



ICCA GLOBAL ASSOCIATION COMMUNITY FORUM

Ready for transformation – ICCA Associations' tool kit for success



Date:
Thursday
24 June 2021



Time:
10:00 – 17:05
CEST



Format:
Fully digital
event

Is it time for a re-brand?

IS IT TIME FOR A RE-BRAND?

“ COVID-19 has forced us all to look inwards and reflect on who we are as a brand and what that means to our consumers.
- Shiv Singh, Expedia



BRAND AUDIT

What are the **strengths and weaknesses** of our brand today? The best way to look at this is from the perspective of i) internal stakeholder perception; and ii) external stakeholder perception. Then consider the wider industry you operate in: what **trends** will influence the future direction of your brand? Who are your **competitors** today? How might this change in the future? What brands inspire us or can we use to **benchmark** against?



BRAND VISION & PURPOSE

Brand Vision is about your ambition and aspirations for the brand. What do you want to achieve? What do you want your brand to be known for? What impact will it have?
Brand Purpose gets to the 'why' of your brand. Why do you exist? What is your underlying purpose or philosophy?



TARGET AUDIENCE

It's key to identify who your customer is – not just from a demographic point of view, but also from a **psychographic** perspective to really understand how and why your brand is relevant to them. Some initial questions to ask might be:

- How is your customer today different from yesterday?
- What defines their behaviour and interactions with the brand?
- How have their needs changed as a result of COVID-19?



BRAND POSITIONING

Once you understand your vision and the relative strengths and weaknesses of your competitors, you can start to map a new positioning strategy for your brand. Consider plotting on an X-Y axis to identify clear white space that enables distinction and differentiation.



BRAND CULTURE

Brand Culture is about uncovering the core of your brand – the heart or soul of who you are and how you want to be perceived. It is a clearly defined articulation of your brand story, with supporting personality traits and values. It becomes the rubric for everything else you do, informing visuals, language, experience and communications.



Future proof your RFP

Key takeaways:

- ✓ The **provision of a safety protocol** for a destination or venue is a key decision-making aspects for associations.
- ✓ **Hybrid provides accessibility** and capability for otherwise not reached audiences and will continue to be an element of future association meetings.
- ✓ **Flexible cancellation terms** and options for postponement are crucial.
- ✓ To better meet the needs of associations, it would be useful for the venue or destination to have a **more rounded understanding of the strategic direction** of the association and their business goals within that framework.
- ✓ **Online communities** are becoming more prevalent as an overarching platform to keep people connected in between and during events.
- ✓ **Flexibility is key!**

[Further reading](#)



Health check your crisis management plan

Key takeaways:

- ✓ The current situation provides a great opportunity for suppliers to be part of the creation of event crisis management plans, as associations are relying more heavily on **on-the-ground support and advice**.
- ✓ **Decision making** on part of the associations and **flexibility** when it comes to contracting are both crucial to be able to respond appropriately.
- ✓ Most principles in pre-covid crisis management planning are still very applicable, however **insurance policies might have changed** and that is something that needs to be closely reviewed.
- ✓ **Safety is key!**

[Further reading](#)



Making the most of a virtual site inspection

Key takeaways:

- ✓ Importance of having a **good storyboard** and creating **bite-sized information** of each of the areas of the destination.
- ✓ Conduct the virtual site inspection to **showcase the flow of the event**, to make the client understand and get a good feel of the customer journey.
- ✓ Virtual site inspections are a **good interim solution**. It should not replace an in person visit but should rather be seen as an enhancement.
- ✓ **Pre-recorded site inspections** offer a way for clients to share amongst their colleagues, for those not able to attend an in-person site visit.
- ✓ Tailored pre-recorded footage, along with a **live Q&A/activity** works well.
- ✓ **Avoid a fully live site inspection**, as this can be heavily disrupted should there be any technical issues.
- ✓ **Customization is key!**



Best practices for a better industry future – 2021: a hybrid odyssey



Key takeaways:

- ✓ Make sure to **reflect on your experiences** with live and virtual events and use the hybrid format as an opportunity to create something that includes the best of both worlds.
- ✓ **Put yourselves in the shoes of your audience.** They are not necessarily meeting professionals and are likely to need guidance in what the hybrid format entails and what their experience journey will look like.
- ✓ Be innovative when it comes to **ensuring engagement for both your online and in person audiences**, for example through using virtual and in person moderators, having a link of the online audience streamed back to the in-person audience and providing online access to the in-person audience as well.
- ✓ **Don't be swept away by the technology available** – decide what your event needs from a technology perspective, and choose the right platform to fit your needs, not vice versa.
- ✓ **Collaboration and partnerships are key** to be able to adapt to an ever-changing environment and for making a hybrid event a success.



Best practices for a better industry future – Key Take-aways from MCI



- Digital congresses: it's NOT about the platform, that comes later... set your goals and define what success looks like.
- Hybrid meetings will be popular in the future... don't just stream F2F content over the internet: design the digital experience separately, because the audience has different needs.
- The F2F events of the future will have to offer a profound EXPERIENCE, or people will revert to digital attendance.
- Digital marketing is both super important and super powerful.
- 24/7/365 is the way to go: constant engagement with your target groups is essential.
- Collect data wherever you can. It will help you to tailor your offering to existing stakeholders and predict what future stakeholders may need.
- Content is King, and an engaged and lively community is Queen! Engagement is the word of the future.
- Association budgets have changed over the past 18 months, both on the revenue side and on the spend side. Learn what works and what doesn't. What do your sponsors want? How much does a real digital experience cost? How much will people pay for this? What activities will generate income in the digital economy?
- Consider new business models, new partnerships, new value offerings.



Best practices for a better industry future – EURORDIS Black Pearl Awards Ceremony

Key takeaways:

- ✓ **Partner with experts** and develop long-term partnerships
- ✓ Do what is right for your association/members to **achieve your specific event objectives**
- ✓ **Select formats and technology wisely**, not just the latest trends
- ✓ **Anticipate!** Make decisions as early as possible while factoring in flexibility

10TH ANNIVERSARY
EURORDIS
Black Pearl
AWARDS

FULLY ONLINE 6PM (CET) WEDNESDAY, 24 FEBRUARY 2021

ON THE OCCASION OF RARE DISEASE DAY

CELEBRATING EXCELLENCE AND LEADERSHIP OF THOSE WHO ARE LEADING TO CHANGE AND A BETTER FUTURE FOR PEOPLE LIVING WITH A RARE DISEASE