Convention 2020 -
Launch / Emerging Findings of ICCA / IMEX
Sponsored Strategic Foresight Study

48th ICCA Congress & Exhibition - Florence
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Presentation Objectives

• Define the objectives for the Convention 2020 study
• Set the context for the world in 2020
• Share the emerging findings from the ‘Meeting Experience 2020 Survey’
• Present the details of the study methodology
• Outline the sponsorship proposition

http://www.zachtheatre.org/education/images/08_edu-web-photos/planet_earth.jpeg
Why Focus on the Future – Key Questions

• What will attendees and exhibitors want – learning, experience, content, style, ROI, technology and pricing?
• What will these needs mean for event design, marketing and business models?
• What are the implications for venues and destinations – strategy, services and business models

To help us make better decisions today
The World in 2020 –
Key Drivers and Scenarios
What do they Have in Common?

They all started in an economic downturn
How will the Downturn Develop?

http://www.borev.net/imf.jpg
The Economic Context

• The credit crisis and resulting global economic downturn which started in 2008 highlight how integrated the global economy has become and demonstrate how quickly shockwaves can spread across the system. Indeed many commentators suggest that it is the more developed economies such as the US, UK and Germany that will feel the longest and greatest impact and take the most time to recover.

• Despite the current signs of recovery, tremendous volatility still exists and there are many potential sources of future turbulence:
  – The IMF April 2009 Global Financial Stability Report estimates total losses on loans and securities of up to US$2.7 trillion for the USA and around US$4.1 trillion globally.
  – The rich G20 economies will have a cumulative net debt of 100% of GDP by 2010
  – The total value of derivatives contracts are estimated at $60-600 trillion dollars.
  – Credit card debt in the US will top $1 trillion in 2010 and default rates are expected to rise to 10-12%
  – Most developed countries are experiencing jobless recoveries.

• Despite the downturn, there is still a strong expectation that increasing economic power will be exerted by the BRIC economies (Brazil, Russia, India and China). Current forecasts from the OECD (Chinese Economic Performance in the Long Run, 2008) suggest that China’s GDP could overtake that of the U.S. as early as 2015.

• What assumptions are we making about the economic environment over the next decade?
• How can we prepare ourselves for a decade of turbulence?
• Are we factoring different scenarios into all our short and medium term planning?
Prepare for Alternative Scenarios

GDP Growth
India and China

GDP Growth Europe, the USA and Japan

- 8-10%
- 6-7%
- 1-2%
- Recession

- Suspicious Minds
- Dancing in the Dark
- Love is in the Air
- Road to Nowhere

Dancing in the Dark
India 8-10%
6-7%
1-2%
Recession
GDP Growth Europe, the USA and Japan
Prepare for Alternative Scenarios

Love is in the Air

Suspicious Minds

Dancing in the Dark

Road to Nowhere
The 4 Scenarios

• We believe there are four main scenarios for how this downturn could play out and the outlook to 2015. These are shaped by two key drivers – (1) the level of growth in China and India and (2) the level of growth in Europe, the US and Japan. The implication is that ‘plan A’ is no longer enough. We also need plans B, C and D because none of us can be sure how the future will play out. So we have to prepare for a range of possible scenarios:

– **Scenario 1 – Love is in the Air** - under this scenario, the recovery starts towards the end of 2009 / early 2010 and we see a return to 2008 growth levels by 2014. Some economists call this a ‘V or J shaped recession’.

– **Scenario 2 – Suspicious Minds** - The decoupling begins. China and India recover faster, Europe, the US and Japan don’t pull out until later in 2010 and do not get back to 2008 growth levels until after 2014. Some call this a ‘U shaped recession’.

– **Scenario 3 – Dancing in the Dark** – A short term recovery starts towards the end of 2009 / early 2010 but more shocks emerge in the system and by 2011 we fall back into a much deeper and longer lasting recession – with zero net growth over the period for Europe, the US and Japan. Some call this a ‘Double Dip, W or VW shaped recession’.

– **Scenario 4 – Road to Nowhere** – Here, we go into a long and deep downturn in Europe, the US and Japan with little sign of recovery by 2014. Many economies would fail in this scenario. Some call this an ‘L shaped recession’.

• **What would be the impact on our current strategy under each scenario?**
• **What strategies would we adopt to cope with each scenario?**
• **What strategies might work under any scenario?**
Transformational Change?
It’s Only Just Begun

How well do we understand the drivers?

