome SITE's summer Executive Summit in July 2022



OUR BESTSELLERS

Bestseller 2: STORYTELLING AND COPYWRITING

Good content is the driving force of modern digital marketing

Creating opportunities and building excitement mostly takes place on digital platforms nowadays. These platforms are hungry for good stories and quality content. We like to explain this with a metaphor: the digital beast has an insatiable appetite for quality content. Content marketing has to be incorporated into all marketing processes. Good content is the key to success for campaigns and sales, as well as powering social networks, blogs, websites, mail and other forms of activation.

Preparing content tailored to the focus group

Our experienced team creates content tailored to your focus group, whether it be text, photographs or video content. We are specialised in content marketing for the meetings industry, and we have executed over 200 commercial projects and published 83 issues of Kongres Magazine. In over fourteen years, we have prepared more than 95.000 articles for our subscribers and Kongres Magazine readers.

Creating stories with a silver lining

Cooperation starts by briefing us about your story, followed by the starting phases of creating test content and publishing it on the Kongres Magazine web portal. Using this method we can guarantee quality content. The products and texts are clear, readable and attractive for your buyers - event organisers. All texts are also SEO optimised (choosing suitable keywords, meta descriptions and systematically editing titles and subtitles).

Big savings

Because we are specialised in writing content for the meetings industry, we have a trained team of writers, saving you precious time. Moreover, this way of cooperation is noticeably cheaper than having regular employees.

	Basic	Meet	Meet+
Creative copywriting in English (number of words)	1500	3000	4500
Number of articles monthly	2	4	6
Monthly limit of published photos	8	12	20
Monthly limit of published videos	2	3	5
Proofreading articles	✓	✓	✓
Redistribution of articles through www.kongres-magazine.eu	✓	✓	✓
Redistribution of articles through Kongres Magazine's social media channels	✓	✓	✓
SEO optimisation of articles	✓	✓	✓
2 rounds of corrections for each article	✓	✓	✓
PRICE PER MONTH	325 €	650 €	975 €

22% V.A.T. is not included in the prices. It will be added where applicable.

OUR BESTSELLERS

Bestseller 3: KONGRES MAGAZINE WEEKLY OR PERSONALIZED MAILING

The entire contact database of Kongres Magazine includes 80.462 personal contacts, more than 70 % from European countries. Every day we record new readers who sign up for the news (more than 50 per week).

Expertise

Do you want to reach a large number of meeting planners from Europe and beyond but you just don't have the resources and database?

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 Kongres E- we now offer you your own newsletter with just your content sent out under the Kongres magazine brand.

Our average delivery rate is 96,76%, open rate is as high as 29,49 % while click through rate is 5 %. We did our math. Have you done yours?

Individual personalized mailing to Kongres Magazine database

KONGRES e-CONCIERGE SYSTEM		Basic	Meet	Meet+
Use of e-Concierge system (1 x monthly), number of contacts		✓	✓	✓
Sending out of e-newsletter		1	1	1
DATA-BASES FOR DISTRIBUTION		Basic	Meet	Meet+
Sending out to Kongres data-base		5.000	15.000	35.000
CREATION OF E-NEWSLETTER		Basic	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		x	1	2
Number of words for connection		1	3	5
Meta tags		x	✓	✓
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		✓	✓	✓
Social media (Twitter & Facebook posting)		x	✓	✓

ADDITIONAL 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	x	✓	✓
PACKAGE PRICE LIST	Basic	Meet	Meet+
One-off cost of setting up the e-mail in Mail Poet	250 €		
TOTAL COST OF THE PACKAGE	539 €	799 €	1250 €

