

micebook.

the
definitive
inspiration
hub for
#eventprofs

essential guide
for
CVBs

micebook what is it?

- an online industry market place and supplier directory
- a live encyclopaedic resource for RFQs & proposals
- a supplier relationship management tool
- A global online resource - hotels, venues, DMCs, CVB's and airlines
- an inspiration resource
- a hub for high quality images, travel facts, flying times, visa info, destination overviews and programme highlights

helping event planners

- advanced searches for MICE suppliers
- save as suppliers as favourites
- Industry recommendations on suppliers
- 'like' suppliers = share successes with industry colleagues
- view promotions and social media
- keep and share notes amongst team members
- send enquiries /download marketing tools
- add unlisted suppliers = manage supplier base in one platform
- create 'boards' = can send clients a high-level initial proposal to gauge interest & shortlist destinations to be worked into full proposals = time saving

what?

micebook is a powerful new tool for the whole industry, that's going to change the way event planners connect with brands, ideas, destinations and inspirational content

not just an online supplier directory	a showcase for your brand	be found!	inspiring event buyers
	<p>a smarter way to engage with event planners, generating new business.</p> <p>Clear, concise profile pages showcase your brand, with media-rich content that will make your product shine.</p>	<p>ensures suppliers can be found and front of mind when the opportunity is relevant.</p> <p>Intuitive filters and virtual brainstorm functionality features your products in searches even if you weren't initially on a buyer's radar!</p>	<p>we're reinventing event planning: no more surfing the internet for hours, with numerous tools providing fresh ideas to inspire planners and motivate buyers.</p> <p>Want to increase your exposure to more opportunities? micebook makes it happen.</p>
giving you control	must-have multimedia tool	an online stamp of approval	a virtual shared knowledge bank
<p>using our analytics, we're putting you in the driving seat with a control panel that allows you to update your profile listing as often as you like and monitor the traffic to your profile.</p> <p>Planners can choose to contact you direct or via micebook – it's all tracked. Plus we'll be on hand with tips to maximise your profile to help boost results.</p>	<p>we have big ambitions to be the industry go-to resource for multimedia content.</p> <p>Planners need quality content to elevate their pitches and event design. With your support we can build the biggest and best resource - helping your business to potentially sky rocket.</p>	<p>nothing beats a personal recommendation: micebook's member 'like' button will reassure, inform and influence industry colleagues about your brand; key industry figures will pop up to share trusted insights on key destinations; personal recommendations, approved by you, can be posted on your profile page.</p>	<p>knowledge is king and shared knowledge is imperial! That's why we've developed a stunning new feature, micebook 'Boards'.</p> <p>Planners can capture and post creative event ideas, images, notes and info 'Pinterest' style, to be shared internally with colleagues and externally with clients.</p>

why?

an online global tool providing consistent resources in one centralised platform

everyone who's anyone in MICE - buyers and suppliers #mustbeonit

the micebook team



Chetan Shah
Founder and
Former
Operations
Director at Black
Tomato



**Paul
Evans**
Marketing
Director of
eveology
(formerly
Head of
Events
AYMTM)



**Sarah
Threlfall**
Development
& Buyer
Engagement
(formerly
Head of
Operations
for Zibrant
LIVE!)



**Charlotte
Weston**
Client Services
(Former UK DOS
& Marketing for
Pacific World)



**Richard
Waddington**
Chairman
Founder and
Former CEO of
First Protocol

who?

micebook 2.0 is
designed with
intelligence, wisdom
and simple practical
experience from wise
old (and young!)
industry owls.


























a site designed by eventprofs for eventprofs.

with event planner insights behind every detail,
micebook supports all industry sectors.
helping you get more customers, win more business and make more sales.

created
by event planners
for event planners

bringing the industry together

Designing micebook 2.0 has involved a savvy community of global brands and eventprofs, to ensure that micebook is spot on for buyers and suppliers alike. Here's a small sample of who's already supporting micebook 2.0 ...

