



**MyNext 2016**  
27 October, 2016

Conference Management Track

# Engaging Delegates

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**gisgroup** every moment inspires



**what is the mission of your association?**

what do you expect meetings to help?

**what's your most exciting learning experience?**

**try to remember one takeaway message**  
from any presentation/speech

# Meetovation | in Demark

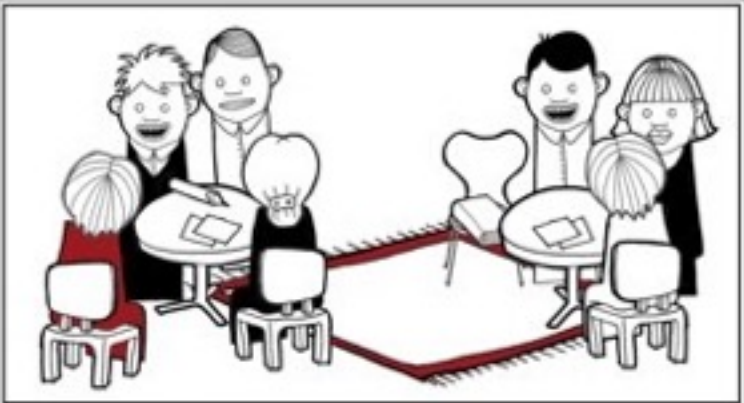
Local inspiration



Responsible thinking



Active involvement



Creative setup



Return on investment for meeting



# **three pillars | meeting design**

- 1. learning from interaction**
- 2. doing business by technology**
- 3. networking with fun**

**learning from interaction**

neuroscientists say

- 1 reduce break-out sessions**  
exciting format
- 2 reduce number of panelists**  
a good moderator would help
- 3 add games and assignments**  
like what I am doing
- 4 add bite-sized learning**  
one can chew little at a time
- 5 stage setting and seating**  
create special effects



**exploring business**  
with technology

# 1. go online

## event management and APPs

## **2. data collection**

ask the right and smart question

# 3. real-time communication

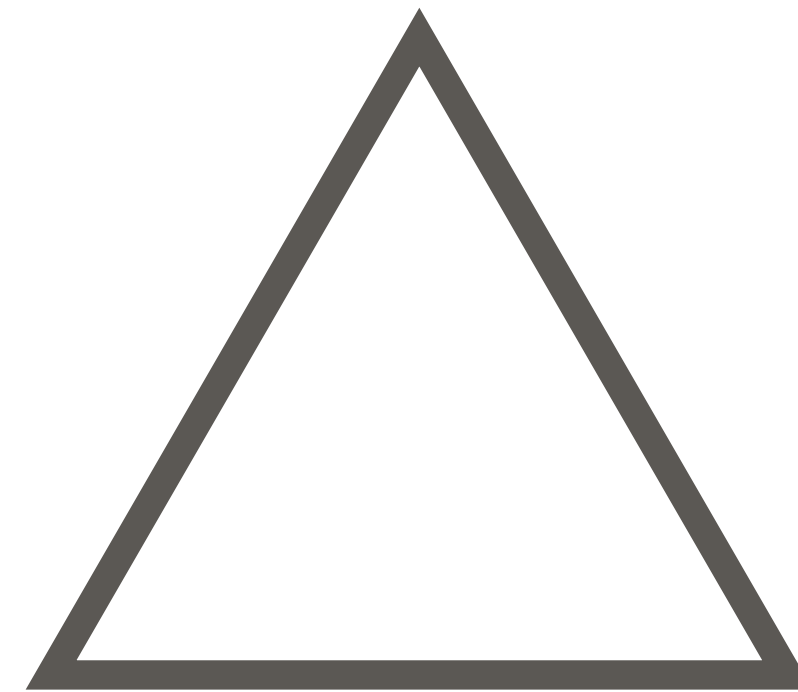
## multi-directional interaction

**tomorrow's meetings**

[Facebook launches VR technology](#)

**networking**  
with fun

food & beverages



socializing

fun time

**add more fun**

creative venues, themes, games

**case study: ICCA Congress**  
delegate engagement throughout







“ICCA Congress is **not** one congress for 1,000 delegates, but 1,000 congresses for 1,000 delegates.”

Martin Sirk  
CEO, ICCA

**pre-event engagement**  
manage your expectation

# alerts and reminders

**SEE WHO'S  
COMING** 

[Can you afford not to be at the ICCA Congress in Kuching, Malaysia?](#)

If you want a full-on and promising member-supplier business exposure that lasts, **13-16 November** are your essential dates this year. Get to know international meetings industry experts, network, exchange valuable businesses, and bring home the bacon! For these and more, all you have to do is [register and fly to Kuching!](#)

on-site | programme design



# General Assembly

2014 ICCA Congress

Antalya, Turkey

EXIT

EXIT



**Morning Wake-Up Call**

2014 ICCA Congress

Antalya, Turkey



## Morning Wake-Up Call

2014 ICCA Congress  
Antalya, Turkey

Felix Finkbeiner (16 yrs)

Founder  
Plant-For-The-Planet



**Best Marketing Award Final**

2014 ICCA Congress

Antalya, Turkey





**Out-of-the-Box Session**

2014 ICCA Congress

Antalya, Turkey



Panel Discussion  
2014 ICCA Congress  
Antalya, Turkey



**Workshop**

2014 ICCA Congress  
Antalya, Turkey



## Round-table Discussion

2014 ICCA Congress  
Antalya, Turkey



## Creative Experience

2015 ICCA Congress  
Buenos Aires, Argentina

on-site | **meeting APP**



**Get your ICCA Congress 2014 Event App**

**1. CONNECT** Wi-Fi: **Konnect@ICCA**

**2. INSTALL** Install your SpotMe Event App directly from the App Store or Google play, or via the link: [install.spotme.com/icca](http://install.spotme.com/icca)

**3. ACTIVATE** Request your activation code at the SpotMe desk. Or enter the email address you used for registration in the app's activation screen to receive your code directly.

