



“Meeting & Event Industry and live communication overview”

Massimo Melis

*Partner & Managing Director of Future4 Communication
Lecturer Master MEMATIC*

Introduction

The issue of this lesson is an overview of the “Meeting & Event Industry”, a strategic sector for Europe that in Italy count 569 thousand employees and produce 65.5 billion Euro in turnover and 36.2 billion Euro impact on GDP: you will find in next slides in details main player, event’s typology, key success factors of a meeting & event destination.

The lesson describes also what is “Live Communication” and which is the effects of digital solution to support events.

Summary | 1

Meeting & Event Industry

- Overview
- MICE vs Meeting & Event Industry
- Main player
- Economic dimension of the industry
- Meetings typology
- Main success factors of a meeting & event destination
- Benefits for the event's host destination

Summary | 2

Live communication

- Definition
- Action
- Participant's engagement
- Typical live communication output
- Digital solution
- Useful links

MICE vs Meeting & Event Industry

MICE, stands for Meeting, Incentive, Conference & Exhibition.

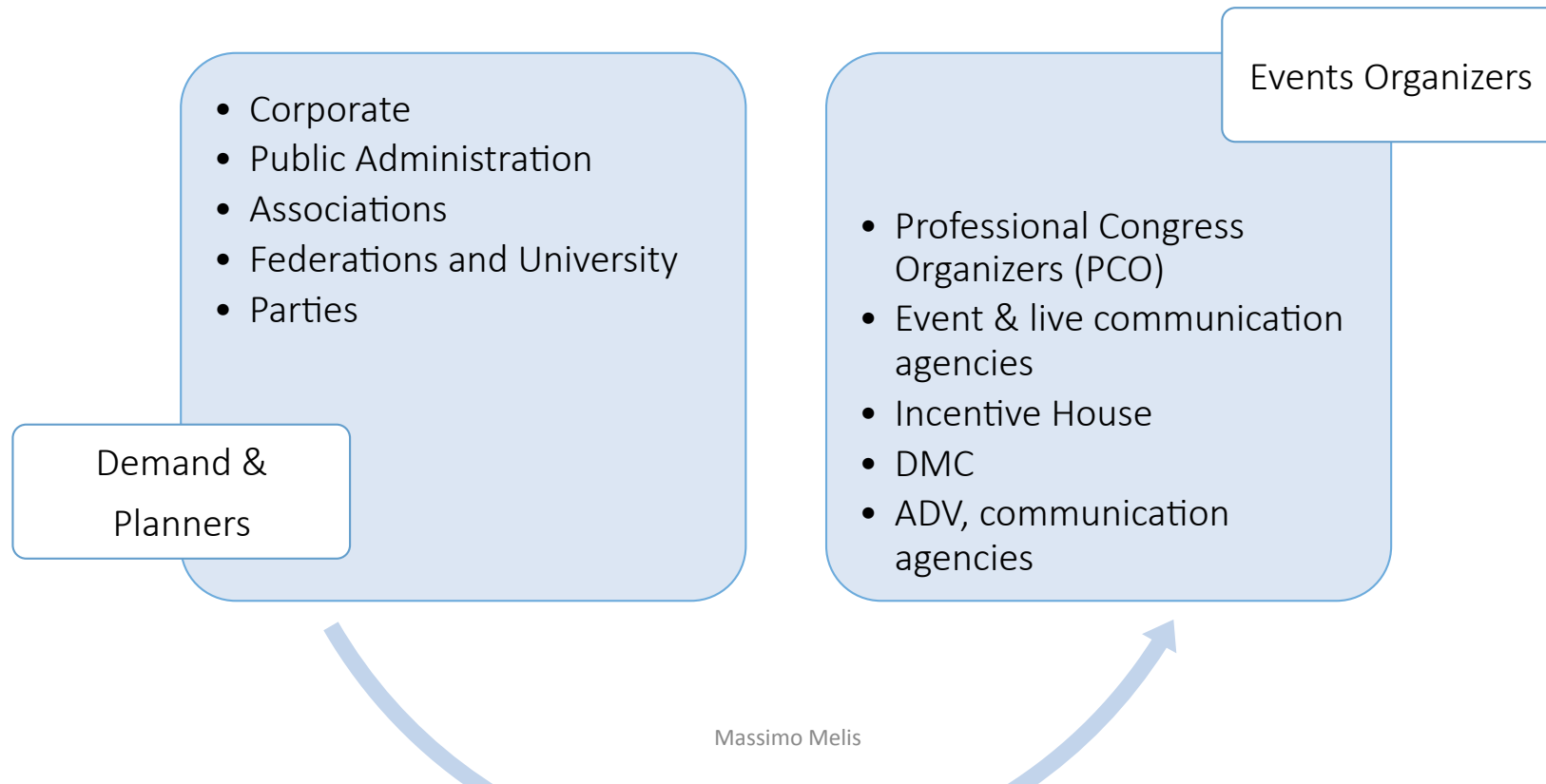
Conference, from the Latin verb "Convenire" = to meet, to gather more people in the same place, at a specific moment, coming from different parts.