Mailing in Kongres Weekly

Publication in one of the weekly newsletters:
• Kongres Weekly

- Wednesday Inspiration
- Friday's Top Pick

ADDITIONAL SERVICES	Basic	Meet	Meet+
Use of Kongres Weekly system, published every Monday at 6.00 am	✓	✓	✓
Sending out of e-newsletter	1	1	1
DATA-BASES FOR DISTRIBUTION	Basic	Meet	Meet+
Adaptation of news - Editorial Board of Kongres magazine	✓	✓	✓
Limit of stories in the Kongres weekly	1	2	4
Number of photos included	Up to 1	Up to 2	Up to 4
ADDITIONAL SERVICES	Basic	Meet	Meet+
Link to client's website	✓	✓	✓
Processing of photos for publication	✓	✓	✓
Web anchors on the Kongres magazine portal	x	✓	✓
PACKAGE PRICE LIST	Basic	Meet	Meet+
TOTAL COST OF THE PACKAGE	180 €	342 €	486 €

22% V.A.T. is not included in the prices. It will be added where applicable.

An example of campaign's results

Segmented base of organisers from New Europe, Germany, and Benelux

Right audience:

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

Create loyalty:

- 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 %

How can you make use of Kongres Magazine to promote your destination and MICE products?

- **KONGRES WEEKLY** – every Monday we select the most read posts of the past week
- **WEDNESDAY INSPIRATION** – every Wednesday we delight our readers with video stories
- **FRIDAY'S TOP PICK** – a weekend package chosen by the editor-in-chief

OUR BESTSELLERS

Bestseller 4: KONGRES MAGAZINE SEARCH ENGINE

Why is our Search engine a perfect tool for you?

Based on 12 years of observing and designing user experiences, we have created a search engine that is fully tailored to the needs of meeting planners and their thought process. It is a perfect tool to present your presentation, venue, special venue or incentive idea.

Reach guarantee

According to official data (Alexa and Google), Kongres is positioned among the top 5 MICE portals with the highest reach in Europe. Every day, 250 to 300 different meeting planners visit the site looking at 800 to 900 articles.

Content driven engine

It's the first true content-driven search engine, with destinations and venues for every demand, which will expose you to the right qualified buyers.

The easiest way to get noticed

Our platform combines original content with invite-only venue profiles. Kongres Magazine connects meeting planners with your property to send RFP's.

Quality guarantee

Our collection features the best destinations, venues and incentive ideas checked by using the Meetings Star Methodology and Hidden Congress Guest.

POSITIONING VENUE OR INCENTIVE IDEA IN THE SEARCH ENGINE AT <https://kongres-magazine.eu/>

	Basic	Meet	Meet+
Basic editorial entry into the database	✓	✓	✓
Contact me form	x	✓	✓
RFP form	x	✓	✓
Contact information	x	✓	✓
Link to your website	x	✓	✓
Your content information and a call to action	x	✓	✓
Additional exposure and a Preferred Partner status	x	x	✓
Publication of additional stories about your venue or incentive idea on www.kongres-magazine.eu	x	3x 150 words	9x 250 words
Publication of additional stories about your venue or incentive idea across Kongres Magazine's social channels	x	3x 150 words	9x 250 words
Publication of additional stories about your venue or incentive idea in the Kongres Weekly newsletter	x	3	9
Publication of your own sales pitch in the basic presentation in the database	x	150 words	250 words
Publication of additional images in the basic presentation in the database (image size: 1024x768)	x	3	5
Publication of video material in the basic presentation in the database	x	1	2
ANUAL MEMBERSHIP	Free	79,60 €	115,90 €

22% V.A.T. is not included in the prices. It will be added where applicable.

TESTIMONIALS

WHAT CLIENTS SAY ABOUT US



Bohdana Jelemenska
Bratislava Convention Bureau

“Bratislava Convention Bureau is a proud long-term partner of Kongres Magazine. Our cooperation started more than 4 years ago. Since then we have prepared together many interesting articles and projects. Gorazd and Natalija are very proactive and always suggest great updated themes about our »Surprisingly Close and Exceptionally Smart city« of Bratislava. Conventa Trend Bar was also hosted in the capital of Slovakia and the newsletters always helps us to target the desired audience of meeting planners. The professional content delivered by Kongres Magazine also helps us to feed our LinkedIn channel and we are gaining more and more followers everyday. Great job and extraordinary professionals in the meetings industry, that is Kongres Magazine.”

