

PREDICTING THE MEETING ENVIRONMENTS OF THE FUTURE & IMPROVING MEETING DYNAMICS

December 2018 Report | iacconline.org



RESEARCH PARTNER
DEVELOPMENT COUNSELLORS INTERNATIONAL

PREDICTING THE MEETING ENVIRONMENTS OF THE FUTURE & IMPROVING MEETING DYNAMICS



RESEARCH PROJECT TEAM

Chair: Ellen Sinclair, Benchmark, A Global Hospitality Company

CEO: Mark Cooper, IACC

Partners:

Lauren Arena, Biz Events Asia

Robyn Domber, Development Counsellors International

Report Contributors:

Angela Wilkinson, Karstens Conference Centres

James Gray, The Precinct

Jeffry Farman, CountryPlace

Alysia de Saxe, Saxons Training Facilities

Jessie States, Meeting Professionals International

Alastair Stewart, ETC. Venues

Creston Woods, Deloitte University

Diane Deyerler, CMP, Principal, Deyerler & Watanabe LLC

Danny Han, NHTV University of Applied Sciences Breda

Scott Dart, Principal, Scott Dart & Associates

Andrew Taylor, Warwick Conferences

Mark Ralph, Warwick Conferences

Jeff Loether, Electro Media Design

Charles Potter, The Contemplary

Bernadette Rambold, Executive Assistant, Monash University

Peter Kormornik, Slido



TABLE OF CONTENTS



04 / Introduction

05 / The Evolution of Meeting Objectives

07 / Meetings Now & In the Future

16 / Physical Meeting Spaces & Design

20 / Communication & Collaboration

25 / Food & Beverage Offerings

27 / Respondent Profile

29 / Conclusions

INTRODUCTION



In 2016, the *IACC Meeting Room of the Future™* report began with the objective to offer a deeper insight on the global meetings industry. Supported by statistical data, the report revealed what meeting planners across the globe shared as challenges, as well as what they saw as emerging trends. Conducted again in 2017, the *Meeting Room of the Future™* initiative has been instrumental in identifying the direction of the meeting industry by taking a deep dive into specific changes occurring in the meetings across the globe.

While the global reports provide context for behaviours and preferences on the largest scale, this new report presents recent data in a more targeted approach by focusing on a specific region – Australia and Asia Pacific. This concentrated study aims to offer meeting planners in that region sharper insight on exactly which trends and objectives are relevant to meetings conducted there.

Mark Cooper, IACC's CEO comments "Whilst having a global perspective is very useful, partnering with Biz Events Asia on an Australia and Asia Pacific market survey will help us understand regional differences in terms of delivery of meetings today and what planners feel will change in the coming years. Understanding these differences will better equip both planners and those who serve this market with venues and other products".

The *IACC Meeting Room of the Future™ – Australia & Asia Pacific* report seeks to answer the following questions among meeting planners operating in the Australia and Asia Pacific market:

- *How have the objectives and goals of meetings changed over time?*
- *Is experience creation going to be more important when planning meetings in the future?*
- *What are the ideal physical elements of meeting space and how have they changed over time?*
- *How is food and beverage changing to support delegates needs better?*
- *What will be the most critical technology needs over the next three to five years?*

In exploring the questions above, this report reveals the importance in experience creation which is supported by a flexible room design, reliable and modern technology, as well as highly curated food when planning a meeting in this region.

Data for this report was obtained through a detailed survey with similar questions from the 2017 global report. A total of 65 meeting planners from the Australia and Asia Pacific region provided their detailed insights, allowing IACC to identify and deliver key trends on what will be required in meeting rooms of the future and to help venues within this region respond to these trends.

THE EVOLUTION OF MEETING OBJECTIVES



If people are heading off site, they want an experience they will remember.



Meetings today are moving away from traditional table and chair set ups. They are now more informal to spur creativity and provide inspiration spaces for attendees. Meetings are now required to be experiential. Clear screens, fast WiFi and good acoustics are all basics as expectations for meetings change.

— Debbie Stanley, Commercial Services Manager, Merck Pty Ltd

This iteration of the *IACC Meeting Room of the Future™* report series, focusing on the Australia & Asia Pacific market, found that meeting planners in this market believe that the objectives of meetings now are significantly different than the objectives of meetings five years ago. Similar to the global research conducted in 2017, Australian & Asia Pacific meeting planners report that the objectives and goals are focused on delegate engagement, personalisation and more technology-intensive interactive sessions. Ultimately, meeting planners must be responsible for creating memorable experiences...while simultaneously being constrained by tighter budgets and ultimately, requiring them to do more with less.

Meeting planners in the Australia & Asia Pacific region reported that financial return on investments (ROI) was not among the most increasingly important objectives.

This result comes as a surprise as it goes against the grain of global trends evident in the 2017 Global Meeting Room of the Future report. In all other regions, meeting planners have experienced increasing demand to provide accurate financial ROI measurements. In many instances, budgets and commissions have been cut, so meeting planners feel the pressure make their funding go far.

Despite the moderate ratings, according to the survey, planners in the Australia & Asia Pacific region are more driven by ensuring personal development, followed by attendee satisfaction. These objectives are not mutually exclusive objectives by any means and it also seems to indicate a focus on individual attendee outcomes as opposed to company specific goals.



Figure 1: The Difference in Meeting Objectives Now Versus the Past Five Years (1=not at all different, 10=significantly different)



While relationship building is clearly believed to be an important objective, planners felt that the importance of networking with delegates from other events while at the same venue was not drastically different compared to its importance five years ago, indicating that delegates are primarily focused on networking and establishing connections with other attendees specific to their own events.

While most planners would agree that the objectives of meetings have changed over time, the degree to which certain elements are more or less important are subject to debate. That being said, those objectives that directly impact the end goal of memorable experience creation are viewed as increasingly more important than those objectives not directly tied to this outcome.

MEETINGS NOW AND IN THE FUTURE

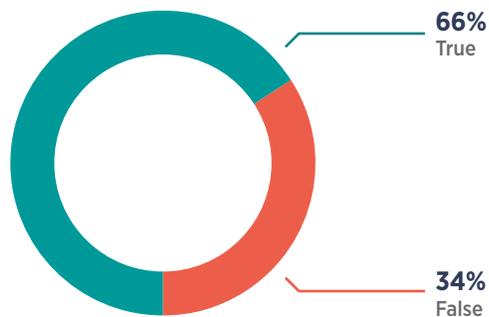


CREATING MEETING EXPERIENCES

Meeting planners in the Australia and the Asia Pacific market report that in recent years, ‘experience creation’ has become an important aspect of their events. Specifically, 66 percent of respondents verified that their delegates are more concentrated on fostering memorable experiences during meetings than they were five years ago.

