Future of Meetings Research

A MPI Chapter Leader Communication Portfolio

October, 2012

mpiweb.org/fom
Dear Chapter Leader,

The MPI Foundation released the findings from the much anticipated Future of Meetings study at IMEX America on October 8, 2012. This first-of-its-kind research initiative focuses on the trends that will impact the meetings and events industry for years and even decades to come. It provides our members with the insights and tools they need to succeed in our rapidly changing industry. The research will lead to more effective personal development and more productive professional strategic planning.

This was all made possible through generous investments to the Future of Meetings Thought Leadership initiative by PSAV Presentation Services, Jumeirah Hotels & Resorts and Omni Hotels & Resorts.

To ensure this important initiative gets effectively communicated, we have prepared a detailed communication portfolio, complete with the press release, byline article for publishing, talking points and social media messages. Every two weeks, the MPI Foundation will release a series of related research papers leading up to MPI’s European Meetings and Events Conference (EMEC) 2013 mpiweb.org/EMEC, where a complete summary of the findings will be presented in conjunction with the launch of a comprehensive Future of Meetings toolkit.

Please feel free to use these resources to help educate our industry. Together we are making a difference by bringing vision and prosperity to the meeting and events community.

The future is at hand. Tomorrow starts here.

Vincent LaRuffa
MPI Foundation Chairman of the Board, 2012-13
Press Release

New Research on The Future of Meetings Reveals Key Trends and Offers Meetings Industry Strategic Takeaways

MPI Foundation research results to be unveiled at IMEX America

OCTOBER 8, 2012, DALLAS – Meeting Professionals International (MPI) Foundation will unveil first-of-its-kind research on the Future of Meetings October 8 at IMEX America in Las Vegas.

The insights were culled from in-depth interviews with leading thinkers on future trends, economists and experts in the fields of science, population, technology, digital media, business, policy and tourism. The trends they identified have been considered within meeting design, content, communication and distribution. The research will provide meetings and events professionals with the tools they need to achieve success in a rapidly evolving industry.

“The Future of Meetings research initiative focuses on emerging issues facing the industry and cutting-edge information impacting the community,” says Cindy D’Aoust, COO and Interim CEO MPI International. “This is absolutely the kind of intelligence meetings and events professionals need at their disposal in order to thrive.”

MPI Foundation enlisted researchers at the International Centre for Research in Events, Tourism and Hospitality at Leeds Metropolitan University in the U.K. for the initiative. The report covers a broad range of issues facing the industry and offers insights on expected demographic shifts in the workplace, upcoming drivers of change and the impact of virtual and online connections on in-person events.

“There is no question this research will have far-reaching implications for the meetings and events sector,” says Greg Van Dyke, SVP Global Sales and Marketing for PSAV Presentation Services, and an investment donor of the study. “It will help every one of us understand coming changes in the industry and empower us to respond strategically.”

Following the Future of Meetings panel at IMEX America, MPI Foundation will release a series of related research papers leading up to MPI’s European Meetings & Events Conference (EMEC 2013) in Montreux, Switzerland. At EMEC, a complete summary of the findings will be presented in conjunction with the launch of a comprehensive Future of Meetings toolkit.

The Future of Meetings Thought Leadership research initiative is made possible with support from PSAV Presentation Services, Jumeirah Hotels & Resorts and Omni Hotels & Resorts.
**About The Future of Meeting Session**

Flash Forward 2030: The Future of Meetings  
Date: Monday October 8th; 3:30 – 5:00pm  
Room: Bellini 2105 Venetian/Palazzo Congress Center  
Sponsored by: MPI Foundation, PSAV Presentation Services, Jumeirah and Omni Hotels & Resorts.  
*CIC Approved  
Presented by: Jackie Mulligan

An interactive session for meeting planners and venue managers looking at key trends and their implications on business practices and skills needs. The session will draw together some of the latest findings from MPI’s research on the future of meetings including results on social media, technology and expert perspectives. The session will be presented by researchers from the International Centre for Research in Events, Tourism and Hospitality at Leeds Metropolitan University and will include scenarios for meeting planners to consider how they will respond and invent in the future.