Today MICE is a real industry process, that is international renowned as Meeting & Event Industry.

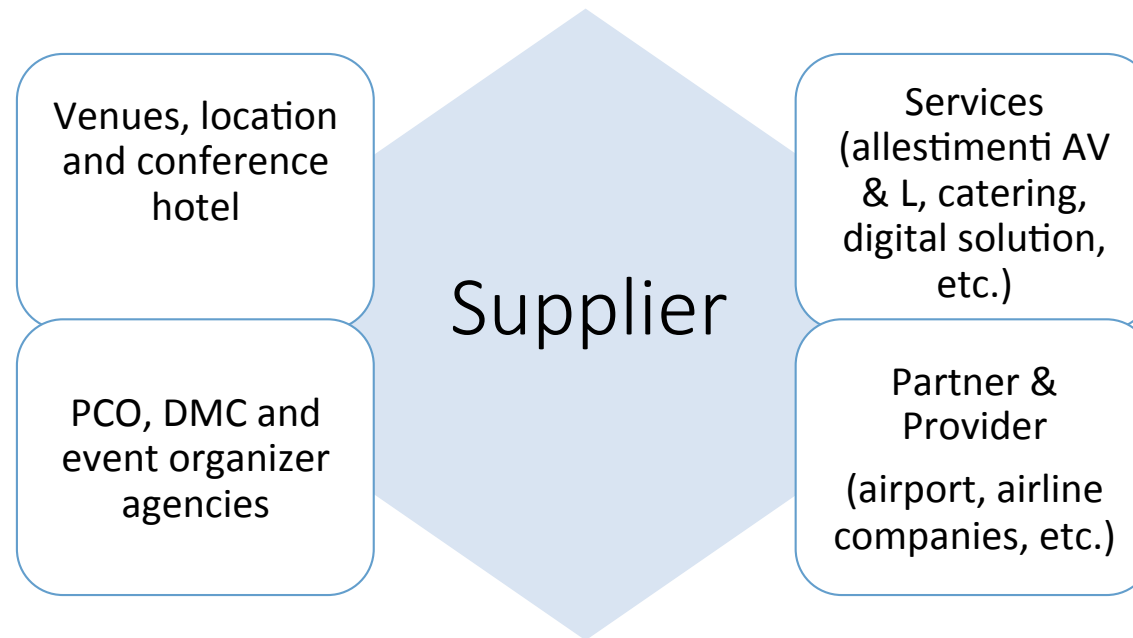
Economic impact of the Italian M&E Industry

- The Meeting & Event Industry in Italy creates everything we see "live", always part of the "Made in Italy".
- 1 million small and large events that produce 65.5 billion Euro in turnover and 36.2 billion Euro impact on GDP.
- A strategic sector for the country, with 569 thousand employees, involving 56.4 million participants and 40% of hotel room's capacity.

Players of M&E Industry: demand



Players of M&E Industry: supplier



Players of M&E Industry: vertical exhibitions and associations

International exhibitions:

- IMEX Frankfurt
- EIBTM Barcelona

Associations:

- SITE
- MPI
- ICCA

Players of M&E Industry: convention bureau

The main task of a CB is promoting a conference destination (city, territory, country).

A CB is a real match between supply and demand and are managed, in most cases, by groups of public and private subjects.

The activity of a CB multiplying the number of conferences towards the destination.

Italian M&E Industry pre Covid

The Meeting & Events Industry pre Covid was growing worldwide. In Europe, business travel spending represented the 24% of the entire tourist income, in Italy the 19%.

On June 27th 2019, the usual annual report of the Italian Observatory of Conferences and Events promoted by Federcongressi & Eventi was presented in Rome. It showed that in 2018 the trend was positive in terms of the number of events and participants. 2019 results are not yet available.

