



## Word of MICE

### B2B influencer marketing campaigns

Word of MICE creates long term relationships with industry experts to share the story and experiences of suppliers within the meetings and events industry. We help you to remain top of mind and to maintain your relationships with your target audience online and offline.

We support hotels, convention bureaus, event technology providers, destinations and others to find the right passionate and trustworthy MICE influencers (opinion leaders, industry experts, content creators) to spread the word about your company, brand, product or service.

Long term strategic tailored collaborations in which we work closely together with all parties involved. We always look for unique industry-related opportunities and beyond.

From social media campaigns, creating in-depth panel discussions, partnering up with industry-related trade shows and events, live streaming, interviews, podcasts and much more.

Word of MICE helps you along the entire process, from finding the right influencer, align the work of the influencer with your strategy until after the final report is presented.

In a fast ever-changing landscape it's important to be visible and to remain in touch with your audience in an appropriate way.

## Our references





## Social Media


 /mariskakestelloo

 /wordofmice

 /mariskakestelloo

 /wordofmice

 /mariskakestelloo

 /wordofmice



# Mariska Kesteloo

Entrepreneur Speaker Writer

## Word of MICE

### Ambassador program

Our business is a people-to-people business. It is all about building, maintaining and improving personal business relationships, not only in times of difficulties. Relationships are key drivers for any interaction or engagement with all players in the world of business events, creating business opportunities and turning them into success stories.

It defines a new generation of destination ambassadors and matches the future likes and needs of international event organizers and owners.

The future belongs to smart destinations, who have understood that they are part of the live communication industry. Position your destination as a live communication platform and enablers, and not as geographically defined infrastructure and hospitality "locations". Word of MICE supports destinations to set up and create an ambassador program, or to redefine your current program.

## #MariskaJourney

Mariska dediced to become a digital nomad since 2022 and she travels in her camper with cat across Europe. She supported Poland with exposure on social media and became an ambassador of the country.

Next, during her journey she supports destinations and their partners about B2B influencer marketing, digital marketing via presentations and workshops.

Besides she educates and shares her knowledge about the MICE industry.

Mariska is a huge supporter of young leaders and entrepreneurship.

