

# GainingInsights

## Event Support & Subvention Programs

Event Support & Subvention Programs are seen as advanced marketing tools, which are often used to attract international conventions and incentive groups to a destination.

When considering the level of support, the destination should consider both the tangible and intangible benefits.

### BENEFITS OF HOSTING INTERNATIONAL EVENTS



#### TANGIBLE

May include the estimated visitor expenditure and economic impact of the event.



#### INTANGIBLE

Relates to the profile of the host destination, credentials in a specific field or the legacy impact of the event.

Best practice destinations are looking at ways to measure intangible benefits to demonstrate the real impact and ROI of business events. Being able to better measure intangible benefits can help determine the appropriate level of support given to a particular event.

### SUBVENTION PROGRAM VS EVENT SUPPORT PROGRAM

VS

#### SUBVENTION PROGRAM

Directed towards business events that should be secured for the destination at the bid phase.



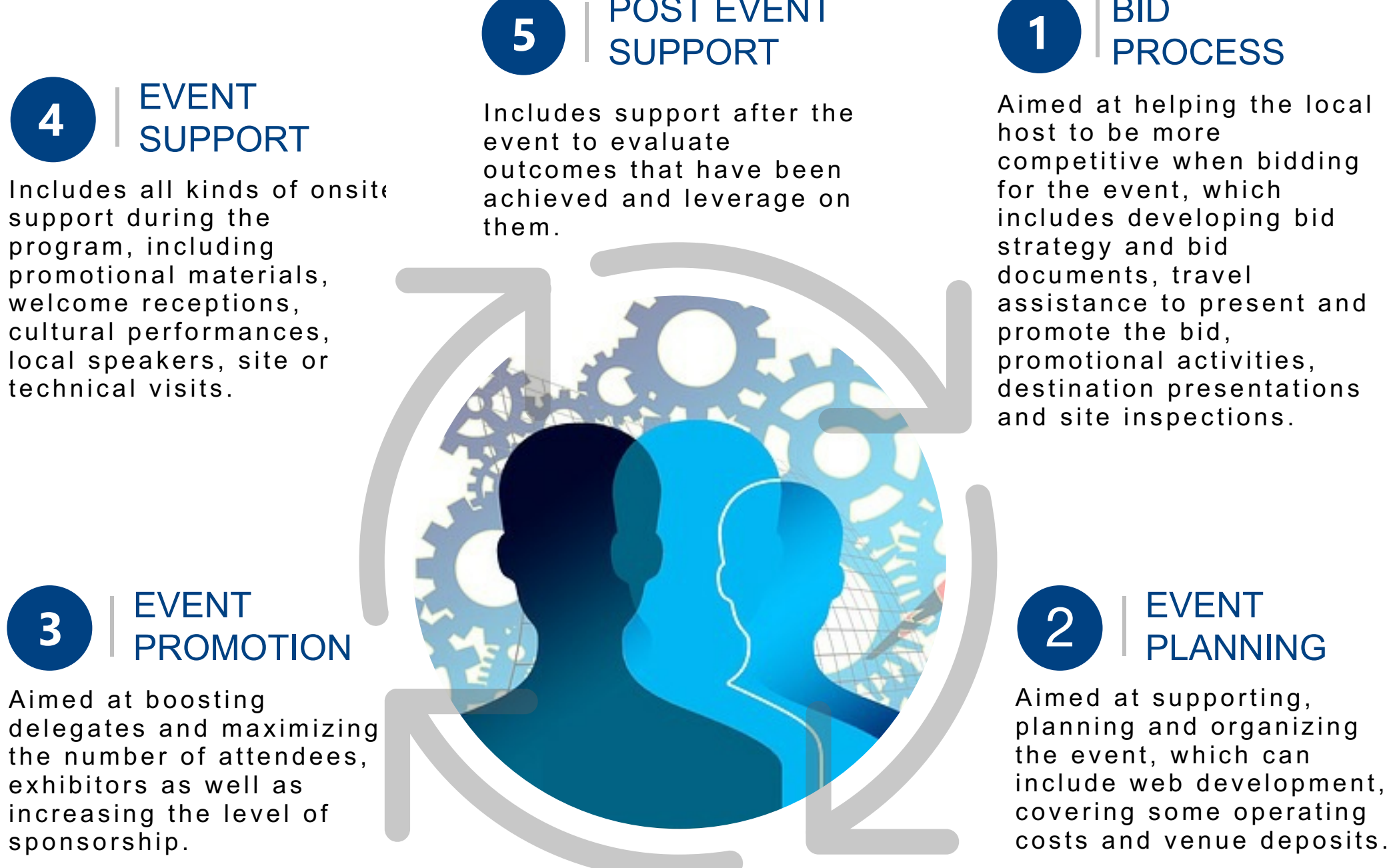
Best practice destinations very often set two levels of support

#### EVENT SUPPORT PROGRAM

For events that are already secured, but there is an intention to maximize benefits from these events (delegate attendance, length of stay, expenditure).

