

## Focus on Outreach

Methodology: Qualitative Analysis in Nvivo, analysing over 500 publications by associations, destinations and industry publications and comparison of publications by type of organization.

### What Word Clouds Tell us About the Level of Focus on Outreach

#### Associations

Talk more about knowledge and science creation, and about the efficiency of the networks adopting the scientific content.



Focus areas:

- Academic knowledge creation and dissemination
- International networks
- Economic development
- Industry collaborations

#### Industry Publications

Industry Publications make the link between associations and destinations in relation to socio-economic development and a broader perspective of meetings and events as a stimulus for local growth.



Focus areas:

- Socio-economic development
- Business and industrial development
- Research, academia
- International networks

#### Destinations

Talk more about tourism and destination marketing. They also focus on the factors that can maximize the direct and indirect impact of meetings and events in terms of local spending.



Focus areas:

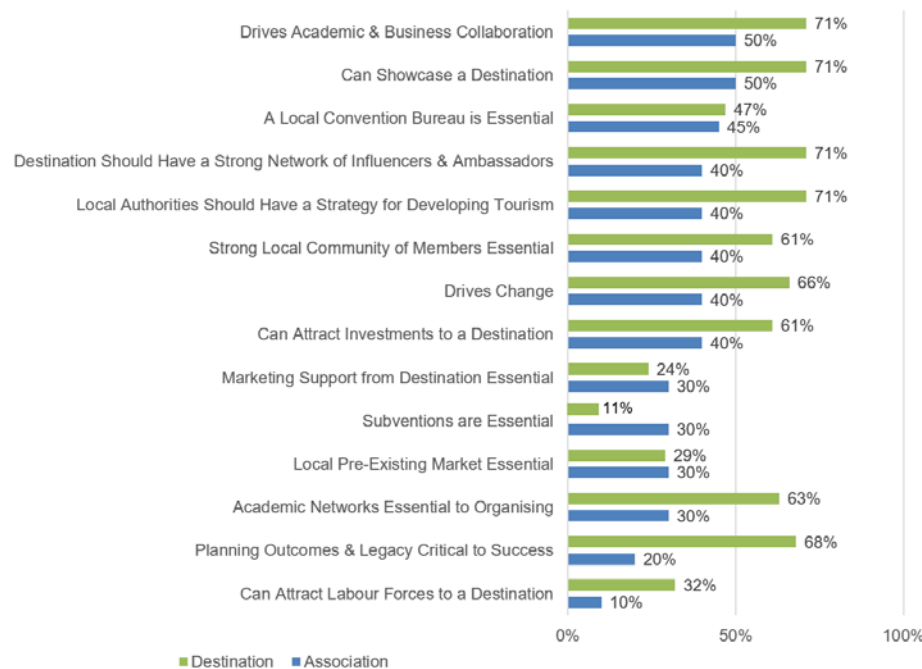
- Tourism, business tourism
- Events as primary target
- City marketing
- Economic return: direct/indirect spending

# Current Global Landscape

## Outreach Drivers: online survey (14 associations, 20 destinations)

Associations have a focus on content and networking, while destinations focus on local value creations. It is interesting to note that subventions do not seem to be considered as a critical focus factor for either associations or destinations.

### A Survey of Associations and Bureaus Provides Insights into the Key Drivers of Outreach



**Associations** put a higher value than destinations on knowledge creation, community/networking, local industry support, making profits from meetings, branding, revenue attraction, economic development, driving innovation and local academic & professional networks (though conversely 63% of destinations feel that local academic networks are essential to organising the meeting, a view substantiated by only 30% of associations.)

**Destinations** put a substantially higher value on local academic & business collaboration, showcasing the destination, the need for influencers & ambassadors, the need for a local tourism strategy, strong community of members, driving change, investment attraction, labour attraction and the view that planning outcomes & legacy is critical to success.

Source: GainingEdge association survey - % of agreement with "Strongly agree" = 2, "Agree" = 1, "Neither agree or disagree" = 0, "Disagree" = -1 and "Strongly disagree" = -2.

# Current Global Landscape

Dynamics of Outreach – Association Benefits: summary of interviews  
(20 associations and 20 destinations)

When asked about sought outcomes from meetings for associations, both meeting planners and bureaus emphasised knowledge exchange, collaboration and audience experience.

## For the Science, Profession and Meeting

### Associations

### Both

### Bureaus

#### What they want

- Good scientific program (content)
- Minimise organisational challenges
- Position association as knowledge centre
- Advance collaboration
- Attract new members and partners

- Knowledge Exchange
- Advancing the science
- Facilitate business partnering / networks
- Promote association's mission
- Connections with government
- Increase best practices
- Satisfaction for participants

- Platform for innovation
- Promote scientific & business collaboration
- Access to new technologies
- Improve local standards and innovation
- Increase number of participants

Knowledge  
**Brand**  
Governance  
Collaboration  
Audience

**Knowledge**  
Business Networks  
Mission  
Public Policy  
Audience

Knowledge  
**Innovation**  
Collaboration  
Audience

#### How they are getting it

- Presentation of new achievements
- Innovative programme
- Collaboration with local leaders
- Set up regional office
- Student & young scientists programs

- Knowledge sharing
- Technical tours
- Attendance grants
- Influencing government policy
- Gov't/ministerial meetings
- Research collaboration

- Connection with local academic, RD & business sector
- Local product showcase
- Local key note speakers
- Developing local support

# Current Global Landscape

## Dynamics of Outreach – Destination Benefits

When asked about sought outcomes from meetings for destinations, meeting planners spoke more about trade and building the local association community, while bureaus appear to remain focused on tourism impacts and place promotion while also talking about building key industry sectors.

### For the local community

#### Associations

#### Both

#### Bureaus

#### What they want

- Platform to promote local companies and expertise
- Build local association community
- Reputation and visibility in the region

- Place branding as center of excellence
- Research/scientific knowledge for local professionals
- Policy improvements
- Public awareness relative to the science
- Talent attraction

- Economic Impact (tourism ROI)
- Build and promote key industry sectors
- Promoting local culture/history
- CSR activities for local community
- Health outcomes
- Attract associations to open regional HQs

Trade  
**Collaboration**  
Awareness

**Brand**  
Knowledge  
Public policy  
Awareness

**Economic impact**  
Cluster development  
Public welfare  
Brand

#### How they are getting it

- Public exhibitions & demonstrations
- Destination showcase during the event
- Connection with local universities or RD centers and start up community
- Education for local stakeholders

- Media campaigns
- Public events / cultural events
- Community Awareness
- Ministerial meetings
- Student & young scientists programs

- Technical tours
- Side events
- Matchmaking programs
- CSR / charity activities
- Improve local delivery