

# الملتقى السعودي لصناعة الاجتماعات SAUDI MEETINGS INDUSTRY CONVENTION (SMIC)



18 - 20 FEBRUARY 2018 - KING FAISAL CONVENTIONS CENTER

## What are the trends of global associations and the impact on the meetings industry

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SAUDIMIC.COM

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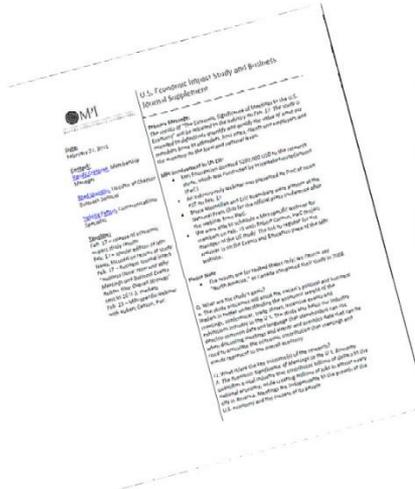
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# 5 Trillion Riyal Opportunity

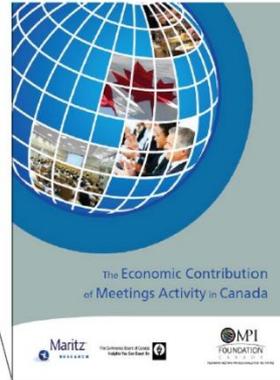


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- Trillion Rial opportunity
- USA \$230bn Canada \$45bn UK £40bn



USA \$230bn



Canada \$45bn



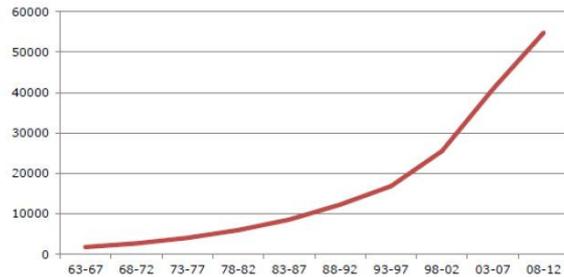
UK £40bn

# ICCA 50 year statistics

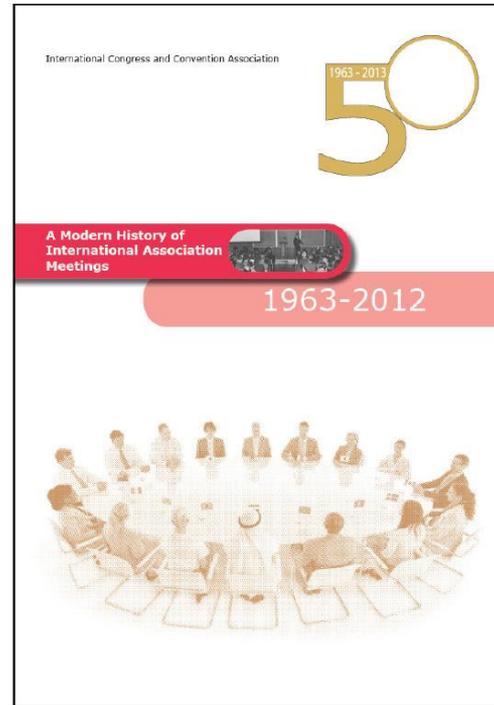
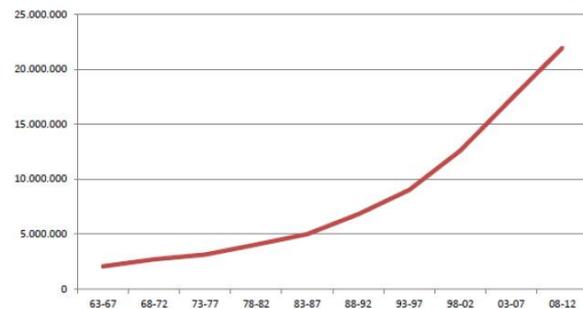