“Prague Convention Bureau is cooperating with the Kongres Magazine for many years now. Prague minisite, placed on the Kongres magazine web and containing useful information on the latest news from the destination, helps us more efficiently communicate with our audience abroad. Through this cooperation we believe, our messages reach their target.”



Hana Krejbichová
Prague Convention Bureau



Made Pandis-Raie
Visit Tallinn Convention Bureau

“Kongres Magazine has provided a wonderful possibility to amplify Tallinn’s news and articles among international meeting planners. During these testing times, this kind of support is much appreciated, because the possibilities of sharing your message face-to-face are limited, to say the least. Therefore using different virtual channels is the best possible alternative and Kongres Magazine is doing a fantastic work with us. The attention to detail and willingness to think along, while publishing our stories and curating our microsite, is very professional. We hope to continue our collaboration, as the service provided has been beyond our expectations.”

“Maribor Pohorje Tourist Board has been cooperating with Kongres Magazine for the past ten years. During this period, Maribor was successfully presented as a business destination in the region and abroad. With the help of Kongres Magazine and the website kongres-magazine.eu, we have been given numerous opportunities to share holistic information regarding our congress offer, experiences and unparalleled stories. Furthermore, the website helped spread awareness about the latest novelties at the destination to the expert public. Equally appreciated are the platform’s added value, countless information and opportunities to exchange knowledge among colleagues in business tourism. We thank them for their cooperation and professional approach towards promoting and developing Slovenian business tourism!”



Bernarda Karo
Maribor tourism

Microsites at www.kongres-magazine.eu

LJUBLJANA

www.kongres-magazine.eu/ljubljana-convention-bureau/

SLOVENIA

www.kongres-magazine.eu/slovenian-convention-bureau/

PRAGUE

www.kongres-magazine.eu/prague-convention-bureau/

BRATISLAVA

www.kongres-magazine.eu/bratislava-convention-bureau/

TALLINN

www.kongres-magazine.eu/tallinn-convention-bureau/

CANKARJEV DOM

www.kongres-magazine.eu/cankarjev-dom/

VELINGRAD

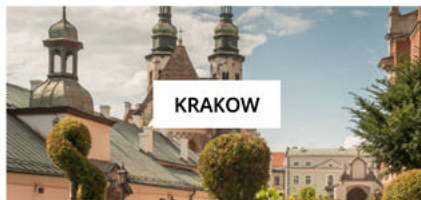
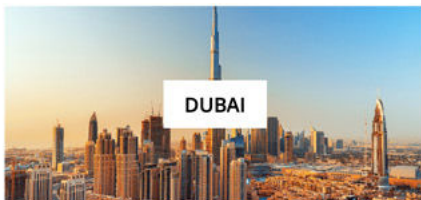
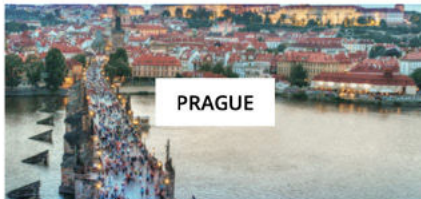
www.kongres-magazine.eu/velingrad/

PORTOROSE

www.kongres-magazine.eu/portoroz-convention-bureau/

SERBIA

www.kongres-magazine.eu/serbia-convention-bureau/



POPULAR KONGRES MAGAZINE CONTENT

STORIES YOU WON'T FIND IN ANY OTHER MEDIA

Kongres magazine enables our partners to inform the public at home and abroad about new developments and important achievements. All announcements are archived and available at all times. All information is also easily accessible via mobile devices.

VENUES

BEHIND THE SCENES



An editorial look behind the scenes of the most exciting congress hotels in the region.

OFF THE BEATEN MICE TRACK



Introducing new innovative congress products that surprise with aesthetics and creativity.

HIDDEN GUESTS



Unique evaluation of hotels by hidden congress guests using more than 400 criteria.

SPECIAL VENUES



Overview of interesting congress providers through experiences and special offers.

DESTINATIONS

MEET BUSTERS



Busting or confirming 10 meeting destination myths about which you have always wondered.

