

“Fáilte Ireland have worked with SFA since 2012. Their service delivers strong lead generation and provides a smart out source solution for us. Sarah and her team know their market and consistently provide a professional service meeting targets year on year. I would have no hesitation in recommending SFA.”

Jennifer Churchward,
International Conference Manager



Number of delegates
50
Client
Fáilte Ireland
Date identified by SFA
September 2013
Date handed over to client
May 2014
Bid won/confirmed
2014
Year of conference
2015
Economic value to the city
€70,000

Association conferences usually rotate to different parts of the world on a fairly predictable rotational pattern. ICCA, the International Congress and Convention Association, have a database that allows members to search for these association meetings and identify which are likely to come to a destination in the future. SFA's team have the experience and expertise to quickly identify suitable conferences that could come to a city or destination. They are also particularly skilled at researching and identifying potential local 'Ambassadors', gathering crucial information to support a bid and then making introductions on behalf of clients to these individuals. This can be a lengthy and time consuming process but one – when done effectively - offers extremely good return on investment. This is an example of some successful research conducted by SFA.

The Conference

The European Journalism Training Association (EJTA) groups about 55 Journalism centres, schools and universities from 24 countries across Europe. They work to improve Journalism education in Europe, and one of their most important activities are to organise conferences and seminars to encourage discussion about the important questions of the journalistic profession. They hold a European conference and Annual General Meeting in a different European country each year.



What did SFA do to help win this event?

Having identified three potential 'journalism' sector conferences for Fáilte Ireland, SFA identified and contacted the relevant decision maker at the Dublin Institute of Technology (DIT) in September 2013. SFA were informed that the DIT were in the process of appointing a new Head of Journalism and that once appointed, this could be something of interest. SFA flagged this for follow up with the new Head of Journalism in April 2014. She advised that she would be attending the EJTA conference in Finland the following month. She was keen to increase the DIT's involvement with EJTA and had put her name forward for election to the board. She was therefore keen to meet with the Fáilte Ireland team to see what they could do to support this involvement. Dublin has now been selected for the EJTA conference in 2015 and FI are still in liaison with the DIT regarding two further journalism conferences including the World Journalism Education Congress for 400 delegates.



Fáilte Ireland have confirmed 37 of SFA's leads since 2010 worth €20M and have a further 63 that have gone to bid, awaiting decision.