

Goyang Destination Week 2020

INTERNATIONAL DESTINATION COMPETITIVENESS FORUM

Destination Promotion & Utilization of Hybrid Event in the New Normal

Presentation by
Jason Yeh, 2nd Vice President of ICCA







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INTERNATIONAL
DESTINATION
COMPETITIVENESS
FORUM

INDEX

- It is tough time
- How we keep going as planners in:
 - **DMO**
 - **PCO**
 - **Association**

What is facing us

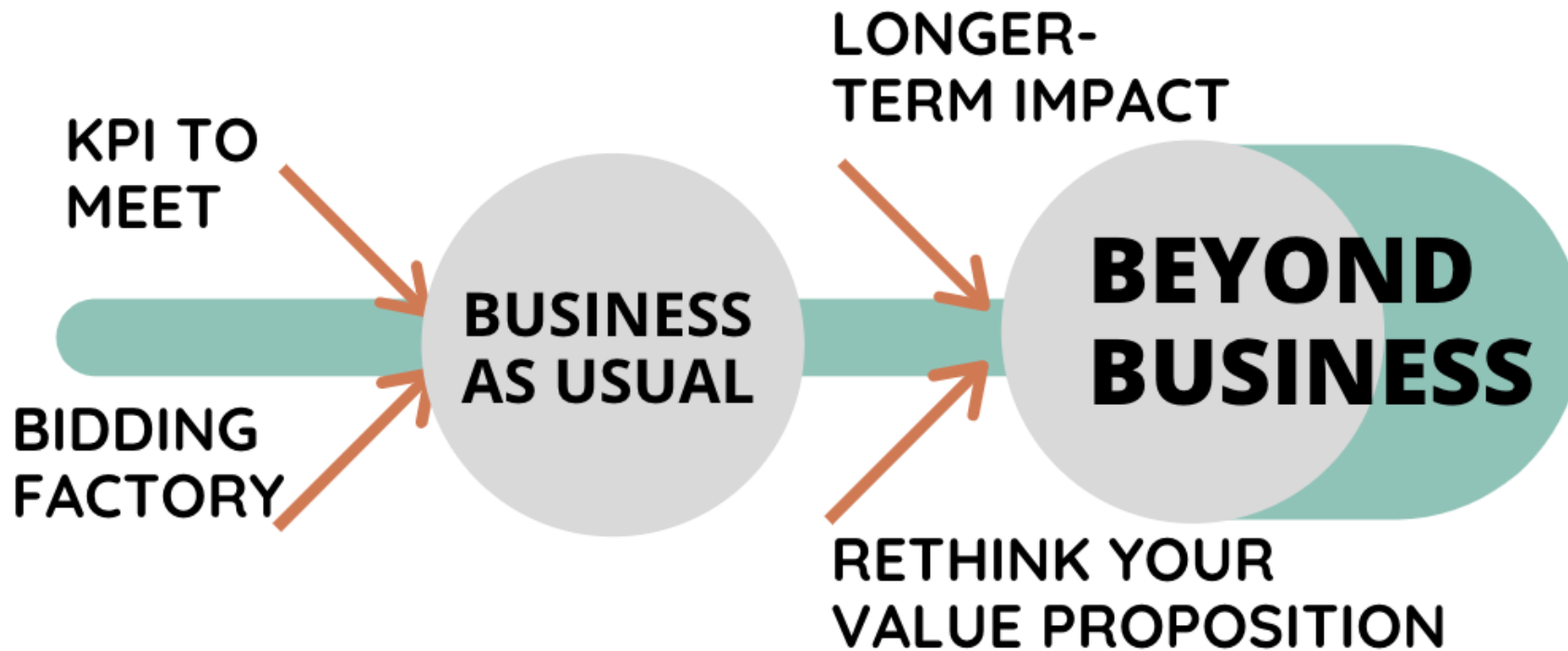


- Change is the constant
- Pandemic has made us re-think the normal way
- Technological solutions are fast adopted by all generations
- Conventional ways are challenged, new mindsets being formed

Back to Normal?



