

WINNING **ASIA**
AND BEYOND

Seminar 1: How to Keep and Win Association Meetings
Brought to you by:

csae scda
The Association of South East Asian Exporters

AuSAE
The Association of United States Exporters

4 to 6 October 2011
Singapore Convention Centre, Singapore

Asean's Only Desktop Drill Event
Wed 4 Oct 10.00am - 12.00pm

10
THINGS TO KNOW

IT&CINO
Asia Pacific

CTW
Asia Pacific

WINNING **ASIA**
AND BEYOND


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WINNING **ASIA**
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How big is the association meetings market and how quickly is this business growing?

DATA



Global Size



- In the United States alone, travel industry experts put the groups and meetings business at over \$US164 billion. <http://www.photowright.com/>
- The typical European, North American and Australasian economy is made up of a public (or government) sector, business (For-profits as big as Apple and BHP-Billiton and as small as the local family-run foodcart) and a large Not-for-Profit sector (Charities, community agencies AND trade and professional associations).
- Generally, the NFP sector can be as large as a nation's entire retail sector!
- This means there are MANY THOUSANDS of trade and professional associations in each and every nation.
- ALL of them arrange meetings; from small Board meetings through regional and national meetings all the way to huge international meetings.



IT&CMAA and CIW 2011
4 to 6 October
Bangkok Convention Center at CentralWorld, Thailand

Measuring the Economic Importance of the Meetings Industry



"The Meetings industry has difficulty in obtaining consistent and credible trend data due to the plethora of definitions for the various components of the industry. The industry needs to define consistent definitions and concepts that can be widely used by its members. ..."

- the duration of all events including exhibitions, conventions and incentive travel have become shorter;
- the number of exhibitors at exhibitions is increasing;
- the number of new competitors in the Meetings industry, such as those in China and Dubai, is increasing; and
- the incentive travel area remains the most lucrative but the most volatile component of the Meetings industry."

2006 World Tourism Organization talks Captain Hays, A220220 Madrid, Spain



IT&CMAA and CIW 2011
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Third Annual INCON Survey of the Global Association Conference Market 2011



"The survey captures the status and trends of the global association conference market in 2011 and looks ahead to predictions for 2012. The survey provides some insightful findings of current market conditions for INCON Partner companies including:

- 62% state that their business is faring better in 2011 than the previous year
- 42% expect sponsorship revenue to rise in 2011
- 71% expect to hire more staff in 2012
- 75% are using, or plan to use, Mobile App technology for conferences
- IT & Technology, Green Meetings and Perception of Value highlighted as the top three trends in the Association market"



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Third Annual INCON Survey key Findings



- Business levels continue to improve
- Event attendance is expected to increase this year
- Exhibition revenue remains on par with 2010 levels
- Strong increase in Housing revenue is expected
- Rise in importance of Sponsorship as a source of revenue
- A combination of pricing structures is the most commonly used conference cost model

With regard to the Association sector, the 2010 INCON Survey found:

- Healthcare continues to dominate PCO business in 2010
- Corporate business has increased on 2009 figures
- Business from the Science and Engineering sector has increased in 2010
- Business from the Academic sector remains stable
- Governmental figures are down in 2010



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Third Annual INCON Survey key Findings



- Venue Hire rates are more expensive in 2011 than 2010
- The cost of delegate housing has increased year on year
- Rate of increase in catering costs is less than venue hire and housing
- Audio visual pricing remains stable
- Employment levels have risen in 2011 and are expected to significantly rise in 2012
- Increased competition from Core PCOs in 2011, competition from local PCOs remains stable
- Widespread use of Facebook and LinkedIn to promote conferences
- Pace of Mobile Applications Technology usage is slower
- Majority of partners work with Convention Bureau in local and overseas locations
- IT & Technology, Green Meetings and Perception of Value are key trends for 2011 and 2012



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Data & experience tell us ...



- Association events provided tremendous national economic value and to the meetings, incentives, conventions and exhibitions area.
- The value to the economy is important but equally important is the benefits it delivers to the association, its members, stakeholders and to society.
- While social media and other forms of electronic communication allow for immediate contact, face-to-face meetings are still popular and are making a comeback around the Globe (as long as there is value).
- A renowned expert on associations and notes that the three most favourite forms of interaction are (1) face-to-face, (2) is online in real-time, and, (3) the least favourite is online in different-time.



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WINNING AND BEYOND

How do you identify association meetings business in your domestic and international markets?

MARKET INTELLIGENCE



Australian Productivity Commission

- A total 'third sector' of 700,000 organisations with over 59,000 being 'economically significant' entities, employing over 890,000 staff and involving the services of 4.6 million volunteers.
- The gross value added (GVA) contribution to Australia's economy is \$AUD 55.6 billion dollars (comparable to the size of the whole Australian Retail Sector) with GVA growing at 7.8%, double the real growth rate of the overall economy.

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International Classification of Non-Profit Organisations

- Culture and recreation
- Education and research
- Health
- Social services
- Environment
- Development and housing
- Law, advocacy and politics
- Philanthropic intermediaries and voluntarism promotion
- International
- Religion
- Business and professional associations and unions
- Not elsewhere classified

ITRCMA and CTW 2011
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Market intelligence



- “Associations of associations”
- Peak bodies in education, health, science, industries, professions
- Convention and Visitors Bureaus
- Government agencies (regulators, tax collectors etc)
- Meetings & Events Tradeshow (IT&CMA, IMEX, AIME)
- Network, network, network!



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WINNING THE BUSINESS

AND BEYOND

Do you know what an association manager wants from a meeting planner, a DMC or a venue?

WINNING THE BUSINESS





Winning the Business



- Determine where your clients and prospects fit (e.g. are they a trade or professional association, national, state, provincial, local jurisdiction, etc.)
- Understand their member composition
- Research the association
- Determine the decision makers and the role of volunteers
- Understand the role of the Board, Committees and Task Forces
- Stay out of the politics
- Build long-term relationships
- Determine the fit before contact is made
- Understand the business cycle will take longer



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Make your offer clear



- Association managers are keen to reign in rising costs and see meetings and events as a key area for scrutiny
- The members of a national or large regional association can be excluded by a face-to-face meeting because of time and rising travel costs
- Association managers find the flexibility and inclusiveness of 'virtual meeting technologies' attractive but do not want to give up the great strengths of a face-to-face meeting of strengthening motivation and community



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WINNING AND BEYOND

Who is doing a good job and why?

YOUR COMPETITORS



About your competitors



- Contributions from seminar attendees invited!



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WINNING STRATEGIES
AND BEYOND

What skill sets are paramount
for working with associations?

SKILLS & CAPACITIES



Skills & Capacities



Association managers expect that:

- You will understand what their job entails – so what the particular meeting, incentive or event means to *them*
- That you know your job *inside out*, be it PCO, DMC, Venue Manager, Caterer, Staging Company etc
- That you avoid crisis through brilliant risk management
- That you are brilliant in a crisis

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WINNING STRATEGIES
AND BEYOND

What else must meetings professionals
know and act on before, during and
after an association event?

EXPERIENCE



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 256

Useful links

- 1991

WINNING GAMES

17

2013's Best Doublebill Event
 2013's Best Doublebill Event
 2013's Best Doublebill Event

10 Years of Experience
12 Years of Experience
15 Years of Experience