



**ICCA UK & Ireland Chapter and M&IT
Association Masterclass Seminar
Association Conference Market,
a fast track-introduction**



Working in Practice and Partnership

City Partnership; *City and venue package - What do today's associations expect from a city in the bidding process and what works?*

Aileen Crawford
Head of Conventions - Glasgow City Marketing Bureau

Lesley Williams
Director - Marketing Edinburgh

The Association; *What do we need?*
Dr Andrew Murphy
Ambassador, International Society of Biomechanics Glasgow 2015

The PCO; *The changing needs of associations and how best to support them*
Jeremy Butcher
Manager, Association Relations - MCI, Dublin

The Mermaid, 20 September 2013



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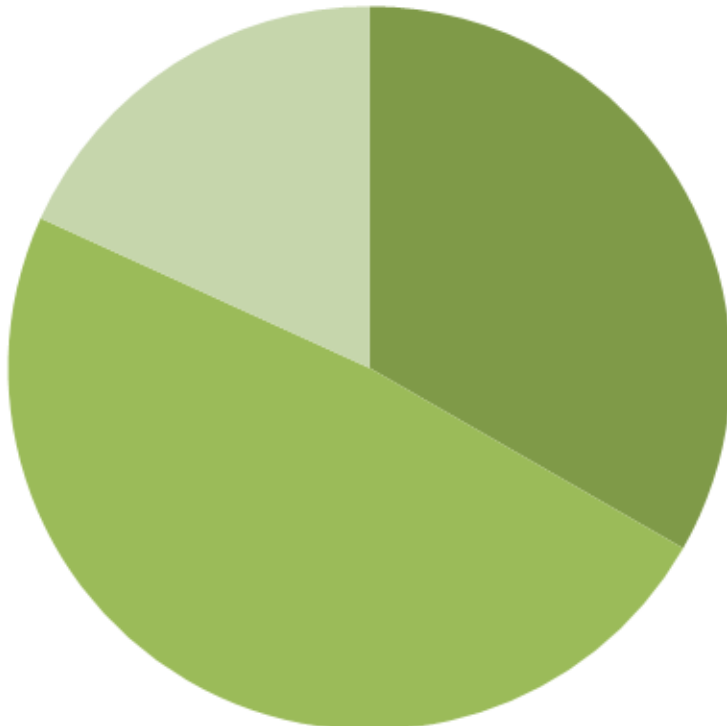
City Partnership; City and venue package - What do today's associations expect from a city in the bidding process and what works?

Introduction to our audience

The Mermaid, 20 September 2013

Working in Practice and Partnership Pre Event Survey Responses

Q1. How long have you been working with Associations?



Answer Options	Response Percent
Less than a year	33.3%
Between 1 and 5 years	48.5%
Over 5 years	18.2%