1. Think beyond “business event”



2. Create a reason for "I Must Be There"

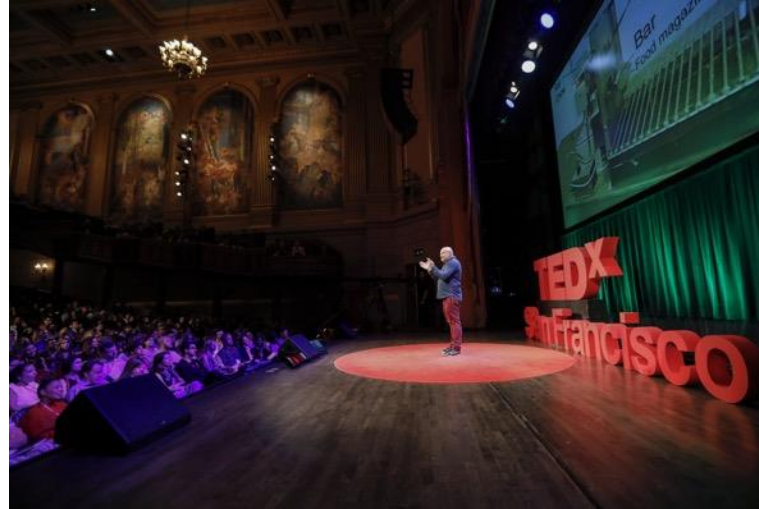
In response to the trend of virtualizing events,

