

Goyang Destination Week 2020

**INTERNATIONAL  
DESTINATION  
COMPETITIVENESS  
FORUM**

# New Biz Model in the Meeting Industry

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# Biggest Permanent Changes



Evolving is a continual Process

# Survival

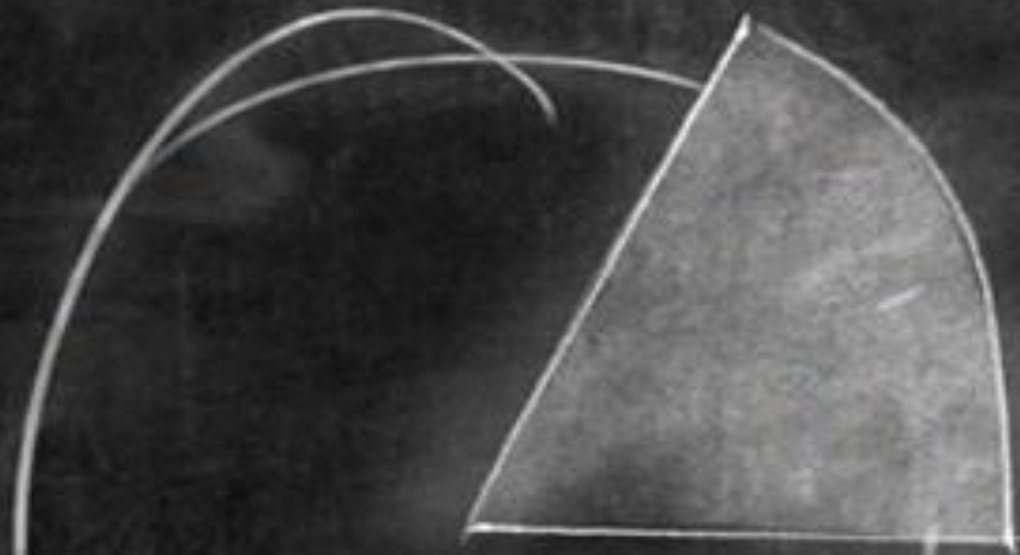
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SHORT-TERM



# THE RULE OF 80/20



20%  
FOCUS HERE!

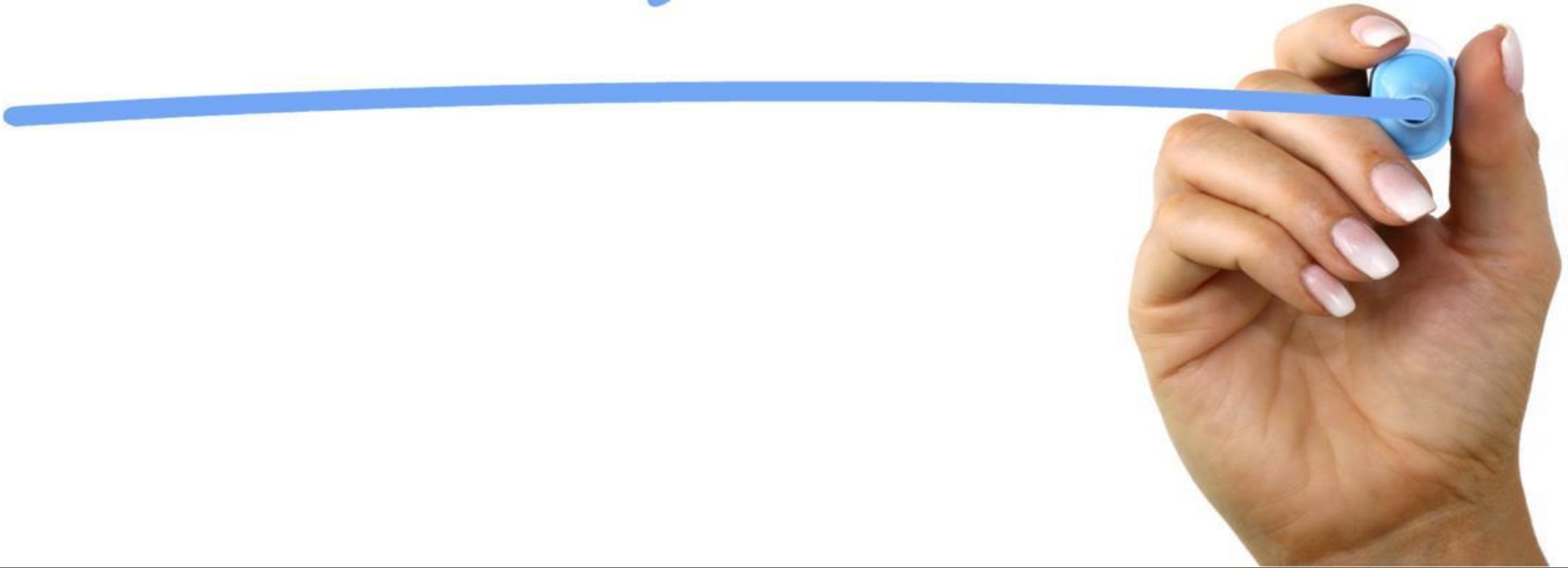
Technology Adaptation

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A photograph of a social gathering, possibly a conference or networking event. In the foreground, a man in a red polo shirt with a backpack is holding a beer bottle. To his left, a man in a grey jacket over a plaid shirt is smiling and holding a wine glass. To the right, a man with glasses is seen in profile, wearing a blue and white striped shirt. The background is slightly blurred, showing other people and what appears to be a trade show or exhibition booth.

