

## Major Events Bid and Tender Support

### About MEI

Major Events International (MEI) is the only global, multi-sector networked organisation which seeks to provide support to major event Host Cities, Venue owners and both niche and large supplier companies.

MEI's core business involves helping companies win key contracts. This involves use of a proven methodology of bid planning and strategy, customer contact and publicity support. Bid leadership personnel can be provided to ease the burden on busy companies and also to deliver specialist skills. The MEI team is able to write key elements of the bid, working with your company, and acting as external reviewers, including price-to-win aspects. When required, MEI can provide bid training and mentoring for your company for longer-term organisational improvement.

### Areas of specialism and expertise

As specialists in market penetration, we know bids must be seen as just one part of the overall campaign. Given the international reach and experience of MEI, we can support you on overseas missions to target countries, or represent you where there are time and cost pressures. Induction on local business practice, market assessment, research and local culture are all part of winning iconic contracts in the growing major events market. This is supported by offering you access to highly innovative web-based promotional options through our unique major events web portal that is read in over 150 countries. This ensures your customers see you as an active member of the major events community and are able to read about your capability, pedigree and ambitions.