Major Transformation 1 - New Global Governance Structures and ‘Rules of the Game’ are Emerging

http://www.tallbergfoundation.org/Portals/0/Images/T-roundtable%204.jpg
Major Transformation 2 –
New Models of Resource Competition
Between Nations and Companies

http://upload.wikimedia.org/wikipedia/commons/thumb/1/1f/Wolves_Kill.jpg/500px-Wolves_Kill.jpg
Major Transformation 3 –
New Patterns of Asset Allocation

Major Transformation 4 – Uneven Distribution of Hope

http://visitbulgaria.info/files/china_india.jpg
http://www.huffingtonpost.com/huff-wires/20090222/eu-europe-economy-summit/images/137adda3-7bad-4917-87ff-e413d29c80d9.jpg
10 Mega-trends shaping the next decade
Economic turbulence, a shift in wealth from west to east and political uncertainty are shaping the landscape

Source: Designing your Future – Key Trends, Challenges and Choices – Fast Future August 2008
Demographic Destinies
2 billion more people in 40 years –
Demographics is Driving Economics

Source: United Nations
## Population Trends (UN)

<table>
<thead>
<tr>
<th>Year</th>
<th>Europe (000)</th>
<th>World (000)</th>
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<tbody>
<tr>
<td>2005</td>
<td>729 421</td>
<td>6 512 276</td>
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<tr>
<td>2010</td>
<td>732 759</td>
<td>6 908 688</td>
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<td>734 000</td>
<td>7 302 186</td>
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<td>8 011 533</td>
</tr>
<tr>
<td>2030</td>
<td>723 373</td>
<td>8 308 895</td>
</tr>
</tbody>
</table>
Europe’s population change 2007-2050

- UK +15% (from 60m to 69m)
- FRANCE +10.7%
- SPAIN +4.8%
- GERMANY -10.3%
- ITALY -7.2%
- POLAND -20.5%
- ROMANIA -25.7%
- UKRAINE -33%
- BELARUS -28.2%
- LATVIA -22.4%
- RUSSIAN FEDERATION -24.3%
- BULGARIA -35.2%

1.2 million Asian migrants coming to the West every year until 2050

377,000 African migrants coming to the West every year until 2050

Source: United Nations
Life Redefined – Lifespans are Increasing

Lifespans extending – under 50’s have 90% chance of living to 100.

Aubrey de Grey suggests we could live to 500 or 1000

What are the event design / market opportunities / implications?

How will we cope with a multi-generational workforce?

http://www.ted.com/index.php/talks/aubrey_de_grey_says_we_can_avoid_aging.html
Demographic Destinies

- The main demographic stories of the next two decades are expected to be: 1) growth of the global population towards 9.1 million by 2050, 2) the aging of the world’s population and 3) increasing influence of a more diverse global middle class. Rising proportion of over 60’s, with the elderly on course to exceed the young on the planet with deaths exceeding births.
- Population growth heavily centred on developing world and continued wealth imbalances will drive high levels of migration from poor to rich economies. Migration driving population growth and changing ethnic mix in Europe and US. Europe’s migrant population will grow by about the size of Germany. We will see trade patterns being reshaped as the wealth of developing economies increases and average living standards in the developed world could stagnate or decline. Trade and travel between Asia, Africa, the Middle East and Latin America are expected to rise for several decades.

- Do we understand these demographic trends well enough, how are they being incorporated into our plans – what changes are required?
- The over-65’s have the bulk of the wealth – and leisure time. How do the consumption needs of the over-65’s differ from younger customers? What should our strategies be for this market segment or should we ignore it?
- What are our assumptions about wealth, incomes and living standards in our core markets – do these stand up to what the emerging demographic data is telling us?
- Are our staff financially and emotionally prepared to live to 100?
- Should we explore the potential of products targeted at specific ethnic groups?
- Where is our global demographic trends radar focused?
Economic Power Shifts

The Top 20 in 2025?

The Middle East – Against the Wind?

