



ICCA ROI Handbook



Gain year-round value from your Personal ROI Handbook!

Some members have recently informed us that they have started to use this ICCA publication at every trade show and conference their organisations attend, and not just at ICCA events. This has significantly improved the effectiveness of their planning and evaluation processes, and encourages all their staff to think about personal development opportunities as well as how they can contribute towards corporate priorities and targets. We think this is a great idea and encourage all ICCA members to use and customise the Handbook so that it can better serve their own ROI objectives throughout the year.

Personal ROI Handbook

ICCA's unique approach to Return on Investment is designed to help each delegate identify and maximise the benefits they gain from attending this year's programme.

Why this "personal" approach?

- Each delegate experiences the programme in a personally unique way.
- Each delegate has a unique set of objectives for themselves and for their company or organisation.
- Each delegate will need to make sense of a unique, complex mix of new ideas and concepts, new useful contacts, business leads, and urgent action points.
- Each delegate needs to personally justify the time and money spent in attending educational events, to bosses, boards, stakeholders, and most importantly, to themselves.
- Each delegate has their own idea of what constitutes a 'good' speaker or an 'excellent' networking event – each person's perception is different.
- There is enormous potential value in becoming aware of other delegates' objectives and perceptions.

Rather than the programme being viewed as a single event for many delegates, we prefer to think of it as an opportunity for many separate events to take place inside the heads of our delegates simultaneously!

This online PDF document provides a detailed explanation of how each delegate can maximise their personal ROI, setting out key concepts but also providing practical advice and check-lists.

Please take the time to study and think about these concepts before travelling to an event, and apply ROI processes to measure and justify your investment of time and money in attending the programme.

Accompanying the ROI Handbook is a separate set of charts which can be used to keep a record of your business objectives, ideas, future action, and successes. Print out and fill in; retain online as a record of your ROI; incorporate into your company's own reporting procedures – the choice of how you record and evaluate ROI is up to you.

Each year we are committed to improving ROI, so we welcome all ideas from ICCA Members as to how we can most usefully achieve this. Please email CEO Martin Sirk at m.sirk@icca.nl with your suggestions.

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1. Before the event starts: practical preparation ideas.

Your time at an event is extremely valuable and it will fly swiftly by. Many delegates arrive having made no preparations and lose a lot of time because of this, potentially missing valuable business opportunities.

1.1 Objectives

- Make a written note of your personal objectives.
- Make a written note of objectives for your company/organisation.
- Decide how you are going to report back on whether objectives were met.

1.2 Contacts/networking

- Which individuals do you already know you want to meet? Check if they will be attending; arrange to meet up in advance; use the online delegate list if available.
- What types of individuals do you want to meet for the first time during the event? Check who has registered; send introductory messages.
- Open up a LinkedIn and / or Facebook profile if you don't already have one, and connect with people.
- Start a discussion on our social networking groups dedicated to the programme.

1.3 Business Exchange

- Sign up as early as possible and submit all the detailed information required.
- Make sure you know your own business lead in extreme detail, so that you can offer genuinely valuable advice to other delegates.
- Research which leads are relevant to your company/destination, especially leads or bids you are already working on, so that you know who to track down to exchange data. Check in the Association Database.
- If you are too late to sign up for this year, find out more about this programme from this year's participants – their badges will show if they are participating.

1.4 Education

- Think about the most important business challenges you are currently facing, and identify which education sessions are related to these issues.
- Read the session descriptions online in advance, or at the latest do this straight after you register onsite. Decide in advance which sessions to attend. Each session has been described in a straightforward way to help you identify how relevant it is to your personal needs.
- Remember you don't have to attend every education session – large numbers of one-to-one business discussions take place whilst sessions are running. Pre-schedule meetings to suit your priorities, but don't miss topics which you think are of the greatest interest!
- Read some of the books /reports that ICCA and our presenters recommend: the event is your chance to discuss the very latest business concepts and predictions with colleagues who share your interests.

1.5 Mental preparedness

Ask yourself the following questions as you prepare to attend, and at the beginning of each Congress day:

- Are you mentally ready to seriously consider new ideas? Note these down whenever you hear them, whether you initially agree with them or not.
- Are you mentally ready to challenge your existing beliefs? The business world is changing fast, what worked yesterday, probably won't work tomorrow.
- Are you mentally ready to share your own ideas, successes and problems? ICCA is built on the principle of sharing valuable data, but other delegates will only be open with you if you are open with them.
- Are you mentally ready to talk to new contacts? Aim to add at least five new nationalities to your ICCA circle of trust; proactively invite new people onto your table and search them out at coffee breaks.
- Are you mentally ready to accept that other delegates' beliefs and perspectives are true (at least, true for them!)? The ICCA Congress is one of the most complex mix of cultures and business backgrounds you will ever experience, and there will rarely be one objective truth about any speaker, viewpoint or social activity.