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## Number of meetings



## Estimated total number of participants

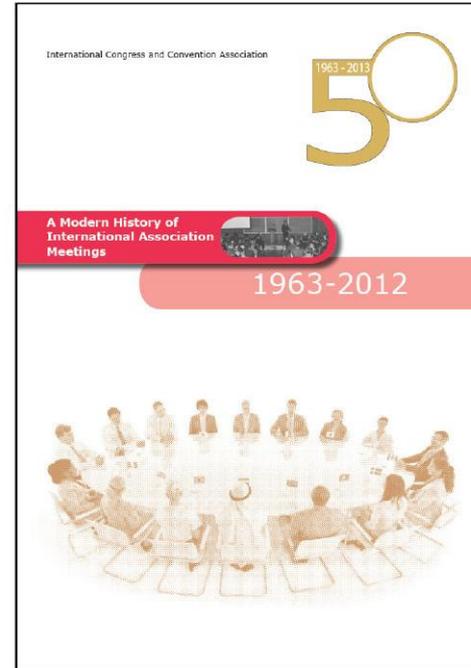
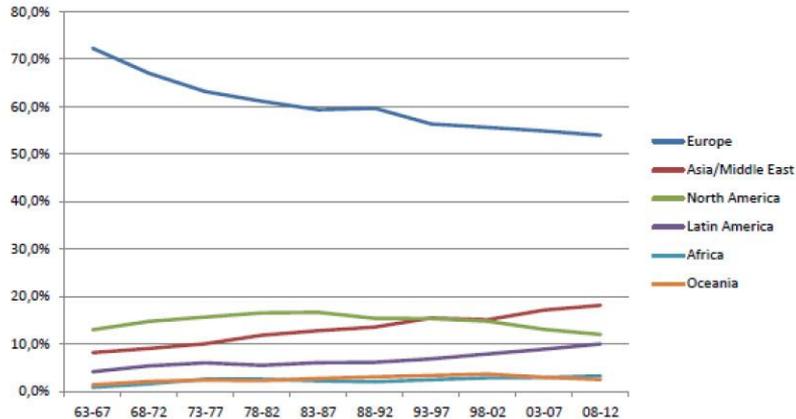


# ICCA 50 year statistics



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## Number of meetings per region



# Meetings in the Middle East



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| Year        | Number     |
|-------------|------------|
| <b>2016</b> | <b>255</b> |
| 2015        | 198        |
| 2014        | 120        |

# ICCA Global Rankings



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## ABU DHABI GLOBAL RANKING

2012

234<sup>th</sup>

2017

73<sup>rd</sup>



# International Associations – Key Remit

What are the goals of associations?

Can you assist in helping the Association achieve it's goals and aspirations?

What is the associations key mission?