US$ 4.1 Trillion investment by 2025
Over 1170 new hotels offering 820,000+ rooms by 2025
Capacity for 320 million extra passengers by 2012
1130 new aircraft by 2030
170 million Tourists by 2020
Economic Power Shifts

• The rising importance placed on G20 discussions relative to the G7 / G8 highlights the recognition of the growing power of developing world economies.
• Rising Western government and citizen indebtedness could limit their growth prospects over the next decade.
• China and India contributed 58% of all global growth in 2007. BRIC economies could be delivering 40% of all global growth by 2018.
• A growing emphasis placed by governments on green initiatives as part of their economic stimulus packages.
• Leaders must rethink assumptions about global opportunities and risks in the face of a changing economic landscape, new sources of competition, and challenges to waning economic and political leaderships.
• Emerging economic powers (BRIC and their fellow countries) increasingly influencing the global regulatory landscape, exerting political influence over trade policies, competing for global R&D investments, and increasing domestic consumption. Use of scenarios now critical to examine how the key uncertainties may play out.
• The Middle East’s investment to diversify from oil and gas is becoming increasingly important – attracting the best talent and ideas and increasingly competing with Western locations

• Will these new economies create new sources of competition as well new market opportunities?
• Which economies should we focus on?
• How do we start to build up our understanding of the customer needs, business opportunities and routes to market?
Politics gets Complex

Images
http://skyparliament.com/wp-content/2009/01/hu_jintao_01.jpg
http://www.g-8.de/Content/DE/FotoDownload/88/1Gipfeltag/BilateraleGespraechen/10-bundeskanzlerin-merkel-spricht-mit-nicolas-sarkozy,property=poster.jpg
http://questgarden.com/72/60/1/081205162959/images/Obama_Superman.jpg
Politics Gets Complex

• Geo-political Complexity = Ever more complex global political landscape.
• The political agenda has become increasingly crowded and complex as increasingly diverse issues, interest groups and challenges compete over governments’ attention.
• Global finance crisis has led to even further complexity inside nations, between nations, between developing and developed countries.
• G20 economic consensus offers more hope for collaborative approaches to handling future crises.
• Increasing number of individual countries now considered at higher risk of political instability including Greece and Malaysia – placing greater emphasis on importance of rigorous country due diligence.
• Western governments experiencing declining levels of trust and increasing pressure to intervene and improve business trustworthiness.
• While finance remains a key global topic, other concerns over health, education, security and environment will arise.

• How much do we factor in political risk factors when selecting the markets to look at?
• How regularly do we revisit country risk assessments?
• What are our criteria for exiting a market?
Business 3.0 - Expanding Organizational Agenda

Environmental Protection & Resource Conservation
Social Well-Being & Equity

Economic Prosperity & Continuity

Triple bottom line http://www.am-consortium.com/triple.jpg
Business 3.0

- More Global Competition and ever-widening technology choices.
- Trust in business declining globally and in the US, but rising in China and Brazil.
- CSR increasingly embedded, critical to recruitment and retention, strong focus on ethical sourcing.
- Rising adoption of open innovation and open sourcing for new product and process development.
- The rapid rise of emerging economies has created opportunities, but also introduced increased risk of new competition and the uncertainty of venturing into unknown territory.
- The business landscape itself is evolving dramatically with a rising number of women owned businesses, a general growth in entrepreneurship and the new breed of ‘social ventures’.
- The rise of the internet has opened up new possibilities for communications, collaboration and customer engagement and given rise to a wave of new business models.
- Over 50% of Fortune 500 companies have corporate blogs.

- How do we track and evaluate the latest thinking on organisations and the ‘business of business’?
- How many of our people see themselves as architects working on the business rather than in the business?
- How willing are we to experiment with new concepts such as open innovation, new organisational structures and new business models?
Science and Technology go Mainstream
Science and Technology go Mainstream

- ‘Science’ impacting our daily lives. Technology becoming central to middle-class lifestyles.
- Nations and businesses alike are now recognising and seeking to compete on the ‘innovation advantage’ that comes from leadership and investment in science and technology (S&T).
- Major commitments to R&D investment as part of national recovery packages.
- Public awareness of the importance of S&T is also rising as recognition grows of its contribution in fields as diverse as health, new materials, and environmental protection.
- Investment in R&D rising as firms seek to keep products and processes globally competitive.
- Green tech / Nanotech both forecast to become $1tn markets – Nanotech lets us operate at sub atomic level (image on previous slide shows motor on head of a pin).
- Technology is offering an ever increasing array of options for connectivity and personalization.
- Increasing consolidation of multiple technologies into mobile device based personal ecosystems. Increasingly blending artificial and virtual into everyday lives – digital overlays of information on physical real world objects.
- Mass customisation moving rapidly – could have personal fabricators – buy recipes and print the product at home or on site e.g. spare parts.
- Do we scan for new S&T developments that could affect our business?
- Do we know what the timeline of likely S&T developments looks like for our sector – what are the inevitable surprises (see example timeline on following pages).
- How can we tap into the major R&D commitments in government stimulus packages?
- How well does our innovation focus support our stated strategies?
- What is our strategy to stay at the forefront of S&T innovation that could affect us?
Generational Crossroads

