

REACHING OUR MARKETS:

*"new tactics for accessing
the client"*

José Miguel Ayerza, General Manager

Kursaal Centre, San Sebastian

Québec, 22nd July 2005

supply > demand



in an
economy of abundance
the key to success
is to attract
the client emotionally,
not
convince him rationally

generating **memorable experiences**

*"managing
people's
emotions"*



what does your
conference centre
do to make your
clients feel like **stars** ?



who are our **clients** ?

- Event promoters
- Attendants and/or delegates
 - The public
 - Shareholders
 - Employees
 - Suppliers

managing emotions

Inwards

- Human Resources Management



managing emotions

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- Involvement with suppliers



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- Meeting economic and quality objectives



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- The most important event for users and promoters



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- **Quality**



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- The most important event for users and promoters
 - Quality
 - Trust-guaranties



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 - **Event consulting**



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 - Event consulting
 - **Accessibility (24 hours)**



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 - Accessibility (24 hours)
 - **Simplification**
(comprehensive service)



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- Strive for local economic impact



managing emotions

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- Strive for local economic impact
- Building illumination



managing emotions

Outwards

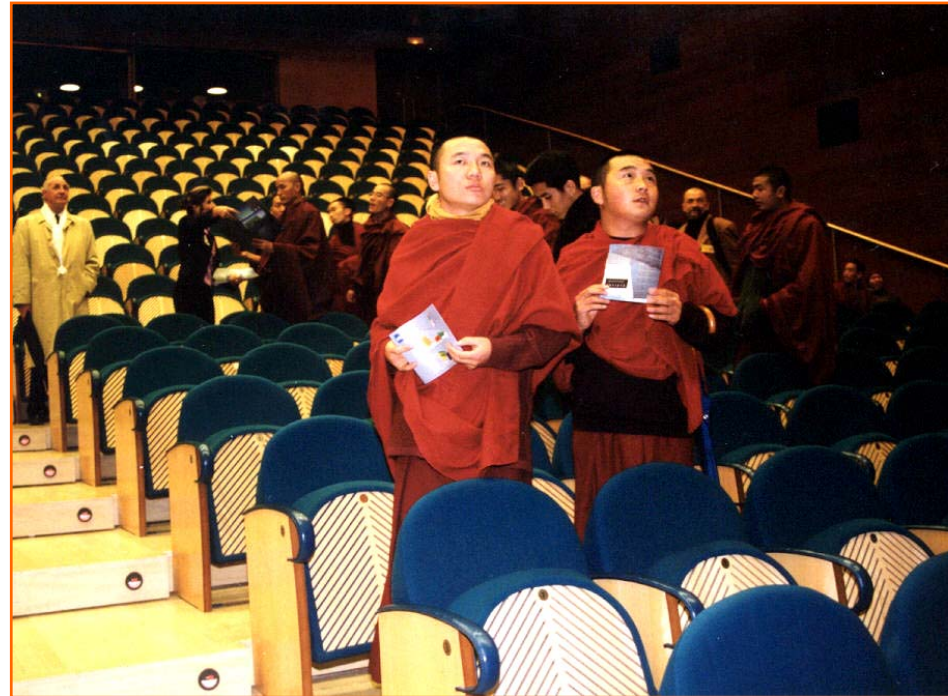
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- Guided tours



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- Quality events
- Guided tours
- Link Kursaal to positive social values

THE NEW YORK TIMES, FRIDAY, MAY 7, 2004



While you might have guessed an elegant traditional design, the Lexus ES 350 knows otherwise. It offers electronically controlled side mirrors and a 10-way adjustable driver's seat. As well as the cost of polished leather, it accommodates a variety of different heights. And once you've mastered the art of your car's switching specifications, it's time to start at the controls for navigation. Should it prove that what you see is what you get, a simple stroke of a button will return the screen, instead of to their control consoles. Oh, and they are clear across the Lexus interior that it's about to open doors. Like a classic, it's a controlled, elegant and available Adaptive Variable Suspension. So, if it doesn't suggest you rethink your thinking, it's on your terms. It means you're in the right place for all

No One Knows More About Designing The Perfect Car Than You.



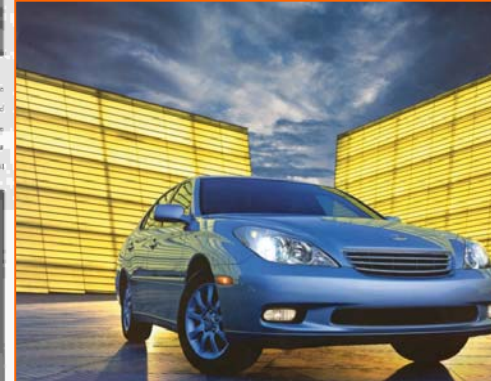
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Lexus photo session
published in
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May 2nd 2004

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- Promote positive media coverage
- Strive for local economic impact
- Building illumination
- Quality events
- Guided tours
- Link Kursaal to positive social values
- Regeneration of urban areas



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be different

“discovery consists of **seeing**
what everyone else has seen
and **thinking**
what nobody has thought”

Albert von Szent-Györgyi
Discoverer of vitamin C
Nobel Prize in Medicine, 1937

KURSAAL [Europe
BERN
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INTERLAKEN
OOSTENDE
SAN SEBASTIAN]