

Regional News – Eastern Europe - Black Sea Economic Countries, Balkans

On the 20th & 21st February 2020, the city of Varna, Bulgaria will host the 1st edition the Conference World Summit, focused on the countries of the Black Sea & Balkans region! The event is set to share knowledge, experience, good practices and mostly to be a platform to discover the region of the Black Sea & Balkans and to connect different international players, creating new plannings and opportunities.

By organising the BS&B Conference World Summit, we would like to emphasize the importance of the MICE industry and the preconditions it creates for directly establishing valuable contacts with local and foreign partners, expanding the markets of local companies and increasing their efficiency.

Conference dates: 20 & 21st February 2020
Main Conference venue: International Hotel Casino & Tower Suites, Golden Sands, Varna, Bulgaria

About the venue: Created with modern and contemporary design, natural light and state of the art technology, its functional spaces are designed to hold high impact events. With capacity for up to 1,200 people and a variety of 11 meeting rooms, including Ballroom and Amphitheatre, INTERNATIONAL Hotel Casino & Tower Suites conference center is the biggest hotel-based conference center in Eastern Bulgaria.

Images with high resolution could be taken from the following link:
https://drive.google.com/drive/folders/1ij256x-iMIVvI7bDWdCirn9lQ6oKS3m0

Geographical scope of the event: Albania, Armenia, Azerbaijan, Bosnia & Herzegovina, Bulgaria, Croatia, Georgia, Greece, Kosovo, Montenegro, Moldova, Macedonia, Romania, Russia, Serbia, Slovenia, Turkey, Ukraine

The audience:
The BS&B Conference World Summit 2020 is a B2B event targeting and connecting 3 main target groups:

- Public sector - local and international - Ministry of Economy, Ministry of Tourism, Ministry of Culture, Ministry of Transport, Regional Development Agencies, CVBs, tourism Boards and Municipalities
- Industry and branch associations and corporate companies from different sectors
- Private sector – local and international - Professional Conference Organizers (PCOs), Agencies, Independent Event Managers, Marketing and Advertising Agencies;

Within the conference programme:

- We will look at significant issues across the entire life cycle of an event - from selecting its format and identifying the target audience, through creating world-class content, by bringing important topics and speakers, to marketing tools and audience engagement strategies;
- We will analyse the different points of view – those of organisers, delegates, lecturers, exhibitors, sponsors and media;
- We will look at which KPIs measure the effectiveness of an event;

- We will clarify how participation as a delegate in an event is planned, what goals are set and how the effectiveness of participation is measured.

DAY1
#EDUCATE, learn and choose your own adventure!

Interactive breakout sessions divided into tracks of four sub-themes and the opportunity for networking, learning and development. The day will be a great opportunity for you to participate in dynamic group discussions and presentations to explore practical methods, international case studies and everyday tips in the scope of:

1.Shared Values promoted by destinations
2.The World of Meetings
- *Memorable Events*
- *Bespoke Venues*
- *Everyone matters (PCOs, DMCs, DMOs0*
- *Digital minds & technology for events*

3. Manpower
- *Growing the next generation of MICE experts*
- *Talent attraction & brand identity*

4. Top MICE Recipes
- *The perfect ingredients for successful destination marketing strategy*
- *The perfect ingredients for successful marketing campaign for event*

DAY 2
#EVALUATE & #EXCHANGE with keynotes and panel discussions

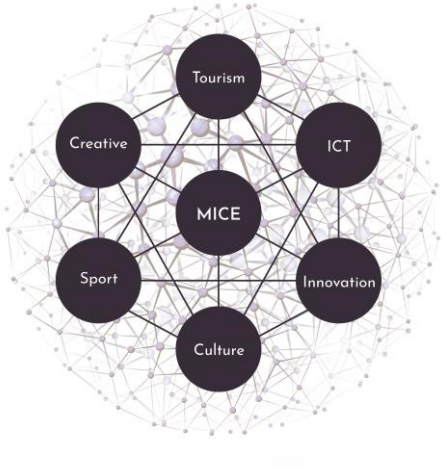
Globally-renowned meetings experts, public sector, national and international associations, corporates and academia will be discussing on:
- ***Industrial Policies***
- ***Ten Building blocks for managing successful MICE strategy***
- ***The future of OUR industry***
- ***Creating Collaboration models for the REGION (a dynamic discussion between the regional and national CVBs and Tourism boards – building the future together)***
- ***The Voice of Key regional industries (ICT, Automotive, Medicine, Creative, Telecom..and more)***

Expect also lots of time for breaks and opportunities of networking throughout the day.

DAY 3
#EXPERIENCE the 2 unique info tours experiences in the Bulgarian Black Sea Site

Two info tours are scheduled in the preliminary programme for the delegates of the Black Sea & Balkans Conference World Summit 2020. Visit at least five sites that illustrate the MICE capacities, learn about the history of the region, connect with its culture and learn how the region interacts to produce innovations and drive economic growth.

By organising the **Black Sea & Balkans Conference World Summit 2020,** we would like to CONNECT the region, to build bridges and create new ideas for cross-border touMICE projects. It is also an excellent opportunity for the countries and cities and overall business society to showcase their strategic vision for the development of their priority sectors – tourism, energy, culture, IT, automotive and creative industries. During the event, we will try to identify the touching points within the range of:



Organising alliance: Consulting Cluster Veritas Ltd, Agenda Ltd in a partnership of Bulgarian Small and Medium Size Enterprises Promotional Agency (BSMEPA).

Early bird registration is no open and delegees can choose between 3 different packages.
https://cwsummit.com/registration/

For more information about the Summit, participation options and speakers' opportunities, please contact the organising team on contact@cwsummit.com.

Official website: www.cwsummit.com