

HEADQUARTERS

ASIA-PACIFIC

Published by Headquarters Magazines PTE Ltd (Singapore)
www.meetingmediagroup.com - press@meetingmediagroup.com

23

Edition October 2015

Headquarters Asia-Pacific is the Asia-Pacific Magazine for Association Executives. Supported by UIA, the Union of International Associations. Published 4 times a year: April, July, October, December.

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FOR ASSOCIATIONS



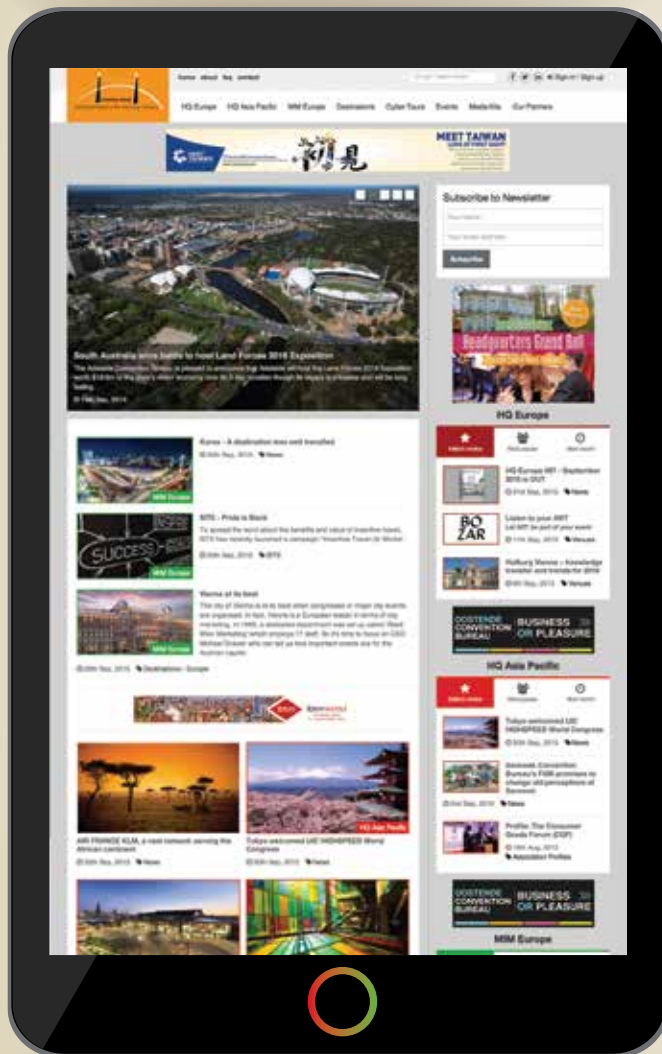
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HAP or **Headquarters Asia-Pacific** is a niche publication for local, regional and international associations based in Asia-Pacific and dealing with the organisation of worldwide congresses. Published 4 times a year. Circulation: 2,500 copies in 14 different countries.

Subscriptions

Subscriptions amount to 85€ (all incl.). The online version of the magazines is available at www.meetingmediagroup.com

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Supported by UIA, the Union of International Associations

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Marcel A.M. VISSERS
Editor in Chief

Why do people love associations?

At the end of September I followed three association days. It was during the 23rd Meetings Trade Fair IT&CMA in Bangkok. I came back with mixed feelings: negative and hopeful. There are people who truly love associations (dreamers) and others who are just in it for the money (businessmen). To be more precise, I'm referring to the organisers of such events. UIA, which has its headquarters in Brussels, organised the 3rd UIA Round Table Asia-Pacific and welcomed around 100 participants. It was a great initiative to bring associations of emerging countries together. Everything was carefully arranged and the quality of the participating association members was varied and good. However, the programme was poor. Why? Because there was no sense of the Asian associations' culture. It was the European and American spirit that dominated. So it's no surprise that many presentations were not to the point and didn't really strike a chord with participants. However, I'm sure the future will bring change.

I don't trust the second group of organisers so much. They are the organisers of a trade fair and they have learnt from each other that you can seduce exhibitors with the presence of major congress organisers, in other words, associations. The advantage is that they generally attract good speakers (experts who are seeking to make a profit) and deal with relevant subjects (another aspect they copy from other organisers). But they ultimately lack the know-how of the regional associations industry and they are not really experts. The same people also rush and create association magazines and they usually do without proper understanding of the industry. It goes without saying that their motives are purely opportunistic.

However, we must continue to dream of a single major worldwide family of associations which is not solely preoccupied by money but also believes in values to help the world. But don't expect these ideas to be forthcoming from the opportunists. You must count on the thinkers who travel around the world to collect knowledge and share it loyally.

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Cécile Caiati-Koch



Rémi Dévé



Jesús Guerrero Chacón

Contents

| | | | |
|---|----|---|----|
| GENERAL | | UIA | |
| News | 4 | Association Communications & Social Media | 14 |
| Association Portrait | 6 | | |
| PCMA | 9 | FEATURE | |
| | | Technology for associations | 17 |
| INTERVIEW | | DESTINATIONS | |
| Lyn Lewis-Smith, Business Events Sydney | 12 | KLCC, Malaysia | 20 |
| | | Sapporo, Japan | 22 |