Images clockwise
http://i.bnet.com/blogs/2167097486_875f89e648_m2.JPG
http://www.calgaryherald.com/news/economic+worry+stalls+boomer+retirement+poll/1302959/1302951.bin?size=620x400
http://media.canada.com/idl/ntnp/20070428/ntnp_20070428 fw008_officethroughtht_5623_mi0001.jpg
http://spmedia.canada.com/gallery/00oposted/seniorworker.jpg
Generational Crossroads

- Prospect of intergenerational conflict as values and expectations differ.
- Financial challenges and increasing life expectancy are driving boomers to delay retirement.
- Generation Z growing up digital – strong social conscience and strong desire to interact with and mould the technology platforms they use.
- In particular, an aging global population will bring with it tremendous financial liabilities to governments, businesses and families – testing the robustness of pensions and healthcare systems.
- Organisations will also be tested in terms of their own operations, service delivery and ability to meet the changing needs and wants of a workforce spanning 5 generations.
- Each group brings widely differing attitudes to working practices, communications preferences, as well as attitudes towards the role of technology and work-life balance.
- The challenge for employers will be to create an environment where each group can feel valued and be effective.

- How well do we understand the needs and expectations of the different generations working in our organisation?
- How are we addressing the challenges of a multi-generational workforce?
- Do we understand the emerging best practices?
Rethinking Talent, Education and Training
Rethinking Talent, Education and Training

- Growing talent gap, rising concerns over educational performance and increasing mainstreaming of online and lifelong learning.
- Talent gap more severe in Asia Pacific and for knowledge worker and managerial positions.
- Virtual learning increasingly embraced by schools and higher education institutes.
- Concerns over graduate literacy, numeracy, employability and cost of remedial education.
- The so-called ‘demographic time-bomb’, describing the pending retirement wave of aging workers, is creating an impending skills crisis for employers.
- At the same time, the constantly evolving nature of the business environment, the work undertaken and the technologies we use are driving the demand to update our existing skills and learn new ones.
- Rising life expectancy also implies that our working lives will increase and add further impetus to the need for lifelong learning
- We should expect an increasingly multi-ethnic, multi-generational workforce.
- We will want ever more capable staff who can think on their feet, solve problems efficiently and take on greater responsibility.

- **Implication is that we will have to make far greater use of e-learning and ‘just in time’ training.** We will also need our associations to step up to the challenge of providing effective e-learning solutions for non-specialists and help share the development costs across multiple end-users.
- **What experimentation have we done with accelerated learning, online learning, virtual worlds and simulation based training?**
Global Internet Expansion

Social networks are now a critical tool for forming business networks, making contacts, finding ideas and solutions, sourcing and evaluating products and suppliers, and distributing knowledge to where it’s needed.
Global Internet Expansion

- More global users. More connected, more mobile, more functionality. More community driven - leading to a social media explosion. Over 1.5Bn internet, 4Bn mobile and nearly 800m social network users. China has overtaken US as leading internet user, mobile subscription on course for 5Bn by 2015 along with 300-fold growth in data traffic. Major rise in user generated content.
- Rise in location-based services, cyber-crime, cyber-war, cyber-terrorism. Major implications for business. The internet is increasingly becoming a core tool for business and the individual in Western societies, with the developing world catching up fast. Social web tools such as blogs, wikis, social networks, virtual worlds and portable computing devices are becoming mainstream – evolving into essential tools for marketing, communications and engagement. Global internet usage grew 265.6 % from 2000-2007. Over 120,000 blogs created every day worldwide. Active usage of social media (MySpace, Facebook, YouTube, LinkedIn, Flickr) are expected to rise to over 1 billion by 2012, representing 75% of all broadband users.
- The internet / social media can become a platform for sourcing ideas and building a business knowledge exchange – establishing the central repository of information on developments across the firm. Social networks also provide a powerful tool for understanding customer needs and reaching out with information and offers.

- What lessons can be learned from how other sectors are using the internet and social media?
- What are the best practice examples within our organisation?
- What are our policies around staff using the web and social media for generating contacts, doing research and presenting our organisation to the outside world?
A Society in Transition

The Rescue Plan

http://picayune.uclclick.com/comics/wpcbe/2008/wpcbe080924.gif
Society in Transition

- An era of responsibility and accountability:
- Evolving societal norms and expectations, pressures to serve the greater good and perform to the highest ethical standards in the face of declining trust in key institutions.
- Declining credibility of all sources of information, declining volunteering rates, potential shift to an era of lower consumption.
- Expectations are increasing globally for greater corporate social responsibility (CSR), more transparency, and higher standards in public life. These are being driven by growing public awareness of the scale of social challenges, environmental pressures, changing consumer values and a rise in ‘ethical consumption’.
- Over the next few years these issues will receive still greater prominence through the communications accelerator effect provided by social media, and more widespread adoption of reporting and accountability standards on issues such as transparency, social justice and the environment. Over half of Fortune 100 companies now issue CSR reports.