1.6 ICCA recommended business books BMA.iccaworld.com

- **Into the Heart of Meetings**
Eric de Groot and Mike van der Vijver
- **A Whole New Mind - Why Right-Brainers Will Rule the World**
Daniel Pink
- **Viral Loop - The Power of Pass-It-On**
Adam Penenberg
- **Made to Stick**
Dan Heath and Chip Heath (presenter of 2009's ICCA Congress Copenhagen-Denmark Lecture)
- **Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business**
Jeff Howe
- **Free: The Future of a Radical Price**
Chris Anderson
- **Funky Business Forever**
Kjell Nordstrom & Jonas Ridderblatt
- **Risk: Why We Fear the Things We Shouldn't and Put Ourselves in Greater Danger**
Dan Gardner
- **The Black Swan: The Impact of the Highly Improbable**
Nassim Nicholas Taleb
- **The Tipping Point**
Malcolm Gladwell
- **The World is Flat 3.0: A Brief History of the 21st Century**
Thomas Friedman

2. Building exceptional relationships: 10 ways to interact more effectively.

This section of the ROI Handbook has been produced by the Meetology® Group, whose team of behavioural psychologists train, coach and present on the fascinating science behind exceptional interpersonal communication. Their CEO Jonathan Bradshaw is a regular speaker at the ICCA Congress and the company is proud to work with ICCA on the design and delivery of the Congress's First Timers Session. To learn more, visit www.meetology.com



the meetology® group

www.meetology.com

Introduction

Have you ever stopped to question why we can be exceptionally productive at some of the conferences we attend and then not at others? At some we network with ease, connect with those we meet more effectively and end up with new colleagues, contacts and even customers. However, at others we find it more difficult, wish we were somewhere else and don't seem to connect so well with those we meet.

We may be inclined to think that these situations occur randomly and are totally outside of our control. However, here at the Meetology® Group we train, coach and present on the fascinating psychology behind improving your interpersonal skills and are delighted to share 10 fun, interesting and light-hearted insights from our behavioural research archive designed to help you connect more effectively next time you interact with others.

1. The power of food

It seems that there is indeed no such thing as a free lunch! Psychologists have discovered that we develop a special fondness for other people, objects and statements if we are introduced to them whilst eating a meal. (The effect is likely due to the fact that eating puts us in a happy mood and can cause them to make faster, more impulsive decisions).

2. Keep your language simple

When selling, it can be a temptation to use long words in an attempt to look more intelligent or impress prospective clients. Don't! Studies show that when writing or speaking, the use of needlessly long words can have a negative impact on the way you are viewed.

3. If you make a mistake, don't panic

We're not advocating making a mistake on purpose but if you do, then don't panic, it might just help you secure the sale! Research suggests that the empathy we feel for people who make a mistake leads us to liking them more and feeling more connected to them. So, if it happens to you, accept it, acknowledge it, and move on.

4. Sit on curvy furniture

Research has shown that the emotional reaction of humans to curvilinear (rounded) furniture is far more positive than to rectilinear (straight-edged) designs. A calming feeling was noted in those exposed to the furniture with softer, rounded edges exposing again the potential impact of the environment in which we interact.

5. The power of physical contact

The huge amount of research on the subject all points to the same findings: touching another person can have a positive impact on their feelings and behaviour towards you. Research has shown a 20% increase in level of persuasion when a request is accompanied by a brief touch on their upper arm.

6. Do someone a favour

Did you know that psychological research suggests that when you do a favour for someone, you are instilling in them a social obligation to return it to you at some point? Such is the power of 'reciprocation' that it works even when the person isn't particularly liked. Small, thoughtful and inexpensive favours to those you meet can lead to improved connectivity between you.

7. Limit choices

It can be tempting to offer numerous levels of products or services but in fact research in behavioural economics suggests it may be best to limit the options. Too much choice can in fact put people off making decisions and that limiting the options to a total of 3 may be a more effective strategy.

8. Don't speak too fast

There is a scientifically proven perfect speed to speak at when trying to sell! Psychologists found that a moderately fast speed of 3.5 words a second was the perfect speed to speak at when trying to persuade others but that frequent pauses were also crucial.

9. ...But speak with confidence

Research has suggested that when delivering your sales message, doing so with confidence is more persuasive than having perceived expertise. Scientists found that humans prefer advice from a confident source, even to the point that we are willing to forgive a poor track record. Work on delivering a confident sales message and it will make up for any negatives related to youth or perceived knowledge.

10. Copy those you meet

As well as highlighting actual similarities, mirroring those we meet verbally and physically has also been shown to have a positive impact on feelings of connectivity. Practice mirroring your colleagues' language (speed, tone) and physical stance before you try it on someone you don't know as it can take a while to master.

3. Personal objectives checklist: knowledge & skills

What useful things can you in theory learn at the event? And what did you actually learn?

- Personal - fill gaps in basic knowledge.
- Personal - move a subject status from basic knowledge to expertise.
- Personal - further improve existing areas of expertise.
- Personal - improve awareness/skills in using ICCA Database and other ICCA tools.
- Organisational - identify and implement new management techniques.
- Organisational - find solutions to specific business challenges.
- Organisational - identify valuable educational information to pass on to non-attending colleagues.
- Organisational - identify how to improve company-wide use of ICCA Database and other ICCA tools.