Inside BCEC



BRISBANE'S STRONG APPEAL FOR THE SCIENTIFIC, HEALTHCARE AND RESEARCH SECTORS

Maintaining the momentum of a successful G20 year, Brisbane Convention & Exhibition Centre (BCEC) has confirmed new conferences with a value of \$153 million to Brisbane's economy. The 2014/15 Financial Year saw 147 convention bid wins for BCEC representing a 35% increase in the number of wins over the previous period. The healthcare, medical, scientific and education sectors dominate this latest round of new convention wins, further endorsing Brisbane's leadership strengths in these key sectors. The world's leading scientists, medical researchers and healthcare professionals will be among the more than 75,000 delegates and internationally renowned speakers heading to Brisbane generating 282,000 room nights for the city's hotels. www.bcec.com.au

TOKYO WELCOMED UIC HIGHSPEED WORLD CONGRESS

One of the world's most significant meetings for high-speed rail, the 9th UIC World Congress on High Speed Rail, took place with great success with 1,200 participants from July 7 to 10, 2015 at the Tokyo International Forum for the first time in Japan. The Congress was coordinated by UIC, International Union of Railways, and JR East, East Japan Railway Company in

collaboration with all parties involved in high-speed rail in Japan. The Tokyo Metropolitan Government supported the event by sponsoring Japanese cultural programs and city tours for the overseas participants. Hitoshi SAIMYO, Director of the International Department in East Japan Railway Company, said, "We feel very grateful for the program since our delegates could relish Japanese culture and experience the unique Japanese hospitality first-hand. They will remember the event for a long time." tcvb.or.jp

LONDON'S ESC CONGRESS 2015 BREAKS ALL PREVIOUS RECORDS

ESC (European Society of Cardiology) Congress 2015 in London has broken all previous records, making it the most successful event in the Society's history, with a delegate attendance of 32,773. The event also welcomed more international visitors than ever before, with attendees from over 140 countries worldwide. Held at ExCeL London from 29 August – 2 September 2015, it celebrated five packed days of science, including 28 clinical hot line presentations, 18 clinical trial updates, 20 registry studies, five new guidelines and 4,533 abstracts. Isabel Bardinnet, CEO of ESC, said: "London and ExCeL have completely delivered on our expectations. Never in the history of the ESC Congress have we had such a well-attended event. London has been a

fantastic host city and ExCeL, based on feedback by participants, has delivered the best layout the congress has ever had." www.escardio.org

TRENDS IN THE CONFERENCE CENTRE INDUSTRY

The International Association of Conference Centres (IACC) has released the 2015 edition of "Trends® in the Conference Center Industry." According to IACC CEO Mark Cooper, "For the third year running, this comprehensive trends report, the only one which focuses on small meetings-focused venues industry wide, indicates that IACC members have improved occupancy and rates are stronger than the previous year, significantly so for IACC's corporate meeting venue operators." Cooper continued, "Corporate meeting venues lead the recovery with the highest Average Daily Rate (ADR) and Revenue per Occupied Room (RevPOR). Given the package plan represents 90% of this group of IACC-members' business, it can be assumed that corporate customers are investing significantly in training and meetings and in their use of member venues." Participation from day meeting venues in this survey has increased and is providing valuable data on what is a growing member category for IACC. The average External Day Meeting Rate rose significantly to \$105. www.iacconline.org



Yokohama

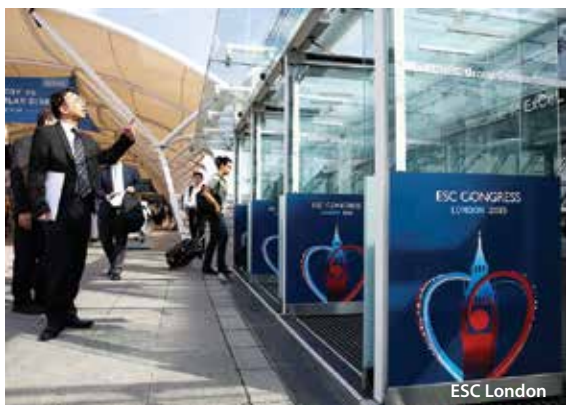


Strasbourg

YOKOHAMA EXTENDS HOSPITALITY TO CONVENTION DELEGATES

Yokohama has launched efforts focusing on offering hospitality to visitors of world conventions. The goal? To attract more people from around the world at large conventions. During the 12th Asian Congress of Nutrition held at PACIFICO Yokohama on May 14-18 with the theme of "Nutrition and Food for Longevity: For the Well-Being of All," citizens and suppliers in Yokohama provided meticulous services to some 3,800 convention delegates and offered numerous events on the sidelines of the conference to make sure they were satisfied with their stay in the Japanese port city. Citizen volunteers were placed, for instance, at the information desk of the conference venue to accommodate the participants' various needs such as information on restaurants, shopping and tourism.

www.yokohamajapan.com



ESC London

LOOKING BACK AT THE THIRD FRANCE MEETING HUB

After Marseille in 2013 and Nantes in 2014, Atout France invited, to Strasbourg this time, about 120 hosted buyers from more than 30 countries to meet with French professionals. The aim of the event? To promote the French regions among international business tourism professionals.

Report Rémi Dévé

Organised by Atout France in partnership with Air France-KLM and the official support of Access Alsace and its partners, France Meeting Hub articulates itself around educational tours, incentives, workshops to promote France in general as a business events destination. If the general focus was on Alsace this time and its many attractions and novelties, meeting planners could also meet with a few other suppliers coming from all over France, from Cannes to Calvados, from Paris to Lille, and more.