While the 66 percent is just a moderate majority, it does illustrate a general trend in the region which meeting planners should be aware of when preparing future programming.

Figure 3: My current role in planning meetings involves MORE “experience creation” for delegates compared to my role planning meetings five years ago.



It’s also clear that experience creation is closely tied to venue elements and most importantly, to the use of technology. Planners are increasingly called on to integrate multiple venue elements – technology, flexible space, networking spaces and food and beverage offerings – to develop a more holistic approach to creating these highly sought-after memorable experiences.



Access has led youth to rely less on info they receive from teachers and parents. Consequently, they are less interested in lectures, and more interested in having their specific questions addressed. Indeed, helping delegates learn how to find answers will be much more valuable than what the answers are. Connecting them to the right subject matter experts, the right partners and the right peers will be far more valuable than delivering content that may or may not be valuable to them. Content delivery can be easily accomplished via online vehicles; meetings will be a means of connecting people.

— MPI, Future of Meetings Research

The clear majority of meeting planners agree that incoming generations are influencing meeting formats. Meeting planners report this new cohort of delegates are looking for:

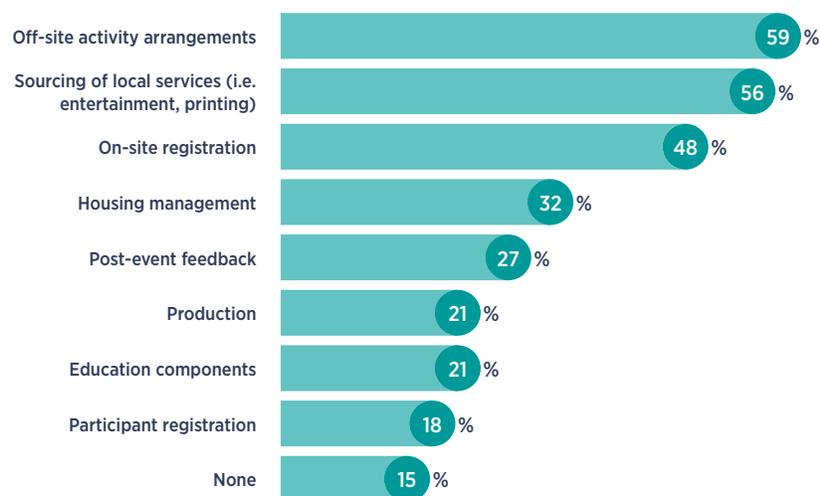
1. Increased integration of new technology (especially mobile connectivity)
2. More opportunities for interaction, collaboration, and stimulation
3. Shorter, quicker sessions replacing long-form presentations
4. More emphasis on creativity

Meeting planners and venues, more than ever, must work together to provide these experiences. As was seen globally, meeting planners report more openness to sharing the roles and responsibilities of the meeting planning process than in years past and this is particularly true of meeting planners in the Australia/Asia Pacific region. Regionally, 59 percent of respondents reported their willingness to outsource the off-site activity arrangements and 56 percent will outsource local services. Given these findings, venues must be aware of the growing demand to offer the option for outsourcing off-site activities.

Mark Cooper, IACC CEO highlights the opportunity for venues and suppliers to meetings to embrace planners in this region, who have a desire to outsource non-critical elements, such as registration, printing and entertainment. Venues are becoming more like travel agents, matching local experiences and attractions with the needs of their conferences.



Figure 4: Venue Elements Planners Consider Outsourcing





It may be safe to assume that planners do not feel the need to outsource registration services given the ease of use of the many sophisticated online registration tools such as Cvent's Event Management solution.



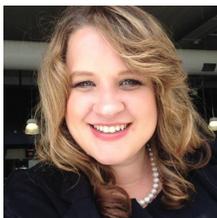
MEETING VENUE ELEMENTS

Critical to experience creation are the specific meeting venue elements. As was seen in the global study, Australian and Asian Pacific meeting planners are very aware that meeting environments influence the way delegates learn and communicate and that a good meeting environment will foster productivity, learning and collaboration. Respondents to this year's study were asked to rank select venue elements on a scale from 1 (most important) to 8 (least important). The findings on those elements of most importance are as follows:

1. Location/accessibility
2. Flexibility of meeting space (ability to move furniture etc.)
3. Access to interactive technology (i.e. audience participation, collaborative communication platforms like Skype and screen-sharing devices, etc.)
4. The food and beverage offer (service styles, presentation and quality)
5. Networking spaces adjacent to the meeting/event space
6. Availability of team building activities
7. Access to authentic local area experiences
8. Other



Jeffrey Farman of CountryPlace Residential Conference Centre explained, “One of the strengths of our venue is the degree of flexibility we offer. Unlike many hotels we are prepared to be as flexible as needed to satisfy the clients’ needs. A meeting room can be learning space in the morning and a yoga class room in the afternoon.



These findings are not surprising to many venues. According to Angela Wilkinson, Karstens Conference Centres, “This result is interesting...at Karstens, we have also found that when a client is looking for an events space, one of their main objectives is to find a venue within walking distance of their own offices or very accessible through the public transport.”



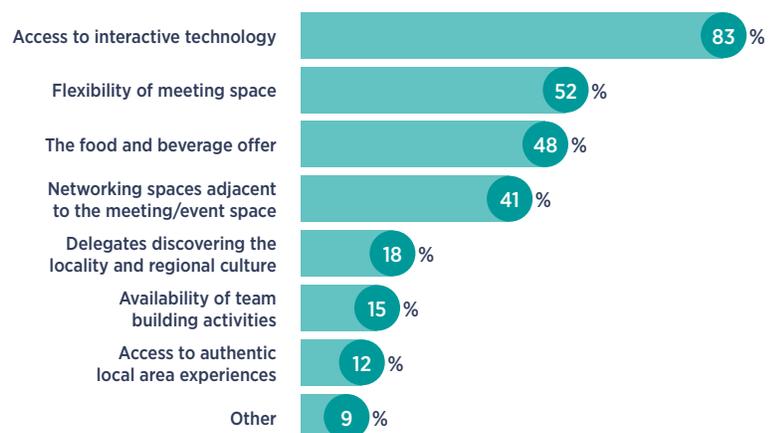
James Gray, the Precinct, agrees and states, “Location is always the first determinant of the choice of venue for a meeting. But as a provider we can’t do a lot about that. We have invested in making sure we address the second and third most important factors. All our larger rooms have flexible furniture that can be easily moved even during the meeting and all out rooms have HD screens or projectors and Pan Tilt Zoom cameras so remote attendees can join and screen content can be shared.”