(1) Build destination as a brand

(2) Extend the reach of virtual events to every corner of the world

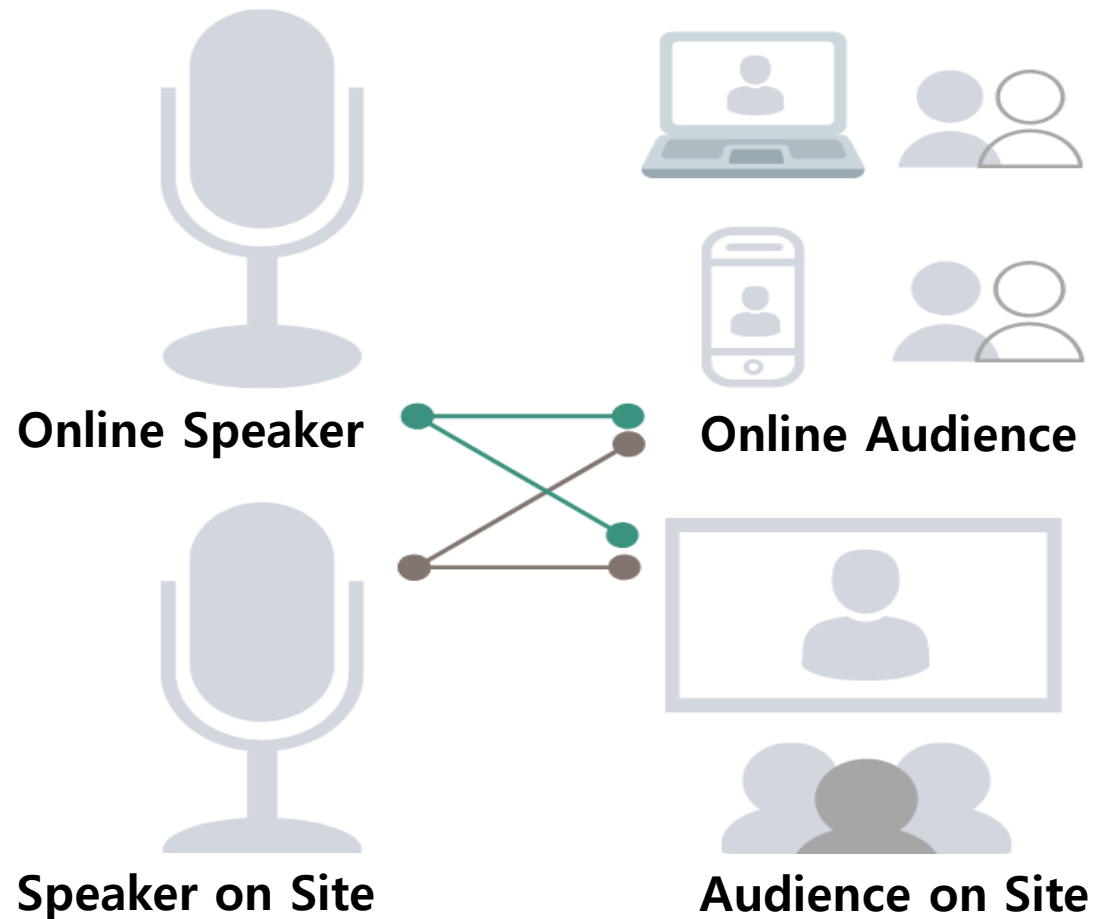
(3) Identify target groups

(4) Create a positive cycle