Session attendees will receive a complimentary copy of Phase I report and the newly released Phase II Future of Meetings study.

**About MPI Foundation**

MPI Foundation is passionately committed to bringing vision and prosperity to the meetings and events community worldwide by investing in results-oriented initiatives that shape the future and bring success to the meetings and events community. MPI is the meetings and events industry’s largest and most vibrant global community comprised of more than 21,000 members representing 80 countries worldwide. For more information visit www.mpiweb.org

**About ICRETH**

The International Centre for Research in Events, Tourism and Hospitality (ICRETH) combines the research and enterprise strengths of the former Centre for Tourism and Cultural Change (CTCC), the International Centre for Responsible Tourism (ICRT) and research housed within the UK Centre for Events Management and Centre for Hospitality. ICRETH is aligned with School Of Events, Tourism and Hospitality as well as the Carnegie Research Institute.
The Future of Meetings
Thought Leadership Study Prepares Industry Professionals for Tomorrow

Written by Iyna Caruso, Senior Writer, Lucido+Koulian+Schmitt

As a meetings and events professional, you know the state of the industry. But do you know where the industry is heading?

The answer to that question has implications for business practices, skills needs and staffing requirements, which is why knowing what tomorrow holds is critical for meeting planners and venue managers today. Planners must consider scenarios not just for formulating a strategy to respond to the future, but, more importantly, for inventing it.

As part of its Thought Leadership series, MPI Foundation has released first-of-its-kind research on the trends that will impact the events industry for years and even decades to come. In the newly published data, researchers at the International Centre for Research in Events, Tourism and Hospitality at Leeds Metropolitan University in the U.K. had in-depth interviews with 26 leading thinkers in future trends, economics and in the fields of science, technology, population business, retail and tourism to find out their views on the future.

The insights from this research provide meetings and events professionals with the information they need to achieve success by considering how trends could impact on meeting design, content, communication and distribution and helping businesses to answering these and other critical questions:

As technology evolves, what are the key drivers of change?
What business sectors are heading to obsolescence?
How will demographic shifts affect the workplace?
How will virtual and online connections impact in-person events?

Meetings and events professionals thrive when they have the most current business tools and intelligence at their disposal. The Future of Meetings research is exactly that. It is the tool of choice for those who want to become more successful and better connected in understanding trends and changes in the industry. The research will lead to more effective personal development and more productive professional strategic planning.

The research is Phase II of the MPI Foundation’s three-part Future of Meetings initiative and is made possible with support from PSAV Presentation Services, Jumeirah Hotels & Resorts and Omni Hotels & Resorts, early adopters of Future of Meetings-related content. The research was introduced at IMEX America on October 8, 2012, and will follow with a series of 10 subsequent papers. For a detailed listing, visit www.mpiweb.org/fom. A comprehensive Future of Meetings toolkit will be released by MPI Foundation next year.

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Future of Meetings Distribution Schedule

Phase II research launched at IMEX America during the Future of Meetings session on Monday, October 8, 2012. Every two weeks thereafter, leading up to MPI’s European Meetings and Events Conference 2013 (EMEC), MPI will release a new Future of Meetings research paper, announcing it in its bi-weekly newsletter Spotlight. There will be dedicated promotions on each subject during the introduction period. Below is the research distribution.

The research papers are complimentary to MPI members and can be downloaded at mpiweb.org/FOM

Dates subject to change.

October 8 – From The Outside In (at IMEX America 2012)
Supplements: From The Outside In

November 1 – #1 of 5: Meeting Design: Technology
November 15 – #2 of 5: Meeting Design: Individual Needs
November 29 – #3 of 5: Meeting Content
December 13 – #4 of 5: Meeting Communication
December 27 – #5 of 5: Meeting Distribution

January 10 – Why Invest and What’s Next
January 24 – The Value of Connection- a Review of Social Media Trends
January 27-29 – Phase II Final Results and Phase III unveiling at EMEC 2013

Bonus paper Fad or the New Normal? Distribution date: TBD
Social Media

MPI Chapter Channels

Please help drive industry awareness by utilizing your social media channels.