MTLG MEETOLOGUES



A golden guide for meeting organisers, revealing fresh and interesting European meeting destinations.

KONGRES TELESCOPE



Secrets about Non-European meeting destinations through the brilliant editorials of Kongres magazine.

KONGRES FACE TO FACE



A current comparison of the closest competitors following the Kongres MTLG methodology.

PEOPLE

VOICE FROM THE TOP

CARINTHIA - AT THE VERY TOP IN EUROPE WHEN IT COMES TO INCENTIVES
Interview with Mag. Andreas Gruber, Managing Director at Kärnten Convention & Messegesellschaft GmbH



Exclusive interviews with meetings industry experts on the current challenges of the meetings industry.

WHO IS WHO

ELVIRA KRUPIC, Destination Head of MICE Sales
Who is Who at Sava Hotels & Resorts





Interviews with meetings industry professionals who reveal the stories of their success.

YOUNG TALENTS

ŠPELA HORVAT
Young Talents



GH Primus proved to be amazing host for Hyundai Serbia team building

The next generation of talented individuals who will shape the future of the meetings industry.

ENFANT TERRIBLE

SLIDO
An App that helped make over 120,000 events more interactive



In each of us lies a little enfant terrible. The editorial board chooses the most interesting ones.

IDEAS

CASE STUDIES



Examples of good practice cases of events and meetings industry projects presented with concrete results.

INCENTIVE IDEAS

INCENTIVE IDEAS BY SAVA HOTELS & RESORTS




The most comprehensive collection of incentive ideas that already includes 270 programmes, which is up-dated weekly.

CREATIVE BREAK

A TV OR FILM SHOOTING IS NOT THAT FAR FROM EVENT PRODUCTION...




Examples of good practice in the field of marketing of meetings destinations, hotels and events.

WHAT'S HOT

WOOP LJUBLJANA
Are you ready for some action? Energize yourself at WOOP!



Presentation of the most interesting destinations. Ratings are given for convention hotels, car launch destinations, special venues and more.



LJUBLJANA
TALKS



360° MICE ACTIVATION with Toleranca Marketing

PRICE LIST FOR SELECTED SERVICES 2023

CONTENT/Copywriting

Copywriting 1/4/6 article(s) per month **€122/€448/€673**

Using the storyboard model, a standard 1,900 characters with no spaces per article.

Copywriting in English **€0,059**
(price per character including proofreading)

Optimisation of the existing texts **€0,043**
(price per character including proofreading)
1 page: 1900 characters = €112,10 EUR + V.A.T.

What is included in the prices? Creative copywriting, SEO optimisation, proofreading and consulting with the client.

Additional costs

- Professional photo shooting in addition to the texts for the social media
- Additional graphic design for campaigns
- Social media games and apps
- Video production
- Production of infographics and 2D animations
- Social media advertising
- Travel costs related to production of the interviews or other additional content (flight and taxi costs at destination)
- Cost of time spent on travel (€45,00/person/hour)

Redistribution 1/4/6 article(s) per month **€40/€152/€216**

Digital and social distribution of content on the Kongres magazine web portal and social media

DATABASE / Big data targeting

E-weekly 1/4/6 article(s) per month **€90/€342/€486**

Use of our customer database is only available to subscribers with whom we have an agreement in the area of content marketing. Communication with customers is enabled via the weekly e-magazine (to-date 414 have been published).

ONLINE / Microsite creation and lead generation

Microsite www.kongres-magazine/microsite **€1,190**

One-off cost for setting up a microsite

Redistribution of 1/4/6 articles per month **€40/€152/€216**

Costs of redistribution of news on a microsite. Articles are prepared for publishing by subscribers or are prepared for our company in the context of our content marketing services.