- Do we have a clear sense of how the ethical / CSR agenda is likely to evolve over the coming years?
- Where do we want to be – setting the agenda or a fast follower - do we have a clear CSR development roadmap?
- How closely do our ethics reflect those of the increasingly multi-ethnic and multi-generational workforce and customer base we seek to serve?
Natural Resource Challenges

“Companies that are not adequately managing the consequences of climate change on their business will not be welcomed as our customers in the future”

$200Bn - $500Bn Spending required every year to 2030

Rick Murray
Chief Claims Strategist
Swiss Re

http://www.masdarctf.com/images/aboutus_image.jpg
Natural Resource Challenges

• Growing resource pressures, energy and the environment remaining as dominant agenda items. Rises in eco-literacy, ‘green’ practices and ethical consumption. Latest research suggests risks of global warming may have doubled since 2003 estimate. Climate change now considered biggest risk to human health. Achieving emissions targets could cost over $11Tn by 2030. Food and energy demand to increase by 50%+ by 2030. Increasing scrutiny on consumption levels of richer countries. Big implications for how we manage resources and consumption.

• For the last two decades, there have been many voices warning about unsustainable natural resource demands and unsustainable pressures on the natural environment. However, in reality, it is only the last three years that issues related to energy and the environment in particular has assumed a true sense of urgency among mainstream audiences, business and political organizations. From business perspective, being more transparent and issuing CSR reports no longer helps you to stand out – it’s expected.

• Consumption exceeding supply - 3 – 8 planets worth of resources required depending of future consumption levels of the developing world

• $150Bn annual cost of dealing with impact of climate related events within 10 years

• The environmental issue won’t go away – how do we rate against our peers, what practices can we share across the organisation and with our peers, suppliers, customers and competitors?

• Do we know best practice standards for similar organisations across the world?

• Can we use environmental gains as a lever to strengthen our global standing and competitive positioning?
Our Personal ‘Ecosystem’ Will Evolve to Combine the Real and the Virtual

Augmented Reality

Fully Mapped Personal Genome

Memory Capture / Enhancement

Body Area Network
Convention 2020 – The Future of Meetings, Venues and Meeting Destinations

A global strategic foresight study designed to help all members of the meetings industry prepare for the decade ahead and ensure they stay competitive

Founding Sponsors –
ICCA, IMEX and Fast Future Research
Convention 2020 Objectives

Use multiple forms of futures research techniques to:

- Help the industry value chain prepare for the future
- Provide key insights on how live meetings could evolve by 2020
- Help meeting owners, managers and designers think about the future customer experience
- Help venues and destinations think about the implications for their strategy
- Define New Models and Approaches for Meeting Design, Convention Centre Strategies, Funding Strategies, Business Models, Building Design, Services and Facilities, Marketing and Technology
- Use a highly participative ‘open’ research process to educate and inspire
We want to examine how the industry landscape might evolve e.g.
Convention 2020
Key Phases and Outputs

- **Phase 1 – The Meetings Experience**
  - Global Survey - Interim Findings February 2010
  - Further Research and Analysis - Full Report May 2010 (IMEX)

- **Phase 2 - Tomorrow’s Convention Centre**
  - Global Survey - Interim Report – July 2010
  - Final Report November 2010 (ICCA Congress)
Convention 2020 – Emerging Findings

Phase 1 – Stage 1
Global Online Survey on
The Meeting Experience 2020 -
Emerging Findings

Survey Link - http://tinyurl.com/ICCA2020
Survey Respondents

282 Respondents as of November 7\textsuperscript{th} 2009
41 countries represented in the survey so far

<table>
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<tr>
<th>Rank</th>
<th>Country</th>
<th>Percentage of total Respondents</th>
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<tbody>
<tr>
<td>1</td>
<td>United States</td>
<td>37</td>
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<tr>
<td>10</td>
<td>France</td>
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</tbody>
</table>
Survey Respondents

239 respondents

- Europe 44%
- North America 39%
- Asia 7%
- Australasia 3%
- South America 2%
- Africa 2%
- Middle East 2%
Survey Respondents

- 49% Yes, 51% No: 280 respondents
- 13% Yes, 87% No: 239 respondents

Do you work in the meetings and events industry?
280 respondents

Are you a member of ICCA?
239 respondents
What industry sector do you work in?