What made France Meeting Hub unique for participants was the chance to discover three different MICE destinations from Alsace: Mulhouse, the creative, Colmar, along the famous wine route, and Strasbourg, the European gem. Highlights of the trip included the gala dinner at Museum of Modern and Contemporary Art in Strasbourg, a visit of then Council of Europe, and some fun incentives at the Château de Pourtalès, all this under a radiant sun luckily! All in all, there were many opportunities for exhibitors and guests to get together in a sociable party atmosphere, which made networking and bonding quite easy.

This overall operation aims to strengthen the position of France on professional meetings and events sectors. The France Meeting and Convention Board of Atout France, through its actions and the France Meeting Hub, highlights the diversity and the quality of the French MICE Tourism offer and facilitates the collaboration between international prescribers and the French professionals.

www.rendezvousenfrance.com
www.atout-france.fr



Grace J. Kim

ASIA-PACIFIC ASSOCIATION FOR INTERNATIONAL EDUCATION (APAIE)

A talk with Executive Director Grace J. Kim

The Asia-Pacific Association for International Education (APAIE) is an international non-profit organisation whose goal is to activate and reinforce the internationalization of higher education in the Asia-Pacific region and around the world, and to engage the professional challenges of individuals in international education. The APAIE Annual Conference and Exhibition is one of the best known forums in the Asia-Pacific region for bringing together policy-makers and education experts from around the world to improve professional skills and learn about new developments in international education. Next year the event will be held in Melbourne, Australia, hosted by nine local universities. Grace J. Kim, Executive Director of APAIE, shares with us how her organisation works.

The mission of APAIE is to achieve greater cooperation amongst education professionals across Asia-Pacific and to promote the quality of international programmes, activities, and exchanges. How successful are you in achieving them so far?

APAIE started with 13 active members of the international community who agreed that associations play crucial roles in the advancement of our professional missions, such as the National Association of Foreign Student Advisers (NAFSA) from the United States and the European Association for International Education (EAIE) from Europe. These organisations promote communication, cooperation, development of expertise, and provide valuable networking opportunities for our respective universities. APAIE (from the Asia-Pacific region) has an obligation to do the same as these

two organisations, as balanced global international education is now necessary for success.

number of delegates at APAIE's annual conferences. In 2015, more than 1,400 delegates participated from all over the world.

THERE IS A BURGEONING MOVEMENT TO LOOK AT UNIVERSITIES IN THE BROADER SOCIAL CONTEXT TO EXPAND WHAT HIGHER EDUCATION PROFESSIONALS CAN DO TO MAKE A DIFFERENCE WITH REGARD TO THE OUTSIDE WORLD

With support from professionals from all over the world, APAIE has been stepping forward with the mission of advancing international education, and bringing sustainable partnerships and networks among the educators in the Asia Pacific region.

How many delegates do your annual conferences attract in general?

Each year witnesses an increase in the

Your 11th conference will be held in Melbourne next year. Can you tell us how planning the event is like?

The APAIE Secretariat is working extremely closely with the University of Melbourne, who is involved in the event as the head host university. It has to be flexible in welcoming new working cultures and traditions while preserving the essence of APAIE throughout the conference preparation.

It was difficult to get used to it at first, myself being the first APAIE employee, but quickly we became accustomed to working with new partners and now we are working with several different head host universities simultaneously.

APAIE has Conference Planning Committee members drawn from APAIE Board of Directors (BOD) members. The APAIE Local Conference Planning Committee (LCPC) consists of the local head host university and other co-host universities, who meet regularly to discuss and decide general local matters. The head host university communicates with the APAIE Secretariat when it comes to asking relevant questions and discussing issues before local meetings and then reporting the results to the APAIE Secretariat afterwards.

How do you pick the destination for your annual congress?

APAIE goes through a competitive bidding process, where 8 to 18 different regions submit their interest to bid for hosting the APAIE conference. APAIE BOD members selects the three final bidding universities and institutions and ultimately selects the final region. APAIE has grown from one major institution hosting the conference to a group of universities hosting the APAIE Conference & Exhibition together in the region as a whole.

APAIE is an international non-profit organisation for international education centred on academia. The annual event is supposed to be hosted by academic institutions, preferable with support from government and industry.

It would be great to have support from government; however, the APAIE Conference and Exhibition is not a government-led event, but an academic institutions-led event. It is our fundamental policy that the APAIE Conference & Exhibition should be given as much academic freedom as possible and should not be controlled by government for the possibility of its financial support.

What do you think are the latest trends in the association industry, especially for education professionals?

There is a burgeoning movement to look at universities in the broader social context to expand what higher education professionals can do to make a difference with regard to the outside world. For example, at the EAIE Conference in 2015, higher education professionals sought answers to what higher education professionals and institutions could do in response to major demographic shifts arising from societal upheavals.

As the Executive Director of APAIE, what do you like about your job? What makes it interesting and challenging for you?

What I like about my job is that I am never bored. I am always learning and seeing new things all the time and it's been an inspiring experience. I could gain a new understanding of different cultures, traditions, histories, characteristics of individuals, working environments, and so on....

What makes APAIE interesting and challenging for me is that I have to be flexible and maintain balance all around me all the time. With so much diversity around me, there are endless surprises and unexpected challenges that occur. You have to keep in mind that we all are looking to achieve the same goal in the end.

Are there any latest news about your association you would like to share with us?

The APAIE Conference & Exhibition 2016 will be held at Melbourne and then in Taiwan in 2017. APAIE will also soon undergo its presidential election for the term 2016-2018.

In the future, APAIE will broaden and intensify our missions and activities. We will seek to solidify our past successes so that we will be well poised to undertake new missions as future developments warrant.

