



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

The Importance of Associations on the MICE Market Vitalization

Michael Kern
Executive Director
DEKON Group

I N  O N

Association World - what is it?

→ VISIT INCON-PCO.COM



I N  O N

Association World - what is it?

→ VISIT INCON-PCO.COM



I N  O N

Association World - what is it?

→ VISIT INCON-PCO.COM





GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Associations in Numbers



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Associations in Numbers

One in every three Americans is a part of the association and nonprofit industry.

- **63,866 trade and professional associations**
- **1,237,094 charitable and philanthropic organizations**
- **Membership organizations employ more than 1.3 million people**

- **Membership organizations generate a payroll of more than \$55 billion.**
- **Nonprofit organizations' share of GDP is over 5 percent.**
- **Trade and professional membership associations generate \$116 billion in revenue.**
- **Nearly 63 million Americans volunteer through a membership organization.**

- **57 million adults take formal work-related courses or training each year, 9.7 million (or 17 percent) receive that training from a professional association.**

- **Most associations (88 %), regardless of type or size, report sponsoring an annual meeting or exhibition, with a median attendance of 803 registrants.**
- **More than half (52 percent) of associations report holding other regularly scheduled meetings on specific topics throughout the year.**

- In total, associations account for more than **315,000 meetings** held in the U.S. each year, with **59.5 million participants** in attendance.



IEEE

- IEEE Aerospace and Electronic Systems Society
- IEEE Antennas & Propagation Society
- IEEE Broadcast Technology Society
- IEEE Circuits and Systems Society
- IEEE Communication Society
- IEEE Components, Packaging & Manufacturing Technology Society
- IEEE Computational Intelligence Society
- IEEE Computer Society
- IEEE Consumer Electronics Society
- IEEE Control Systems Society
- IEEE Dielectrics & Electrical Insulation Society
- IEEE Education Society
- IEEE Electromagnetic Compatibility Society
- IEEE Electron Devices Society
- IEEE Engineering in Medicine and Biology Society
- IEEE Geoscience and Remote Sensing Society
- IEEE Industrial Electronics Society
- IEEE Industry Applications Society
- IEEE Information Theory Society
- IEEE Intelligent and Embedded Systems Society

IEEE



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

- As of 2018 the world's largest association of technical professionals with more than **423,000 members** in over **160 countries** around the world.
- The Institute of Electrical and Electronics Engineers sponsors more than **1,600 annual conferences** and meetings worldwide.
- IEEE is also highly involved in the technical program development of numerous events including trade events, training workshops, job fairs, and other programs.



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Association World Today

Trends and disruptions



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

MILLENNIALS

- RUIN EVERYTHING -





GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS





Cybersecurity

IT and cybersecurity issues

- **Member data goes cloud**
- **VR for training and education**
- **Investments into new software, staff training, member education**
- **Paying ransom fees**
- **Additional security costs**
- **Reputational damage**
- **GDPR**



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS



Moore's Law

The number of transistors that can be placed on a chip doubles roughly every two years, increasing the processing power in the same way.



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

- **Eroding the traditional monopoly that associations once enjoyed as gatekeepers to their specialized fields of expertise**
 - A.I.
 - Big Data
 - Moore’s Law
- **Tacit Knowledge**
 - Something that is understood without being expressed

ASAE ForesightWorks

Drivers of Change:

- **Content, Learning, and Knowledge**
- **Data and Technology**
- **Demographics and Membership**
- **Economic Conditions**
- **Society and Politics**
- **Workforce and Workplace**



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Example Vienna

Event Tourism - Facts 2016

- **Economic value added: 1,072 Billion Euro (+3%)**
- **Events (+11%) and hotel nights record of 2015 improved**
- **Every 8th hotel night in Vienna comes from event biz**
- **Vienna's event biz secures approx. 20.000 jobs**
- **76 % of the congress attendees come by plane**
- **576.000 attendees, 1.718.000 hotel nights**



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Value added

- **Direct expenses of**
 - **Participants**
 - **Accompanying persons**
 - **Exhibitors**
 - **Organizers**



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Value added

Revenues in ‘upstream’ industries directly caused by events:

- Food and beverage industry,
- Printing industry,
- Construction industry
- Banks
- Insurance companies
- Communication companies etc.



