Subvention for Change: Rethinking Destination Support for Associations Events

(Getting the Most Out of Destination Grants & Subventions)

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Before we get started

What does subvention mean to you?

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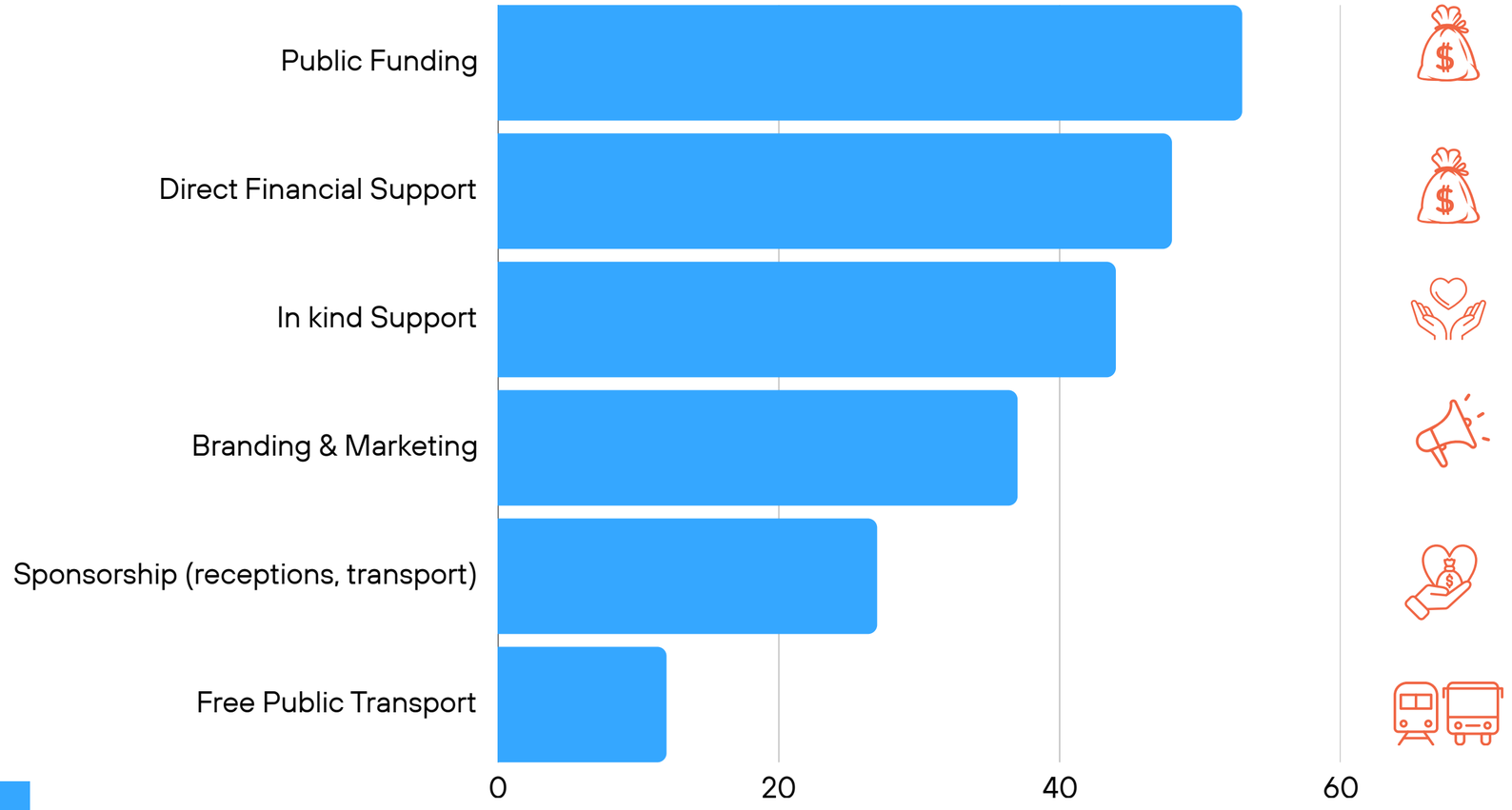
What is Subvention?