No face to face meetings

LONG-TERM





# Tech Savvy Audience

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# eLearning

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, giving us the ability to stream  
live event online and even  
ate an entirely virtual experience.

rom digital sets, like this, to  
augmented video

and even holographic content



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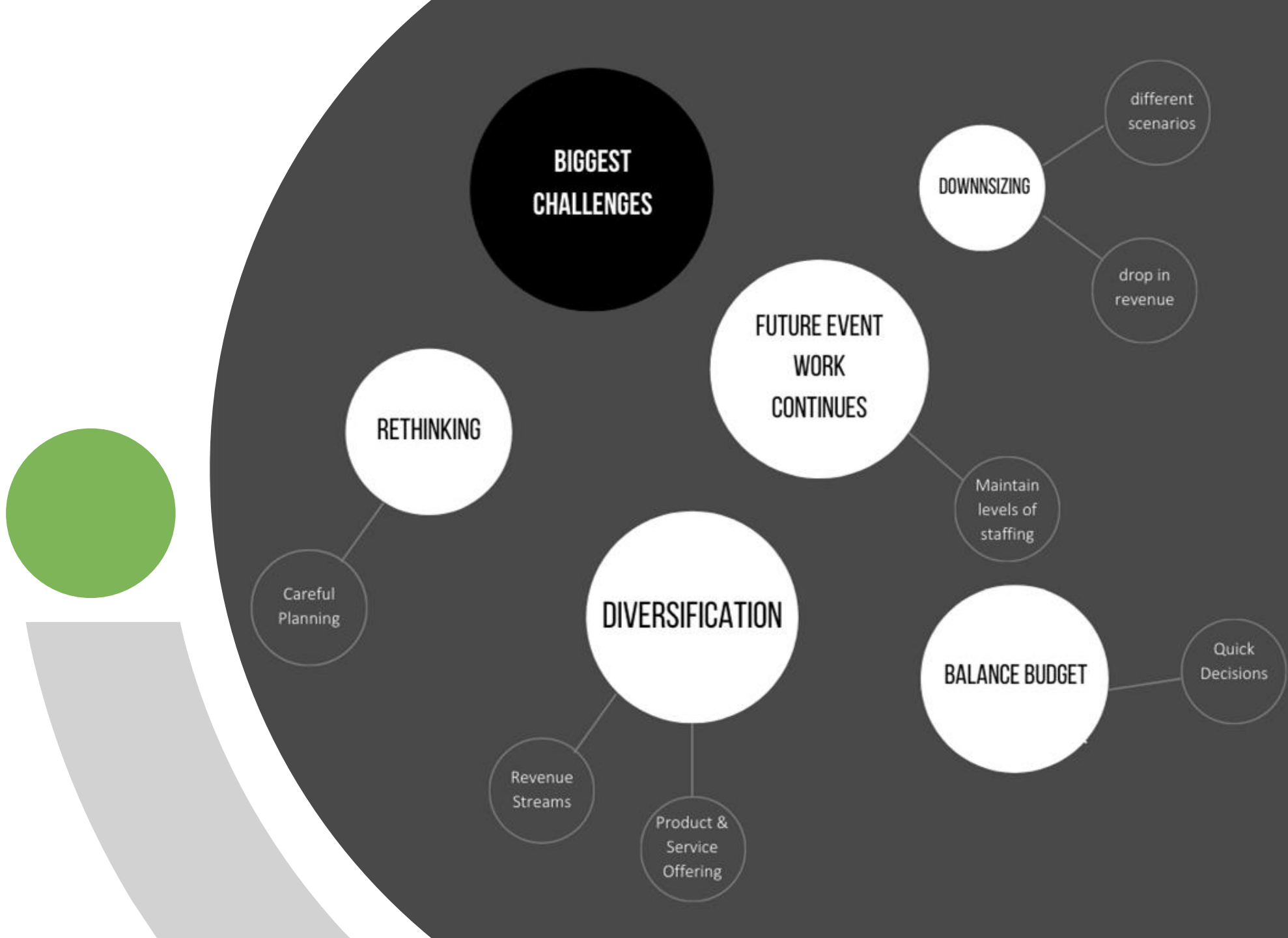
# Increased Costs

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# Biggest Challenges

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**Success  
in the new  
normal**

Arinex

# Steps to Success

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Evolve

Reshape  
Business

Reduce  
Labour  
Time

Restructure

Upskill  
Teams

Set New  
Goals

Profit  
without  
sacrificing  
quality

Hybrid  
Long Term

# Evolve

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# Reshape Business

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# Reduce labour time

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# Restructure

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BUSINESS  
**RESTRUCTURING**

# Set New Goals

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# GIVE YOUR EMPLOYEES THE SKILLS THEY WANT



Profit without sacrificing quality

Profit without reducing quality

Efficiency

Quality

Speed

Cost



# Hybrid Events

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# Recovery Ideas for Korea



# Recovery Ideas for Korea

CONSISTENT  
REPRESENTATION

GLOBAL  
VIEW

PCO  
ENGAGEMENT

PROFILE  
ENHANCEMENT

KOREAN  
INVOLVEMENT