According to the most recent survey, access to interactive technology and the flexibility of meeting space are among the most important venue elements in the Australia Asia Pacific market. Conversely, access to local experiences is lower in importance. While access to these experiences could significantly aid the creation of memorable experiences, planners are consistent in the opinion that technological advances are a more critical meeting venue element and when considering the return on investment, are more likely to choose technology upgrades.

As a result, it is no surprise that meeting planners report that the elements that are important today will also be of most importance in five years.

Figure 6: Meeting Elements That Will Be More Important in the Future





Alysia de Saxe of Saxons Training Facilities in Australia highlights “It’s interesting to note that planners may not yet even know exactly what interactive technology will entail in the future but that it will continue to rise in importance”. To adapt to growing demands, venues must stay on top of trends and adopt them as quickly as possible. At a minimum, venues will need to upgrade their technology platforms to support video conferencing and multiple party connections. Additionally, venues should emphasise their ability to easily shift and change the room layout multiple times throughout the day.



Charles Potter from The Contemporary believes that venues need to be generous and intelligent with their space, offer natural daylight and have great AV technology, all while ensuring flexibility.



BIG BRANDS INFLUENCE ON MEETINGS

Historically, branded venues have provided a level of confidence and reassurance that a meeting and services will be of acceptable standards. However, among the planners surveyed for this report, that may be beginning to shift. In the Australia and Asia Pacific region, approximately only 42 percent of meetings are held at major hotel brand venues.

This may be partially attributed to the restrictive policies and paperwork required when using a major brand venue. According to Angela Wilkinson (Karstens Conference Centres), “when I am speaking with clients they often mention that it is quite hard to book major hotels as there is a lot of paperwork to fill out, a deposit required to confirm the event and the cancellation period can be anywhere from 60 days prior to the event start date.” The convenience and flexibility offered by Conference Centres may be one reason why meeting planners are not as likely to book major hotels.”

When meetings are held at smaller, independent venues, 54% of the time they are venues that specialise in conferences, meetings and trainings. Smaller event spaces that specialise in conferences and meetings may offer more convenience, flexibility and a tailored experience.

Figure 7: What percentage of your meetings take place in major hotel brand venues compared to independent or small group venues?

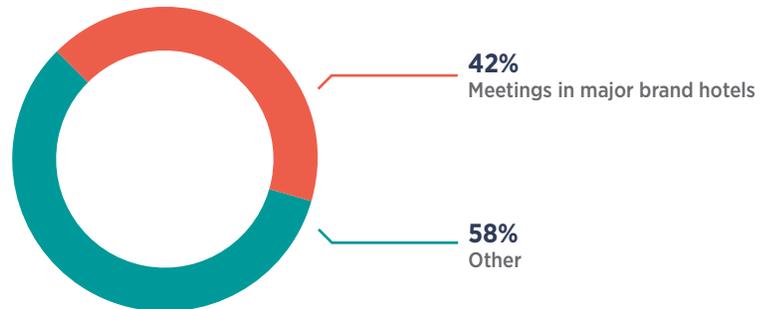
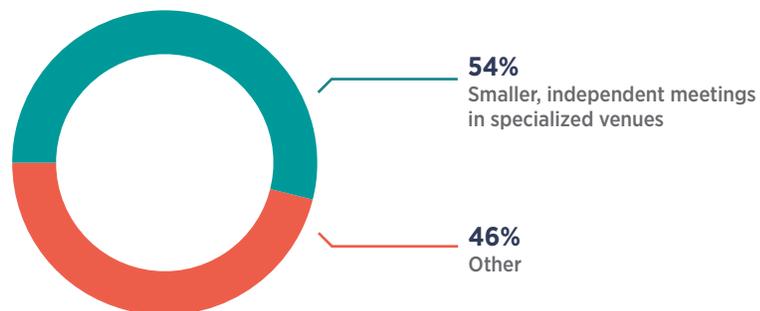


Figure 8: Of the events run in small group or independent venues, what percentage take place in specialist conference, meeting and training venues?



Bernadette Rambold, Executive Assistant, Monash University, “We now use dedicated venues rather than large hotels which do not adequately cater for our needs. Accommodation, team building, outdoor walking, activity areas and good food and wine are important to our retreat meetings.”

PHYSICAL MEETING SPACES & DESIGN

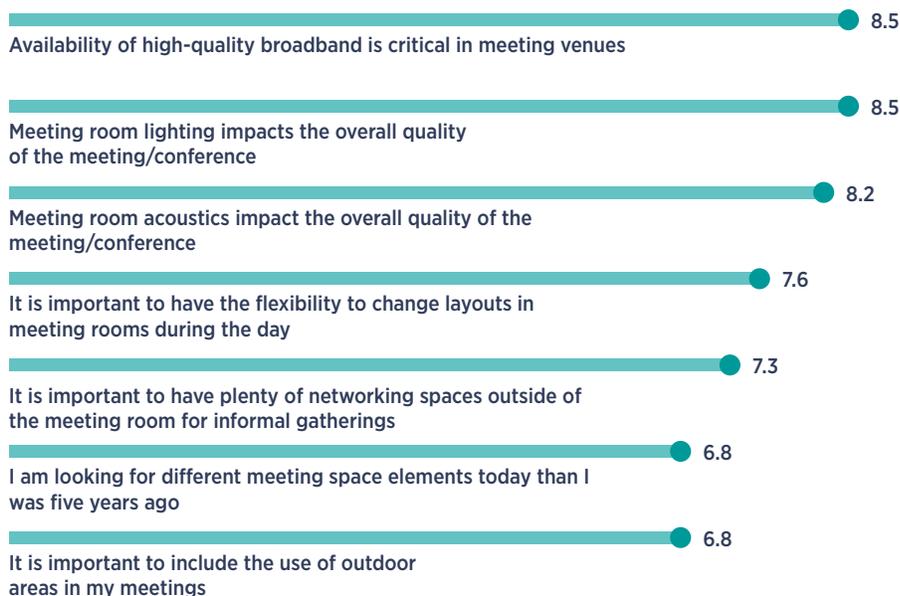


WHAT PHYSICAL ELEMENTS MAKE A SUCCESSFUL MEETING?