Not Just Money — Support That Changes Events



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What do you use / would you use subventions for?

Choose the most relevant one

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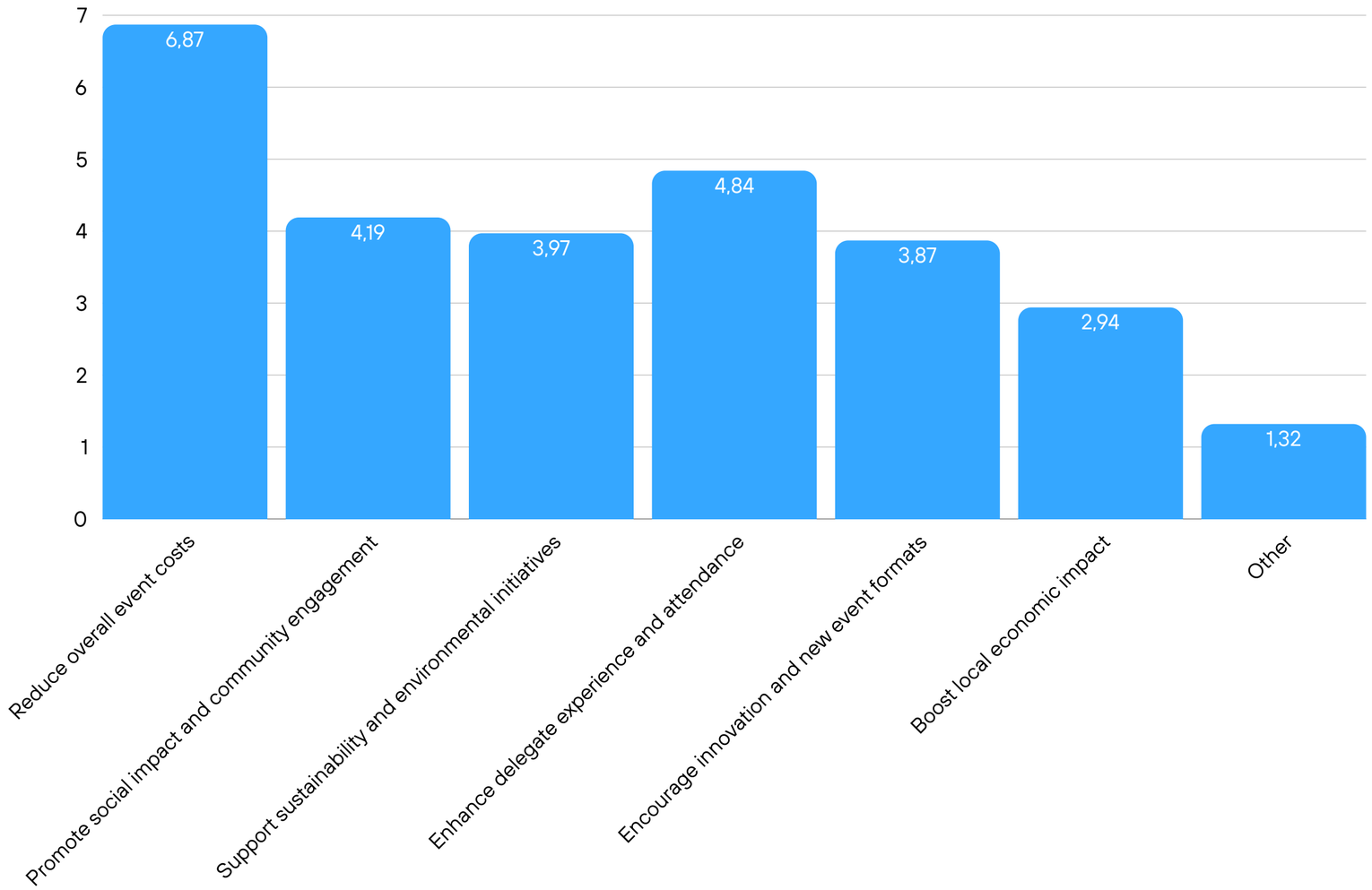
Why It Matters for Associations