More info
www.apaie.org



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GLOBAL PROFESSIONALS (GLOPRO) 2015 MEETS ASIA PACIFIC

Learning new tips and dispelling myths about different cultures

A real mix of folk gathered in Melbourne recently for the PCMA's Global Professionals conference GloPro Asia Pacific 31 August to 3 September, 2015, a mix of Global association executives such as Luca Segantini, Executive Director of Brussels based International Society of Nephrology, professional association management companies such as Kellen, independent meeting managers and some major ICT companies.

Text Jenny Salsbury

Hailing primarily from North America but also from Singapore, Germany and Australia/NZ the uniting factor for the 25 planners was that all were running meetings in the region and experts in their various countries were on hand to talk about making the events happen in their "patch".

CHINA TABLE

Running the "China Table" gave me an insight into some of the doubts and fears – not to mention the myths – and really the complete lack of an official source to gain practical and up to date information from some countries. Making this kind of presentation accessible might be a role for

the convention industry organisations to investigate in the absence of Convention Bureaux.

Those that dropped by to find out more about China and joined the briefing sessions varied tremendously in experience; some were aware of the major parameters

around the Licence Process and carefully kept within the prescribed limits for “Foreign Attendance” others were still after the correct way to exchange a business card and were amazed to find how connected online everyone is with each other – even without Facebook and Twitter – and the fact that no-one reads email any more came as a surprise as Apps for WeChat etc. were demonstrated and exchanged.

A COMMON THEME FOR MANY OF THE COUNTRIES WAS THE ADVICE TO BUILD THE RELATIONSHIPS – AND PROBABLY SHARE FOOD – WITH COUNTERPARTS BEFORE STARTING ON THE BUSINESS ASPECTS OF GETTING THINGS DONE

Countries represented were China, Korea, Malaysia, Singapore, Thailand, Oman, New Zealand and Australia. The organisers gave everyone a wonderful opportunity to share knowledge and tips gained in a fast moving “speed date” type of Face to Face exchange at the end having visited as many of the Tables as possible. The tips were posted and collated into a document and will form the basis of a learning resource offered by PCMA – as so much of this exchange is about not knowing what you don’t know to ask – this is an excellent initiative from real planners experiencing first time solutions to their “unknown unknowns”.

HOW TO BUILD RELATIONSHIPS

A common theme for many of the countries was the advice to build the relationships – and probably share food – with counterparts before starting on the business aspects of getting things done. In his introduction of key business trends in the region and the rise of Indonesia, speaker Ed Gustley of Peninda Capital Advisors Ltd drew out this factor and stressed the importance of identifying the “Recommenders, Influencers or Gatekeepers and the Decision Makers” prior to planning a strategy for making the connections and exchanges work.

Demonstrating this advice the hosts at Team Melbourne and Tourism Australia ensured the variety of cuisines and series of wonderful locations to experience them was available for the attendees. The MCB effectively outlined their success in delivering an A\$212.7m economic boost to Victoria from hosting of 33 international association conferences and showed their real focus in attracting the international events to the

city by fine tuning their services designed for organisers.

MCEC announced a 20,000m² expansion to their exhibition halls and treated the guests to a behind the scenes tour of kitchens as well as their in house technology services. Showcasing the venue a lunch was arranged on the stage of the main auditorium and the flexibility was demonstrated during the meal with the transformation of the seating banks into flat floor. Planners

can easily see ahead how rooms will look, including all staging and lighting effect by working with the team take a look at mcec.com.au/about-mcec/latest-news/ to see the “Visualisation Studio”.

Timed over the first day of Spring the group took to the air in Hot Air Balloons to see the dawn over the city and surrounding landscape. Melbourne’s parklands, sports facilities and Central Business District sparkled in the early morning sun and it was a wonderful memory of a week of wonderful exchanges.

Jenny Salisbury is the CEO of IMC Convention Solutions, an international marketing consultancy for organisations in China wishing to attract international events to their cities, venues and destinations and for international organisations wishing to attract Chinese delegates to their events. She has over thirty years of experience in destination and convention centre marketing, specialising in international associations with strong personal connections in meetings industry organisations.

Contact Jenny at jennifer@imc-conventionsolutions.com



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convention.visitBerlin.com





Lyn with her Sydney-based Asia team



Lyn Lewis-Smith

LYN LEWIS-SMITH

“Sydney is building its future”

Lyn Lewis-Smith, CEO of Business Events Sydney, Sydney’s convention bureau, is, in her own words, a “passionate Australian”. Working together with her team and the business, education and public sectors to secure and deliver international business events, she shares her views on the role of convention bureaux and explains how Sydney is building its future.

HAP: The New South Wales government, we hear, has set up aligned economic priorities for Sydney. What’s the role of the business events industry in this?

Lyn Lewis-Smith: NSW has clear economic priorities and we are fortunate that the government understands the value of business events – beyond the tourism dollar – and how they can help achieve their objectives. Supported by a solid research agenda, we have been driving the conversation about broader legacies and outcomes – including trade, investment and education – and I’m proud that our government recognises our sector as a valued contributor to the state’s visitor and knowledge economies. There aren’t many industries that can lay claim to that.

Convention bureaux are conduits for connecting industry, academia, government and the private sector. By strategically aligning the events we secure with key national and state priorities, we can play a more powerful role in addressing and solving current and future global challenges, growing industries, strengthening communities and creating jobs.