- Consulting
- Conventions / Meetings / Events
- Other
- Business / Professional Services
- Association / Non-Profit
- Advertising / Market Research
- Computer Hardware / Software
- Government / Military / Police
- Media / Printing / Publishing
- Finance / Banking / Insurance
- Education
- Engineering / Architecture
- Healthcare / Medical
- Hotels & Other Lodging Places
- Manufacturing
- Real Estate
- Research / Science
- Telecommunications
- Agriculture / Forestry / Fishing
- Pharmaceutical / Biotech
- Retail / Wholesale Trade

251 respondents

Fast Future Meeting Experience 2020 Survey – Emerging Findings
Do you work in the conventions or travel industry – if so what sector?

- Consultant
- Other
- Event Organiser / Meeting Planning (Ext)
- Visitor and Convention / Tourism Promotion Bureau
- Speaker / MC / Facilitator / Trainer
- Event Organiser / Meeting Planning (Independent)
- Event Organiser / Meeting Planning (Internal)
- Advertising / Market Research / Marketing / PR
- Conference Venue / Convention Center / Exhibition...
- Industry Association
- Hotel / Hostel
- Supplier to the Meetings Industry
- Destination Management Company
- Travel Agent / Tour Operator
- Air Transport
- Audio-Visual Equipment and Services
- Event Management Technology Supplier
- Restaurant, Bar, Cafe

135 respondents
What are the most important personal and/or business objectives that would motivate you to attend conferences and exhibitions in 2020?

182 respondents

- Networking
- Education / knowledge
- ROI / Sales
- Great presenters / qualified audience
- Human touch, F2F
- Career Progression
- New ways of info sharing, technology
- Interesting location
- Value, low-cost
- Inspiration

Fast Future Meeting Experience 2020 Survey – Emerging Findings
Imagine your life in 2020, what are the factors that would encourage you to attend live events such as conferences and exhibitions?

Factors influencing decision to attend in 2020 (%): 1 of 2

- Quality of networking
- High quality speakers
- High quality educational content
- Guaranteed opportunity to meet key people
- Seeing very latest sector developments
- Identifying new prospects
- Value for money pricing
- Find out what competitors are doing
- Cutting edge experiential technologies
- Latest industry buzz / gossip
- Low cost attendance

Fast Future Meeting Experience 2020 Survey – Emerging Findings
Factors influencing decision to attend in 2020 (%) – 2 of 2

Imagine your life in 2020, what are the factors that would encourage you to attend live events such as conferences and exhibitions?

- Free attendance
- Personalized education
- Interesting foreign location
- The social events
- Interesting domestic location
- A zero environmental footprint
- Opportunities to find a new job
- One day events
- Low tech participative sessions
- Premium pricing
- I will not attend live events

Fast Future Meeting Experience 2020 Survey – Emerging Findings
Event Technology in 2020 (%)

- Live video streaming to remote participants
- A social network for event participants before, during and after
- Event running in parallel in virtual meeting sites
- All ppt’s etc. downloaded direct to my mobile
- Interactive display walls throughout the facility
- Collaborative decision making
- Use of display technologies such as 3D television
- Technologies that stimulate all our senses
- 3D capture and replay of conference sessions
- Remote attendees as 3D holograms
- Augmented reality
- Virtual reality
- Intelligent avatars participating in virtual events on our behalf
- Every object has built-in intelligence

Which of these technologies do you think will be commonplace in conventions and exhibitions by 2020?

Fast Future Meeting Experience 2020 Survey – Emerging Findings
Responding to the 2020 Scenarios

• The following pages outline a number of scenarios which participants were asked to rate as very unlikely, unlikely, likely or very likely

• The percentages quoted are for those who rated the scenarios likely or very likely
By the Year 2020 The latest mobile technology will allow me to access any factual information wherever I am located at any time. So I won't need to attend conferences or exhibitions to obtain this type of information.
In 2020, my ability to communicate, share data, and negotiate at any time and in any place with clients, suppliers, and business partners will be vastly greater and more efficient than today, thanks to technology.
Meetings Still Important

Compared to today, in 2020 my company/organisation will still invest at least as much time and money in organising conferences and exhibiting at trade shows as they do at present.