Why Subvention Should Be on Your Radar



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What Kind of Subvention is Offered

Per delegate: €20 – €60

Percentage of total
event expenses: 4% – 10%

Fixed amount per event:
Between € 2.000 and
€ 600.000 (with the
majority falling between
€ 10.000 and € 50.000)

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How to Secure Subvention Without the Headache

Finding It & Applying for It

Start early

Ask for guidelines

Show alignment

Measure Results

Proactively report on it

Barriers vs. Expectations

What Associations Expect - and where they Struggle With

Expectations

- Flexible, targeted support
- Transparent criteria
- Tools & templates
- Partnership, not just funding

Barriers

- 55% lack awareness
- 41% complex processes
- Limited resources

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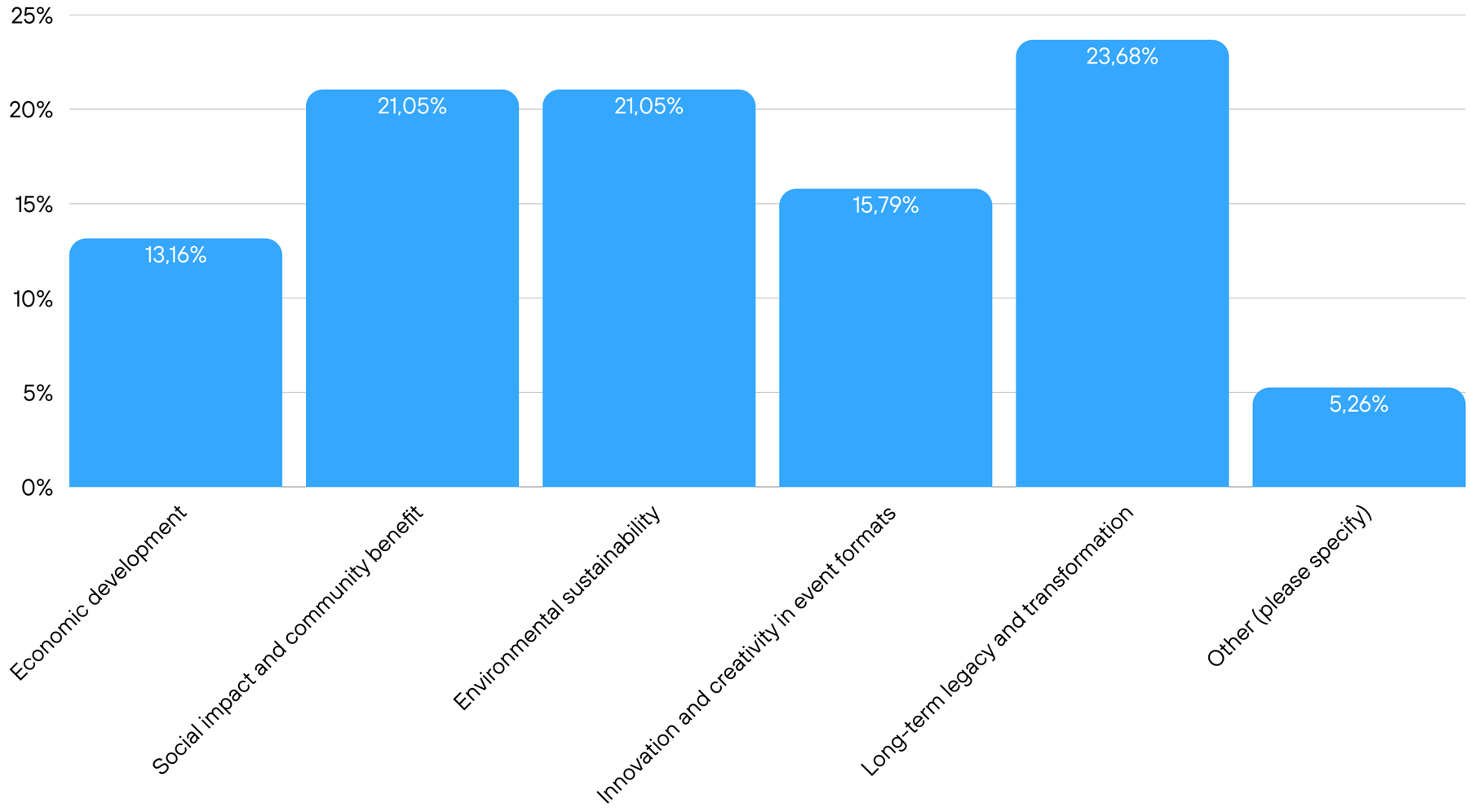
What Associations Really Want from Subvention
From Transaction to Transformation