There are already great examples of social legacies in action – sparked by international conferences. Sydney’s new Charles Perkins Centre, a cross-functional, multi-disciplinary facility established to find real-world solutions to obesity, diabetes and cardiovascular disease, for example, was founded as a result of the 2006 10th International Conference on Obesity. Childhood obesity was recently announced by the Premier of New South Wales (NSW) as a priority, one of his top 12, for the NSW Government to measure and deliver projects that create a stronger, healthier and safer NSW. Childhood obesity is also a global health challenge.

Similarly, when approached as part of an aligned economic development strategy, business events deliver real and tangible benefit to the clients who choose to work with us. Our focus on developing the areas that we have identified as strengths, means we have broad and unified support across sectors, and we are able to genuinely contribute to event outcomes and objectives.

HAP: You said Australia should build an economy based on innovation and knowledge. Can you expand on this?

Lyn Lewis-Smith: Globally, communities and businesses are preparing for a future that will look very different from today; one that will belong to those who are driving knowledge and innovation. We have to remember that our resources are not only underground. In Sydney and NSW we are focused on unlocking our full knowledge potential and supporting the people, talent and skills necessary to succeed in tomorrow’s world.

The inspiring people we work with in fields as diverse as biotech, communications technology, engineering, professional services and medical science – our bid leaders – are our intellectual capital. Business events provide the platform for industry leaders to exchange research agendas, knowledge and ideas with their peers around the world to help drive the discoveries and solutions that will shape our future.

Clusters, or hubs, are another crucial ingredient. In Sydney, and NSW more broadly,



Barangaroo artists impression

we're laying the foundations today for a smart future with the creation of industry-led knowledge hubs in key areas of state strength, such as in financial services, digital/creative, energy and medical technology. These hubs recognise the importance of bringing industry, academia, government and the private sector together and harnessing their diverse perspectives, expertise and experience to help solve our greatest challenges and drive progress, both locally and globally.

HAP: Sydney is changing. How will this maximise the benefits for the city's business event offering?

Lyn Lewis-Smith: Renaissance, rejuvenation, revolution or evolution – whatever you want to call it – Sydney is building its future. Some of the biggest infrastructure projects that the city has seen in decades are underway or near completion.

These major rejuvenation projects increase the city's physical capacity to host the world's largest business events, while being centrally located within the CBD and within close proximity of each other to provide visitors with the unique opportunity to connect with some of Australia's largest and most progressive organisations and people.

They are also where locals and visitors alike gather to experience the city. Whether it's for work or play, our international research tells us that delegates want an immersive

and authentic experience. Sydney's changing urban landscape will provide more opportunities for like-minded people to meet.

We are quite deliberately creating neighbourhoods – precincts – to facilitate opportunities for like-minded people to connect and engage. In many ways distinct in their make-up, they are also very much interconnected, enabling people to move through these precincts, and across the city, with ease and comfort. For example:

The Darling Harbour (including ICC Sydney) precinct is located along the city's 'cultural ribbon', which connects the Sydney Opera House to Chinatown, University of Technology, Sydney and the new Frank Gehry-designed Business School. It also sits alongside dynamic Pyrmont – home to creative giants such as Google and Microsoft. Barangaroo is the city's new financial and professional services district. Likened to London's Canary Wharf, Barangaroo will be a defining feature of the city landscape and cement the city as a major competitor in the global financial services sphere. Already, we've secured big name professional services events, such as Sibos 2018, keen to connect and engage with our dynamic sector.

HAP: From the buyer's side, in what ways is Asia-Pacific developing according to you?

Lyn Lewis-Smith: As the first Australian bureau to establish a local office in Asia, we have learned a lot in the past decade about

doing business in this part of the world – in fact we continue to learn. The Chinese proverb – 'The best time to plant a tree is 20 years ago' – perfectly sums up the most important factor to good business in Asia. Relationships are number one and it's vital to take the time to develop and nurture them. Our relationships with clients in the Asia Pacific and beyond help us to shape our value proposition.

Competition is definitely increasing. From the client's side, I think that this competition between cities in Asia-Pacific to host their meetings is creating interesting bid dynamics. In some ways clients are spoiled for choice. However, not all bids and bureau approach business in the same way. We are focusing on ensuring that we understand the industry and association objectives, and are helping to co-create tangible outcomes. It's about a lot more than venues and hotels. While there are people who will evaluate a bid on the bottom line, we believe it's about so much more than that.

Asia Pacific is a growth area and as the trends we have all been watching and experiencing – the shift of economic power from West to East, rapid urbanization, and growing middle class – continue, we need to work with our clients to help them maximise the opportunities (social, economic, cultural and more) presented.

www.besydney.com.au

ASSOCIATION COMMUNICATIONS & SOCIAL MEDIA

Appropriate and Sustainable



Joel Fischer

We remain in the midst of a period of significant technological change, particularly when it comes to ICT. The phrases “information revolution” and “communications revolution” are not widely used when we speak about every day matters like social media, smart phones and tablet computers but they are important concepts to keep in mind. The turbulence, turmoil and opportunities for both significant change and new realities that are inherent in revolutions of one sort or another must be negotiated with an eye to stability and consistency.

Text Joel Fischer, Union of International Associations

Broadly speaking, associations with small staff and tight budgets have dual personalities: on the one hand these restrictions put them in a conservative framework when considering significant changes to standard operating procedures; on the other hand, they are often quick to take advantage of new opportunities and technologies which promise to facilitate their work through cost reduction, simplification of tasks and so on. This is, of course, in contrast to large and well-financed association offices which are often indistinguishable from commercial corporate operations.