Corporate are main event promoter

In Italy the events promoted by corporate companies increase their percentage reaching a share of 65.5% of the total events (64.6% in 2017, 56.5% in 2016 and 55.4% in 2015)

Companies are confirmed as the main promoter of events with over half of both participants (49.5%) and total presences (47%). This actually a worldwide trend.

The second promoter of events are associations of various kinds and the Public Administration that use events to inform, communicate, train and update.

"The Power and Value of Event Marketing" by MPI

A few years ago a research by MPI - the largest industry association with 60 chapters in 19 countries in the world and a total of 60,000 members - "The Power and Value of Event Marketing", shows that the use of events as a marketing tool provide the greatest return on investment compared to any other advertising and promotion tool.

Economic sectors involved

The Italian Observatory identified transport (36% of conferences) and hotel accommodation (28%) as the main beneficiary sectors of the Industry.

Other beneficiary sectors were conference rooms, set-up services, audio video and catering services (14%); the restaurants of the destination and other service and leisure companies (8%).

Pro capita expenditure

A delegate of a conferences spends 2 to 3 times more than a tourist.

A research conducted in 2014 by the Market Analysis Laboratory International Congress (LAMCI) of the Catholic University of Milan, in collaboration with Fiera Milano Congressi, has highlighted the economic impact of 8 large international conferences held at the MiCo.

What emerged from the research is that the average pro capita expenditure of an Italian delegate is 113,00 Euro pp and the related economic impact is 675.00 Euro pp/per day.

Events typology: Corporate events

INTERNAL COMMUNICATION

- Convention, Kick off
- Product launch
- Training meeting, seminar
- Sales meeting
- Canvass
- Board meeting

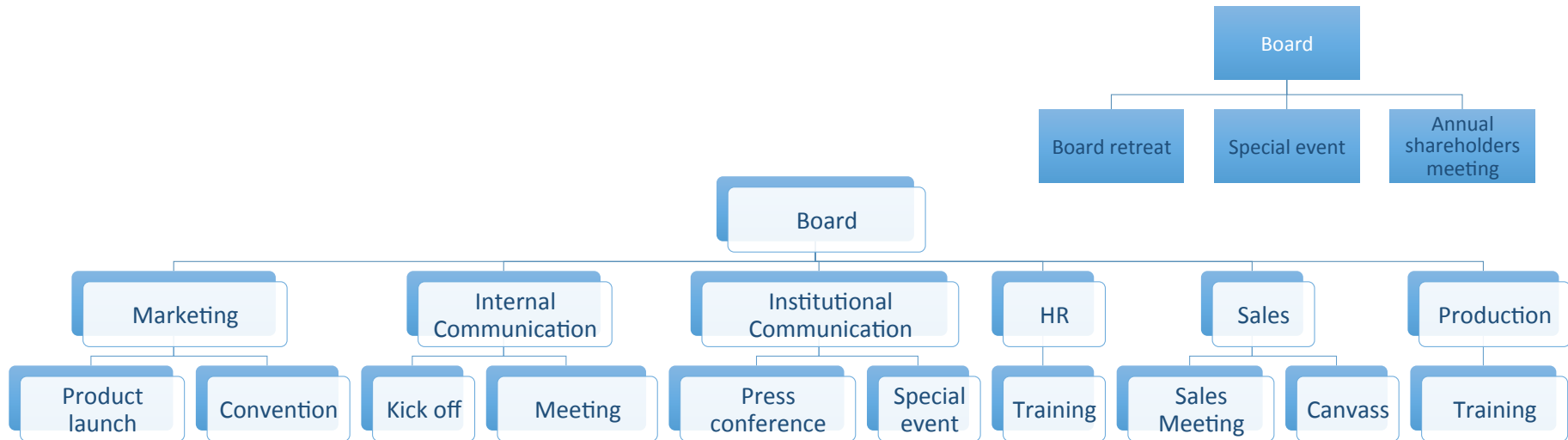
MEDIA & PA COMMUNICATION

- Press meeting
- Stakeholders assembly
- Institutional event
- Sponsorship event
- Networking event

Consumer events

- sales promotion
- product launch
- street/outdoor event
- Vernissage
- special event
- Tour
- Sampling
- Guerrilla