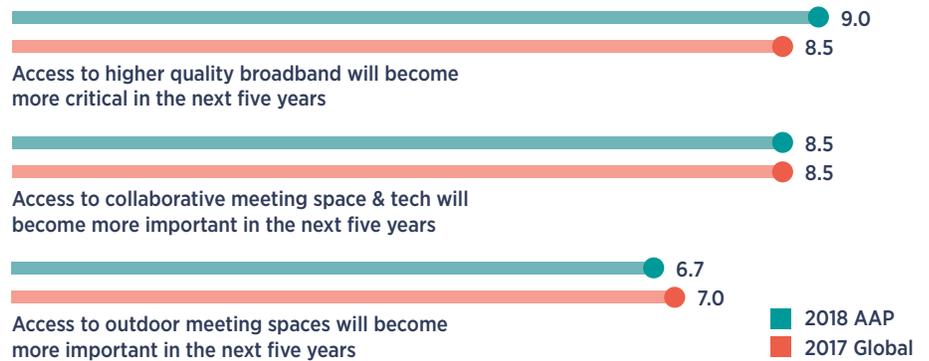
Physical meeting venue elements are critical to the success of any meeting. According to meeting planners in the Australia Asia Pacific market, broadband, meeting room acoustics, and lighting are reported to be the most important physical elements of meeting venues. Jeff Loether of Electro Media Design notes that venues and meeting planners can use portable technologies to supplement or compensate for poor lighting, Wi-Fi, sound & video. But fixing poor acoustics is extremely difficult unless you put headphones on everybody. Background noise, reverberation & echoes, and poor isolation from adjacent spaces, for example, can have negative effects on meeting room acoustics. Good acoustics must be baked into the room and systems design from the beginning or during renovations.

James Gray, The Precinct, agrees and states, “Lighting and sound are sometimes not thought through properly in meeting spaces as much as they might be in an office environment, but are critical to the effectiveness of a meeting and the wellbeing of participants.”

Figure 9: Agreement on the Importance of Meeting Venue Elements (1=strongly disagree, 10= strongly agree)



As meeting planners work hard to create engaging experiences, these same elements are projected to remain important, specifically in regard to access to higher quality broadband and access to collaborative meeting space. Slightly less important to this audience, versus global input, is access to outdoor meeting spaces.

Figure 10: Importance of Elements in the Future

It is evident that high quality broadband is in incredibly high demand for future events in the Australia Asia Pacific region. While the data shows an urgency surrounding broadband in the regions, this does not come as a surprise as Australia has significantly lower broadband speeds compared to global averages from developed countries. The Ookla Speed Test Global Index ranked Australia as 55th in the world for fixed broadband speeds with an average download capability was 25.88 megabits per second, which is considerably lower than the global average of 40.71 megabits per second. Addressing broadband speeds will be a critical challenge for the region as events increasingly depend on internet efficiency.

INTERNET INFRASTRUCTURE

Reliable and high-quality internet infrastructure is critical to planners today and will be more important in the coming years. When meeting planners in the Australia Asia Pacific region were surveyed, they agreed that the availability of high-quality broadband is the most important physical aspect of a venue, and that it is increasing in demand. As meeting planners and venues work to address this need, they must be aware that high quality broadband is not just about speed, but also the contention rate (the load size that it can hold at any one time) which can be strained if multiple meetings and delegates are using the Wi-Fi simultaneously. As a solution, venues are increasingly looking to dedicated Wi-Fi capacity for each event, to ensure each event gets the quality and capacity they need.

Many meeting planners report Wi-Fi should be included in venue rates, and request this service be provided at a low rate, or even free. While it is important for venues to supply high quality Wi-Fi at an affordable rate, venues can ease tension by raising awareness of the expense of the service at various levels, including this information at the beginning of the venue inspection process.



While it’s fantastic to see that over half of the respondents have implemented interaction technology in the last five years, it’s clear that more can be done to help them get the most from using it at their meetings. As planners become more familiar with their technology, meeting design leveraging the full potential of those tools will play a huge part in them achieving their strategic aims.”

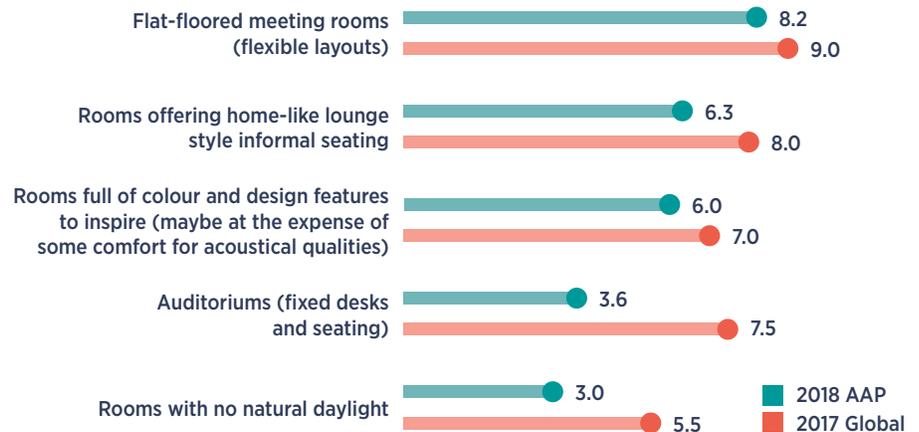
— Peter Komornik, CEO, Slido

Helpful Tip for Meeting Planners: When inspecting a potential site for a meeting, download an Internet Speed Test App on your mobile device to test various areas throughout the venue.

THE MEETING ROOM DNA

When presented with several options of room types and asked to rank their likelihood of using the room type (on a scale of 1=not likely to 10=highly likely), as was the case in the global research, meeting planners in the Australia Asia Pacific region were most likely to use flat-floored meeting rooms offering flexible layouts, or rooms offering lounge style informal seating. Auditoriums and rooms with no natural daylight are not favoured by planners.