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Real-World Examples

What It Looks Like in Practice

CONFERENCES IN FLANDERS

Flanders
State of the Art

DESTINATION CANADA

Hamburg
Convention Bureau

Region Stuttgart Convention Bureau

VISIT BRITAIN

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Real-World Examples

Best Practices: Associations in Action

Quick Wins (Across Associations)

🎓 Youth Access – funding used to subsidise students & young professionals → higher attendance, stronger global exchange.

🔬 Legacy – donations to local STEM education → long-term skills & talent pipelines.

🌱 Sustainable Logistics – cutting waste, promoting public transport, opt-in mobile vouchers for delegates.

🏫 Community Outreach – sessions in schools & with citizens → conference impact beyond delegates.

Deep Dive: European Forum for Restorative Justice (EFRJ)

- Tiny team (4 FTE) → big global community impact.
- Events rotate across Europe, co-created with local hosts.
- Public engagement in city theatres, community dinners, art festivals (REstART).
- Legacy: long-term professional ecosystem + social change movement.

Subvention is not just about lowering costs — it's about enabling associations to invest in people, planet, and purpose

How Subvention Works for You

More Delegates = More Impact

Greener = More Support

Legacy = Lasting Value

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Your Roadmap for Smart Subvention Use

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Wrap-Up & Q&A

Ready to Ask for More?

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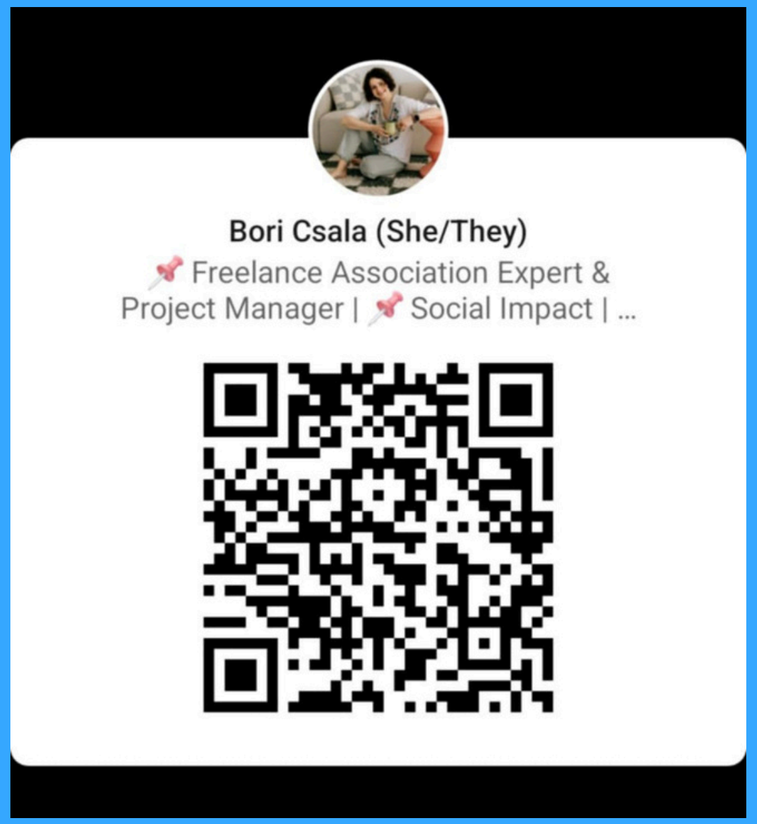
Connect with me
bori@conferli.com



Full Market Study including best practices

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