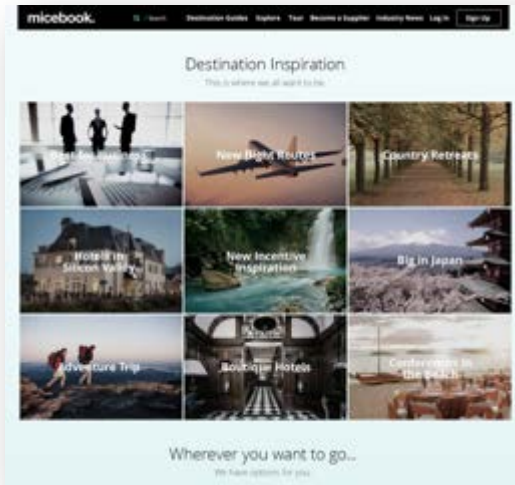
				
				
				
				
				

who?

micebook is for:

- corporate event planners
- agency buyers / planners
- professional conference organisers (pcos)
- freelance event professionals

partner benefits



featured guides



virtual brainstorm

Be discovered in 7 ways!

1. **Instant search** - for keyword / company name / destination search
2. **Featured guides** - for browsing / inspiration
3. **Trending Guides** - feature popular / new profiles
4. **Destination guides**
5. **Virtual brainstorm** – simple 'brief sheet' filters for proposal inspiration
6. **Pinterest style** inspiration boards
7. **Linked companies** e.g. representation or central sales

marketing exposure beyond your profile

- eShots featuring updated profile pages
- Social media promotion for new & complete pages
- Bespoke in-house training for agencies / corporate teams
- Webinars & online tutorials for buyers

Unique benefit for DMCS – FREE pages for every destination within the country that you operate in.

Building a free, relevant and inspiring profile for every city will massively increase the chances of your profile featuring in all of the above results.

LATEST NEWS

Our new partnership with CAT Publications - M&I Magazine and meetpie.com - some of the UK's leading industry publications.

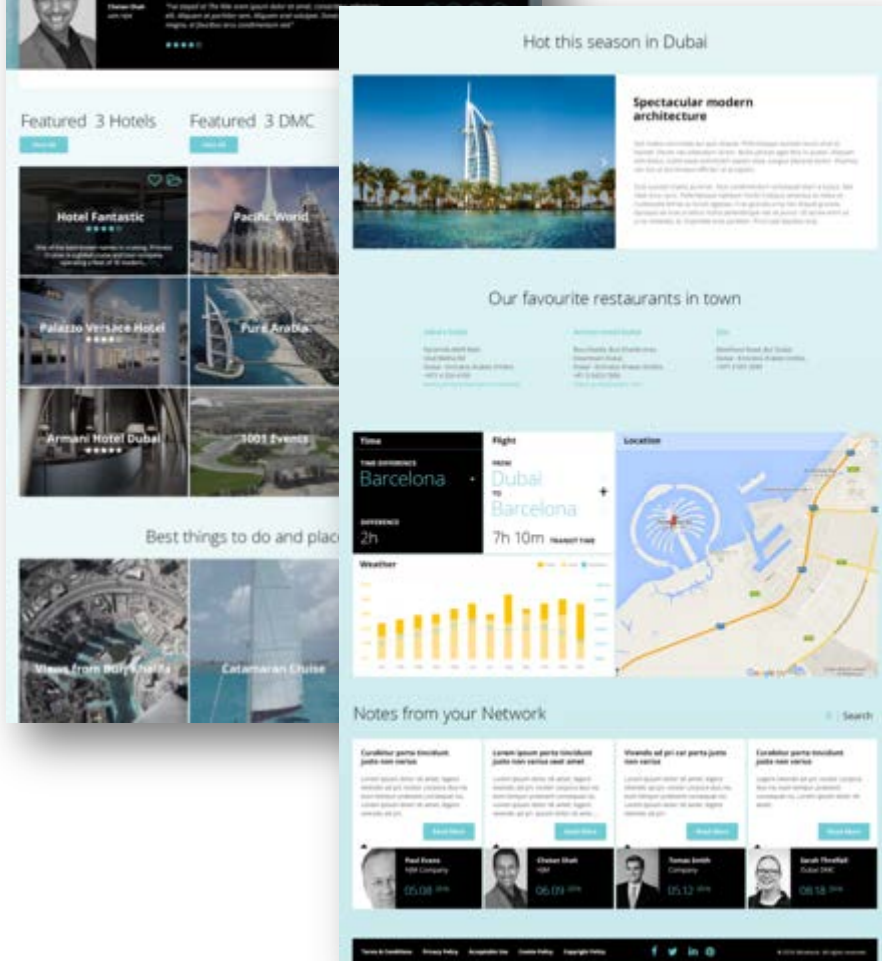
A micebook link on the meetpie homepage will benefit supplier partners with 10s of 1000s of web hits daily, driving traffic to the site. Meanwhile micebook will pull editorial from meetpie into our destination guides – fuelling buyers' inspiration and enhancing research with the freshest content available.