In addition to changes in ICT, associations are also experiencing change in the expectations of how they are managed and how they interact with members, partners and the wider world. Professionalised association and nonprofit cultures have taken root through university coursework and staff training opportunities and the continued influence of corporate / business life in organisational life as a whole. In conjunction with modern business practices, associational activity is increasingly evaluated in terms of “value for money” and “return on investment” by all participants.

EVALUATION & PLANNING

As our business, professional and personal cultures negotiate and adopt new technologies so too do our associations. And as we negotiate the evolutionary aspects of these revolutions part of our mandate is to manage

change. Remember how Facebook was only a thing for young people and now it's a thing for everyone, for your business, for your association? Or Twitter, or Youtube or...

“BE CONSERVATIVE IN WHAT YOU SEND AND LIBERAL IN WHAT YOU RECEIVE.”

JON POSTEL (1943-1998)

Evaluation, planning and designated responsibilities are a broad framework for a conservative approach to new tools, technologies and opportunities. If your office is large enough then you have someone, or a committee, responsible for communications and information technology. You might depend on outside consultants to assist in redesigning the information/documents that are a daily part of your office life and in retooling your publications strategy to make use of digital publishing and new communication platforms. If you are under-resourced or all this online tech talk is completely new then how do you start to understand it, to make decisions and to negotiate change?

One of the benefits of the current information environment is that we have open access to a wide range of professional and educational materials on just about any topic. Marketing, publishing, online identity and services, public relations and more all feature in current discussions in online

videos, professional publications and more informal forums.

Two such helpful documents were easy for me to locate and they illustrate the approaches that we all need to take when considering our roles as individuals and associations on the internet.

Thorsten Strauss's article, *Digital First!*, for a recent edition of [Communication Director](#) provides a detailed business perspective on Deutsche Bank's theory and practice of integrating corporate communications and digital tools. While the article is written from the standpoint of a commercial enterprise in a competitive business environment there are points and principles which are applicable to all offices seeking to make best use of the current opportunities that technology brings.

[D]igitalisation [must be] a core topic for the entire organisation. Digital communications have to become an integral part of corporate strategy, which means they are emerging from a niche area to a company-wide function. The priority for content and channel management is to develop comprehensive concepts to achieve a consistent and significant digital footprint for the company. New formats must have digital DNA and communication content needs to be more tightly knit with topics that promise to appeal to a broad digital audience.

If we unpack the language a bit, we find some interesting universal points. In what ways is every component of an association now a potential creator of “content” (for newsletters, for press releases, for social medial updates)? How does your association maintain consistency in the digital materials it prepares for the membership and the wider world; how does it maintain consistency in visual identity, institutional personality and so on? How does an organisation transition its office practices into the fully digital age?

Strauss’ article also presents an examination of the “Five principles for successful digital communications” which guide their work at Deutsche Bank. These notes are excellent strategy topics for association staff to examine.

MULTIPLE AFFILIATIONS

The other document that readers will find useful to stimulate discussion and planning is Duke University’s *Style Guide – Social Media Guidelines for Communicators*.

This type of document is notably of interest for association people because they too carry multiple affiliations in their online interactions – either as association staff/officers or as professionals representing other institutions while engaging in association activities.

Reputation issues then become doubled or tripled for an individual participating in an online forum or presenting themselves in an online networking platform. If Bob doesn’t play well with others it might be quite problematic to have him trailing your association name, or company name, across the internet. Consequently, a conservative approach and fully briefed staff/membership are critical, particularly in a world where open communications have democratized who can speak, publish and present their views to the world.

In my experience consistency and stability are important elements of an association’s communication plans. The world is twenty years along in the life of the world wide web and yet some associations still struggle to maintain a basic online presence. In recent months I have come across numerous stale or stalled blog attempts which are the only visible presence of an association online. In other cases there are competing institutional presences on different platforms (blog site vs website vs Facebook page) some of which may be more up to date than the others.

The management of sites related to an association’s conference furthers the complexity with sites abandoned (but left online) as soon as the conference has taken place.

“*What do we do with our archives?!*” is a question many associations have faced, they must now face similar questions in the preparation, presentation, organisation and retention of their digital output.

The tools and technologies available to us should make our organisational lives easier, they will only do so if we approach their use in a planned manner.

Start small and plan for incremental growth; plan for sustainability - don’t announce your association on five different platforms if you don’t have the capacity to maintain your presence there; plan for transformability (can your online white papers or briefing notes be turned into an ebook?) and plan for transferability: your communications operations should be able to be transferred from one staff person to another with little need for orientation. The solidity of your day-to-day operations should be represented in the solidity of your presence and content online.

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THE EXPLOSION OF MOBILE EVENT APPS

New event applications continue to unroll quicker than the latest iPhone, but that doesn't mean you have to jump on the bandwagon just yet. Event apps at modern meetings are a must, but the key to finding the perfect app to serve all your needs is taking the time to navigate through the maze of technology on the market.

Text Lane Nieset

PAPER PROGRAMMES? SO OLD-FASHIONED.

"Evolution of mobile event apps is probably one of the most significant developments in technology since I've been watching over the past 20 years, and it is changing all of the rules," says events and tradeshow technology analyst Corbin Ball. *"I think these are like Swiss army knives because they can do and be so many things."*

Mobile technology has many advantages, but one of the most obvious and efficient uses is reducing paper. In today's world where printed programmes change multiple times, they become outdated before they're even printed.