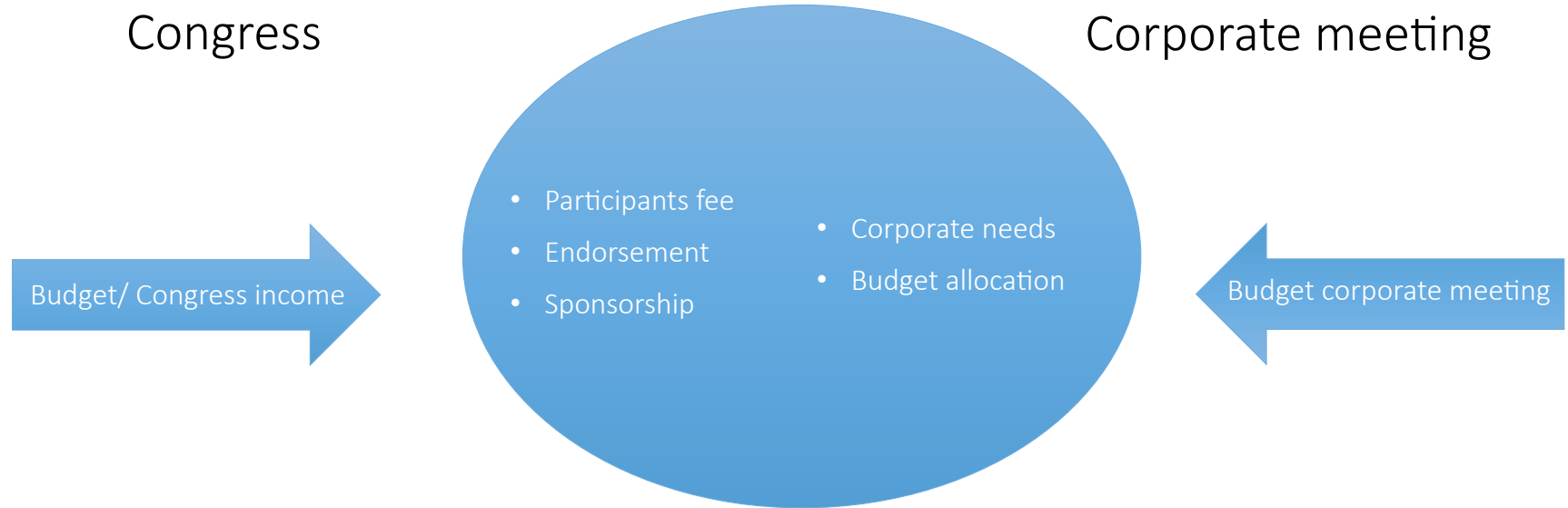
Events typology vs corporate functions



Association congresses & meetings

- Periodic association congresses
- Thematic congresses
- Conferences
- Symposiums
- Round tables
- Training conferences
- Webinar

Corporate event budget VS Congress event budget



Main success factors of a meeting & event destination | 1

- Infrastructure and easy accessibility: airports and ports, public transport and roads, parking lots, etc.
- Safe and clean destination
- Hotel accommodation network
- Venues for meeting & event and appealing, various for typology, numbers and capacity
- Supplier & services offer (event agencies, DMC, catering, audio video, installations, etc.)
- Network of services on field (tourist services, restaurants, museums, cultural and entertainment events and activities).

Main success factors of a meeting & event destination | 2

- Specialized supply system as Convention Bureau, etc.
- Quality and value for money services
- Services & Convention card
- Public administration commitment and endorsement
- Professional and skilled management and staff
- Training and continuing education training of supplier
- Event statistical observatory
- Creation of strong links between corporate and University research (research projects, observatory, sponsorship and co marketing).

Benefits for host destination | 1

The host destinations of congresses and events receive tangible benefits and others advantage less easy to measure which together contribute to creating wealth.

Among these benefits are the economic impact produced by the expenditure for the organization and the participation in the meetings towards sectors as we saw previously.

Benefits for host destination | 2

In addition, the creation of new jobs, the promotion of investments, trade, communication, cultural activities and technological development, the lengthening of the tourism season, the professional growth of local communities through involvement, training and information.

Benefits for host destination | 3

The increase of value of the supply chain, the creation of networks, the requalification and the increase of the infrastructures of the territory - roads, bridges, metro lines, auditoriums, events location, offices - including those left as an heritage by big events , useful to the community and to a new increase of demand.

