

Session Title: Future Meeting Space –new requirements, new formats, new meeting areas

Description of session:

The innovation alliance Future Meeting Space, initiated by GCB, together with Fraunhofer IAO and the European Association of Event Centres (EVVC), analyses and systematises current developments in the meetings industry and, on this basis, develops technical, organisational and spatial requirements for successful events.

The first phase of the research looked at society, the content and methods of presentation, equipment, mobility and infrastructure, with a view to creating a catalogue of innovations and to develop six Future Meeting Space scenarios that will eventually impact the meetings industry. Based on the results, the second phase will focus on different types of participants and how the use of different methods and equipment impact the impartation of knowledge and also successful learning, networking and the quality of the experience among the various types of delegates (e.g. prosumers vs consumers). A suitable study setup has been created, with the development of a set of questions into a catalogue of questions from a user perspective. The result is a web-based survey that targets participants throughout the world, asking them about their experiences at meetings and conferences. Shortly after the publication of the study, this session will provide you with important results, showing new ways to plan and implement meetings. Join us as we explore the convention of the future.

Speaker: Matthias Schultze, Managing Director GCB German Convention Bureau e.V.

Target audience:

Primary the results of the research project address worldwide planners of any type of event e.g. corporate planners, association planners or event agencies. Besides that, the results are also relevant for operators of congresses, event venues, congress hotels and suppliers of meetings and events.