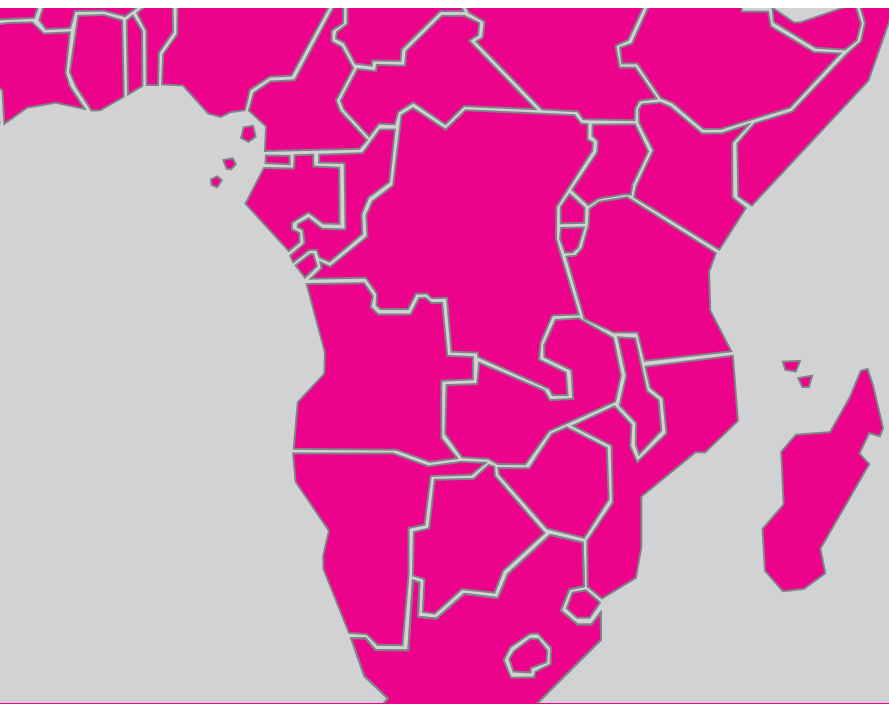




Where to hold your international marketing event in 2014.

EMEA Cost-Per-Delegate Benchmarking Report



**OUTSOURCED
EVENTS**

Which location offers the best value for your marketing event?

Welcome to Outsourced Events' first EMEA cost-per-delegate benchmarking report. We've used our contacts and experience of international events to investigate

173 venues
at 23 locations
in 23 countries

spanning Europe, the Middle East and Africa...

...and give you a straightforward cost-per-head comparison, based on a simple, one-day marketing event.

We hope you'll find it a useful tool, at a time when we're seeing marketers in EMEA increasingly opt for a series of intimate, local events over a big, single splash.

Organisations are noticeably starting to invest in event marketing once again, to regain the business benefits that only face-to-face relationships can provide – a fact supported in the latest Bellwether Report.

But increasing budgets doesn't mean there's money to waste. In the following pages, you'll find our insights into selecting the perfect location for your 2014 event, at the right price.

If you have any comments, or if you'd like any help, please feel free to call.

Yours

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How to choose the right location

Before we get to the numbers, it's important to point out there's much more to choosing a location than price alone. The cheapest venue might not be the one that offers the best value for your particular event, if the experience for your delegates isn't right, or the logistical arrangements don't fit your needs.

From our experience, we've compiled nine quick tips. When you're looking at the results, it might help to bear them in mind:

- The ease of **booking flights** can be crucial. Established business hubs tend to be more expensive, but they're also easy to get to. (To help, we've included a column in the benchmarking results, giving a broad banding for the number of direct flights.)
- In certain locations, having a **local representative** on the ground can help to secure better costs and overcome cultural issues – most notably in Saudi Arabia, Russia, Nigeria and South Africa.
- Allow for substantially **higher build and AV costs** in the Middle East, compared with Europe.
- There is a different **working week** in Middle Eastern countries; the weekend is Friday and Saturday.
- Venues in the Middle East and Africa can be very busy. There may be an expectation that you will **build overnight** before your event.
- The local culture in Saudi Arabia requires **special arrangements for women**: seating is segregated by gender, and an abaya with black head scarf must be worn.
- In less well-established locations, like Nigeria, allow some extra room in the budget for **incidental costs** like local taxes, generators and fire retardant tests.
- Some **merchandise** can take months to clear customs in Africa and the Middle East so either plan well ahead or use a local agent and buy locally.
- In some locations – such as Dubai, Doha and Riyadh – your delegates will expect **valet parking**, so these costs need to be factored into your plan.

What's included in the price

To help you compare like with like, we've based the benchmark report around room hire and catering costs for a simple, standard event:

a **one-day** conference
one **plenary** room
with two **coffee breaks**
and a standing **buffet lunch**.