BIDDING PROCESS

## SUBVENTION & EVENT SUPPORT PHASES

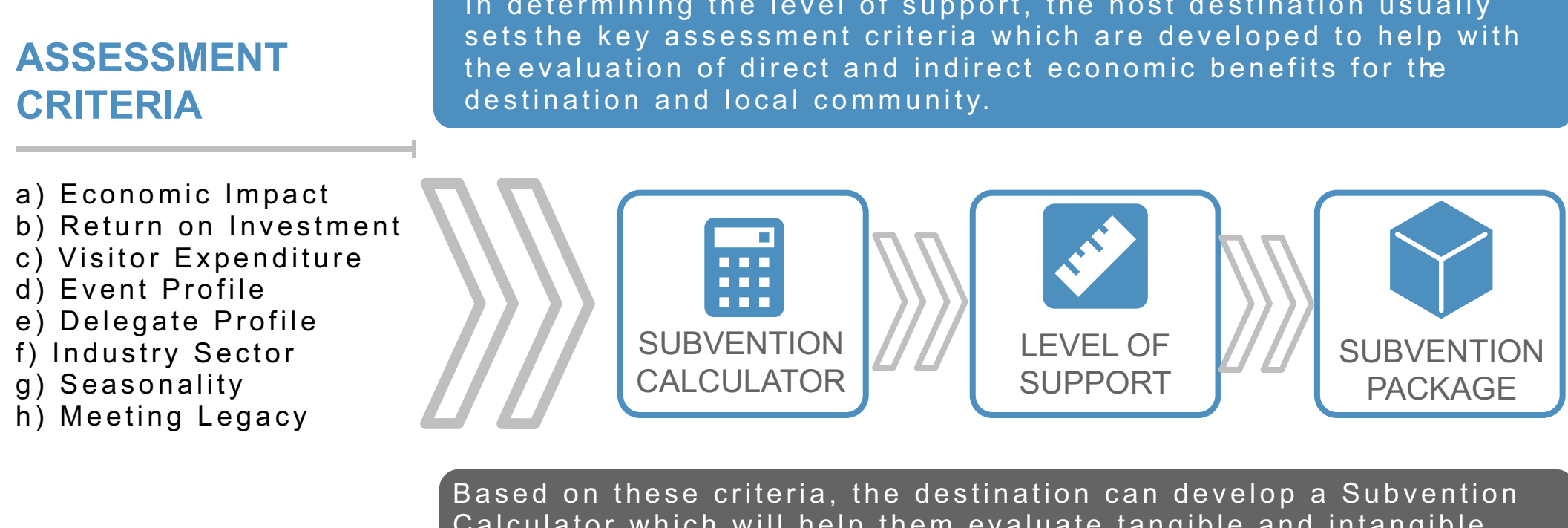


It is increasingly popular to include outreach activities which are undertaken during the congress with the aim of leaving specific legacies for the host destination. A number of best practice destinations have a focus on legacy benefits and work with their local host organizations to identify and pursue these opportunities.

### IMPORTANT CONSIDERATIONS

<p><b>1</b></p> <p>MUTUAL BENEFITS</p> <p>The host destination should consider support that has mutual benefits for the international association and the host city.</p>	<p><b>2</b></p> <p>FLEXIBILITY</p> <p>Event Support and Subvention programs should be flexible enough and be able to assist international associations to achieve their goals.</p>	<p><b>3</b></p> <p>FINANCIAL VS IN-KIND CONTRIBUTION</p> <p>Subvention programs can be a combination of direct financial contributions and in-kind support. All of that should be articulated in the subvention package, which can be developed in collaboration with the local stakeholders.</p>	<p><b>4</b></p> <p>PROCEDURE</p> <p>The procedure for applications should minimize the administrative process for both the applicant and the convention bureau whilst maintaining accountability and transparency.</p>
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## ASSESSMENT CRITERIA



### About the Author

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Based in Belgrade, Milos Milovanovic is a GainingEdge consultant with expertise in activation and development of convention bureaus and destination marketing in emerging regions. He has close to 10 years experience in the meetings and conventions industry.

Milos has a BA in Economics from the University in Belgrade and a Master's degree from Ecole Centrale Paris. In his previous career as a project management specialist, he has worked with universities, business associations, international donors and Aid agencies, creating a number of educational and training programmes in the hospitality and meetings industry.

### GainingEdge Knowledge Exchange IMEX

Once again GainingEdge will be organising a Knowledge Exchange at IMEX Frankfurt on Thursday 17 May in Logos room from 0830-0930hrs. Attendance is on a first-come, first-served basis and there is no cost to attend.

**Legacy Development: How destinations can play a role in assisting associations achieve their core purpose.**

Registration is open and there only a few places left!

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