We also offer the purchase of classic banners for a defined period on the portals www.kongres-magazine.eu and www.kongres-meetologue.eu

Banners

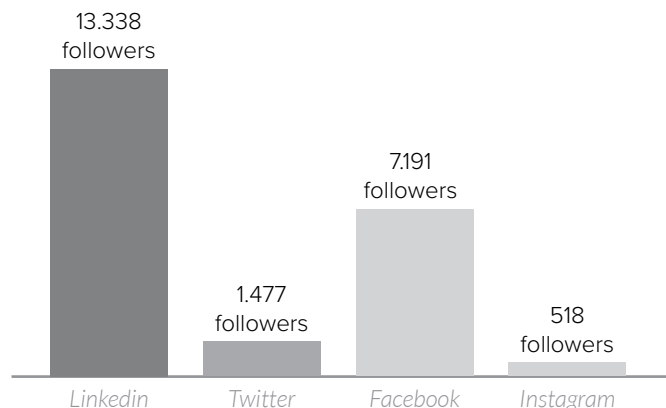
Main banner	728 x 90	€670/ 30 days
Side banner	300 x 250	€550/ 30 days
Banner beneath articles	728 x 90	€390/ 30 days

Contact us if you are interested in other forms of advertising (background banners, full-page adverts, screensavers, floating banners...).

SOCIAL/Social Media Campaigns

Publishing posts 1/4/6 articles per month **€50/€190/€270**

Posts on social profiles of Kongres magazine:



Setting up and managing social networks **Price by agreement**

If you do not have the opportunity to regularly and successfully manage campaigns, why not leave it to us. We will take care of content creation and network management.

Facebook advertising **Price by agreement**

This is a popular method for increasing the views of individual posts. Once the target group has been selected, the approximate costs of marketing are defined.

DIRECT/E-mail marketing and telemarketing

Setting up e-mail in MailPoet	€250
Mailing 5,000/15,000/35,000 contacts	€539/€799/€1,250

VIDEO/Video production and campaigns

Event filming up to 3 hours video 1-3 min	€750
Event filming up to 5 hours video 1-5 min	€980
Event filming up to 8 hours video 1-8 min	€1,190

Filming includes 2 cameramen/women, 2 cameras, graphics, subtitles, in filming announcements at the event.

Additional options by agreement: complete filming of event, production of various videos, animation of logos, additional video effects, timelapse, various music bases.

EXPERIENCE/B2B Sales Events

Breakfast or lunch bonding*
Fam trip for regional or international buyers*
Press trip*
Experience trip*

*Prices depend on the number and content of the programme. For smaller events prices start from €2,500.