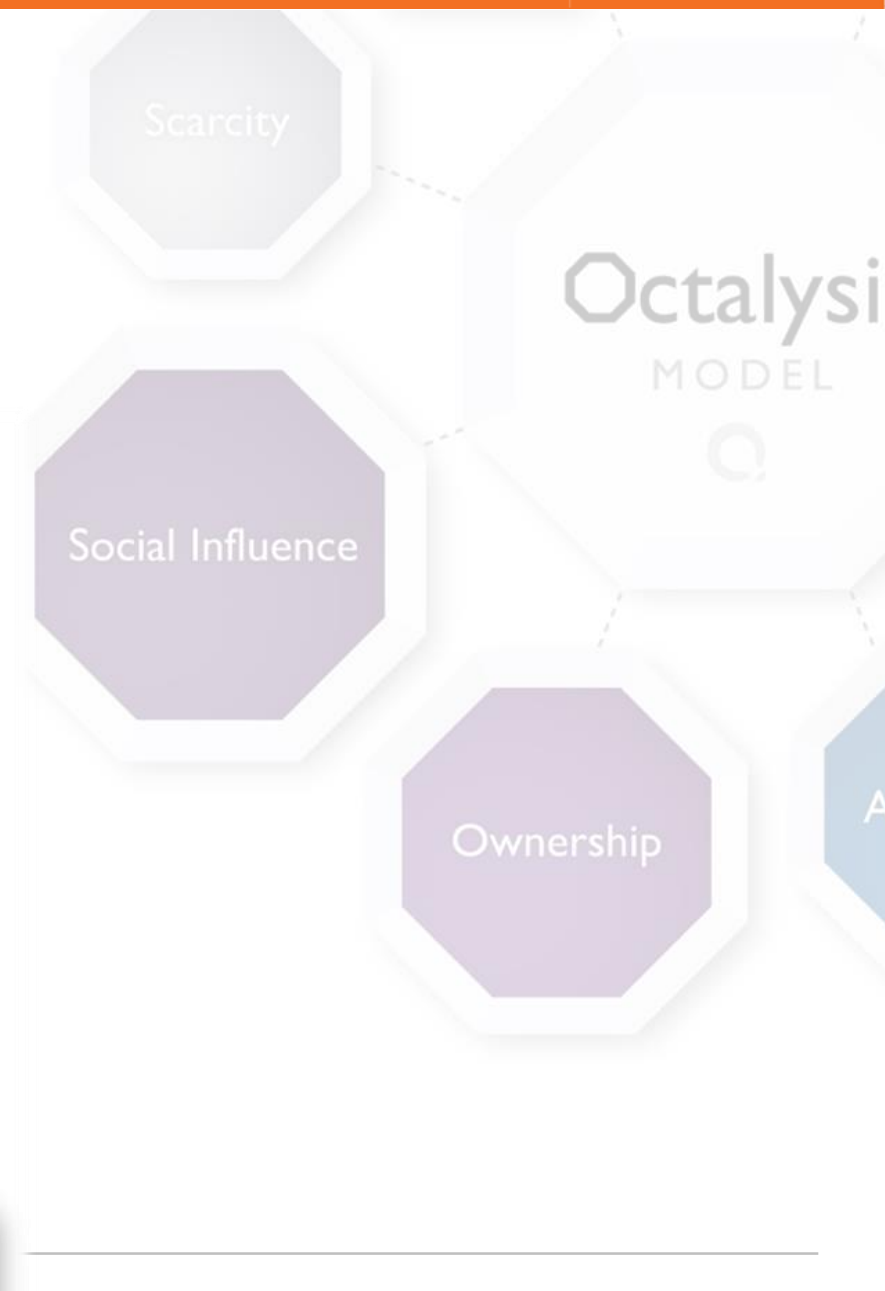
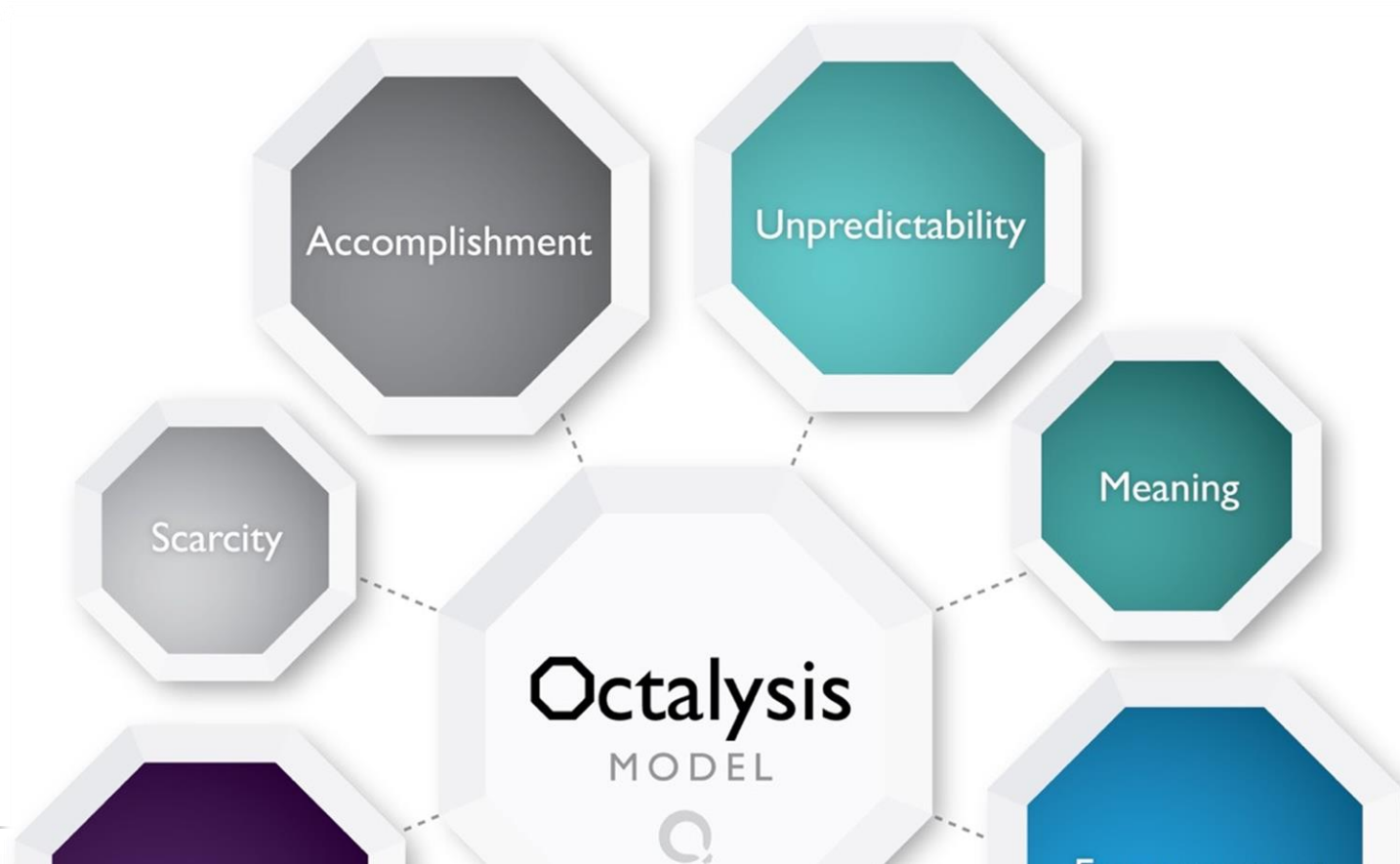
1. New Skill Sets for Interactive Virtual Event