The effects of meetings on people

- Human and professional growth
- Improvement of personal and group performance
- Involvement and aggregation to the group
- Tension's reduction
- Satisfaction of a wider spectrum of needs
- Increased motivation

Live communication

Live communication | What

- The transition from the promotion and organization of events to the study and implementation of live communication projects has been gradual over time and inevitable.
- Today it is difficult for a product launch or sales promotion to ignore the use of digital tools, especially in proximity to the consumer.
- Live Communication includes all those corporate and consumer communication initiatives that use tools that can be used "live".
- Generally, the Live Comm, achieve to create live experience, with the support of interactive and immersive digital solutions, to amplify media coverage live on web and social networks.

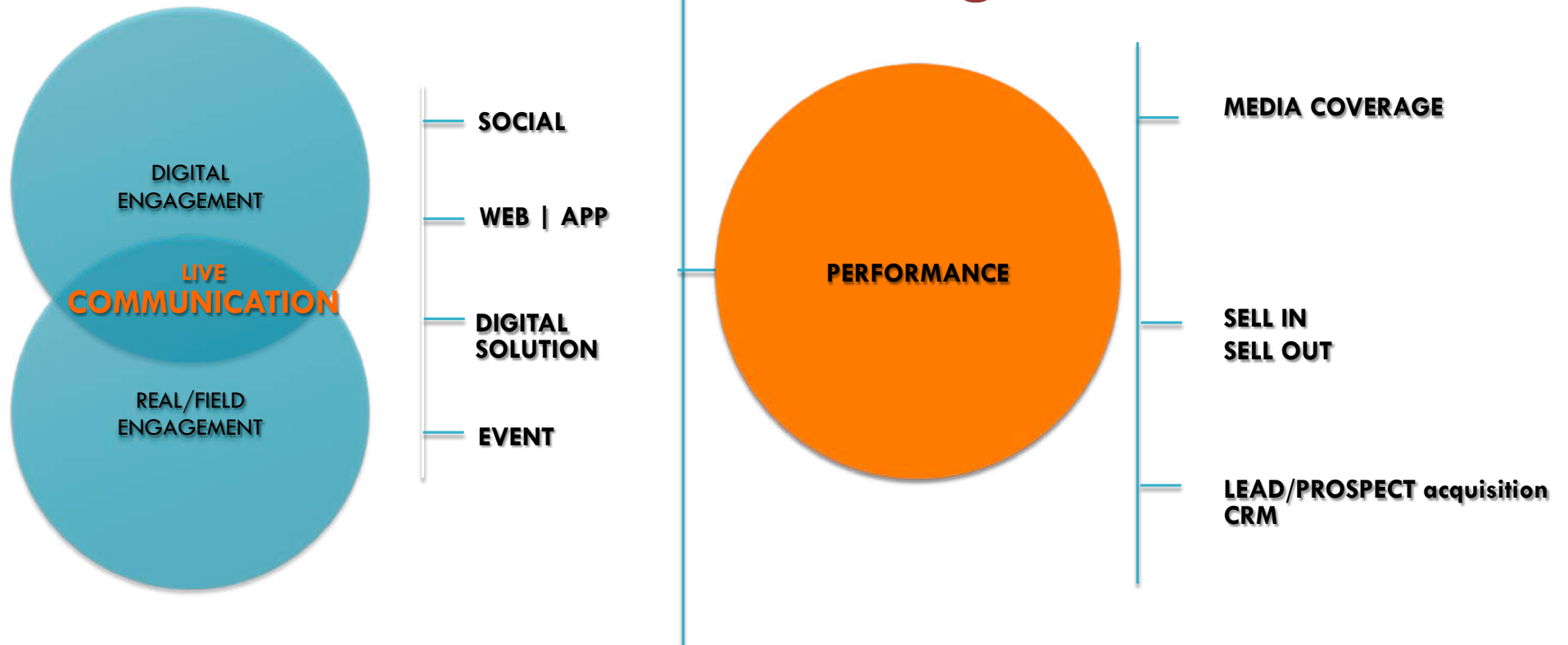
Live communication | Why

- The typical path of a live communication project aims to establish:
 - what you want to achieve, goals
 - performance indicators, KPI'S
 - target
 - concept around the project turns and declines different live tools
- Next step is dedicated to operations, actions. We will see it in detail in the following slides.