Government  
Lobbying



Industry  
Promotion



Education &  
Training



Research &  
Development

# Trends of Global Associations



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REVENUE PRESSURE



VALUE OF MEMBERSHIP



TRANSPARENCY



CLOUD COMPUTING



FACT BASED ADVOCACY



TECHNOLOGY ENHANCEMENT



SECURITY



ATTENDANCE / MEMBERSHIP



DEMAND FOR REGIONAL MEETING



RISK MANAGEMENT



PARTNER AGREEMENTS



LINK CONGRESS DESTINATION TO  
ASSOCIATION MISSION



MEETING FORMATS / AUDIENCE ENGAGEMENT

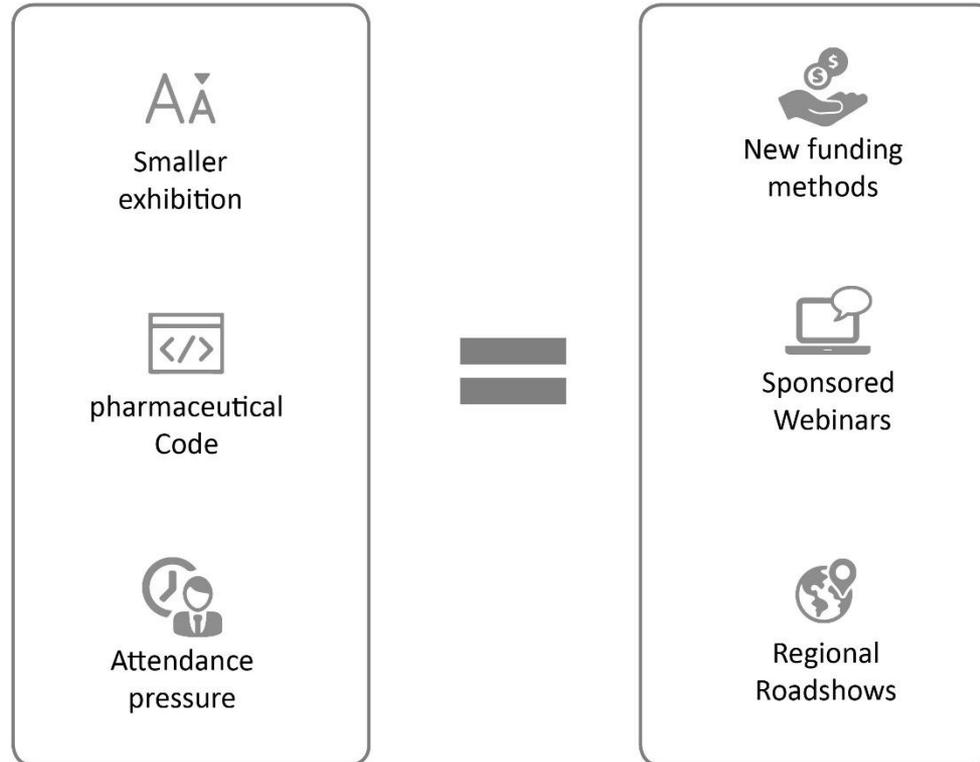


NEW REVENUE STREAMS

# REVENUE PRESSURE



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# MEMBERSHIP & ATTENDANCE



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Data source



Week long  
conferences



Week long conferences were  
a break from  
the day job



Attending 10 / 12  
conferences  
per annum

# MEMBERSHIP & ATTENDANCE



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Information available instantly

Time starved

Shorter events

Business focus

Selective in which events to attend

*Result –pressure on membership and attendance at meetings*

## **Opportunity for KSA:**

- Associations are seeking new markets to unlock new members and new delegates
- KSA scale of population in Middle East
- Enhance presence in global community
- Proactively seek to develop local association sector
- Take steps to work with international bodies on local, regional activity to establish network then bid for international events (WOF)

# AUDIENCE ENGAGEMENT



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## ***Delegates demand***

Technology integration throughout event

Collaborative working

Access to thought leaders / keynote speakers

A voice in setting the agenda

Experiential learning

Enhanced networking

## ***KSA opportunity***

 In developing new infrastructure

 Enhance pre-function areas

 Introduce alternative meeting formats

 Superb IT throughout all aspects of the event

# TRANSPARENCY / FOCUS IN DESTINATION SELECTION



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Touristic appeal no longer a key driver for destination selection

Members and committees now demand:

Funds to be spent wisely

To attend events in destinations where there is a direct correlation with business development opportunity



## ***Impact:***

Intellectual Capitals

Economic activity alignment

Legacy

## ***KSA Opportunity:***



2030 Economic Development vision



Strategic, targeted approach on pin pointing specific events to enhance economic objectives

# SUMMARY



المؤتمرات السعودية لصناعة الاجتماعات  
SAUDI MEETINGS INDUSTRY CONVENTION (SMIC)

- Rapidly changing environment
- Meetings growing
- Middle East fastest growing for meetings
- KSA can assist in relieving the revenue pressures for clients
- Membership, delegate attendance opportunity
- Development of local ambassador network
- Infrastructure development
- Focussed economic vision aligned to meetings strategy