TV Producer + Online Game Designer



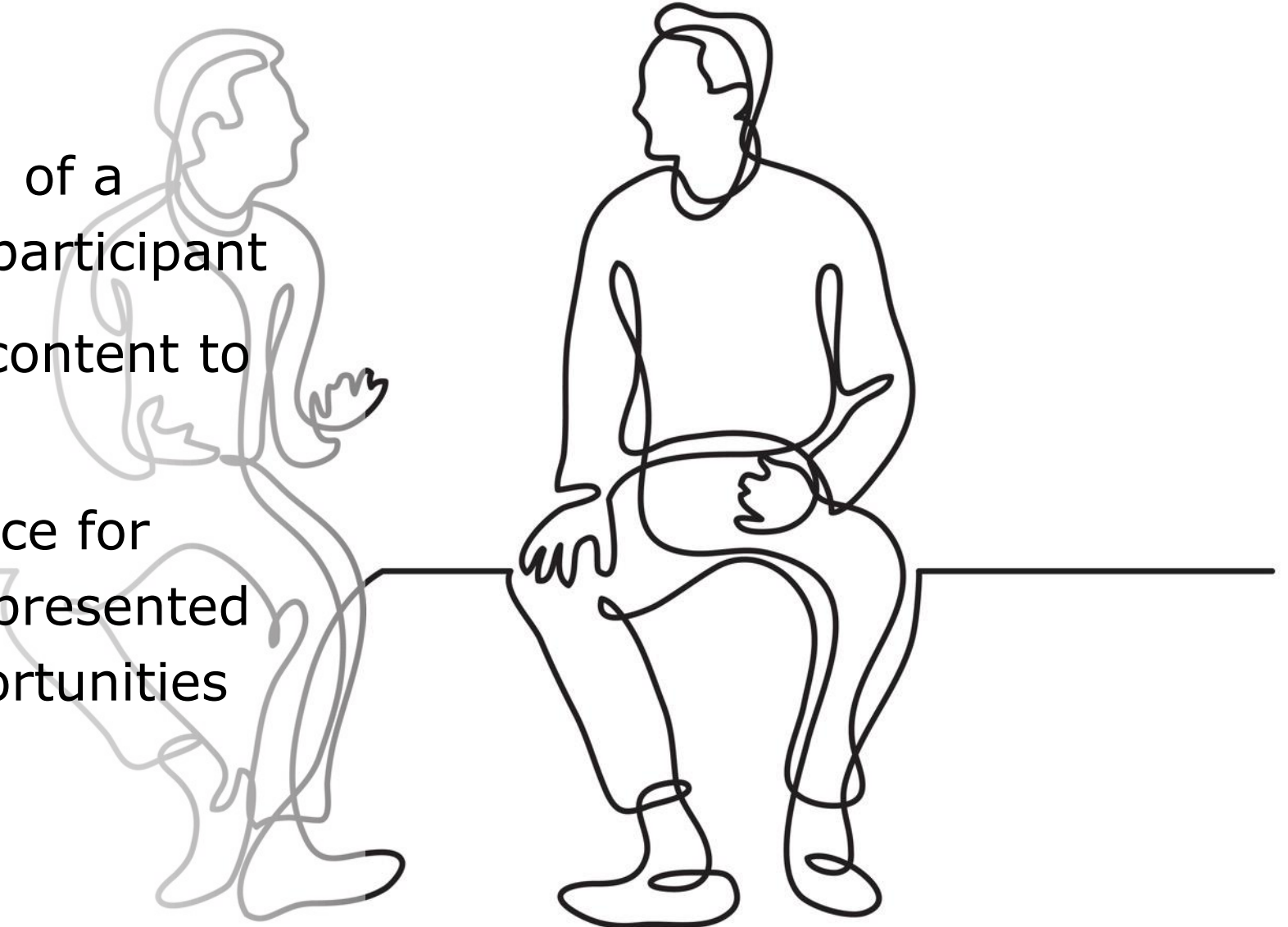
2. New Skill Sets to Generate Inspiring Content

