

“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
405
Client
Fáilte Ireland
Date identified by SFA
November 2010
Date handed over to client
September 2013
Bid won/confirmed
2014
Year of conference
2019
Economic value to the city
€567,000

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

BPW Europe is one of five regions of the International Federation of Business and Professional Women. It is an influential international network of business and professional women from over 100 countries in 5 continents. They hold an Congress for around 400 delegates in Europe, in the years where an International Congress doesn't take place ie two out of every three years.



What did SFA do to help win this event?

SFA identified both the European and International Congress as potential opportunities for Ireland in November 2010. At that time the next open year for location of the European Congress was 2015, which would be decided in 2013. SFA made contact with the current President of BPW Ireland who advised that they were not able to consider this at that stage. SFA followed this up during 2011. By September 2011, a new President had been elected who expressed interest in hosting this Congress and advised that she would raise it at the next council meeting in October. In the end the Irish Council were not able to consider this until April 2012. SFA kept in regular contact with BPW Ireland throughout this time and although they were lobbying BPW to get this event to Ireland, it wasn't until September 2013 that BPW Ireland were able to take things further with Fáilte Ireland. By this stage the next open year for the Congress was 2018. With Fáilte Ireland's support, BPW Ireland eventually won their bid for this event to come to Ireland in 2019.

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.