partner benefits



Curated destination guide



likes, favourites and recommendations

Did you know? The number 1 reason for a buyer to approach a new supplier is a personal recommendation or endorsement?

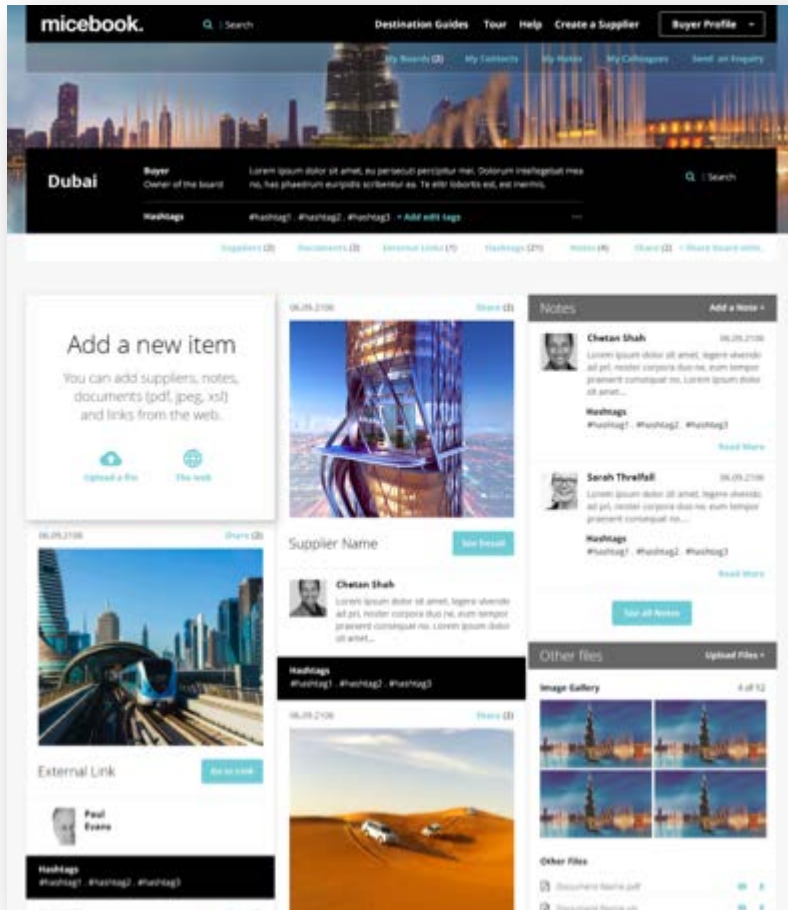
- **Likes** – public endorsement by buyers, approved by you, including visibility of who/how many have liked you
- **Recommendations** – published by you, with your approval - you are in control
- **Favourites** – buyers add you to their personal contacts database / preferred suppliers list
- **Notes** – buyers can privately share information about you within their company

The more likes, favourites, recommendations, and notes you have, the higher you rank in the “7 ways to Search” results.

save time!

- Keep your standard proposal resources in one easy to access place – buyers have instant access 25/7.
- No need to create separate e-shots or marketing, just link to your profile
- Follow up meetings with a recap of the main points, send a link to your profile and remind the buyer to make a note – BOOM! you’ve just got your message to the whole company!

boards



ditch the cards – 'board' it!