SALES/Personal sales

Sales calls*
Sales representative*

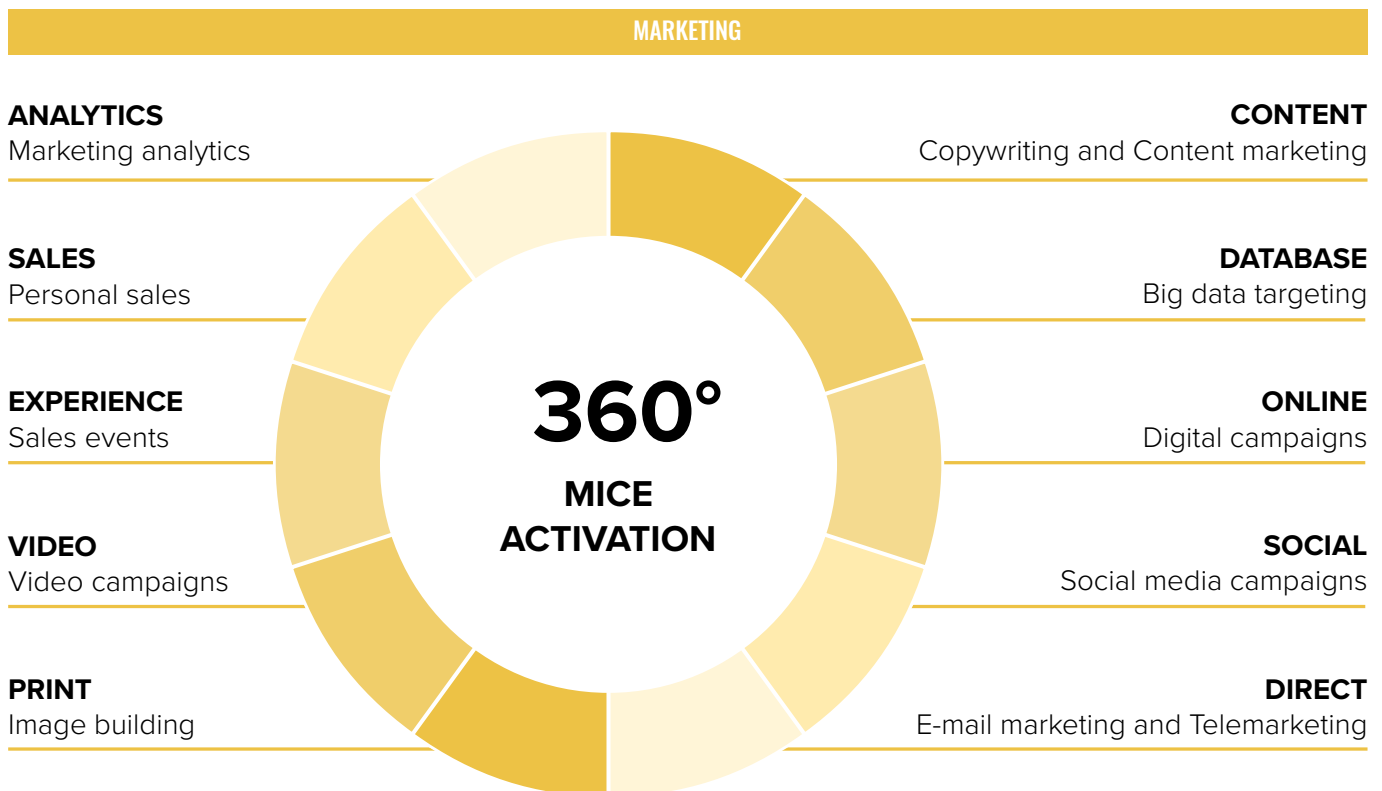
* For individual personal sales activities, an offer is prepared according to the requirements of the project.

ANALYTICS/Marketing Analytics

This service is included for partners with whom we work on a long-term basis. For other partners a special offer can be prepared that includes various types of services from benchmarking analyses of the competition.

In the last **17 years** www.kongres-magazine.eu has won the trust of local and international event organisers. According to official data on the reach of the site (Alexa and Google), it is ranked among the top five websites in its field with the highest reach in Europe. **Each day it records an average of 400-600 visits by various meeting planners who are able to see 800-1000 content items.**

360° MICE ACTIVATION





Novelty in 2023

TALKS WITH THE EDITOR IN CHIEF

A podcast recording with Gorazd Čad that you can use as an audio podcast or video talk. The topic for the conversation is pre-arranged with the Editor in Chief, who then prepares a detailed scenario. The recorded podcast includes an intro and outro and is optimised for redistribution on social media platforms.

Price for a 10-minute podcast: 690 EUR

Price for a 15-minute podcast: 780 EUR

Price for a 20-minute podcast: 850 EUR

We require seven days to prepare the podcast and five days for the video post-production. The podcasts are recorded in our studio or at in-person events attended by the Editor in Chief of Kongres Magazine.