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Average per capita expenses

- **Tourist: € 252,-**
- **Event attendee: € 538,-**



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

of nights

- Every 8th hotel night is coming from events tourism
- 4.084 Events
 - 1.320 Congresses
 - 581 national/739 international
 - 2764 Corporate events and incentives
 - 1.095 national/1.669 international)



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

of nights

- 40% Medical congresses
- 18% international congresses
 - 51% participants
 - 75% of overnight stays
 - 80% of generated value



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

25 years comparison*

- 351% Events increase
- # of participants quadrupled to 400.000
- 257% growth of overnight stays
- 611% increase of added value
- 591% increase in tax revenues

* Congress business only

So what has Vienna, what other destinations haven't?

- **Austria 8 Mio inhabitants**
- **1.8 Mio inhabitants, Capital City**
- **Three convention centers**
- **Centrally located in Europe, excellent accessibility**
- **Most Universities of all European cities**
- **University hospitals**
- **Leading CVB**





GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Why are we doing meetings?

- **Create and disseminate knowledge**
- **Stimulate learning**
- **enhance business performance,**
- **foster personal and professional development,**
- **increase sales,**
- **address major societal and environmental challenges**



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

The Power of Conferences

- **Creating networks, collaborations, partnerships and support**
- **Discussion, debate, stimulation, ideas and innovation**
- **Attracting funding, trade and investment**
- **Influencing public perceptions and policy and driving social change**
- **Personal growth, knowledge and learning**

“The connections that came through the conferences were very real ... and many of the collaborations I have in the field of immunology have arisen from people I’ve met at conferences.”

Prof. Frazer and his team developed the first HPV cervical cancer vaccine



Ian Frazer AC is a Professor within the Faculty of Medicine at the University of Queensland.

Association Conferences: Catalysts for thriving economies

- **Conferences provide delegates with new ideas and knowledge**
- **Better international collaboration by facilitating the formation of global research and business networks**
- **Conferences promote local sector expertise to an international audience**
- **Conferences develop the skills and knowledge of current practitioners and those of the future**
- **Conferences raise the profile of the association and its causes within government**



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Association Conferences: Catalysts for thriving economies

- Conferences enable associations to generate income for use in other cause-related projects
- Conferences attract international expertise to the host destination - not solely for the purposes of the conference, but sometimes through attendees choosing to relocate to the conference destination
- Conferences provide valuable opportunities for businesses to find new customers and contacts
- Conferences facilitate the connection of research with business, thereby assisting the translation of research and innovation into commercial outcomes



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Local MICE Industry

- **Technical development**
- **Knowledge/skills transfer**
- **Showcasing local authentic area experiences**
- **Sell services**

Legacies

- Legacies should reflect the objectives and values of the organization
- Depend on the location of the congress
- Organizing something that goes beyond direct tourism benefits
- Tangible legacies
- Legacies of knowledge
- Business and investment legacies



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Legacies

Legacies help associations attract and retain members, build brand reputation and promote accountability of the association (and the meetings industry) to society.



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Legacies

It also helps create a meaningful bond between delegates, boost team spirit and make conferences more engaging.



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

A wide banner image featuring a large iceberg floating in a dark blue sea under a clear sky. The iceberg's tip is visible above the water, while its much larger, jagged base is submerged. The text is overlaid on the right side of the image.

JOINT MEETINGS INDUSTRY COUNCIL

P R E S E N T S

THE ICEBERG
Legacies of business events



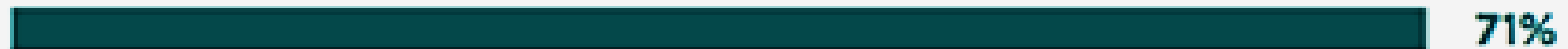
GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

The Future of (Association) Meetings

The attendee experience does not necessarily rely on how much money is spent, “but how many positively memorable moments the participants can recall.”

Venue Operator Perceptions of the Meeting Venue Elements that will be MORE Important in the Next Three to Five Years

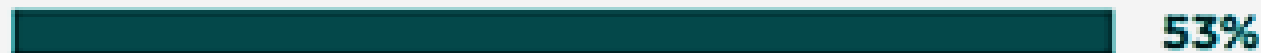
High Quality Internet Infrastructure



Flexibility of meeting space (ability to move furniture etc.)



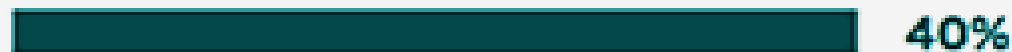
Access to interactive technology (i.e. audience participation, collaborative communication platforms, etc.)



