

Navigating Business Events in Challenging Times

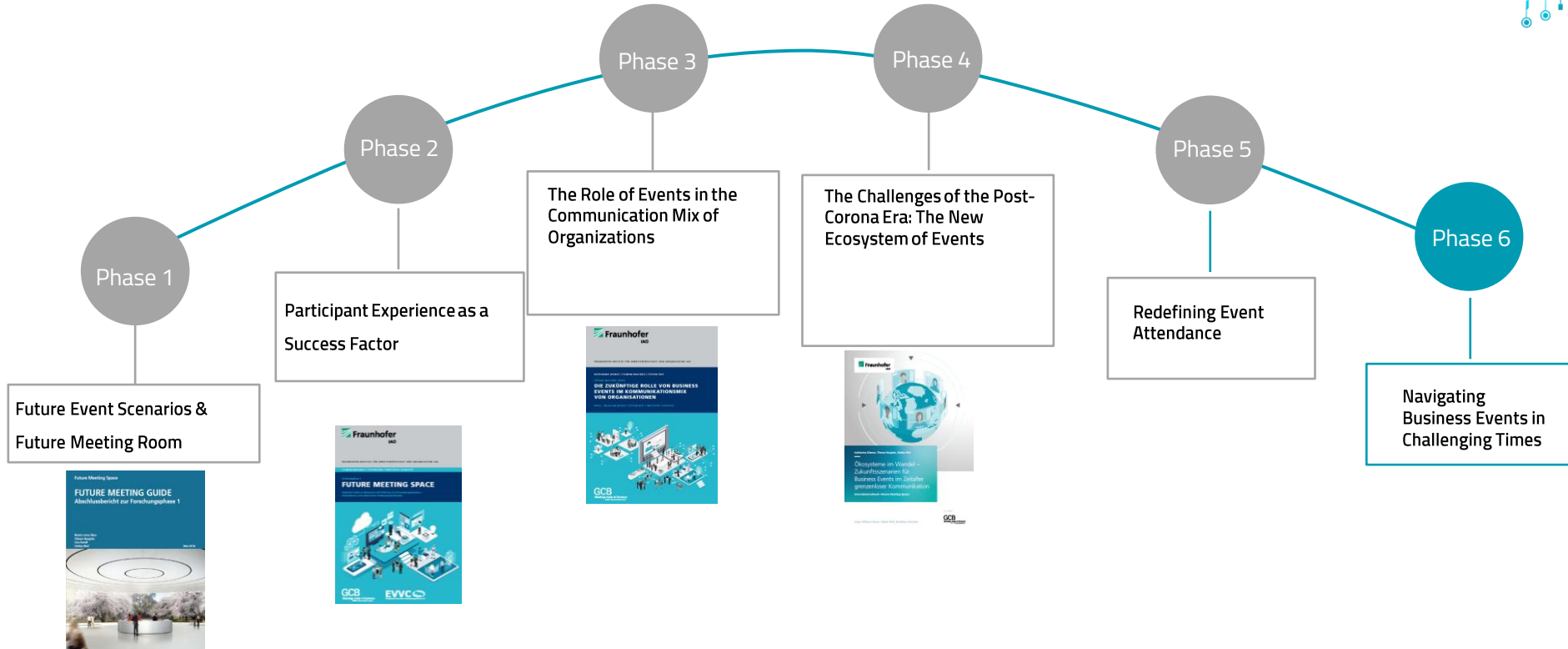
Future Meeting Space

Research Topic 2023 - Phase VI

● Project Outline

 **Fraunhofer**
IAO

GCB
Meetings made in Germany
● ● ● German Convention Bureau



Initial Situation / Status Quo



Initial Situation

Business events are truly multi-talented platforms for knowledge sharing and networking.

As we face a multitude of global challenges and crises, meetings, conferences and congresses also need to be rethought.

What solutions can business events offer in the context of climate change, pandemics, international conflicts or energy issues? And conversely, how does this multi-crisis situation affect the implementation of events and their strategic and conceptual orientation?

These questions are the focus of Future Meeting Space 2023, under the motto "Navigating Business Events in Challenging Times".

Research Questions

Research Questions

- What changed triggers/motives and new obstacles are there for or against the implementation of business events (the reason why/...why not)?
- What can business events contribute to overcoming the effects of the crisis?
- How does the role of sustainable, effective and impactful business events change in times of crisis?
- What does this change mean in terms of...
 - ... planning lead time?
 - ... cost?
 - ... technology?
 - ... size?
 - ... format?
 - ... Dramaturgy? Sustainability?
 - ... Objectives/Achievements?