Figure 11: Preferred Meeting Room Types

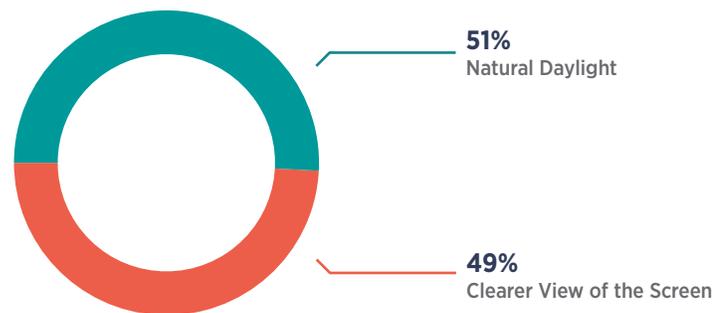




While it is evident that planners prefer rooms with natural daylight, it is equally important to have a clear view of the screen. Because of it this, it is critical for venues to implement intelligent design, such as direct-view flat-panel displays instead of projection technology, as well as easy to use blinds.

Myriad studies show that natural light aids learning. What needs to be determined (and the answer will undoubtedly vary by the design of curriculum) is whether screens, monitors and displays are more important to the delivery of education and content than the addition of natural light – and to what extent this can be ameliorated on either end to create the ideal learning environment.

Figure 12: Choosing Natural Daylight or Clearer View of Screen



ALTERNATIVE SPACES

In addition, meeting planners in Australia Asia Pacific market reported flexibility in rooms (such as ability to move furniture), and the presence of alternative spaces for networking as the leading differences in the meeting spaces they're looking for today versus the spaces they required five years ago.

The flexibility of a room is determined by how easy or difficult it would be to assemble and disassemble furniture without venue staff, which ultimately saves time at the event.

These alternative spaces are essential as networking is promoted throughout the event, especially with the presence of new technology.

Alastair Stewart, MD of ETC. Venues feels that the incoming generation of delegates want a different meeting experience from their parents at conferences and events and the emergence of city located non-residential day meeting venues is tapping into this desire, where urbanisation is playing a part in buyer location preferences.



Venues need acoustically well-designed spaces that still allow flexibility in how the space is used. Furniture should be optional or easily moved. Architecture needs to facilitate the merging of internal and external spaces.

— Charles Potter, *The Contemplary*

COMMUNICATION & COLLABORATION



INTERACTION, ENGAGEMENT & EDUCATION

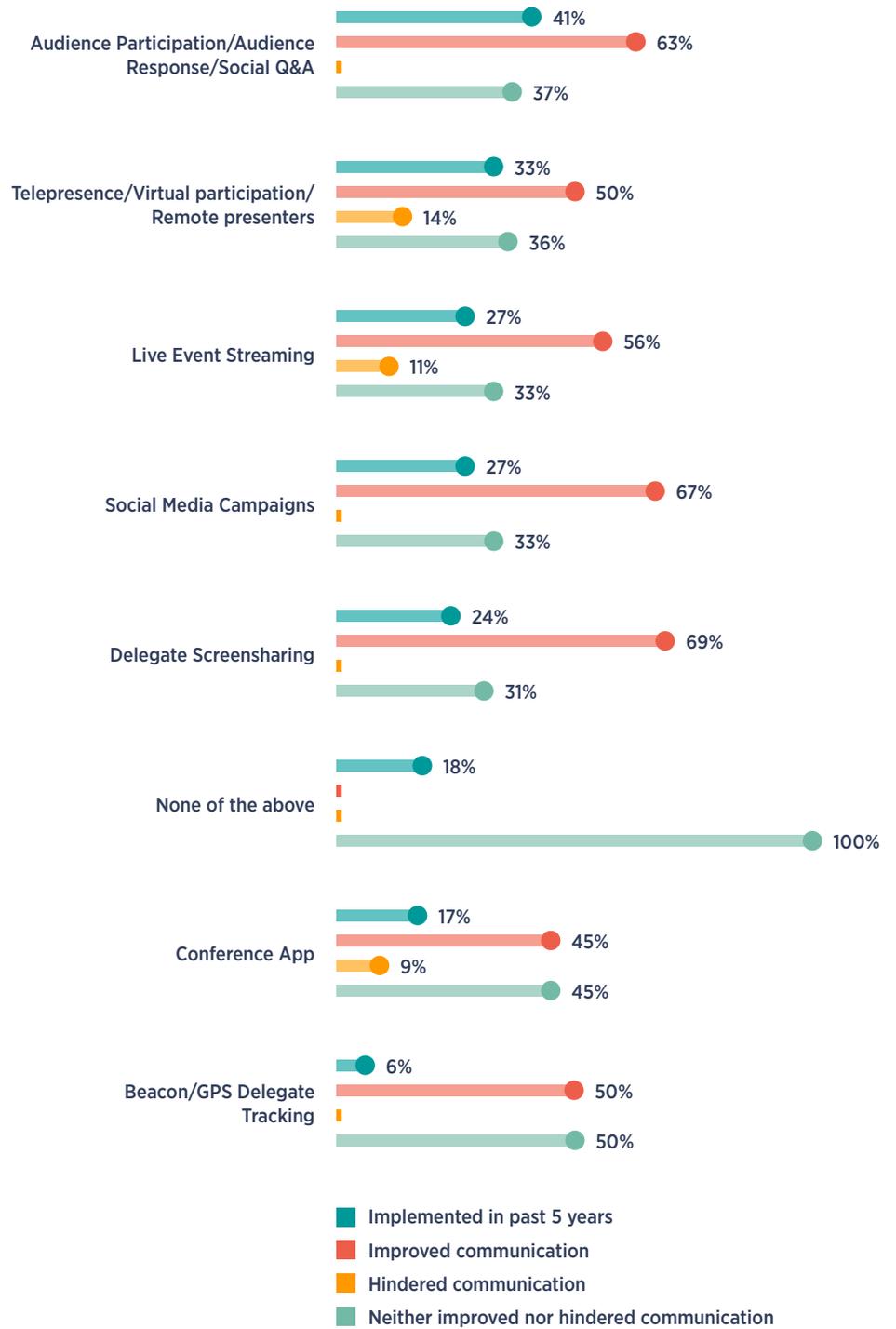
The link between technology and experience creation has never been stronger. Meeting planners in the Australia Asia Pacific market are looking to incorporate technology that promotes delegate interaction and engagement, and with the success of these new technologies in improving communication, integration of new technology is not slowing down anytime soon. Importantly, investment in technology significantly contributes to the highly sought after “wow factor”.

Creston Woods, General Manager at Deloitte University feels a focus on learning and networking can be stimulated during the planning process. Deloitte’s delegates use *Proxfinity* technology to attach detailed profiles to their name badges, helping delegates discover each other based on shared interests.