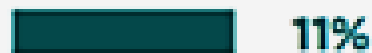
Multiple options for food and beverage service styles and spaces



Enhanced public spaces to accomodate increased social/networking



Access to authentic local area experiences



Availability of team building activities



The Future of Meetings

- **Internet coverage**
- **Food and Beverage**
- **Flexible meeting space**



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

The Future of Meetings Food and Beverage

“F&B is the biggest pain point”





GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

The Future of Meetings Food and Beverage

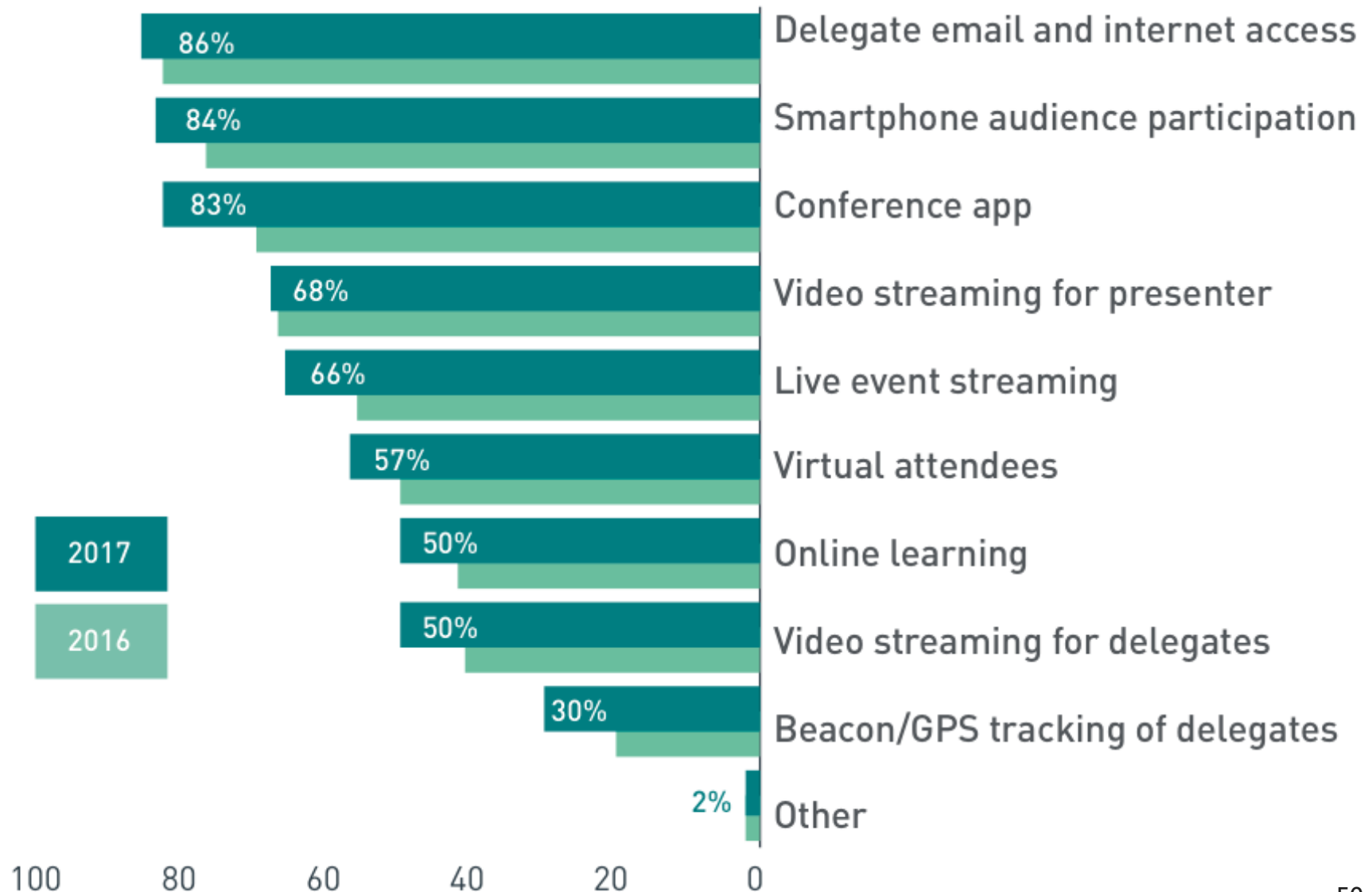


The Future of Meetings

Internet coverage

- **77% of meeting planners say they would not consider a venue without guaranteed internet quality and bandwidth**

Why will Broadband be increasingly important in the next two to five years in order to better handle these tasks ?