Not only have apps replaced paper, they've also replaced most written forms of communication and information for delegates. *"It used to run parallel, but now most people have moved to relying 100 percent on the app,*

not only to convey key information, but also to create networks between the delegates, both before, during and after the events," explains Mark Cooper, CEO for the International Association of Conference Centres.

UP IN THE CLOUD

Cloud-based apps are proving to benefit everyone from the organisers to the attendees, since the coordinated apps save both space and time. This is something that

CLOUD-BASED APPS ARE PROVING TO BENEFIT EVERYONE FROM THE ORGANISERS TO THE ATTENDEES, SINCE THE COORDINATED APPS SAVE BOTH SPACE AND TIME

really helps out smaller associations, since cloud-based solutions allow the possibility of streaming larger amounts of data and managing everything from meetings to travel plans.



Ball says one of the trends he's seeing is specialized apps being custom-designed for an event or series of events, especially for large shows or associations that have multiple meetings throughout the year, so the attendee doesn't have to download a new app every time. Since cloud-based apps use cloud storage, they're simply updated as needed.

Michael Douglas, director of sales at Lanyon Mobile, explains that with Lanyon's Smart Events cloud technology "we are able to really offer the power of that information flow from one end to the other, so you are able to leverage the whole process to deliver more and learn a lot more as you go."

THE WORLD OF SOCIAL MEDIA

Social media is a valuable tool for promoting an event and creating buzz that both engages and excites attendees, as well as keeps those who are not there in the loop on what's taking place.

With event-specific hashtags, everyone can follow along with the chatter surrounding the event and feel more inclusive—one of social media's goals, after all. Linking apps to social media sites like Twitter can really boost networking

opportunities, especially when splashed across social media screens during events.

"Social technology and events try to accomplish the same thing—bring people together is the ultimate goal. I think if used well, the two should go hand-in-hand with each other," Ball says.

More mobile forms of social media like Twitter, Instagram and Facebook are common at events, but not



everyone is up for putting their personal life on display at work-related functions, and not all attendees are making their voice heard loud and clear with status updates and live Tweets. This is where products like Lanyon's come in handy. With pop-up social networks that have all the same functionality as the main social media players, you can do everything from post comments and photos to update your status on the private and streamlined platform, without having to link your Facebook or Twitter handle. This is also a huge perk for events that want social media buzz and dialogue taking place between attendees, but may have an embargo on the information being presented at conferences. With a private network, everyone has a voice on the same platform, and there's no worry about sending out a Tweet that may affect clients or privacy agreements.

"In the public realm, the big push is inclusivity and ensuring there's an accessible message from all attendees, but another thing that's interesting about that platform is that in the private realm, there's this very different opportunity and it's one that we're seeing is tremendously popular," Douglas says. *"In order to have that engagement and interactivity that social media offers, a pop-up social media platform allows all of the same things but in a private environment which has proven to be tremendous boon for those kinds of organisations whose events are behind closed doors."*

WHAT'S NEXT IN THE APP WORLD

Event applications are continuing to grow at a rapid fire pace, so even by time this article comes out, a few new pieces of technology have probably hit the market. While some trends are fleeting, others of the horizon look like they're here to stay. One of these examples is

GPS-based technology, great for targeting locations at larger events, or events taking place in a larger space.

"GPS technology is something we're hearing more and more of, and in a year or two's time, it will become a standard feature in most apps," Cooper says. "It's still early days yet for GPS."

With this type of technology, apps significantly improve onsite networking and help delegates find workshops or exhibitor areas, streamlining the process serving as a map and matchmaker at the same time.

"The position-based technology allows people to find and exhibit more efficient, finding who's there and who's around, having the ability to make appointments with those individuals, and guiding people to each other," Ball explains.

Lanyon, meanwhile, is finding a different type of trend—customers maturing and cooling off when it comes incorporating all of the latest technology. Of course early adopters will always be curious about what's new, but newer organisations are taking a step back and looking at what an app's real potential is and can be, not racing quite so quickly to add new features.

"There's a world of difference between having an event and having an app in the app store and having an events app that really delivers value. It's a lot more about how it's integrated into the event... the content, quality of project, how it's described and distributed," Douglas says.



SMARTPHONES STEPPING UP THE MEETING GAME

With smartphones and tablets replacing notepads and paper surveys, they're an easy way to engage attendees in ways such as onsite audience polling, surveys and gamification. *"The big benefit has been adoption; everybody including technology likers are carrying smartphones, especially people going to meetings," Ball says. "Everybody is carrying around this universal technology device – essentially a computer – so that puts people on a common playing field, so that event planners can start saying 'OK, we don't have to have a paper programme anymore and print all this stuff, we can engage people in completely different ways that we've never been able to do before.' There are so many things that can be done and I think people are just starting to tap into what those capabilities are."*

At conferences and panels, smartphones assist big-time when it comes to audience participation and Q&As, using apps to submit questions (both anonymously or by name) that moderators can sift through and choose by level of importance, tackling the questions the audience is most curious about.

Through the use of social channels, smartphones can also provide valuable feedback about what attendees liked or want more of, using analytics and customer intelligence to help organisers and meeting planners build on and improve the audience experience.

"If you think about the world of constantly engaged and constantly online people, most businesses are very familiar with tracking everything that gets done online. And without mobile technology at events, you're almost detaching your customers from the very network you learn about them for," Douglas explains. "Ensuring that there's good adoption for mobile solutions fills in that gap on many measures, since attendees are most engaged when they're physically at the event."

Not only can smartphone solutions offer audience feedback, they can also help facilitate learning and help delegates manage their time more efficiently, providing background information, academic papers and articles, and live slide-sharing so attendees aren't scrambling to capture every piece of information thrown at them in a powerpoint presentation – which are also now considered quite passé.