We've also benchmarked each location across a range of event sizes: 50, 200, 500 and 1,000, including additional breakout facilities to match:

50 & 200 delegates: 1 breakout room

500 delegates: 2 breakout rooms

1,000 delegates: 3 breakout rooms.

The prices were collected between August and October 2013, and have all been converted into US Dollars.

And what's not included

Don't forget: the report covers catering and room hire for the event day only. That means it excludes the likes of:

- construction of booths or exhibition stands
- room hire for a set up day
- AV costs
- signage
- accommodation
- travel

How to get a better deal

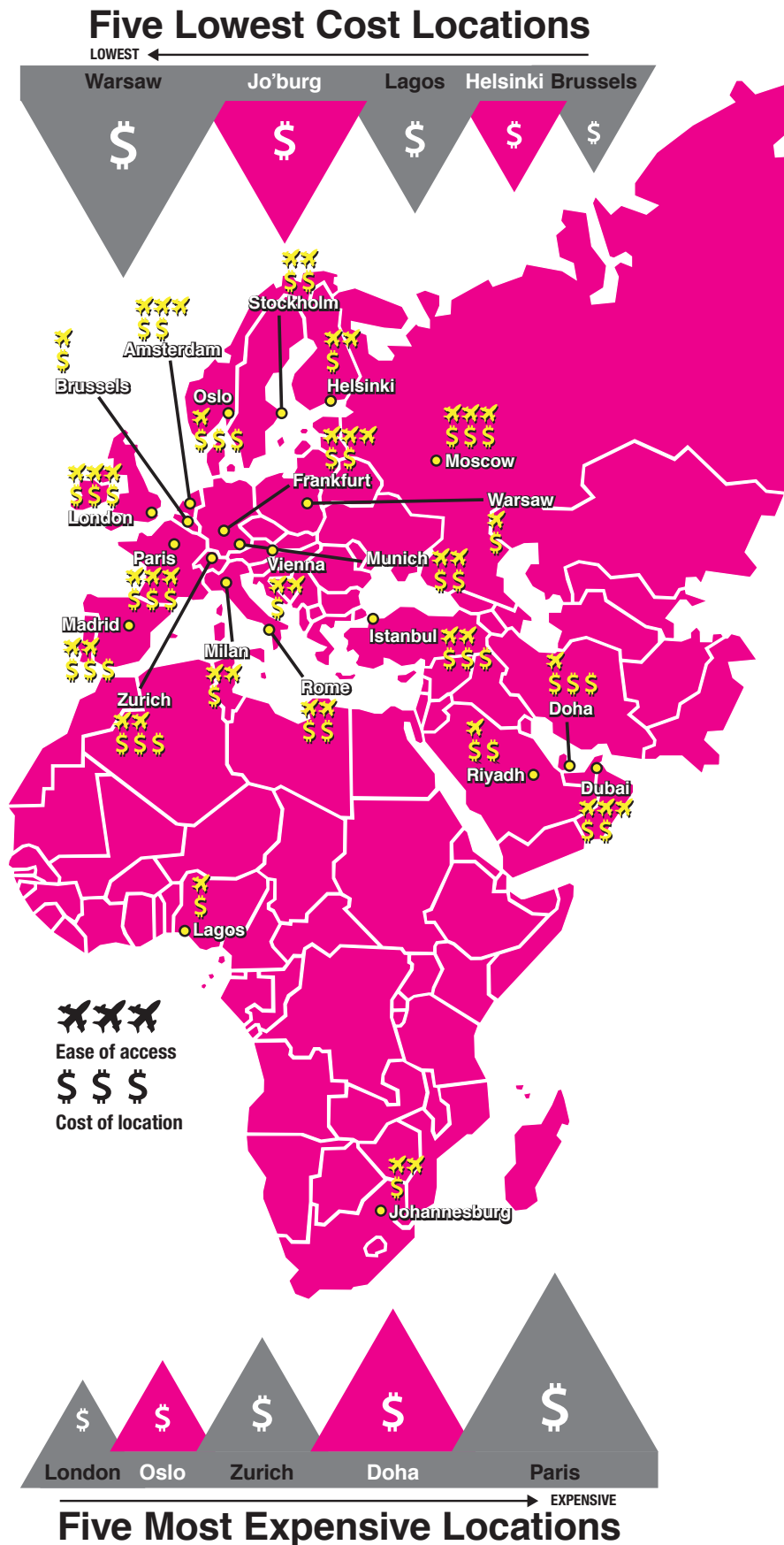
The benchmark report prices have not been negotiated.

The Middle East and Africa in particular have a culture of bartering so expect to negotiate hard; but in Europe there is also room for manoeuvre. In any case, never take the first offer.

To achieve further savings, consider the time of year and day of the week. For example, choosing a Monday in July, August or January will usually bring you a really good deal.

Having a local representative on the ground can really help – and (without wishing to blow our own trumpet) an experienced events agency with contacts and combined buying power from its clients can often more than pay for itself in discounts.