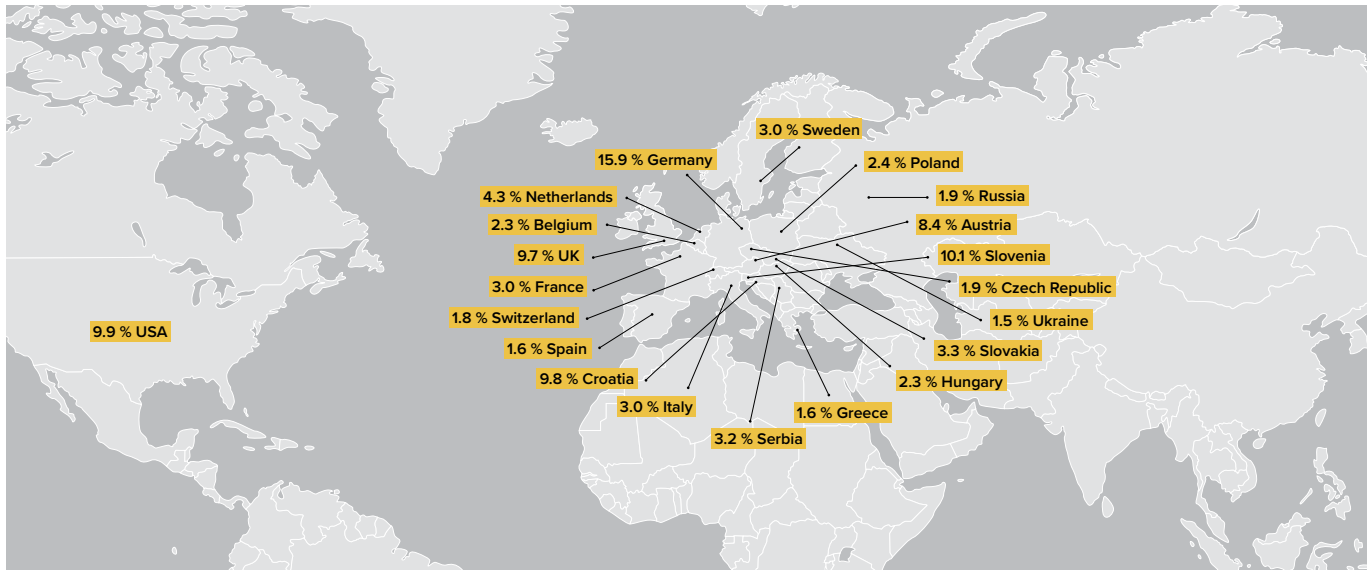
An example of Ljubljana Talks: <https://youtu.be/tHuwJD83FkM>.

KONGRES – TARGET GROUP

WHO IS INSPIRED BY KONGRES MAGAZINE

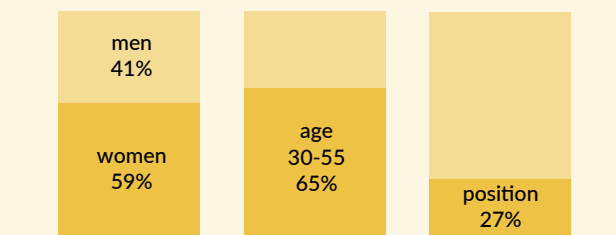
Kongres magazine reaches all types of buyers of congress products. Our readers come to us when they need information about the location, an idea for an event or just an independent opinion.

CONTENT REACH BY COUNTRIES



Kongres magazine is on average read by over **90,000 MEETING PLANNERS**. On average, our readers are:

- 59% women, 41% men
- 65% of readers are aged between 30 and 55 years
- 27% of our readers are in management or leadership positions



STRUCTURE of readers:



Our readers are your buyers from the following

TARGET GROUPS:

- Key decision-makers in the associations market;
- Key decision-makers in the companies market;
- Public institutions that organise events and meetings;
- Specialised incentive and PCO agencies in Europe;
- Specialised groups and agencies for business tourism;
- Key event organisers and providers of meeting facilities in the region.

THE NUMBERS DON'T LIE

Due to content and digital optimisation, Kongres Magazine is placed high among search engines.

Page views per month	30.000 - 50.000
Sessions per month	12.000 - 20.000
Unique visitors per month	20.000 - 30.000

CURRENT SOCIAL MEDIA FOLLOWING

24.160 FOLLOWERS (november 2022)



FACEBOOK

7.031 followers



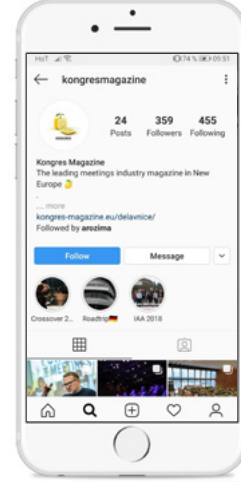
TWITTER

1.492 followers



LINKEDIN

15.103 followers



INSTAGRAM

534 followers

IT ALL STARTED IN 2006 ..AND WE ARE STILL GOING

The numbers don't lie... we are on top of our game!