This year’s research however shows that according to respondents, not all technologies are created equal or helps achieve the desired goals of enhanced communication and collaboration. Figure 13 shows those technologies that have been implemented by respondents and how they have impacted communication with delegates. Audience polling and Q&A, although popular, was not as effective at improving communication among this audience versus global respondents (91% vs 63% in Australia Asia Pacific). Meanwhile, 36% of those respondents who have used telepresence/virtual participation report that it hindered communication rather than improving it.

Screen sharing and social media campaigns came out as the two technologies which most improved communication.

Figure 13: Implemented Technologies and Their Effect on Communication



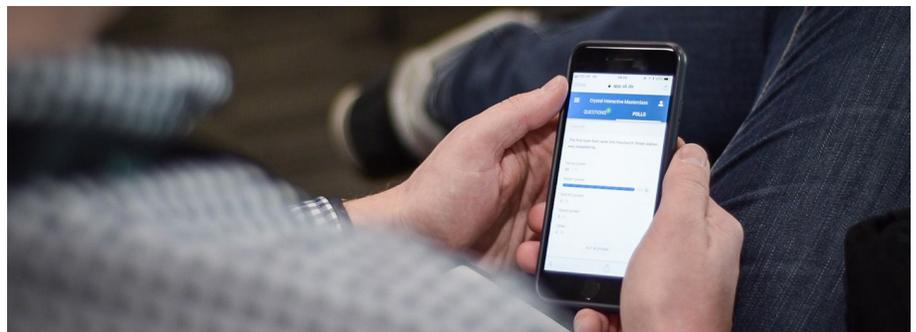
CONFERENCE APPS

The adoption of conference apps has not increased as quickly as expected, despite planners appreciating their value. Only 17 percent of meeting planners in the Australia and Asia Pacific have implemented them, a surprisingly low number compared to the 63 percent of global meeting planners who reported that they had used them in a 2014 study with MPI. Popularity of these apps among meeting planners in the region may be waning due to the significant broadband that apps demand.

Technology that encourages communication between hosts and delegates continues to be amongst the leading technologies implemented in meetings today. By providing delegates the opportunity to communicate directly with meeting hosts, planners can better understand delegate preferences. Planners can use this knowledge to act on trends that will be most impactful for their attendees' personal experience.

BROADBAND DEPENDENCY NOW AND IN THE FUTURE

Not surprisingly, meeting planners agree that their dependency on internet/Wi-Fi at meeting venues has increased and will continue to increase in the next five years. 42 percent of meeting planners in the region indicated that they would not even consider shortlisting a venue that did not have the guaranteed free or tiered internet capacity to support the needs of their event.



Data security is an important focus for planners both in the Australia Asia Pacific and globally and is expected to become increasingly important in the next several years as 62% of meeting planners indicated they would take a venue off of a shortlist if they could not provide protected bandwidth to specific groups.

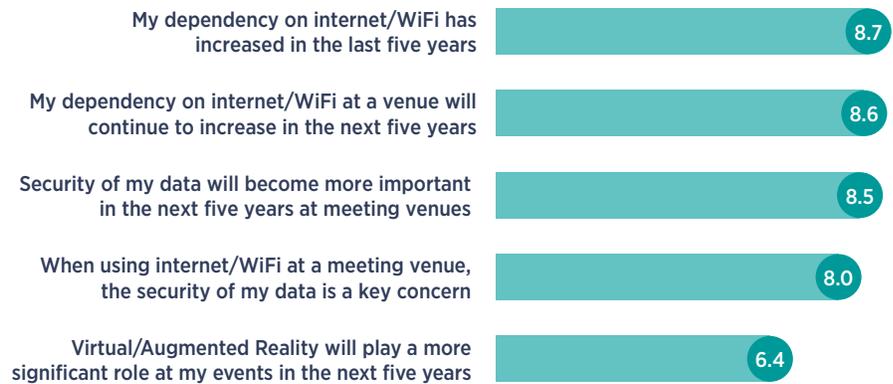


More conference apps are being developed and when you have hundreds to thousands of participants downloading / streaming / uploading to a conference or gamification app, it can create a negative vibe for the experience. I recently attended a meeting where all the participants spent 1.5 hours in gamification mode uploading photos and videos. The hotel's Wi-Fi could not handle the volume and most of the uploads were delayed. This was a small group of about 130 people divided into 16-18 teams."

Diane Deyerler, CMP, Principal, Deyerler & Watanabe LLC

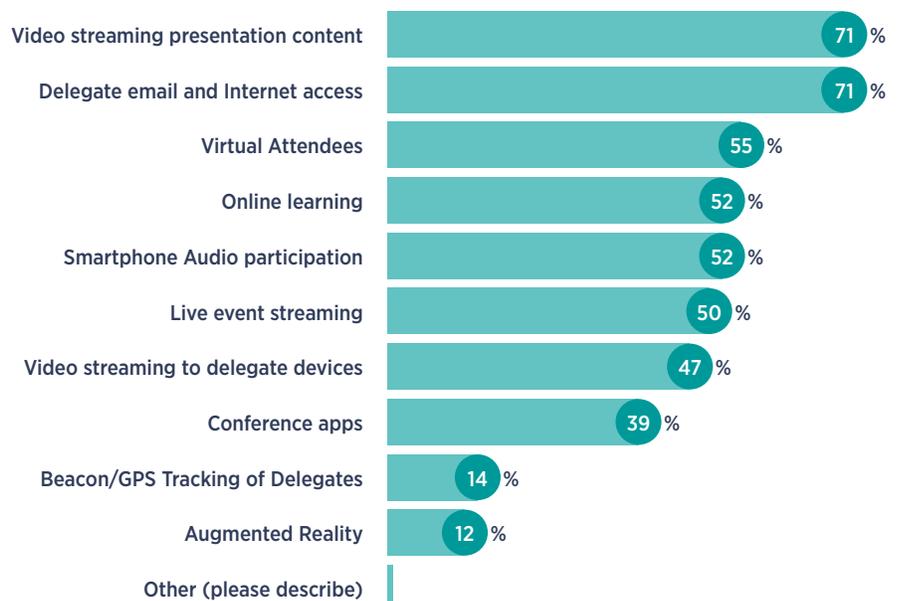


Figure 14: Future Technology Needs and Priorities



While planners appear to have mixed experiences with conference apps, this could be a result of not having enough bandwidth at venues. Yet, respondents still feel that having this bandwidth to specifically handle conference apps is not as important as having sufficient broadband to handle other tasks such as video streaming and virtual attendance. And despite the goal of reducing external distractions during meetings, it's understood that delegates can't completely disconnect, and sufficient bandwidth will be required to meet needs such as delegate email and internet access.

