

**HOSPITALITY - A TOOL TO GENERATE BUSINESS?**



**"VIESNĪCU NOZARES  
TEHNOLOĢIJAS UN MĀRKETINGŠ"**

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Presented by Miikka Vahtera, Founder, Kauss Agency

# KAUSS

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Kauss is an advisory alliance that helps companies create strategic and impactful brand engagement.

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We provide products and services that enhance event experience.

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Our clients increase their brand awareness and gain access to premium networks in Northern Europe and Asia.

# BRAND ACTIVATION

is booming!

In Finland market is up **+8 %** 2017 vrs. 2018

Global growth numbers are **5-10 %** from various sources

In Finland:  
Company internal events **32 %**  
B2B events **48 %**  
= **80 %** of event marketing budgets

Only **4 %** to consumer events and 16 % to “other” events.

The total market in Finland is **137 MEUR** (2018)

In Sweden amounts are lot higher even per capita.

# WHY BRANDS INVEST IN HOSPITALITY?

**Upgrade loyalty.** People still buy from people. **Build TRUST** and joint moments between stakeholders.

**Gain attention of new business candidates.**

Potential new business is harder to contact every day. You need WOW elements to gain attention.



# CASE ADELE IN HAMBURG 2016

## ORGANIZER:

A Helsinki based brand activation agency who wanted to go global.

## INVITATIONS:

15 printed personal invitations deliver by DHL.

## ACCEPTED:

8 accepted invitations after 24 hours after delivery time.

## INVESTMENT:

About 20.000 € (guests paid their own flights to Hamburg)

## PROGRAM:

Event Day

Transfers from airport to the hotel via Porsche Panamera

Lunch at a unique venue

Business seminar at very special venue

Pictures: <https://www.clouds-hamburg.de/en/konferenz/tagungsraeume/>

Adele concert at the best skybox of Hamburg Arena

Late night cocktails at Hamburg Yacht club

## RESULTS:

First tender request from St. Petersburg next day. A huge global sponsor.

One actual project value more than 20.000 € from a car brand

Concrete project for a fashion brand in FI and SWE, value plus 20.000 €

Next meetings with all participants, some contacts are still hot.

One of the biggest FMCG brands upgraded the agency status to "high" level.

Connections with all speakers still promote the business, and give new opportunities.

# HOW HOTELS CAN HELP EVENT ORGANIZERS?

Be as flex as possible with deadlines for final numbers etc. services.

Be flex with payment terms – try to find your own financing instruments if needed to meet long payment terms. Remember put financing costs to the price.

If there is an agency involved, be ready to share profit with the agency.

Build long lasting TRUSTED connections with B2B final clients and agencies. They are willing to pay more than via meetingpackage.com if they know that hotel always aim high and has an eye level connection to their guests and organizers.

Brands are looking for experiences. Be ready to offer services also outside your own venue.



## QUESTIONS?

Miikka Vahtera

+371 273 03 108

Skype miikka.vahtera

miikka@kauss.agency

[www.kauss.agency](http://www.kauss.agency)

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