Live communication | How

- Events represent a platform on which to build a media echo that generates a return on investment about at least two or three times the cost of the field's actions.
- Let's visualize a model and see it in details.

Live communication at a glance



Digital engagement

To engage the target, the digital tools supporting the events are:

- Web Intelligence
 - to profile the target
 - to investigate the target's aptitudes and choices
 - to investigate about brand reputation and consumer's perception of product's attributes, values, reputation
- Digital Publishing Plan
- Social media planning & management
- Web marketing
- App, digital solution & gaming

Field engagement & planning

- Event
 - Establish the objectives
 - Design the concept
 - Create the visual
 - Organize the team
 - Study and realize the retro plan of the activities
- (Eventual planning for other media)

Engagement: dynamics and mechanics

- It is necessary to define the dynamics and the mechanics of participant's engagement: experiences and emotions are the keywords
- The dynamic is based on the study of the concept of the event that takes into account the stated objectives and that is anchored to the values, philosophy and image of the brand.
- The mechanics, in addition to taking into consideration everything already listed, must be functional to engage, involve and possibly profile the target
- Note: to encourage sales, it is possible to use commercial tools such as special discounts, gifts, product's sampling, etc.

Output of live communication

- Database
 - generation & management of lead, prospect, target profiled lists
- Sales promotion
- Visibility increase
- Brand awareness
- Sales increase towards trade and consumer
- Media coverage

Live communication storytelling

Target engagement takes place before, during and after:

- **BEFORE:** anticipated the event by a teasing steps to involves stakeholders even before they manifest their presence; creating expectation, stories, and, for example, publishing a contest.
- **IN PROGRESS:** shoot photo, video and texts to be posted; participants could be “actors”, influencers and content proposers in the same time.
- **AFTER:** maintained and consolidated dialogue with target. Data and information must be acquired in a practical and effective way in order to make easy the data base creation and management.

Digital solution | Local social network

- Today hyperconnection and innovative digital solutions offer the opportunity to engage and interact with target of event.
- Local social networks can be created to engage the target, developing a Digital Editorial Plan, especially when people do not know each other and it is necessary to aggregate the participants from before the start of the event; when they meet on the occasion of the event they will have already shared opinions, photos and documents.



Digital solution | Edutainment

- To support the interaction between participants and brands it is possible to create immersive stations where reality and fiction seamlessly merge. The product is physically present and is supported and accompanied by multimedia contributions, audio, visual, tactile sensory experiences.
- The brand and product story and values are narrated through touch screens integrated with the exhibitor of the real product; the participant could choose content, video and the direction of storytelling.



Digital solution | Immersive reality

- The participant can virtually or really create experiences, on the subject in question, for example a work of art or a product, also inserted in contexts and moods that are not real but adhering to the values of the brand, which bounce in real time on social media through photos or video clips.
- The experience becomes memorable and to be shared. Not only that, the participant, the consumer, evolve into opinion leaders that can direct, suggest, request, become content creators.



Useful links

- <http://www.mpiweb.it>
- <https://www.mpiweb.org>
- <http://www.federcongressi.it/index.cfm/it/>
- <https://www.iccaworld.org>
- www.conventionindustry.org
- <http://www.meetingecongressi.com/it>
- <https://www.riminiconvention.it>
- <http://www.conventionbureauitalia.com/it/>
- <https://convention.turismotorino.org/it>
- <http://www.conventionbureauromaelazio.it>
- <http://www.conventionbureau.it>
- <http://www.ibtmworld.com>
- <https://www.imexamerica.com>
- <https://www.imex-frankfurt.com>
- <http://www.pure-meetings.com/en/>
- <http://www.federcongressi.it/index.cfm/it/eventi/eventiincalendario/convention2018/>
- <http://bit.fieramilano.it/bit-mice/>
- <http://experientialplanner.com/epex-2019/>
- <https://www.adcgroup.it/adv-express/index.html>
- <http://www.romaconventiongroup.it/en/organisers/>

Useful links

- <https://www.amexglobalbusinesstravel.com/meetings-events/meetings-forecast/>
- <http://www.federcongressi.it/uploads/LayoutWEPagine/Libro%20Bianco.pdf>
- www.iso.org
- www.bsgroup.co.uk
- www.ecofriends.it
- www.astm.org
- <http://footprint.wwf.org.uk/>
- <http://www.carboncounter.org/>
- http://www.liveneutral.com/co2_reduction_tips
- www.bsi-global.com/bs8901