MPI Channels

MPI will also drive awareness through their own social media channels:

> MPI LinkedIn Meetings and Events (15,914 connections)
> MPI LinkedIn International Discussion Group (3,484 connections)
> MPI LinkedIn subgroup FOM (740 connections)
> MPI Facebook (7,260 fans)
> MPI Twitter (11,480 followers)

Getting Started:

Feel free to post these Tweets.

#MPI spoke to 26 experts in other industries to identify key trends affecting the future of meetings http://bit.ly/POq8IW #IMEX12 #Eventprofs


#Eventprofs see a technology dominated horizon; experts in other industries give the edge to “people” http://bit.ly/POq8IW #IMEX12 #MPI

The 2010s will result in unpredictable consumers & clients, both quick to change allegiance & behavior http://bit.ly/POq8IW #IMEX12 #MPI

Objectives determine meeting space (conversations, reflection, informal gatherings, speeches) http://bit.ly/POq8IW #IMEX12 #MPI #Eventprofs

In the future, #eventprofs will focus on audience & content to ensure relevance http://bit.ly/POq8IW #IMEX12 #MPI

Consumers will sell their information to orgs or expect more and better deals in exchange http://bit.ly/POq8IW #IMEX12 #MPI #Eventprofs

In the future of meetings, on- and off-line worlds will be seamlessly integrated http://bit.ly/POq8IW #IMEX12 #MPI #Eventprofs

In the future, #Eventprofs invest in crisis mgmt training & contingency plans to weather storms http://bit.ly/POq8IW #IMEX12 #MPI
Talking Points

FOM: Talking Point 1
Meeting Planners will need to work in both offline and online environments

Results from surveys of 1600 meeting planners and in-depth interviews with experts in fields outside the meetings industry reveals that meeting planners in the future need to be able to work in online and offline environments. According to the experts multiple models will work in this period of transition, but it makes no sense to limit your own competence. New generations are demanding and new technologies are creating better connectivity for realtime face-to-face events as well as virtual and hybrid.

FOM: Talking Point 2
Meeting planners need to consider older as well as younger generations

Whilst results from the meetings industry survey focused on younger generations (Gen Y / the Millennials), the experts from outside the industry also considered the ageing population as opportunity. Longer healthier lives in much of the developed world and a need to work longer leads this demographic transition. A change that means opportunities and challenges ahead. Opportunities as areas of health / pharma / neuroscience grows and with it a need for meetings, but challenges in managing spaces and designing meetings for multiple generations.

FOM: Talking Point 3
Focus on value and evidence

The meeting planner survey revealed a focus on cost-cutting in response to the current economic climate. The experts interviews revealed a belief that the recession lessons but there are opportunities in Asia in particular for growth. Travel would be a key concern so it would be likely that carbon and cost issues would make the demonstrable value of meetings more important. This puts emphasis on the industry demonstrating the ROI, ROO of meetings.

FOM: Talking Point 4
Green is minimum – responsibility is expected

Many of the interviewees in the CSR study and FOM study felt that younger people entering the workforce are increasingly environmentally and socially aware and that they will expect businesses to have the same values that they do. Thus an understanding of the aspirations and beliefs of ‘Generation-Y’ will be of increasing importance to all segments of the meetings industry – despite relatively high levels of unemployment in many economies there remains considerable demand for high quality employees and hence it makes sense
for businesses seeking to employ the best to make sure that their corporate philosophy is relevant to them. 60% of meeting and hospitality businesses believe that customers already expect them to be active in CSR

FOM: Talking Point 5
Data gets more personal and less private

The use, security and understanding of data featured across interviews as well as in the industry surveys. The experts believed that privacy would remain contentious, but that once benefits of sharing personal information were clear that people would be more open to sharing. However the use and need to protect increasing amounts of personal data as well as understand it would involve critical judgement as well as increased security needs. In addition the ability to record, track, monitor activities at meetings whilst providing rich data could also threaten the ability for people to share more information more openly within meeting spaces.
Thank you for supporting the MPI Foundation Future of Meetings Thought Leadership Initiative.

For inquiries on the Future of Meetings initiative, please contact

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Information subject to change.