

CUSTOMER SUCCESS STORY:

Dublin Convention Bureau



The Dublin Convention Bureau offers free and impartial venue finding services and local advice to meeting planners, associations, and incentive organisers. In order to attract more meeting planners to Dublin, they capitalised on targeted marketing and converted more qualified business.

“Cvent provides us with direct leads and increases the number of overall enquiries we get each year allowing us to convert more business and deliver more economic return to the local economy.”

– Sam Johnston

Manager, Dublin Convention Bureau

More Than Just a Resource

As a leading business tourism organisation, the Dublin Convention Bureau (DCB) supports conferences and corporate meetings of all types and sizes. They help meeting planners deliver an exceptional event experience by offering a wide array of services, including free and impartial venue selection, site inspections, and organising familiarisation trips. Their key responsibility is to source and confirm international meetings and then deliver those opportunities to private sector operators in Dublin.

As part of their sales strategy in Great Britain, North America, Belgium, France, and Germany, the bureau identifies local conference ambassadors to attract international association conferences. Considering that they're still relatively unknown in the international market, the bureau wanted to create a brand strategy to showcase Dublin as a top MICE destination.

Dublin as the Go-To Meetings Destination

Dublin is a top-tier city that is slowly gaining recognition as a recognisable MICE destination. This world-class city is safe, easy-to-access, and home to a MICE industry that is willing and experienced in working with international planners. Well-equipped with state-of-the-art facilities, the city is gradually becoming a popular European destination among a number of international companies' and associations' business events. The city is known to have hosted events with up to 30,000 delegates, but is ideal to host events with 3,000 to 5,000 guests.

73%

increase in total RFPs year
over year

163%

increase in total Room
Nights Annually

53%

increase in unique planner
organisations

The Dublin Convention Bureau was searching for a solution that could help them source high-quality enquiries and clients. The bureau had a hard time convincing event planners about how great their destination was and struggled to promote many of Dublin's hotels that weren't part of an international brand. association conferences. Considering that they're still relatively unknown in the international market, the bureau wanted to create a brand strategy to showcase Dublin as a top MICE destination.

A Great Time for Change

The bureau realised its need for new channels in order to secure new global clients. They found that some of the key planning agencies were exclusively using Cvent's solutions and opted for a three-diamond listing on the Cvent Supplier Network. "We continually strive to find more planners interested in Dublin and to deliver those resulting opportunities to our private sector operators here on the ground. Cvent helps us find new enquiries and new clients," says Sam Johnston, Manager, Dublin Convention Bureau. With Cvent, the DCB experienced a 77% year-on-year increase in unique RFPs and was able to direct potential clients to the city's locally-owned and operated properties. The bureau also successfully converted more business using Cvent as one of the many channels to source enquires and clients. It is now the go-to resource for meeting planners, adding to the continuous growth in the city's MICE business. Dublin has now managed to beat international cities in winning MICE business as meeting planners are now recognising it as a remarkable MICE destination.

Capitalising on the Future

With significant increase in unique planner organisations and 194% year-on-year increase in the unique RFP value, the DCB not only overcame their business challenges, but also fulfilled their primary objective efficiently. With an eye to grow international business in Dublin, the bureau wants to further increase business in properties that match its clients' needs. "The North American market is strong for us, and Cvent allows us to penetrate that marketplace much more than we could do without that sort of platform. It helped us grow our client base and develop relationships with new clients and their companies," added Johnston.

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