276 respondents

69%

Fast Future Meeting Experience 2020 Survey – Emerging Findings
Compared to today, in 2020 my company/organisation will be unwilling to allow staff to travel to as many conferences and exhibitions in order to save time and money.
Expanding Alternatives

By 2020, my company/organisation will be investing far more money in alternatives to conferences and exhibitions than they do today.

277 respondents


Fast Future Meeting Experience 2020 Survey – Emerging Findings
Less is More

By 2020, compared to today, I expect there to be fewer but larger conferences and exhibitions covering wide topics, industry sectors, or "communities of interest" - with less choice of which events to attend, but much more choice within the events themselves.

275 respondents

Fast Future Meeting Experience 2020 Survey – Emerging Findings
Highly Specialised

By 2020, compared to today, I expect there to be a greater choice of many more smaller, highly specialised conferences, exhibitions and meetings - there will be much more competition from events wanting me to attend.

279 respondents

http://img125.imageshack.us/i/37922425e6c7b6607fcn5.jpg/
Free and Local?

By 2020, there will be an explosion in the number of free or very low cost evening only meetings held in low cost venues such as libraries, wine bars, and schools.

277 respondents

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Increasing Opportunities

In 2020, conferences and exhibitions will include far greater opportunities to sample and purchase products and services than they do at the moment - there will be vastly more business opportunities at conferences and exhibitions than there are today.

277 respondents

http://www.walyou.com/img/nec_tag_phone_concept.jpg
In 2020, those attending conferences and exhibitions will be even more concerned about personal security than today, and will avoid attending any events or destinations where there are perceived high risks.

275 respondents

In 2020, ethical and environmental decisions will play a big part in determining which events are attended (e.g. is the meeting environmentally sustainable; can the delegate justify the carbon cost of travelling to this destination)

278 respondents

Technology Gets Personal

By 2020 all conferences and exhibitions I attend will offer a totally personalised experience, tailor-made to my needs, and offering whatever technological tools are needed to make the event fully interactive so I can engage with and influence the content of the event.

280 respondents

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In 2020, almost everything that happens at events will be measured and stored as useful data for organisers and participants to use in real time, including sessions that individuals attend, interactions between attendees, appointments that are made and the educational and business interests that individuals express (before, during and after the event).
In 2020, the personal comfort of attendees will be much more important to organisers than today. Individuals will be able to obtain personalised menus at meals, there will be many options for entertainment and relaxation, e.g. customised seating. Organisers will make far better use of information about individual attendees than they do today.
New Pricing Models

By the Year 2020 In order to attract the right sort of participants, conferences and exhibitions will have to offer strong price incentives (e.g. free attendance, subsidised travel to "buyers", sponsors pay for key senior delegates to be present).

275 respondents

http://suncalnmecondev.com/i/featureimages/incentives.jpg
Pay as You Go

In 2020, participants at conferences and exhibitions will pay according to the returns they obtain from attending - e.g. sales appointments booked, individual education sessions attended. Organisers will have to guarantee quantifiable "returns on investment". Simply paying a flat fee to attend or exhibit will decrease in frequency.

2578 respondents

In 2020, participants at conferences and exhibitions will pay according to the returns they obtain from attending - e.g. sales appointments booked, individual education sessions attended. Organisers will have to guarantee quantifiable "returns on investment". Simply paying a flat fee to attend or exhibit will decrease in frequency.
In 2020, conferences and exhibitions will be far more "private" than they are today. Only properly qualified and pre-invited participants will be allowed in. There will be far more security checks and pre-qualifying conditions for many events.
Conferences and exhibitions will be far more open and wide-ranging in terms of who is allowed to participate than they are today, bringing together any individuals who have any interest or involvement in the topic being covered. Event marketing will deliberately be designed to attract anyone who can add any value to an event.
Which of the following do you think could be competing with Convention Centres to host meetings, conferences and exhibitions by 2020?

Fast Future Meeting Experience 2020 Survey – Emerging Findings
If your nearest convention centres had to find alternative uses for their space, which of the following do you think would be the most successful?
What do you consider are the biggest problems today that stop conferences and exhibitions from being fully effective?

Fast Future Meeting Experience 2020 Survey – Emerging Findings
What do you think venues such as convention and exhibition centres should be doing now to prepare themselves for the conferences and exhibitions of 2020?
Preparing for The Market in 2020

No. Of Responses

- Improve access to new technology
- Innovate / change business model
- More research is needed
- Build relationships with business
- Create personalised experience
- More customer feedback
- Add value
- Reduce environmental impact
- Flexibility
- More human contact

175 respondents

What do you think event organisers should be doing today to prepare themselves for the market of 2020?