Objectives

Objectives

- Investigating the role/purpose of business events in times of crisis as...
 - ... social participation
 - ... social place
 - ... a place to learn from each other
 - ... moving together
 - ... experiencing and feeling together
 - ... overcoming crises together
 - ... support in transformation processes
 - ... not as a luxury but as a necessity!

Research Process

Step 1: Identification of the triggers/reasons for the implementation of business events

Step 2: Development of crisis-relevant and meaningful event formats and concepts

Step 3: Piloting and evaluation of up to two formats to test the concepts with changed purpose

Step 4: Reflection and enrichment of the developed formats and concepts

Step 5: Description of the individual event typologies in a booklet and derivation/identification of in-depth recommendations for action

Methodological approach Step 1-3

Step 1: Identification of the triggers/reasons for the implementation of business events

- Highlighting the known motivators such as networking, getting together, sharing, knowledge transfer and trial and error for holding business events.
- Discussion of the motivators shown and identification of further triggers in the research partner circle and in a focus group with industry experts.

Step 2: Development of crisis-relevant and meaningful event formats and concepts

- Conducting a co-creative workshop in the research partner group to identify concepts of completely new event typologies with a focus on e.g. changed cost models and formats.
- Preparation, implementation and processing of development workshops (national and international) and expert interviews on format development

Step 3: Piloting and evaluation of up to two formats to test the concepts with changed purpose

- Conceptual support for the implementation of completely new best practice events
- Evaluation of the best practice events and preparation of the results

Step 4: Reflection and enrichment of the developed formats and concepts

- Setting up and carrying out an empirical survey to test the effectiveness and user acceptance of the developed event formats.
- Evaluation of the survey and conceptual further development, enrichment and refinement of the developed formats and supplementation in the multidisciplinary team of Fraunhofer IAO

Step 5: Description of the individual event typologies in a booklet and derivation/identification of in-depth recommendations for action

- Processing of the developed event typologies and clustering according to target criteria
- Detailed description of the event typologies in a booklet
- Derivation of practice-relevant recommendations for action
- Writing a study on the core results of the research phase

Output und Deliverables

- Booklet "Event Typologies
- Interim results from the survey, focus groups and expert interviews in the form of PowerPoint presentations
- Results study with all findings and recommendations for action
- Regular research meetings online and onsite* incl. workshop, if necessary with external speakers
- Inclusion and mention by name in the context of results communication* Number and type as required

- Duration: 2023 for 12 months
- Active participation desired:
 - Participation in research meetings (online and onsite).
 - Contribution of specific industry know-how
 - Feedback on questions
 - Identification of experts and participants for surveys, focus groups, etc.

- Co-design of the research process
- Networking with partners in a multidisciplinary research alliance
- Access to pre-publication reports and exclusive study results
- Use of the research competence of the Fraunhofer IAO as well as the expertise in the event market of the GCB German Convention Bureau e.V.
- Communication and positioning as a future-oriented, innovative player both internally and in the national and international media

Who can become a partner?

The research project is aimed at all actors who...

- Want to use the research results to develop their products, services and organisations.
- have a strong interest in renewing and developing their organisation.
- want to secure and expand their market position

....especially

- Organisers (companies, associations, own organisers).
- Destinations (cities, regions, countries, marketing associations)
- Service providers for events (agencies, technology providers...)
- Traditional venue operators (congress centres, hotels, venues)
- Commercial and public space providers

Research contribution per partner for the entire term

- 22.500,- Euro (excl. VAT) – GCB members
- 27.500,- Euro (excl. VAT) – Non-GCB members

The research project Future Meeting Space VI starts with at least 10 research partners.

(Project outline dated 2 November 2022, not binding. An official offer will be made by the GCB German Convention Bureau e. V. on request).

Kontakt

Project Management

GCB German Convention Bureau e. V.
c/o WeWork

Taunusanlage 8, 60329 Frankfurt

www.gcb.de

Your contacts:

Matthias Schultze, Managing Director, schultze@gcb.de

Birgit Pacher, Manager Research & Development, pacher@gcb.de

Project concept & execution

Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO, Nobelstrasse 12,
70569 Stuttgart www.iao.fraunhofer.de

Dr. Stefan Rief, Institutsdirektor, Head of Organisational Development and Work
Design Research Unit, stefan.rief@iao.fraunhofer.de

Tilman Naujoks, Project Manager, tilman.naujoks@iao.fraunhofer.de

Milena Bockstahler, Project Manager, milena.bockstahler@iao.fraunhofer.de

