

# The Business Value of Meetings

## The Evolution of Meetings and Events



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information contextualizer

Barcelona  
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## The World Changes



300 years ago



60 years ago



400 years ago



70 years ago



10 years ago

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## Cyber Attack



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## Is the Meeting Industry in:

- A state of decline?
- Going through change?
- Will continue to expand?

## Trend Analysers

- Constants
- Cyclical
- Novelties

### Paperless Desks



- 300 Million Metric Tons are produced and consumed each year
- Directly Employs 260,000 people
- Indirectly employs 1.8 million people
- Made up of around 800 companies and 1,200 pulp and paper mills
- Consumption increased by 2.6% per annum in Europe in the last 15 years



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How many books are being published every year worldwide?

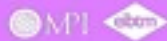
- A. 469,000
- B. 694,000
- C. 946,000



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How many books are being published every year worldwide?

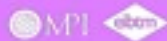
946,000



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Meetings & Events

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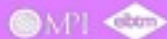
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Britain:  
Industry worth almost  
10% of the economy

Canada:

MPI Members:

- Plan meetings and conferences on 3 continents
- 23% of MPI members working in organizations with meeting budgets of \$2.5 million or more
- Buying power of US\$16.9 Billion annual spend



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# Meetings & Events



80AD



1960s



130,000BC

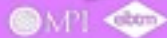


1400



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## What does this require of you?

- Confidence to approach things differently
- Think Alliances
- Your Brand is your perceived value
- Take Calculated Risks but attend to the detail
- Work with the Best



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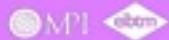
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365,912 Drill Bits sold last year



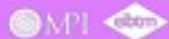
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Value Impact  
**What are you known  
for now?**



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Impact



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# Impact

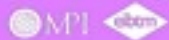
What is the **80%** Impact ?

What is the **20%** Impact ?



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Define the Value  
Understand the Impact  
Manage the Relationship



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Perceptions



Beliefs & Values



Behaviors



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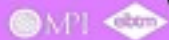
## Customer Perceptions

- Brand and value
- Industry sector
- Leadership
- Customers



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Define the Value  
Understand the Impact  
Manage the Perceptions



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Thank You

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