Fast Future Meeting Experience 2020 Survey – Emerging Findings
Views on 2020

Do you have any additional views about how conferences and exhibitions will work in 2020?

103 respondents

Fast Future Meeting Experience 2020 Survey – Emerging Findings
Convention 2020
Key Questions to be Explored

**Design** – how is the thinking developing on what constitutes an effective meeting design and how could live meetings evolve by 2020?

**Participant Experience** - What will attendees and exhibitors want – learning, experience, content, style, ROI, technology and pricing?

**Technology** – How will the role of technology evolve in the preparation, delivery and follow up to events – who might provide and fund these technology solutions?

**Event Owners** - What will these needs mean for event owners and managers in terms of the design, marketing and business models for their meetings?

**Venues** - What are the implications for venues in terms of strategy, venue design, services, technology, marketing, business models and financing?

**Destinations** – What are the implications for how destinations promote themselves and the capabilities of local venues?

**Industry Suppliers** – how are the needs of the events industry likely to evolve, what are the emerging opportunities, where will suppliers need to rethink their services, strategies and business models?
Outputs Phase 1: The Meeting Experience

- A report on a Global Survey on the Future of the Meetings Experience to be delivered in February 2010. The survey is already underway at http://tinyurl.com/ICCA2020
- An online ‘trend wiki’, blog and discussion forum on LinkedIn (and other social networks) – collecting views from around the world on the future of meetings – these will stay live throughout both phases of the project
- A regular Conventions 2020 newsletter - this will stay live throughout both phases
- A report published at IMEX in May 2010, which will contain the following:
  - Analysis of global trends and the implications for the meetings sector
  - Key meetings industry trends, issues and challenges
  - A ‘Technology Timeline to 2020’ for meetings, exhibitions and events
  - Scenarios and models for the design of future meetings, exhibitions and events
  - Implications, challenges and opportunities for venues and destinations
  - Recommendations for event owners, planners and industry suppliers.
Outputs Phase 2: Tomorrow’s Convention Centre

• A Final Report published at ICCA’s Annual Congress in Hyderabad in October 2010, which will contain the following:
  • Structured expert interviews on how the industry can respond to the challenges, risks and opportunities
  • Results of a global survey to test responses to the expert ideas
  • Case studies on how venues are preparing for the future
  • New models and approaches for venue strategies, business models, building design, services and facilities
  • Recommendations for venue owners and managers
  • Recommendations for destinations.
Opportunities for Participation / Engagement

• Help shape the design of the study – give us your thoughts on key issues
• Take part in the surveys
• Create your own local dialogue in your country / ICCA Chapter
• Contribute to the ‘trend wiki’ and social media forums
• Be an expert reviewer
• Submit ideas / case studies
• Write articles, create videos and produce other materials that help stimulate thinking about the future of meetings, venues and destinations.
• Join the workshop at IMEX
• Follow progress on the website
• Become a sponsor...
Sponsorship Proposition - Silver

• Sponsor logos / profiles on all reports and presentations
• Sponsor logo and profile on the project website
• Sponsors credits in all press releases
• Dedicated workshop for sponsors at IMEX
• The opportunity to suggest topics to be explored by the study and identify questions to be covered in the second survey.

• Investment - £2,500 (GB Pounds)
Sponsorship Proposition - Gold

Gold level sponsors receive all of the benefits of silver sponsorship, and in addition, they will also receive:

• The opportunity to write a one page commentary on findings in the phase 1 and 2 final reports
• An advance copy of phase 1 final report – April 2010
• Advance copy of phase 2 final report – September 2010

• Investment - £5,000 (GB Pounds)
Sponsorship Proposition - Platinum

Platinum level sponsors (Maximum 12) receive all the benefits of gold sponsorship, and in addition, they will also receive:

• A one day dedicated results briefing or workshop with Rohit Talwar of Fast Future for each sponsor. The sponsor would cover travel expenses.
• A one hour telephone briefing at the mid-point of each phase
• The opportunity to contribute to the study related education sessions at IMEX and the ICCA Congress.

• Investment - £10,000 (GB Pounds) + Travel expenses.
Next Steps

- Share your thoughts on the study
- Talk to Rohit Talwar rohit@fastfuture.com or Martin Sirk at ICCA
- Take part in the current survey http://tinyurl.com/ICCA2020
- Raise the purchase order😊
Convention 2020
Questions?

Thank You

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