



Winning *your* bid

Over 75% of conference destinations are chosen by the association committee based on the quality of the local member's bid presentation. The vital role played by the local contact is well recognised by the Edinburgh Convention Bureau and the Edinburgh Ambassador's input is essential to the preparation of the bid. We make every effort to address the concerns of the decision makers.

Your bid document comprises

- standard pages produced by the ECB describing Edinburgh's strengths as a conference destination with stunning photos and text
- customised pages written according to the requirements of the committee and produced in-house by the ECB to match the high quality of the standard pages which may include:
 - letters of support, from the Lord Provost and Director of the ECB, plus those you identify
 - description of why Edinburgh is a unique destination for this particular conference
 - up to date access information
 - meeting venue proposal
 - description of the wide range of hotel accommodation
 - social programme suggestions for your event
 - pre and post conference tours suggestions

Hard copies are produced in the quantity required and sent to decision makers the Edinburgh Ambassador who is presenting the bid.

For the bid presentation, we offer further support. The Edinburgh Ambassador presenting the bid to the committee is well-briefed on the strengths of Edinburgh as a conference destination, gaining direct knowledge of the meeting venue, hotel accommodation, and gala dinner venues. We strongly encourage a site inspection, which we'll arrange, when the Edinburgh Ambassador is not based in Edinburgh.

Bid Presentation

Edinburgh sells itself. The ECB provides the visual material essential in presenting the dynamic qualities of the city and its outstanding physical setting. This may include a DVD showing various aspects of this 'inspiring capital', jpeg images, a customised CD ROM and material from your proposed venue(s) and VisitScotland's Business Tourism Unit.

And Yet *More support*

Transportation to the Bid Presentation

The ECB will request on your behalf an airline ticket (from VisitScotland) to the bid presentation for the Edinburgh Ambassador, and we will advise you about the required criteria and procedures.

When appropriate, an experienced presenter from the ECB will accompany the Edinburgh Ambassador. In this instance the ECB staff member presents the destination and the Ambassador presents the scientific and financial aspects of the proposed conference.

The Sparkle

What else might catch the attention of the decision-makers? A wee whisky miniature and dram glass for each? Shortbread? These are nice touches to add to the presentation and are provided by the ECB when appropriate, with our compliments.