We love statistics and we find them exciting, as they offer us and our partners the ability to compare ourselves to other providers in real time.

We are different, progressive and innovative. We believe in the synergy of print and digital media going along with social media.

WHAT WE OFFER

The basic principle that we stick to since our start is to enable our partners with an access to the buyers' database merely in the combination with content marketing. For this reason, we have developed our own communication tool Kongres Weekly and Partner Microsite. We follow the best practice rules that have been established with the GDPR regulation adopted this year.

Kongres Weekly has been published **519 times so far**; this ranks it among the oldest e-newsletters with the highest reach in Europe. In Kongres Weekly, electronic newsletter, we address event planners with relevant content. The event planners get by the E-newsletter inspired, while at the same time it advises them and offers them numerous useful tips. The tool is, on the ground of a large reach and directed addressing of the target group, very popular among our buyers.

REFERENCES

- Azerbaijan Convention Bureau
- Slovenian Convention Bureau
- Carinthia Convention Bureau
- Bratislava Convention Bureau
- Ljubljana Convention Bureau
- Prague Convention Bureau
- Maribor Convention Bureau
- Šibenik Convention Bureau
- Croatia Tourist Board
- Amadria Park
- Union Hotels
- Sava Hotels & Resorts
- GR – Ljubljana Exhibition and Convention Centre
- Cankarjev dom Cultural and Congress Centre
- Conventa 2009 - 2022
- SPA-CE 2009 - 2022
- Incentives Alpe Adria
- Tallinn Convention Bureau
- Sarawak Convention Bureau
- Visit Britain

CONTACT INFORMATION

For more information or for booking an
interview please contact Gorazd Čad
by mail: gorazd.cad@toleranca.eu
or phone: +386 1 43 05 103.

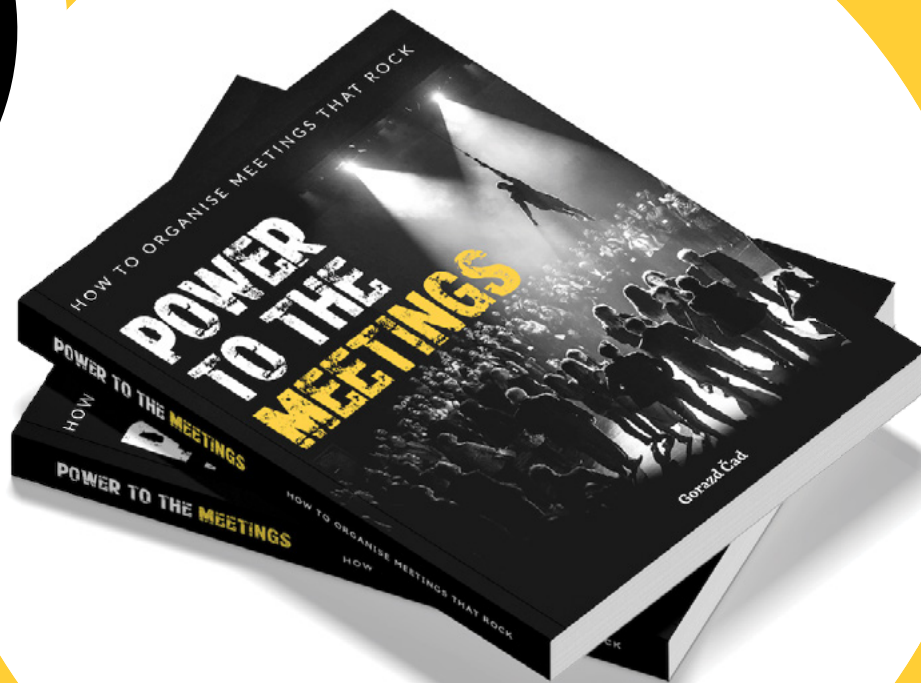


TOLERANCA

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A BOOK BY GORAZD ČAD

POWER TO THE MEETINGS

HOW TO ORGANIZE MEETINGS THAT ROCK