Utilize the idea of Gamification



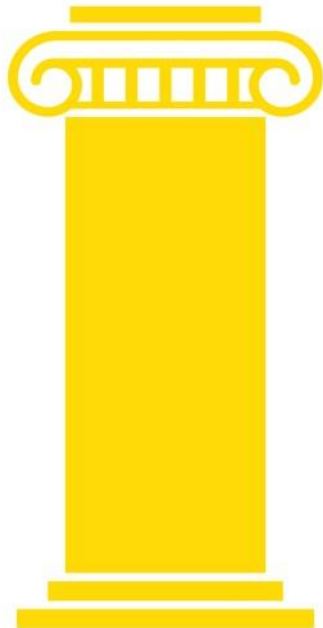
3. Total Participant Experience (TPE)

- Higher expectation of a meeting from the participant
- Better and better content to attract attendees
- Maximize the chance for participants to be presented with business opportunities



1. 3 Pillars of Meetings:

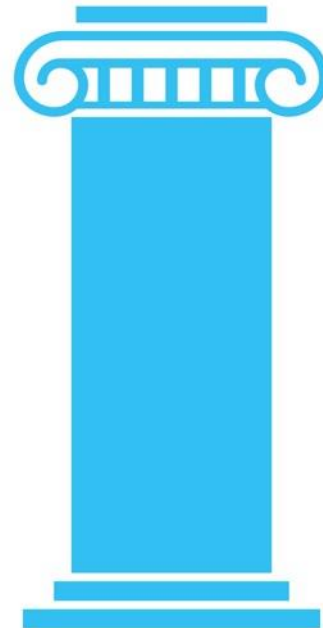
Knowledge
Content



Participant
Experience



Business
Opportunity



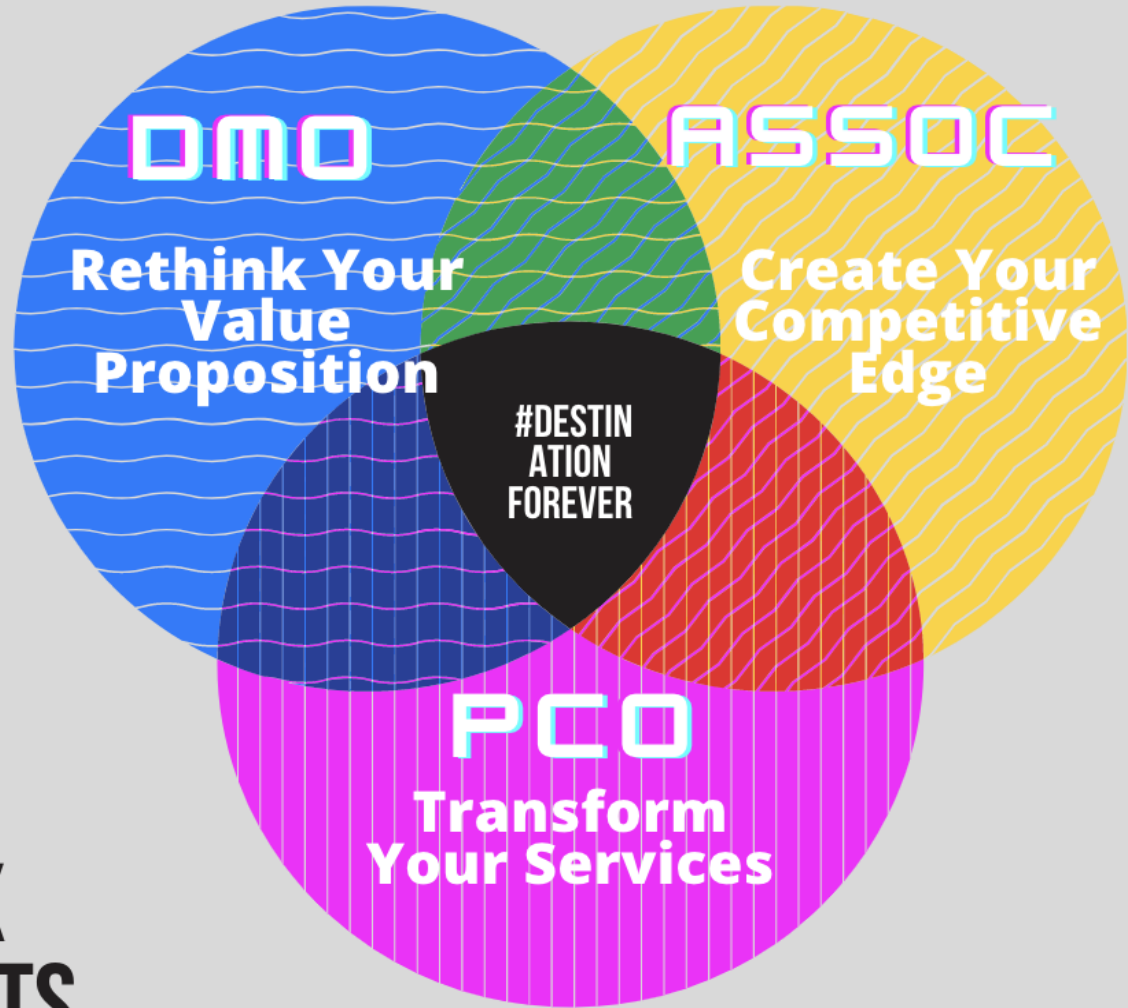
For Association and Meeting Curators

2. Set up diverse **product lines** and pricing strategies

3. Consider **crowd sourcing** program content

4. Modernize the association **management team**





ACTIONS FOR DESTINATION PROMOTION X HYBRID EVENTS



ICCA

2020 59TH ICCA CONGRESS KAOHSIUNG 1-3 NOVEMBER



2020
59TH ICCA CONGRESS
KAOHSIUNG
1-3 NOVEMBER



Keynote Speaker

Yu-kai Chou
周郁凱

Founder of Octalysis Prime

Nov. 2nd
11:10 (GMT+8)
Topic:
Unpacking
Success

Nov. 3rd
15:00 (GMT+8)

2020
59TH ICCA CONGRESS
KAOHSIUNG
1-3 NOVEMBER

*Ground Breaking
Digital Social Innovation*

Keynote Speaker

Audrey Tang
唐鳳

Digital Minister without
portfolio, Digital Affairs



Education Session

▶ **11:10 (GMT+8), Nov. 2**

Unpacking Success

If the future seemed uncertain before, it now feels unknowable. How can you - and your organization - not just manage the unknown, but rewire yourselves to succeed in the face of it?

▶ **13:30 (GMT+8), Nov. 2**

The Transformer: Made in Kaohsiung - Rolling with the Punches

How can a business make it through troubled waters by leveraging existing assets and unique advantages to turn rough patches into growth opportunities?

