



**Sales and research**



## Putting Copenhagen in a favorable position


A lot of preparation goes into bringing a big conference or event to Copenhagen.

At Wonderful Copenhagen we put a lot of effort and time in assisting with the planning of all types of conferences and events. This to put Copenhagen in a favorable position to attract conferences and events.

This includes researching and motivating potential Danish hosts, identifying open proposals, visiting associations to discuss future congresses in Copenhagen, and planning advisory meetings between stakeholders and Danish hosts to ensure the success of the event.

# The customer journey



 = Where you might play a role

# 1. From research to bid



We do research in order to identify potential conferences to be held in Copenhagen and identify potential conference hosts.



Associations research our CVB website to find the right information.



We send out motivation emails to potential Danish hosts and/or international associations to find out if there's an interest in CPH.



We arrange and plan advisory meetings for our partners and potential Danish hosts in order to submit the best bids.



We visit associations and clients to present Copenhagen

Association publishes invitation to bid and/or submits invitation to interested parties.



Hopefully we are considered as host city!

See what you can do and how we at Wonderful Copenhagen are helping.



WHAT CAN  
YOU DO!

## Here's what you can do

- ♥ Participate in different Meetingplace network meetings and workshops to get more information about future conferences and events and meet other Meetingplace partners.
- ♥ Visit our website and learn more about how to implement user-oriented methods to get closer to your customers and use the methods to dive deeper into your customers' different touchpoints on their customer journey.  
[Hospitality with Excellence](#)
- ♥ Keep yourself updated via [Wonderful Copenhagen Congress Calendar](#), our [CVB Linked'In page](#) and our [Meetingplanner Guide](#).

The image shows the words "WANT TO DO!" written in a white, hand-drawn, brush-stroke style. The letters are thick and have a textured, slightly irregular appearance, giving it a sense of spontaneity and energy. The text is positioned in the upper left quadrant of the dark blue background.

## Here's how we at Wonderful Copenhagen are helping

- We inform our partners about our research findings and needs of potential associations.
- We inform our partners about open request for proposals where needed.
- We involve our partners in advisory meetings and co-creation when possible.
- We share knowledge about potential business opportunities and upcoming events.

## Summary:

In the sales and research phase the objective is to engage and motivate a suitable Danish host and/or international association. This involves researching and identifying potential conferences coming to Copenhagen, identifying potential Danish hosts and visiting international associations to discuss Copenhagen's potential, emphasizing aspects like legacy, sustainability, accessibility and hospitality.

The aim is to unite potential Danish hosts, international associations, stakeholders and Meetingplace partners showcasing Copenhagen as a knowledge hub with many opportunities, in a strong collaborative destination.