- Less than a year
- Between 1 and 5 years
- Over 5 years

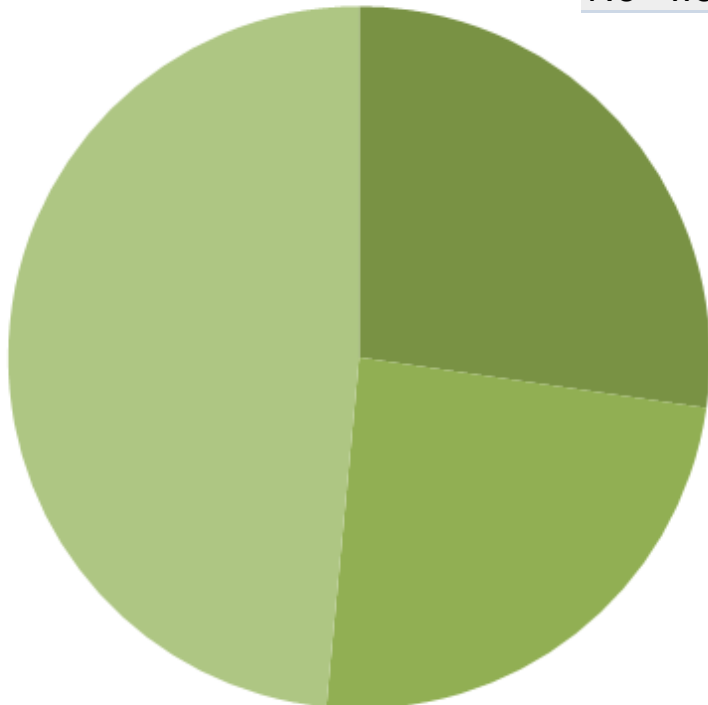
Note: Survey had 53% response rate

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Pre Event Survey Responses

Q3. Do you currently work with associations within your business environment?

Yes - above 75% of business is from associations	27.3%
Yes - 40 - 75% of business is from associations	24.2%
Yes - but less than 40% of business is from	48.5%
No - we don't currently work with associations	0.0%



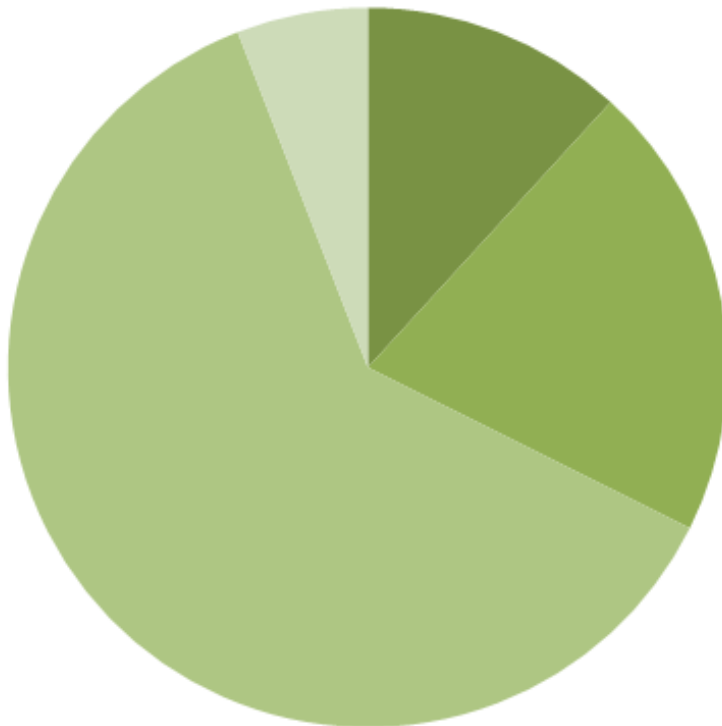
- Yes - above 75% of business is from associations
- Yes - 40 - 75% of business is from associations
- Yes - but less than 40% of business is from associations
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Pre Event Survey Responses

Q4. Are you looking to increase your business activity with associations?

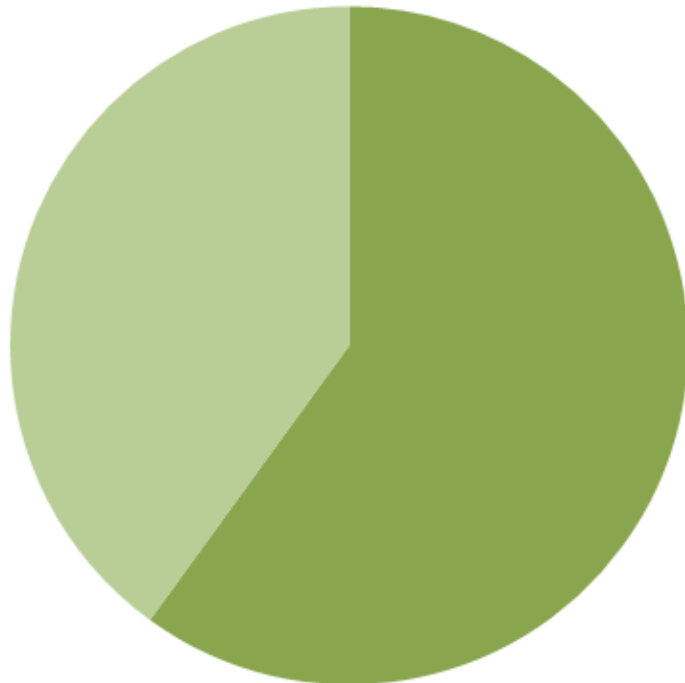
Yes - with national associations	11.8%
Yes - with international associations	20.6%
Yes - with both	61.8%
No - I am happy with our current business mix	5.9%