▶ **11:10 (GMT+8), Nov. 3**

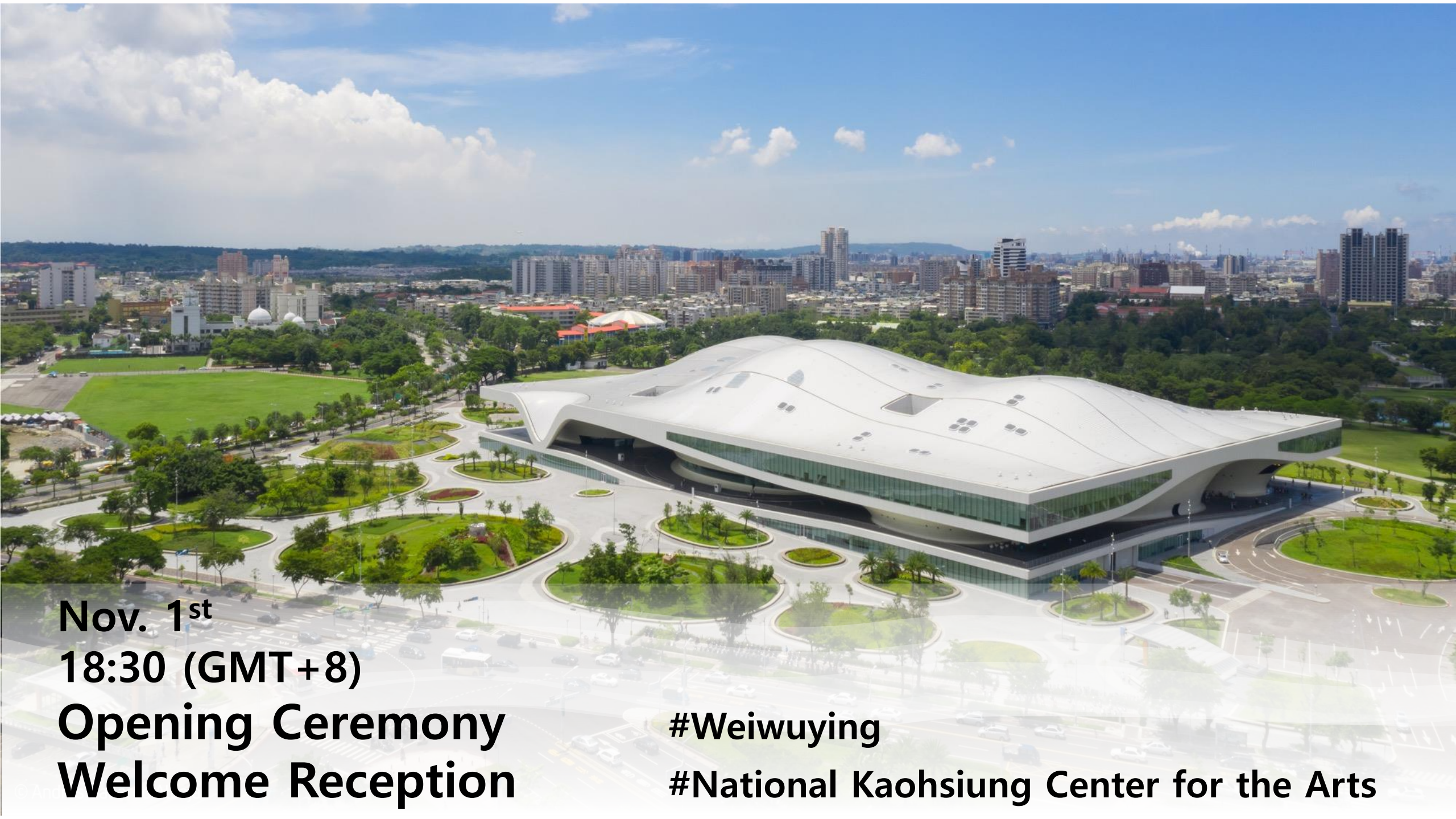
The matching game: Talents & organization

What skills will be required to bring positive impact to the organization as a whole and what are the skillsets sought after by organizations in the new era?

▶ **13:30 (GMT+8), Nov. 3**

The Future is Me

Technology changes us or we make the changes. Is there a place for ME in the new future or will it be the place for US? What are the trends in business event industry in the following years?



Nov. 1st

18:30 (GMT+8)

**Opening Ceremony
Welcome Reception**

#Weiwuying

#National Kaohsiung Center for the Arts



Nov. 2nd

19:30 (GMT+8)

Cultural Night

**#Asia New Bay Area
#Whale Bridge**

#Kaohsiung Music Center



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Courtesy of Kaohsiung Music Center