Powered by **SPOTME**

ICCA









iPhone Vodafone TR 2:39 PM  
Scan  
Scan each other's QR code to  
exchange cards.

on-site | **social events**



**CAT Night**

2014 ICCA Congress  
Antalya, Turkey



CAT Night

2014 ICCA Congress  
Antalya, Turkey



**CAT Night**

2014 ICCA Congress  
Antalya, Turkey



**CAT Night**

2014 ICCA Congress  
Antalya, Turkey



**CAT Night**

2015 ICCA Congress  
Buenos Aires, Argentina





CAT Night

2015 ICCA Congress  
Buenos Aires, Argentina



Turkish Night

2014 ICCA Congress  
Antalya, Turkey



**Turkish Night**

2014 ICCA Congress

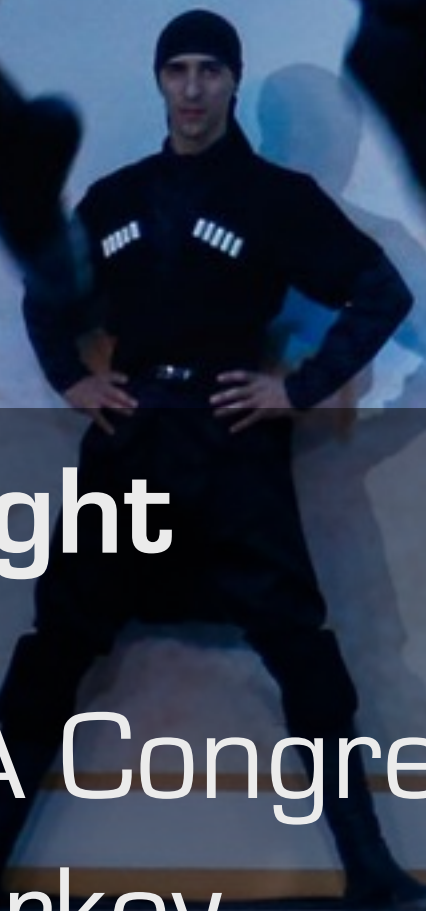
Antalya, Turkey

53<sup>rd</sup> ICCA Congr

Antalya, Turkey

1-5 November 2014

ANTALYA, TURKEY  
2014



Turkish Night

2014 ICCA Congress  
Antalya, Turkey



**Tango Night**

2015 ICCA Congress  
Buenos Aires, Argentina

on-site | **social media**

54th ICCA Congress  
1-4 November 2015



ICCAWorld

#ICCAWorld







**post-event engagement**  
continue the legacy

# memory package and survey

Thank you for your participation at the 54th ICCA Congress, Buenos Aires 2015

會議業務/2020 ICCA x



**Margaret Lu Kwai Ting** <Margaret.L@iccaworld.org>

2015/11/17 ☆



寄給我 ▾

Dear ICCA colleagues,

## **Thank you for your participation at the 54<sup>th</sup> ICCA Congress, Buenos Aires 2015!**

Two weeks ago we gathered in Buenos Aires for what was an exceptional ICCA Congress. We will look back on four days of instructive and stimulating sessions covering all the many facets of the meetings environment, learned about the latest trends and innovations from our industry partners, and networked with our colleagues from all over the world. Some of you have participated in the Business Exchange (BE) and we are sure that you have gathered some valuable leads. Finally, we can say, YES, we all have made it through the long-haul flights to South America (some of us have even endured a 26-hour flight); but it was certainly worth it!

On behalf of ICCA, we would like to thank you for your valuable participation at the 54th ICCA Congress, Buenos Aires where the association came in full force at this annual gathering. By now you should have received an email from SpotMe team containing post-event information about your briefcase: exchanged Business Cards, saved sessions and personal notes. In addition, the Congress materials are available to download via the links below:

- [Congress PPT](#) (Please note that the ICCAWorld's SlideShare will continuously be updated with session presentations, as and when the presenters give their permission for posting. Please stay tuned for further updates.)
- [Photos](#)
- Asia Pacific Chapter Meeting: [Presentation by ICCA AP Chapter EXCO](#) & [Prof. Uriel Cukierman](#)

If there are any suggestions you would like to contribute - questions, requests or ideas concerning Congress 2016 (ie. speaker proposal, educational content, etc.), please do not hesitate to share with us by as we integrate to the best of our ability every idea and suggestion sent to us. We would also like to encourage all of you to keep the communication open with those you have met at the Congress, be it networking, mentoring or business purpose, to build camaraderie with each other.



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