- Yes - with national associations
- Yes - with international associations
- Yes - with both
- No - I am happy with our current business mix

Working in Practice and Partnership Pre Event Survey Responses

Q6. Do you have a partnership approach / strategy in bidding for association business in your destination?



Yes	60.0%
No	40.0%

■ Yes
■ No



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The Challenges

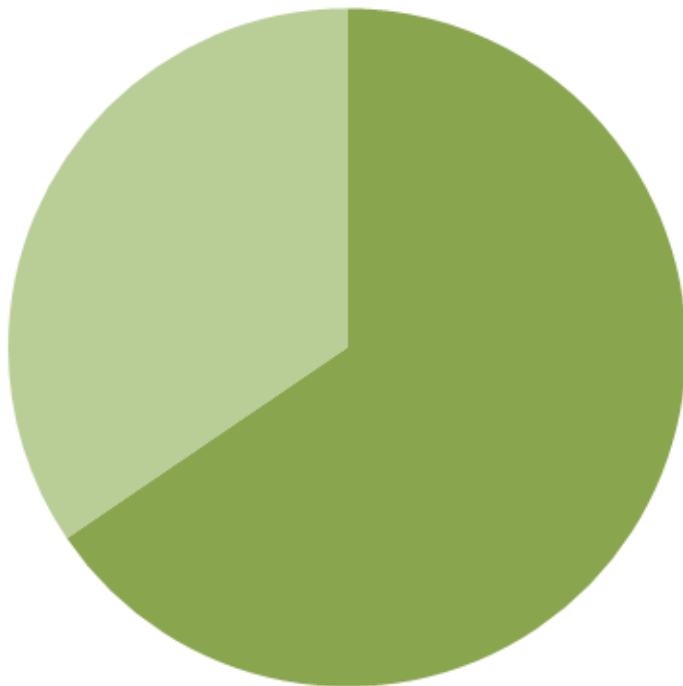
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Q5 What do to you feel are the main barriers / challenges in developing business within the association sector?

- Contact and access to the decision maker
- Budget and resource limitations to research the market
- Associations being unaware of the support available
- Association's requirement for financial support
- Space availability
- Destination perception
- Lack of interest
- Encouraging local academics to bid
- Existing selection habits of associations
- Competition in the UK market
- Leadtimes
- Lack of local representation within committees /relevant local strengths

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Q7. Are there aspects of how your local stakeholders work together you feel can be improved upon?



Yes	65.5%
No	34.5%

■ Yes
■ No

Q7. Are there aspects of how your local stakeholders work together you feel can be improved upon?

1. Local resources to support bidding – subvention availability
2. Greater collaboration and communication between the local stakeholders – CVB, venues, hoteliers etc
3. Understanding associations needs and more targeting the offering to these needs