Boards are the coolest tool ever for event planners and a breath of fresh air for suppliers!

Our Pinterest-style boards are the ultimate online pin board tool to gather and centralise event research for individuals and companies, and can even be shared with clients at brainstorm or proposal stage.

- **Centralised resource** - team members contribute and benefit from a company wide central supplier resource
- **Virtual sharing** - inform and inspire each other virtually. Planners can access and download anytime, anyplace.
- **Save time and money** - planners can share inspirational boards with clients at interim stages of the RFQ processes to make early decisions
- **Who stores business cards!** No more scrabbling through business cards , or trying to remember you - that perfect venue or DMC is saved on a micebook board!

boards
stimulating. media rich. personalised. captured.
inspiring. informative.

what will you look like?



A screenshot of the Dubai Business Events (DBE) profile page. On the left is a 'CONTACT DETAILS' sidebar with fields for 'Company Name', 'Job Title', 'Email', 'Phone Number', 'Website Address', and 'Web Address'. The main content area features the 'DUBAI' logo and a paragraph describing the DBE as the official convention bureau for Dubai. Below this is a 'Linked Companies' section with a 'View All Companies' button.

A screenshot of a section titled 'Love enters through the eyes...'. It features a large, horizontal image of a desert landscape at sunset with a dune buggy. To the right of the main image are three smaller, vertically stacked images: a sunset over water, a city skyline at night, and a sailboat on the water.

A screenshot of a section titled 'Activities around' with the subtitle 'The best things to do in Destination'. It features three image cards: 'Desert sunset' showing a sunset over a desert, 'Camel ride' showing people riding camels, and 'Watersports' showing a person surfing.

A screenshot of the 'Activities around' and 'Linked Companies' sections. The 'Activities around' section has three image cards: 'Desert sunset', 'Camel ride', and 'Watersports'. Below these is a 'Linked Companies' section with a heading 'You might find this interesting' and a 'View All Companies' button. At the bottom is a 'Recommendations' section with two columns of text and a 'View All Recommendations' button.

CVB sample profile

- Fresh new design
- Clear, concise layout
- Image-led content
- Embed Video Clips
- Social media links
- Document area for presentations, sample programmes and H&S information
- Useful connections - e.g. links to your representation companies
- Invaluable recommendations - member likes and testimonials will enhance your positioning.
- Content will also appear in the 'Virtual Brainstorm' and Destination Guides
- Destination specific activities and imagery

RATE CARD	Pre-Launch Early Partner Discount	Annual Profile Listing Price US\$/GB£ excluding VAT*
Rack Rate Annual Listing Fee		US\$750 / £575
Early Partner Discount: <ul style="list-style-type: none"> All Individual Sign-Ups 	35% discount	US\$487 / £375
Early Hotel Partner Programme: <ul style="list-style-type: none"> Global Sales Offices Hotel Groups 	Minimum of 50% discount dependent on volume of hotels**	US\$375 / £287.50
CVB Partner Programme: <ul style="list-style-type: none"> Global Convention Bureaus 	Complimentary Profile	

*VAT not applicable for non EU countries or companies from EU countries that provide a VAT number.

**See separate rate card for detailed hotel discounts based on volume.

NOTE that listings are for one year from launch. Additional discounts can be negotiated for a two year sign up.

All non paid for listings will revert to a “basic” listing with name of organisation and only the email address shown. These listings will not appear on destination guides or the Virtual Brainstorm.

The London 2012 Cauldron is a large, abstract sculpture made of thousands of teardrop-shaped metal pieces, each with a unique patina of colors like red, orange, and purple. These pieces are suspended from a dark metal frame by thin black rods, creating a dense, vertical forest of shimmering, teardrop-like forms. The lighting is dramatic, highlighting the metallic textures and the varied colors of the pieces.

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VISIT

mustbeonit.com

CONTACT

charlotte@micebook.com

CALL

00 44 (0) 7491 464 822

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