

More Content – More Contracts for Bratislava

Bratislava Convention Bureau and partners recognizes the importance of content marketing

May 12, 2017



SONY DSC

In today's communication, content surely is the king and still primarily "sits" on the throne of the modern communication. The Convention Bureaus all over the world creatively use it to successfully present their destinations and what better way than with the use of content marketing. In the recent years, the interest in Bratislava as a tourist destination is increasing and the number of visitors has already surpassed one million this year. On the other hand, Bratislava would also like to see more congresses and meetings held here in term of more business visitors as MICE (meetings, incentives, conferences and exhibitions) tourism and in last few years, the destination considerably increased its recognisability in the field of congress tourism, which is shown in the bigger interest of international companies for motivational and incentive travels. Thriving to further improve the quality of communication in this field, the [Bratislava Convention Bureau](#) (CB) organized a special workshop for content marketing in cooperation with Slovenian agency Toleranca Marketing which has numerous experiences and references for content marketing in the field of MICE tourism.



Beautiful Falkensteiner Hotel in the centre of Bratislava, which is also the member of Bratislava CB, was the event location with their creative classroom like conference room that boosted best bonding and working of more than 45 workshop participants. With the use of workshop methodology of canvas and upgrades with the **Content StoryBoard method**, **Gorazd Čad**, the **CEO of Toleranca Marketing** presented the entire content easily and graphically understandable to participants which learned also from many practical examples, especially from working on some great case studies for Bratislava CB and their partners and brainstorming for many incentive ideas this charming city offers.



Very useful, practical and understandable Bratislava Content Workshop proved to be success and the participants experienced the imaginative and creative world of content that will give them many great ideas for their future work in the congress industry, an industry truly riding the “wave” of content marketing. With the help of incentive ideas, Bratislava Convention Bureau will make the search for ideas for event organisers much easier and consequently be even greater with their work.

□ The Bratislava Convention Bureau, department of Bratislava Tourist Board, is a one-stop-shop for planners of meetings, incentives, congresses and events who are considering Bratislava as a destination which is providing a full range of services for buyers of MICE, also co-ordinates, initiates and manages all aspects concerning the development of MICE and Business Events in capital of Slovak Republic. Today, Bratislava is the city of history, architecture, tradition, culture, art, drinks, food and nightlife with unique location at the Danube river that hosts many congresses and conferences and also an exceptionally smart city with a start-up eco-system and reputation as an innovation hub with their highly innovation note strategically implemented in their DNA.