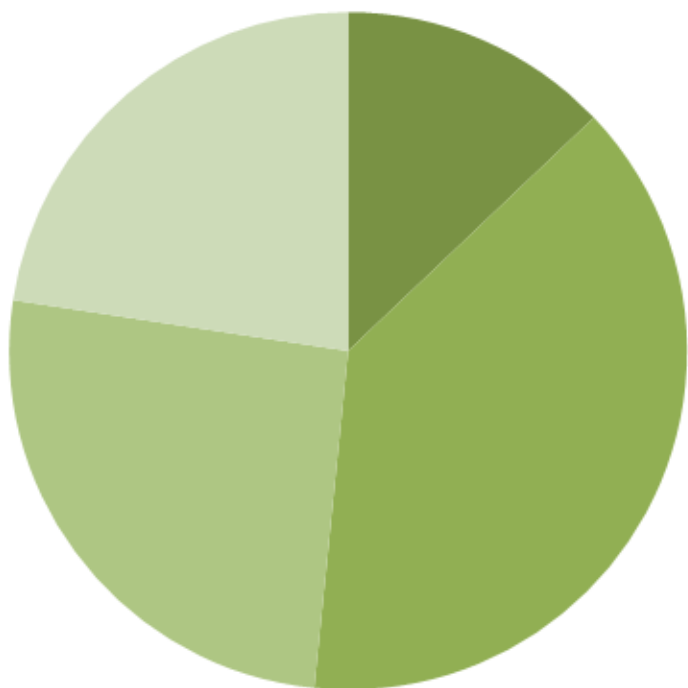
Q8. What do you think are the top 3 considerations associations have when selecting a venue or destination?



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Q9. Thinking about your answers to the previous question ,do you think these considerations have changed in the last 3 - 5 years?

Yes - very much so	12.9%
Yes - a little	38.7%
No - very much the same	25.8%
Don't know	22.6%



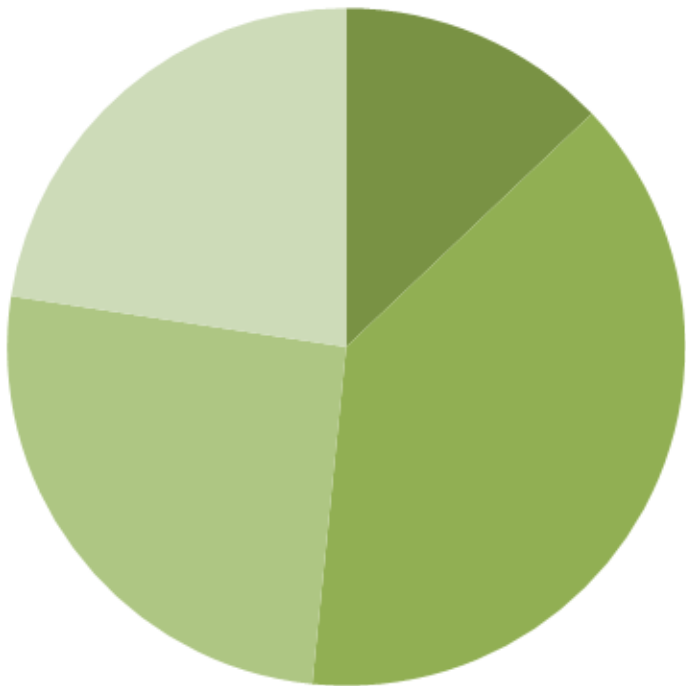
- Yes - very much so
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Pre Event Survey Responses

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Q & A

Discussion session with panel

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Q2. Are there any particular questions or topics you would like addressing within this session?

- How to reach the correct audience / contact / decision maker?
- Subvention / Support – what is expected and most valued?
 - Financial
 - In kind
- Ambassador's Programmes
 - What is best practice?
 - Do they provide value to Associations?
- Destination Selection
 - What key factors influence association decisions?
 - How is rotation decided
- What are the key challenges facing associations today?



Working in Practice and Partnership Pre Event Survey Responses



Q2. Are there any particular questions or topics you would like addressing within this session?

- What are the best ways to engage and develop and grow business with associations?
- What is the impact of Influencers – codes of conduct and legislations?
- What value does hosting bring to local academics?
- What are ways to overcome the perceptions of a destination?