

## Project Summaries:



### **Strategy and operations consultancy support for Athens Convention Bureau**

#### Description:

Athens Convention Bureau's key goals were to bring focus to the city's MICE marketing efforts and to maximise the economic impact of this highly lucrative sector for the Greek capital. As is the case for many other international Convention Bureaux, this is achieved in private/ public partnership with Athens supplier stakeholders, both ACB members and trade associations. Twin thrusts of ACB activity are prospecting for international business events and the servicing of both buyers and Athens suppliers in a professional and timely way. TEAM Tourism Consulting and aboutTourism destination consultants have been appointed by ACB to:

Develop a clear framework for strategy and operations, based on an analysis of strengths and weaknesses of Athens and the ACB in relation to industry best practice and to a defined competitor set

Advise on practical measures for improvement of operational processes

#### Solution:

- Internal Audit and Customer Needs Assessment
- Competitors Research & Analysis
- Strategy & Practice Personnel Workshops
- Stakeholders Consultation

#### Outcome:

Strategic and operational framework & action plan for ACB including:

USPs or areas of excellence for Athens and ACB

Athens competitor set

Gaps or weaker areas (structure, knowledge, perception, linkages)

A programme of work to address the gaps and weaknesses in the current strategy and operations of ACB.

Athens' areas of professional, commercial and business excellence and their strategic link up with the Convention Bureau

Good practice guide in CB marketing

Good practice guide in processes and systems concerning stakeholder relations, customer servicing and enquiry handling

Overview of evaluation metrics: CB-activity specific as well as economic benefit measures

Brief review of competitor set as to CB activity

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## **Breathtaking Athens Digital & Social Media Strategy**

### Description:

aboutTourism and Athens Tourism & Economic Development Company (ATEDCo) have established the following deliverables for the 6-month Digital & Social Media Strategy & Account Management Support:

Web portfolio & reputation management: managing ATEDCo's web portfolio & overall presence into the digital world on a daily basis

WebSite Audit and Content Development: apply research for new apps & coordinate activity for enhancing current web content

### Solution & Outcome:

- Applied Website Audit and a Digital Strategy Strategic Evaluation in accordance with ATEDCO's destination marketing strategy for Athens.
- Social Media Strategy & Account Management (6-months period)
- Reputation Management in Major Travel/Tourism Media & Social Networks (competitions, campaigns, travel blogs reviews)
- Breathtakingathens.com Content Redevelopment (text re-writes, web aesthetics & navigation settings upgrade)
- Establishing Web Partnerships for producing social Media content, increasing website traffic and improving quality of content and level of interaction via user generated content (Trip Advisor, Joobili, Vacation Relation)