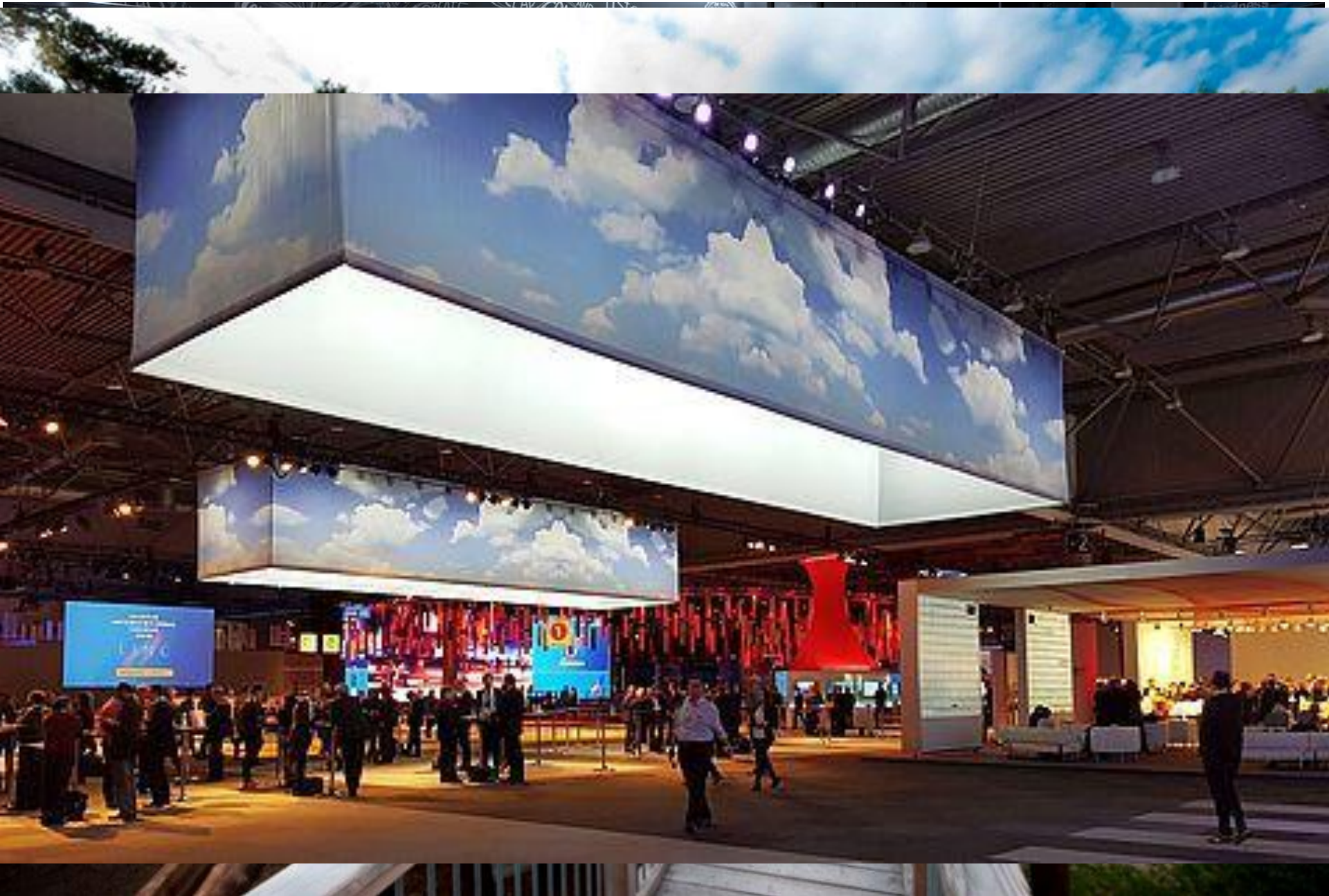


GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

The Future of Meetings

Meeting Space

- **Easy/dynamically transformable layout (on an hourly basis)**
- **Furniture providers offer more flexible, lighter tables/chairs (participants can change configuration easily)**
- **Boring networking space are out, people want a nice environment to mix and network**







GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

The Future of Meetings

Other key findings from the IACC research:

- **Educational objectives remain critical, but personalized experiences gained traction.**
- **Younger generations are becoming a larger part of the delegate pool and gaining more influence.**
- **80 percent of planners report their role involves more experience creation, up five percent from last year.**



GLOBAL PARTNERSHIP IN CONFERENCES & EVENTS

Contact/Links

Michael Kern

michaelkern@dekongroup.com

INCON

<https://www.incon-pco.com/>

ASAE

<https://www.asaecenter.org/resources/asaec-foresightworks>