At a glance: where to hold your 2014 event



The five cheapest VS the five most expensive

Ease of travel	City	Event size: Up to 50 (USD)	Event size: Up to 200 (USD)	Event size: Up to 500 (USD)	Event size: Up to 1000 (USD)	Average across all sizes (USD)
✈	Warsaw	51	66	39	40	49
✈✈✈	Johannesburg	73	54	48	62	60
✈	Lagos	114	108	87	61	92
✈	Helsinki	111	116	84	92	101
✈	Brussels	124	94	113	98	107

Ease of travel	City	Event size: Up to 50 (USD)	Event size: Up to 200 (USD)	Event size: Up to 500 (USD)	Event size: Up to 1000 (USD)	Average across all sizes (USD)
✈✈✈✈	Paris	235	208	181	162	196
✈	Doha	293	193	124	102	178
✈✈	Zurich	215	205	174	102	174
✈	Oslo	176	158	159	129	156
✈✈✈✈	London	168	155	137	146	151

As you can see, it's not always necessary to go far from the beaten track to get a great deal – several of our cheapest locations also have good transport links.

Don't forget, though: the established centres of business are popular for a reason. The most expensive options tend to be easy to reach, with great facilities and the cachet of a desirable location.

The cost comparison: results in full

Ease of travel	City	Event size: Up to 50 (USD)	Event size: Up to 200 (USD)	Event size: Up to 500 (USD)	Event size: Up to 1000 (USD)	Average across all sizes (USD)
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✈	Helsinki	111	116	84	92	101
✈	Brussels	124	94	113	98	107
✈✈	Milan	145	112	79	97	108
✈✈	Vienna	157	114	76	89	109
✈✈✈	Dubai	147	120	92	82	110
✈✈	Stockholm	154	109	97	82	111
✈	Riyadh	157	114	98	80	112
✈✈	Rome	127	110	128	103	117
✈✈	Munich	132	112	107	120	118
✈✈✈✈	Frankfurt	135	104	121	112	118
✈✈✈✈	Amsterdam	150	156	114	106	131
✈✈	Madrid	202	134	113	110	140
✈✈	Istanbul	127	215	115	105	140
✈✈✈✈	Moscow	160	112	149	165	146
✈✈✈✈	London	168	155	137	146	151
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Where to go? Our picks for 2014.

Every event has slightly different requirements. But based on this year's benchmarking figures, we've picked our five strongest contenders:

Best buy – tight budget: Warsaw, Poland

A thriving European capital with plenty of quality venues from exhibition halls to boutique hotels. Direct flight access is good because of its status as a capital city and it's one of the fastest growing MICE destinations in Central-Eastern Europe.

Best buy – prestige location: Rome, Italy

Rome will impress delegates without being overly expensive. Elegant and steeped in history, it's a unique location with plenty of venues, hotels and activities. Again, as a capital city, flight access is good.

Best buy – ease of travel: Frankfurt, Germany

One of EMEA's business hubs, Frankfurt has everything you need for a successful event. Whilst Dubai, also a business hub, comes in at a lower cost per head for room hire and catering, there are more incidental costs.

Best buy – new and unusual: Stockholm, Sweden

A compact yet cosmopolitan city with good flight connections and an efficient transport system. It delivers value for money and great green credentials with amazing scenery and fantastic venues.

Best buy – all round: Amsterdam, The Netherlands

Some of the best flight connections on the continent as its geographically central and a really good transport infrastructure. It is among the more prestige locations, but the hospitality and customer service offered coupled with the quality of venues makes for a great event.

Other locations of note

This report is by no means exhaustive and we felt we had to mention some other notable locations.

Tallinn, Estonia: Known as e-Estonia, this capital has seen an influx of high tech companies. Beautiful and relatively unknown, with an excellent technical infrastructure and great venues.

Lyon, France: Good alternative to Paris where you can get more for your money. Transport links are good with lots of international connections. Geographically central if running a local event and it's serviced by the Eurostar and the TGV.

Tel Aviv, Israel: The country's financial centre, located on the Mediterranean coast. Unusual and exotic location.

Outsourced Events

We hope you've found this inaugural report useful.

Here at Outsourced Events, we handle event communications and management for companies in the technology and professional services sectors – so we know a trick or two.

Our strong, loyal team integrates seamlessly with your own people and resources – delivering your experience using our experience (our in-house technology, contacts and value-added communications help, too).

We treat every business relationship as a partnership delivering our clients' events in the same way as we run our business: with professionalism, efficiency, integrity and friendliness.

So if you'd like a little help, please get in touch.

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Disclaimer: Please note that the contents of this report are based on an average cost per head figure taken from real quotes supplied by venues in the regions. Prices were valid at the time of going to print. Whilst every endeavour has been made to ensure that these costs per head are a fair representation of the facts, Outsourced Events Ltd cannot be held responsible for any subsequent changes or the quotes that we received becoming inaccurate.

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