

# Applied Business Research 1 (Cas Buma Milo Lewinsky Matthias van Meulen)

## Introduction

When thinking of business people, you could think of tight suits, always talking on the phone and the big events that they visit. In 2018, the Province of Friesland hosted a lot of international events, such as the General Assembly of the World Trade Association. However, due to a lack of resources and workforce, Friesland could not continue with hosting international events. Fortunately, there is a specific party that wants to change this fact, which is Friesland Convention Partners.

Friesland Convention Partners has been founded by the province of Friesland and this organization wants people to return to Leeuwarden and to the entire province, especially incoming business tourism. The province of Friesland had a very successful year in 2018 and Friesland Convention Partners sees opportunities for the Province of Friesland to gain this incoming business tourism again by operating in the MICE market (Meetings, incentives, conferences, and exhibitions). This research report will increase the awareness for the province of Friesland and support Friesland Convention Partners to gain more business tourism by developing a communication plan for international events.

The developed research report leads to a communication plan, which has led to the following central question: 'Which communication plan might Friesland Convention Partners adopt at international fairs for the upcoming two years to increase the awareness around the Province of Friesland as a location to host (inter)national MICE events with the given budget of €5,000.00?'

To answer this central question in the best way possible, eight sub questions have been developed. The stated models and theories will be used to answer the sub questions.

1. What is the current situation of the Province of Friesland in the MICE events market (internal & external)?
2. What should be the strategy for the Province of Friesland, what is the communication objective, and what are the communication goals for Friesland Convention Partners?
3. What are the segments in the MICE events market, who are the target audiences at the (inter)national fairs for Friesland and what is their expected journey an (inter)national fair?
4. How might Friesland Convention Partners position the Province of Friesland at an international fair to reach the identified target audiences?
5. What message strategy might Friesland Convention Partners adopt at an international fair?
6. Which communication tools and channels might Friesland Convention Partners use at an international fair?
7. What will be the expected costs of implementing the communication plan at an international fair?
8. How should Friesland Convention Partners measure the success of the communication strategy?