Action ideas – turn your new knowledge into business advantages.

Short term:

- Note down the key points you have learnt: identify which subject areas are sufficient in themselves, and which will need additional training/study.
- Plan personal action points to take on return to office.
- Communicate relevant information to other team members.
- Schedule regular use of ICCA Database linked to client research, promotional activity plans, IMEX/IBTM World attendance, check data prior to contact with key clients, etc.

Longer term:

- Evaluate if the changes made at personal and organisational levels had an impact on competitiveness of your organisation, your future career development, and/or sales performance/bottom line results.

4. Personal objectives checklist: strategic thinking

How has the event opened your mind to new concepts/ideas?

- Greater awareness of global economic issues and business trends.
- Greater awareness of client motivations, objectives, and trends (by specific sector - eg corporate).
- Greater awareness of competitor activities and initiatives.
- Obtain valuable feedback on your own ideas and initiatives from peers/clients/competitors.
- Generate new creative, stimulating ideas - large-scale format brainstorming.

Action ideas – apply your new ways of thinking to your current business challenges.

Short term:

- Re-evaluate current strategic plans and activity programmes - are they in line with business/competitive environment.
- Incorporate new strategic thinking into future planning processes.
- Communicate relevant information to other team members.
- Test out and evaluate new creative ideas on team/clients.
- Review feedback on your ideas and initiatives; implement changes.

Longer term:

- Compare written plans and annual reports to see if new perspectives gained from attending the programme make a demonstrable impact on your company/organisation's strategy and/or bottom line results.

5. Personal objectives checklist: sales & marketing (including Business Exchange)

Identify new business you win as a direct result of attending the event.

- Obtain new sales leads.
- Obtain additional detailed information on existing sales leads/bids.
- Identify ICCA members who could be future clients.
- Identify ICCA members who could in future provide valuable information on prospective clients/events.
- Raise profile of destination/venue or new products/services within the ICCA community.

Action ideas – convert business opportunities into bottom-line impact.

Short term:

- Follow up sales leads personally.
- Pass on sales leads to colleagues with responsibility for following up.
- Report sales leads to superiors as part of evaluation of time at programme.
- Contact key ICCA members to either follow up sales leads, or to reinforce the new relationship and ensure willingness to exchange useful information on an ongoing basis.
- Monitor if profile-raising activity results in coverage by ICCA press, sales enquiries from ICCA members, follow up emails on the subject from ICCA members.

Longer term:

- Monitor if future successful bids/sales were influenced by the information and contacts you gained at the event - add a \$\$ value to this.

6. Personal objectives checklist: business relationships

Are you making full use of the high level networking at the event?

- Identify potential future partners/collaborators/representatives.
- Agree future plans and activity programmes with partners.
- Obtain high-level feedback from past collaborative activity.
- Create User-groups or Client-groups.
- Join or set up Common Interest Groups.
- Overcome problems or challenges by proactively improving personal relationships with the individuals with whom you have poor current relationships.

Action ideas – turn your ICCA relationships into new business opportunities.

Short term:

- Write up plans and proposals to collaborate.
- Finalise/sign agreements; move negotiations forward.
- Instigate changes to existing relationships based on feedback.
- Connect via LinkedIn or other social networking sites.
- Schedule follow up meetings at future events / tradeshow.

Longer term:

- Identify if relationships created/built at the event increased your competitiveness and/or bottom line results for your organisation.

7. Personal objectives checklist: ICCA-specific objectives

How can you maximise the ROI from ICCA membership?

- Become a volunteer leader (e.g.+++ stand for elections; join taskforce; host event).
- Identify and take advantage of business opportunities – many new ones will be announced throughout the year.
- Identify sponsorship opportunities.
- Get to know/build relationships with key ICCA staff members.
- Get to know/build relationships with ICCA members in Sector/Chapter.
- Consider bidding for future ICCA events and other major events; discuss with other members from your country.
- Inform ICCA about your ideas for improvements to ICCA business opportunities, or new potential initiatives you would like to see introduced.

Action ideas – use ICCA’s business community as intensively as possible.

Short term:

- Follow up/confirm interest in volunteer leader activity with Sector/Chapter leaders and ICCA Head Office.
- Add ICCA business opportunities and sponsorship to future budget plans and activity schedule.
- Schedule visit to ICCA offices tied to other activities.
- Obtain full information on Congress/ICCA events bidding processes and decision-making criteria from ICCA Head Office.
- Ensure you send ICCA feedback on your personal programme experience, and your ideas for future/improved business opportunities.
- Make sure you are identifying yourself as an ICCA member to the market – use the ICCA member logo.
- Check all relevant staff in your organisation have passwords to use ICCA Database and other member-only business tools.

Longer term:

- Regularly evaluate the overall value of ICCA membership to you personally and to your organisation, taking into account all of the above factors.

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