Figure 15: Tasks Requiring More Broadband the Next Five Years





As a company we have a number of VR applications to help with learning and understanding environments – I see that this will increase and be used more in future meetings.

— Debbie Stanley, Commercial Services Manager, Merck Pty Ltd



Danny Han, Lecturer & Researcher at NHTV University of Applied Sciences Breda comments “On the actual question of VR in the survey, it could be interpreted that many respondents were not entirely sure what to expect from VR and whether it would be ready to actually be used meaningfully for their events. It was interesting to see though that participants that had an idea of VR largely referred to the **interactive** element that VR could provide, **connecting people rather than showcase**. While many respondents seem to be aware of the potential that AR or VR technology could provide, the big question is **how to develop it meaningfully and cost-efficiently?**”

Alastair Stewart of ETC Venues, predicts that as one of the highest costs for a conference, is hiring the keynote speaker, hologram technology as it evolves could soon become a more cost-effective solution. The costs of hologram technology may need to drop further before the tipping point occurs. The unattainable speaker could be attainable in future.

As planners continue to implement the new technology at meetings now and in the future, two key questions will be essential in guiding which technology to invest in, and which planners should scrap:

1. What problems are we looking to solve?
2. How will this help achieve our meeting objectives?



FOOD & BEVERAGE OFFERINGS

This year's research in the Australia Asia Pacific market found that food and beverage offerings (service styles, presentation and quality) is the fourth most important venue element to planners behind location, flexibility and access to interactive technology. This shows that food and beverage offerings can have a powerful impact on experience creation.

When Australia and Asia Pacific meeting planners were asked how much they agree or disagree (on a scale of 1=strongly disagree to 10=strongly agree) to a series of statements about food and beverage offerings, they provided a rating of "8.4" for the statement "food and beverage is a key part of the meeting design and experience." This is on par with responses seen globally. This audience has also seen more of an impact of attendees with dietary restrictions or requesting special eating plans versus the global audience. Angela Wilkinson (Karstens Conference Centres) reports that, "we have seen a huge increase in terms of dietary requirements. The biggest dietary request received is for a vegetarian option. As a standard we now automatically cater for 15% of the group's total catering to be allocated to a vegetarian selection."

Figure 16: The Role of Food and Beverage in Meetings and Conferences



Respondents also felt strongly, above all other trends, that there is benefit to having continuous refreshments versus set times.

When asked, what frustrates them the most in terms of food and beverage offerings, meeting planners cited mainly that the lack of healthy alternatives is the biggest frustration followed by incorrect portion sizes and limited menus that don't accommodate the previously mentioned dietary restrictions.

Figure 17: Top Frustrations with Food & Beverage Offerings

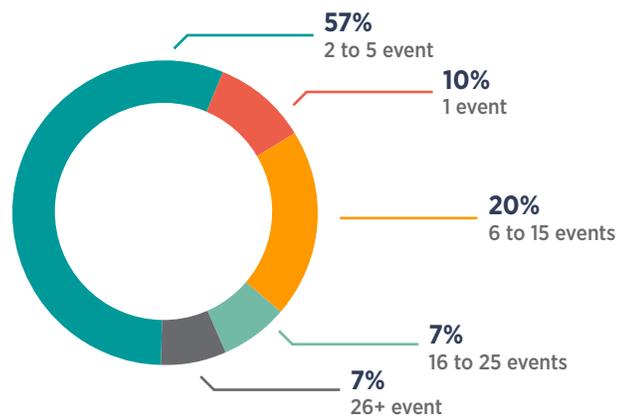
1. Lack of healthy options.
2. Incorrect portion sizes (not enough food or excessive food waste).
3. Limited menus that do not accommodate dietary restrictions.
4. Poor quality of food.
5. Poor service and presentation of the food.
6. Lack of current or local culinary trends.



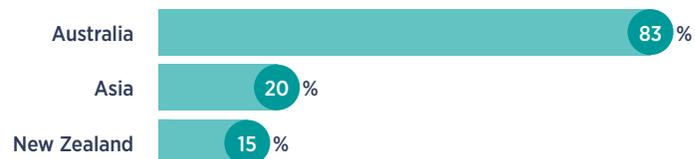
RESPONDENT PROFILE

NUMBER OF MEETINGS/CONFERENCES THEY SUPPORT ANNUALLY

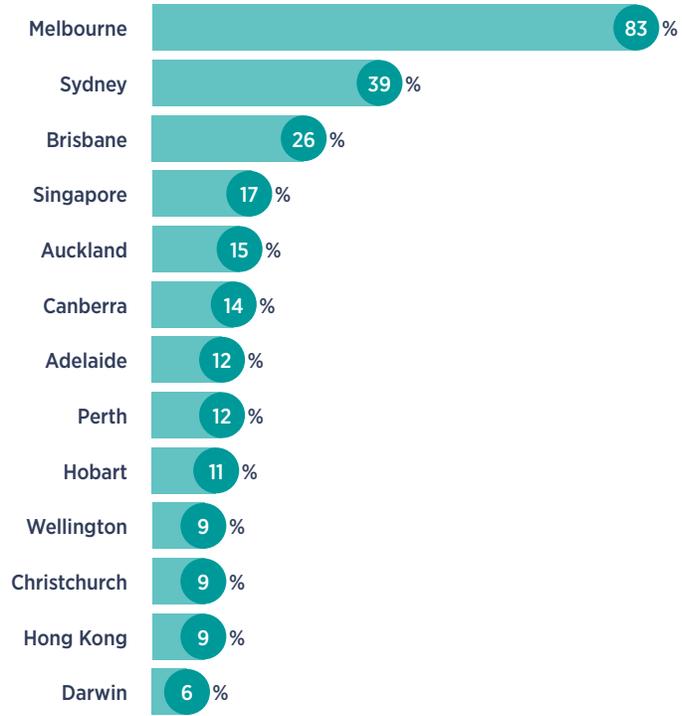
Meeting planners responding to the survey represent a diverse and experienced group. Approximately 57 percent plan or support between two and five conferences annually while 34% report planning more than that. The vast majority – 83 percent – report planning events in Australia and specifically Melbourne (83 percent).



