



MyNext 2016
27 October, 2016

Conference Management Track

Sponsorship and Exhibition

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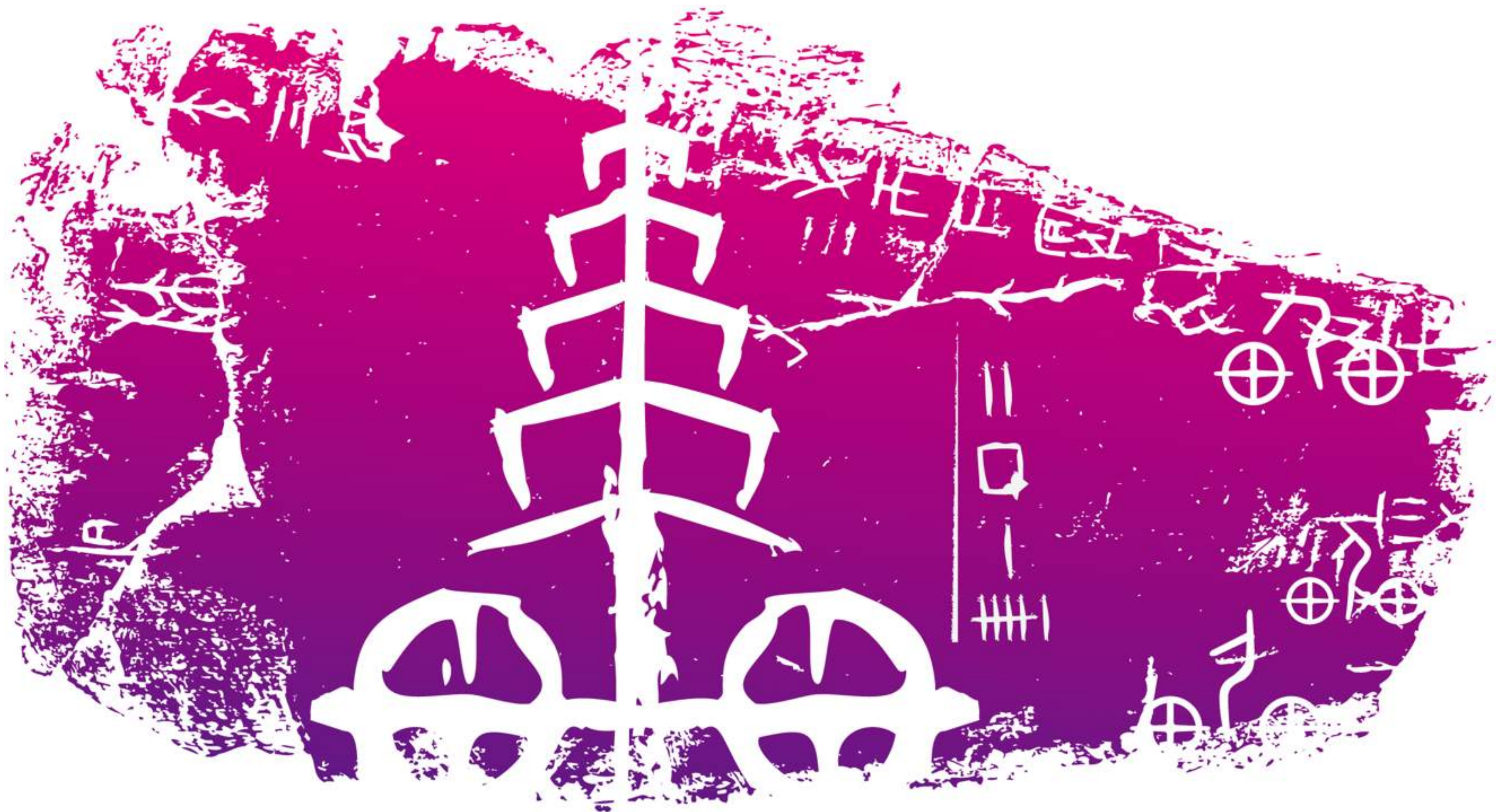
Chair, ICCA Asia-Pacific Chapter



gisgroup every moment inspires



recent case study
how to do the impossible thing



全球自行車城市大會
VELO-CITY
GLOBAL 2016
EVOLUTION OF CYCLING
2.27 - 3.01 台北國際會議中心
www.velo-city2016.com

More people cycling more often.



