

BENEFITS OF PARTNERSHIP

About Dublin Convention Bureau

Dublin Convention Bureau (DCB) is a not-for-profit division of Dublin Tourism, mandated to increase Business Tourism to Dublin. DCB is the conduit for any Dublin supplier to get in front of conference, incentive and meeting planners.

Mission

To promote Dublin as a business tourism destination by creating awareness of its advantages and offering solutions that meets the needs of clients and partners.

Services of Dublin Convention Bureau

DCB is a point of contact for Dublin for any international conference or meeting planner who is considering the City for their future business. DCB provides expert advice, updates on new developments, a free venue finding service, assistance with site inspections and organization of familiarization trips, liaison with local service providers, assistance with bids for international meetings, sourcing endorsement and local support, conference ambassador programme, building delegate attendance at conferences.

General:

1. Be a part of selling Dublin
2. Supporting Dublin being promoted to an international audience
3. Get your product in front of conference, meeting and incentive planners
4. Avail of networking and educational opportunities within Dublin Convention Bureau to meet with competitors and peers.

Access to leads:

1. Leads are sent out directly via DCB staff
2. Directly via the website profile
3. Referral, whereby the client wants to go directly to a supplier

Print:

1. Map plotting all partners for use at trade shows and on fam trips/site inspections
2. Directory: full page profile of DCB partner
Directory used for all clients. Available online, in pdf format, in print and on USB sticks. All clients who contact the Bureau receive a copy of this directory – many clients do not use our services

Website:

1. Online profile on www.dublinconventionbureau.com
The profile can be updated as frequently as requested.
2. Opportunity to post special offers on www.dublinconventionbureau.com
3. News: DCB will upload any partner news
4. Conference Calendar: DCB is happy to promote a conference taking place in a particular hotel or venue or with a supplier, in order to further promote their company and optimize their own website
5. Case studies: there are case studies on incentives, conference and meetings. All links to partners are live.
6. Website is optimized and many client's click through directly to the supplier of interest to contact with RFP

eMarketing:

1. DCB has developed 3 ezines to target separate audiences, namely: Conference Ambassadors, Corporate and Incentives, Association Conferences. Content will both be written and pulled from the DCB website, thereby further highlighting partners' products and companies.

Trade Promotions:

1. Representation at international trade shows
2. Opportunity to participate in international sales calls missions in UK & Europe
3. Inclusion in site visits
4. Inclusion in familiarization trips

Media Coverage:

1. Inclusion in media site visits
2. Inclusion in press releases distributed to the media on a monthly basis to generate Dublin coverage

Boosting delegate attendance and increasing delegate satisfaction when in Dublin:

Delegate Packs/ Conference promotions – inclusion of information, brochures in individual delegates pack or via promotions of Dublin at conferences prior to Dublin conference to promote the destination.

Partnership Networking Sessions:

DCB carries out periodic networking and educational sessions for members. A great networking platform and opportunity to learn about new trends effecting the industry and an occasion to upskill.