CORE CONCEPT

Convention Bureau and Business Events Course: Congress Bidding, Subvention and Incentives

2 – 6 November 2026
London - Central London four-star

Convention Bureau and Business Events Course: Congress Bidding, Subvention and Incentives

Ref: 2117_30678 **Date:** 2 – 6 November 2026 **Location:** London - Central London four-star **Fees:** 23000 SAR

Introduction:

Convention bureau and business events work, from association congress bidding to subvention and incentive travel, is the subject of this 1-week course for convention bureau, venue sales and DMC units, ending with a Destination Business Events Bid and Ambassador Plan. Destinations lose rotating congresses and incentive groups when bids repeat brochure claims, subvention lacks a return test and no local hosts are recruited. Nominees already prospect or service meetings business and work through case studies on proposal requests, rotation histories and delegate spend data. CoreConcept Training Center delivers this convention bureau and business events course.

Course Objectives:

- Profile a destination's business events offer against rival destinations and set priorities across association, corporate, incentive and government meetings
- Identify and qualify rotating association congresses using meetings database searches, rotation histories and host selection criteria
- Prepare congress bid books, letters of support and site inspection itineraries that answer each association requirement
- Recruit and support local ambassadors from universities, hospitals and professional bodies to bring their congresses to the destination
- Design subvention and incentive offers and pitch incentive travel programmes to corporate buyers together with DMC partners
- Measure the economic impact and legacy of won business events and report them to destination funders

Target Audience:

- Convention bureau units that prospect, bid for and win association congresses for a city or nation
- Convention centre and venue sales units that answer congress and corporate meeting requests for proposal
- Destination management company units that design and pitch incentive travel and congress ground services
- Destination marketing units that fund business events support schemes and report their return
- Ambassador and academic liaison units that work with universities, hospitals and professional bodies

Course Outline:

Day 1: Business Events Destination Landscape and Bureau Baseline

- Convention Bureau Operating Models and Funding Sources Compared
- Association, Corporate, Incentive and Government Meeting Segment Map
- Destination Value Chain Map Linking Bureau, Venues and DMCs
- Destination Competitiveness Audit Against Rival Congress Destinations
- Bureau Lead Pipeline and Conversion Baseline Review

Day 2: Association Congress Market Intelligence and Bid Qualification

- ICCA Association Meetings Database Search for Rotating Congresses
- Congress Rotation Pattern Analysis and Eligibility Window Mapping
- Association Decision-Making Structure and Host Selection Criteria
- Request for Proposal Requirements Matrix for Association Congresses
- Lead Qualification Scorecard for Prioritising Bid Opportunities

Day 3: Bid Books, Site Inspections and Ambassador Programmes

- Congress Bid Book Structure, Letters of Support and Evidence
- Site Inspection Itinerary Design for Association Evaluators
- Ambassador Programme Recruitment of Local Academics and Clinicians
- Local Host Committee Agreement and Ambassador Recognition Scheme
- Bid Presentation Rehearsal Before Association Board Panels

Day 4: Subvention, Incentive Travel Pitching and Economic Impact

- Subvention and Financial Support Scheme Design With Return Test
- Incentive Travel Programme Pitch to Corporate Reward Buyers
- DMC Partnership Agreements for Incentive Group Experiences
- Delegate Spend Survey and Economic Impact Calculation Method
- Congress Legacy and Knowledge Economy Benefit Indicators

Day 5: Case Study on a Destination Bid and Ambassador Plan

- Case Bureau Lead Pipeline Review Using the Qualification Scorecard
- Case Association Congress Bid Book Outline and Support Letters
- Case Subvention Offer Defence Against Projected Economic Impact
- Case Ambassador Recruitment Shortlist and Host Committee Plan
- Destination Business Events Bid and Ambassador Plan Completion

Skills You Will Gain:

- Congress Opportunity Research
- Bid Qualification Scoring
- Bid Book Writing
- Site Inspection Hosting
- Ambassador Recruitment
- Subvention Scheme Design
- Incentive Travel Pitching
- Economic Impact Measurement

Why Attend This Course:

- Deliver a Destination Business Events Bid and Ambassador Plan to the bureau director and the destination funding board
- Decide which congresses and incentive groups merit a bid, an inspection visit or a subvention offer
- Avoid spending subvention on events whose delegate spend and legacy cannot justify the support
- Equip colleagues with the qualification scorecard, bid book structure and economic impact worksheet used in class

Conclusion:

Back at work, the participant hands the bureau director and the destination funding board a Destination Business Events Bid and Ambassador Plan that ranks target congresses and incentive groups, sets bid and inspection actions, names ambassadors and caps subvention by expected return. Sales units use it to plan the bid calendar, venues and DMCs to prepare joint offers and funders to approve support budgets. After the first bid decision, the unit should compare win rate, subvention spent and measured delegate spend with the plan and adjust targets and ambassador recruitment.

Frequently Asked Questions FAQ:

What should participants know before a convention bureau and business events course?

Participants should already prospect, sell or service meetings business for a destination, venue or DMC. Bringing a recent request for proposal, a lost bid or delegate survey results lets them apply each case study to their own destination.

How does a convention bureau and business events course differ from an event management course?

It works from the destination side: finding rotating congresses, bidding, ambassadors, subvention and incentive pitching. An event management course plans and runs a single conference or exhibition, covering programme, suppliers and on-site operations, which this course treats only lightly.

Why do convention bureaus run ambassador programmes for business events?

Many associations choose a host destination only when a local member invites them. Ambassadors from universities, hospitals and professional bodies give a bid credibility, chair the local host committee and help the bureau find congresses it would not hear of through sales calls.

What do participants take back from a convention bureau and business events course?

Participants take back a Destination Business Events Bid and Ambassador Plan with a qualification scorecard, a bid book outline, a subvention return test and an economic impact worksheet, ready to adapt to their own bureau, venue or DMC.