Engaging attendees who may not be smartphone savvy can seem tricky, but there's ways to make sure everyone is comfortable using the technology and applications available. In the end, these tools not only point at your social media channels and website, they also provide a platform for networking and getting the dialogue rolling among delegates.

"Getting people to interact with the app by putting on competitions and quizzes is a great way to ensure delegates from different generations are using the app as a way to communicate, so it becomes familiar practice for everybody, as we move the last of the delegates who were used to the conference booklet to this new platform which offers so much more."

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KUALA LUMPUR CONVENTION CENTRE ON TRACK FOR STRONG FINISH TO 2015

The Kuala Lumpur Convention Centre (the Centre), Malaysia's premier convention facility and one of the leading meetings destinations in the Asia-Pacific region, is on track to finish her 10th year on a strong footing, on the back of a busy first half. From 1 January to 30 June 2015, the venue recorded 661 events with a total 778,414 delegates and visitors and an economic impact contribution of RM264 million.

Attributing the Centre's continuing robust performance to her knowledgeable and professional team, complemented by a world-class facility and established industry relationships, and a strong base of recurrent clients, General Manager Alan Pryor says, "we are fortunate to have a loyal client base such as BookFest, HOMEDEC, PIKOM PC Fair, ARCHIDEX, Star Education Fair and Asia Oil & Gas Conference who have all made consecutive appearances and/or hosted every (event) edition with us since our opening in June 2005."

Moving forward, to reward her loyal repeat clients and entice new regulars, the Centre has extended the 2014 prices for her popular Day Conference Packages (DCPs) With A Difference, PlenaryOnCall, PlenaryHallOnCall and Banquets & Functions menus through to the end of the first quarter next year (2016).

This offer is in addition to the Centre's latest value-add for DCPs; which already include coffee break(s), lunch, 'Snack on Arrival', unrivalled IT and A/V support, free Wi-Fi and much more for half and full-day packages, where between now and 31 December 2015, Convention and

Conference clients who confirm their bookings for three or more consecutive years will enjoy the previous year's **all-inclusive DCPs** rates as well as a 'special rebate' of 10% to 25% on venue hire, depending on event size.

There is also a new **À La Carte & Venue Hire Package** which gives clients a selection of coffee breaks and lunch options costed on a person basis. Here too, confirmed bookings made for three or more consecutive years will benefit from the previous year's rates and a 3% to 9% 'special rebate' on venue hire.

"We are confident our 2014 price extension, coupled with the over 25 events with an expected total turnout in excess of 420,000 people in the second half of 2015 and not including banquets and entertainment activities or events held at TenOnCall which services the short-lead or just-in-time meetings sector, offers the perfect platform to finish the year on a strong note and carry this momentum into 2016," concludes Pryor.

For all the latest news and information on the Centre, visit www.klccconventioncentre.com



Kuala Lumpur Convention Centre



Alan Pryor, General Manager



JAPAN'S SAPPORO LIFTS BRONZE!

Without a doubt, Japan has been hot these days, and so has Sapporo. The city's announcement of its intention to bid for another Winter Olympics came as no surprise, with the country's popularity constantly rising. Meanwhile, the capital of Hokkaido prefecture has become an attractive destination for not only world's travelers but also meeting organisers. Sapporo ranked 3rd in Japan (world's strong #7), following Tokyo and Kyoto, in the 2014 ICCA rankings, almost doubling the number of association meetings hosted last year.

Why Sapporo, then? For obvious reasons actually. Plenty of top educational institutions, outstanding research facilities, extensive experience hosting various prestigious international meetings, not to forget numerous environmental advantages, have made Sapporo an expert in such fields as geophysics, biotechnology, chemistry, medicine, veterinary sciences, ethology and agriculture. Be it the General Assembly of the International Union of Geodesy and Geophysics (IUGG, 4,500 pax from 99 countries) or the International Union of Microbiological Societies Congress (IUMS, 4,800 pax from 66 countries), Sapporo has definitely been flexing its convention muscles lately.

Last year, Sapporo landed the first World Buiatrics Congress for Asia, which will be held in 2018. The win of WBC is an important occasion for Sapporo/Hokkaido to define

the region as a preferable, advanced destination for ethology and veterinary sciences. This July, Sapporo will host another large congress to be held in Asia for the first time - the International Wildlife Management Congress. Oh, and there is another big one - the Asian Chemical Congress. Home to 2010 Nobel Prize Laureate for Chemistry, Dr. Akira Suzuki, Sapporo has been actively building its reputation as a front-runner in chemistry and related sciences.

Meanwhile, the city has also been flexing its meeting muscles, with various international IT and medical gatherings held in the northern capital. Well, accessibility and rates do matter. Sapporo can easily be reached directly from major capitals in Asia, while it is only an hour and half flight away from Tokyo - the world's busiest air route in the world, with over 70 flights per day. The travel time between Sapporo airport

and the city centre is only 35 minutes via rapid train. And when it comes to accommodation in the nation's most walkable city, the prices and selections are unbeatable. Add the powder snow ski or hot spring baths right in the airport, or the brand-new unique venue - Sapporo Racecourse, with its splendid downtown view and space for up to 300 people, and Sapporo will never disappoint you.

Now with the 2016 FIS Snowboard World Cup, 2017 Asian Winter Games and 2019 Japan Rugby World Cup secured, stay tuned for more medals to be won at the Top of Japan!

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