

**International Congress and Convention Association**

# Mixed Meeting of Categories A B C

Sunday October 29th, 2006

Colossos, Rhodos  
Conference Centre

15:30 h – 17:30 h

45th ICCA Congress & Exhibition  
Rhodes, Greece  
28 October – 1 November 2006



**What support can individual airlines and airline alliances offer to organize a congress?**



# individual airlines can offer

- RFP (Request For Proposal) forms to be filled out by organizers (online available for specific airlines)



# individual airlines can offer

- special airfares / discounts for delegates and one accompanying person  
(specific airlines are providing online booking possibilities, electronic ticketing, seat reservations etc.)



# individual airlines can offer

- barter agreements / free tickets for the organizers for preparation-flights or flights for invited speakers



# individual airlines can offer

- promotional materials (e.g.: support wording, advertisements)



# individual airlines can offer

- onsite reservations /check-in counter  
(can be provided by specific airlines)



# individual airlines

can make these offers,  
provided that certain  
minimum requirements will  
be met



# **airline alliances can offer**

**benefits for organizers:**



# airline alliances can offer

- online:  
Request For Proposal (RFP) forms



# airline alliances can offer

- one point of contact representing all alliance partners



# airline alliances can offer

- one agreement including all alliance partners



# airline alliances can offer

- organizer support / reward program:  
including free tickets valid on all  
alliance partners  
promotional material available online



# airline alliances can offer

- **benefits for delegates:**



# airline alliances can offer

- preferred rates / discounts:  
interlinable discounts on specific  
alliance  
online booking solution on specific  
airline



# airline alliances can offer

- online access to flight schedules of all alliance partner airlines



# airline alliances can offer

- all the benefits on a global network



# airline alliances

- can make these offers, provided that certain minimum requirements will be met



# five questions

- **Five questions from Category B to Categories A & C:**



# five questions

- 1. What kind of partnership do local/global PCOs expect from airlines / airline alliances?
- 2. How can airlines help to promote an event and boost the delegates number?
- 3. What are PCOs missing in airline offers?
- 4. How can PCOs help airlines to get more passengers?
- 5. What is the best / worst experience of PCOs with airlines?



# five questions

- 1. What kind of partnership do local/global PCOs expect from airlines / airline alliances?



# five questions

- 2. How can airlines help to promote an event and boost the delegates number?



# five questions

- 3. What are PCOs missing in airline offers?



# five questions

- 4. How can PCOs help airlines to get more passengers?



# five questions

- 5. What is the best / worst experience of PCOs with airlines?



**Thank you for your  
attention!**