goals

gain public support for cycling
industry involvement for advocacy



urban policy initiative



export Taipei's public YouBike system

four critical challenges

- ▶ poor attendance and sponsorship if not in Europe
- ▶ marketing and media budget = 0
- ▶ estimated financial deficit
- ▶ “unconventional” association meeting

**your turn
break through?**

sponsorship

exhibition

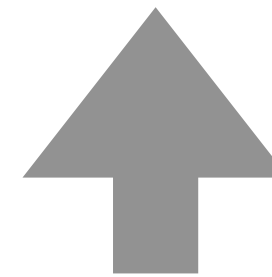
other
revenues

at least one strategy for each challenge

GIS Group

what and how we did

content



operation

step out of PCO comfort zone

not just a PCO



strategy 1 | local inspiration



set the date before Taipei Cycle Show



design exhibition in the conference

strategy 2 | proactive delegate boosting & market segmentation



market segmentation



develop Japan and US exhibitors



GIANT
Chairman
King Liu



Taiwan Bicycle Association
Chairman
Anthony Lo



Trek Bicycles
President
John Burke

industry topics and registration package



28 exhibitors with 49 booths



strategy 3 | mass and social media marketing

goal

1. promote conference registration
2. advocate cycling lifestyle and investment

strategies

1. focus Asian NGOs

2.
general
public

social media

link to major events

3.
media

international press interview

2 press conferences

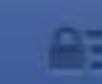
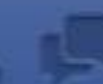


Velo-city conference



劉宜鑫

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粉絲專頁

訊息

通知

洞察報告

發佈工具

設定

使用說明 ▾



Velo-city conference

自行車租賃和自行車共享 · 環境保護 ·
交通運輸服務

註冊 ▾

已說讚 ▾

發訊息

...

動態時報

關於

相片

評價

更多 ▾



回覆率 100%，回覆時間為 1 小時
縮短回覆訊息的時間來獲得圖示



3,900 個讚 + 60 (本週)

邱秉瑜和其他 25 位朋友



近況



相片／影片



優惠、活動，更多



留個言吧.....

推廣 ▾

本週

14,559

貼文觸及人數

1,436

貼文互動

9

註冊

4

網站點擊次數

5/5

回應率

1小時

回應時間

最新

5,170 Facebook fans



VELO-CITY
GLOBAL 2016
EVOLUTION OF CYCLING
FEB 27-MAR 1 TAIPEI, TAIWAN
www.velo-city2016.com

Parallel 27PM4 | 2/27 下午第 4 分場

Smart Parking Solutions

智慧停車解決方案

動態時報相片
在 Velo-city Global 2016 相簿中

設定為大頭貼照 貼相片標籤 選項 加強推廣貼文 分享 讚



Velo-city conference

由劉宜鑫發佈 [?]

1 小時前 ·

Indeed, parking is still an issue! What are the facilities and solutions that have been proved to be efficient for bicycle parking? This workshop will illustrate successful strategies for smart parking solutions.

停車真的是老問題！有什麼實證有效的自行車停車設施或解決方案嗎？我們將在這個工作坊中探討成功的智慧停車解決策略，記得來坐喔！

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Velo-city Global 2016
2016 全球自行車城市大會
www.velo-city2016.com

#全球自行車城市大會議程

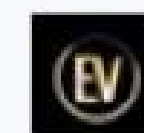
貼相片標籤 標示地點 編輯

讚 回應 分享

鍾惠存、Nelson Lin、David Edward Lane 以及其他 3 人都說讚。

依時間排列 ▾

1 個分享



TEVA - Taiwan Electric Vehicles Association
If only some of these smart



留言.....





round-Taipei ride



Amateur Boyz



42 international and 69 local reporters on site



strategy 4 | innovative sponsorship

Velo²

與光同行 裝置藝術展

Velo², by Loop.pH, an "Installation of Light". Is presented by Shin Kong Life



more than a PCO

theme
design

speaker
invitation

program
design

experience
design

moderator

dive deep in the process

increasing revenues can be hard
but we can turn impossible to possible

but first

there needs to be a conference,
and you are the key

associations have great potential
and leaders create the legacy

“...but when you host a meeting in your country, you give the world **a chance to know your country**.

...to give my **students**, our next **generations** a good platform and opportunity to learn and to improve their quality and to give better medical care to our **patients**. These are the goals for hosting international meetings”

Dr. GUO Wan-Yuo

Chief of Division of Radiology

Taipei Veterans General Hospital

key person behind **2018 Symposium Neuroradiologicum** in Taipei



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