COUNTRIES/REGIONS WHERE THEY BOOK EVENTS

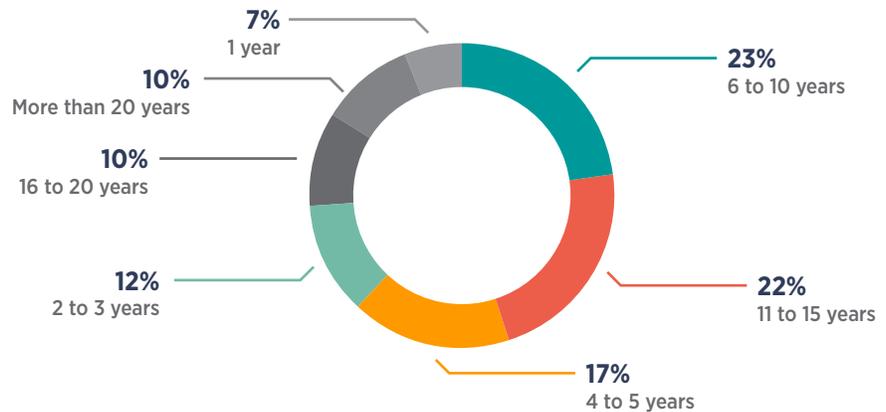


CITIES WHERE THEY BOOK EVENTS



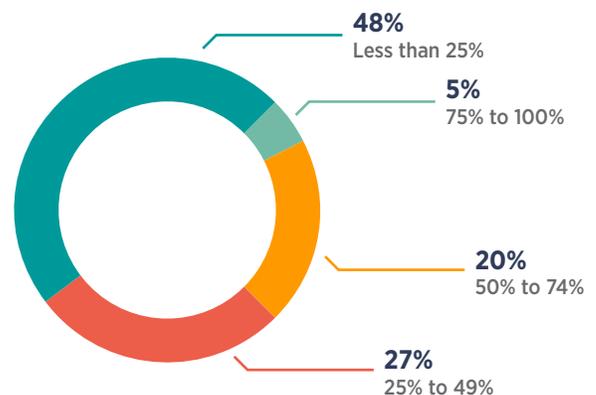
YEARS OF EXPERIENCE IN THE INDUSTRY

Respondents to the survey represent a variety of experience levels in the industry. Almost one-half of respondents have been planning meetings between six and 15 years. This could indicate that some planners have either changed careers or there are younger planners entering the industry.



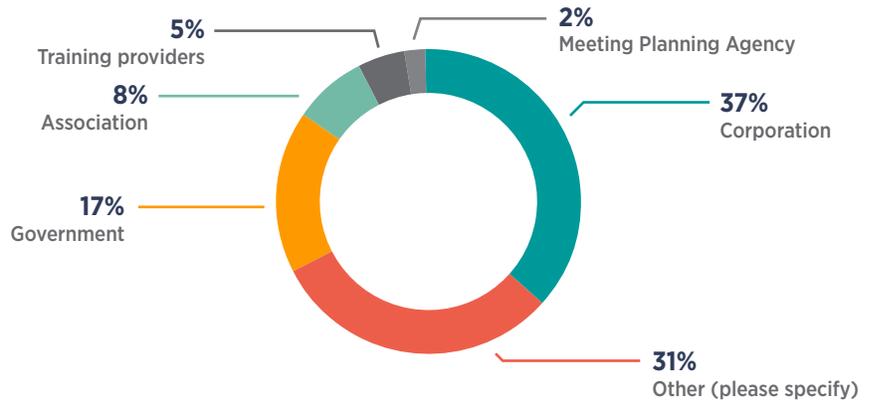
PERCENTAGE OF TIME SPENT PLANNING/SUPPORTING MEETINGS

While an experienced group, approximately 48 percent of respondents report that less than 25 percent of their time is spent planning/supporting meetings. This may indicate that planners often have dual roles or competing responsibilities within their organizations.



TYPE OF EVENTS THEY PLAN

Corporate events are the most commonly planned events. A majority of those reporting they plan “other” meetings report that these tend to be educational events.



CONCLUSIONS



This study has uncovered some unique regional nuances, providing more concentrated information than the 2017 global report. When considering geographical and cultural differences, especially in the meetings industry, it is important to consider that what meeting planners want can be aligned to their audience's preferences and these can be delegates attending from other parts of the world. For instance, the needs of conference attended by delegates from around the world in Tokyo, may well be different to the needs of an organisation running a similar meeting where delegates are all from Japan alone attend.

There are some important differentiations revealed in this targeted report, such as broadband capabilities, in relation to the use and effectiveness of audience polling, the gaps are large in terms of adoption. However, there are also a striking number of elements which align with global trends, namely how technologies are advancing.

It is important for planners, venues and other services providers to understand both regional and global trends, for this information can professionals in the industry to make calculated risks as well sound investments— all in the name of ensuring needs of meetings are met in years to come.

ABOUT

ABOUT IACC

The IACC Vision: IACC is a community of passionate people and organisations delivering innovative and exceptional meeting experiences.

DOWNLOADS

IACC's other research and planner guides and tools at IACCmeetings.com:

[IACC Meeting Room of the Future \(Global reports\)](#)

[Guide to Internet for Planners](#)

[Guide to Delegate Nutrition and Dietary Management](#)

[Guide to Managing Delegate Dietary Requirements](#)

[Finding an IACC certified venue](#)

Founded in 1981, IACC is a not-for-profit association dedicated to promoting understanding and awareness of the meetings venue industry and to giving member properties the tools necessary to provide an exceptional IACC meeting experience. Active members meet a set of stringent Quality Standards and agree to a Code of Ethics. Currently, the association includes approximately 30e0 members from the United States, Canada, Australia, Japan, Singapore, Hong Kong, Mongolia, Kenya, Nigeria, Denmark, Sweden, Belgium, France, Switzerland, Spain, Italy, England, Scotland, Ukraine, The Netherlands, Germany, Russia, Hungary, Thailand and the Philippines.

For more information, visit the website at www.iacconline.org.

“There are meetings and then there are IACC meetings.”

ABOUT DEVELOPMENT COUNSELLORS INTERNATIONAL

Development Counsellors International (DCI) is **the leader in marketing places**. Since 1960, the firm has worked with more than 500 cities, regions, states and countries, helping them attract both investors and visitors. We specialize exclusively in all phases of economic development and travel marketing. For more information, visit aboutdci.com.