

# GainingInsights into

### Community Wide Support

### Introduction

The biggest setback for any destination to create a sustainable business events industry is the lack of community wide support. Without it CVBs and their respective destinations will constant battle for the necessary resources to sustain its competitiveness. Of course the necessary infrastructure is a critical success factor too but appropriate infrastructure development itself i also reliant on the will and commitment of the public and private sector communities.

International meeting planners, especially those planning large city wide events, judge destinations on the extent of community wide support and coordination to host their event successfully. The greater the awareness these communities have of the benefits and value of business events the greater the interest is to support the industry.

## Community Wide Support

Community wide support suggests that there is a need for more than just the support of the business events industry. It relates to all levels of government, the academic community, local business leaders and the general public that vote for the politicians.

support a bureau must:

Government

To secure long-term government

- Align with government strategies
- Demonstrate relevance of business events
- Identify legacy impacts

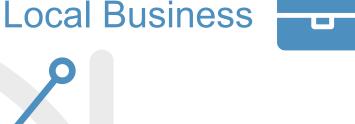


Securing business events industr

support can be achieved through:

- Generating business opportunities
- Close collaboration and consultation





destination needs a

convention and visitors

promotion of its city/regior

effectiveness is dependent

on the level of the public

and private sector support

strong and effective

as a business events

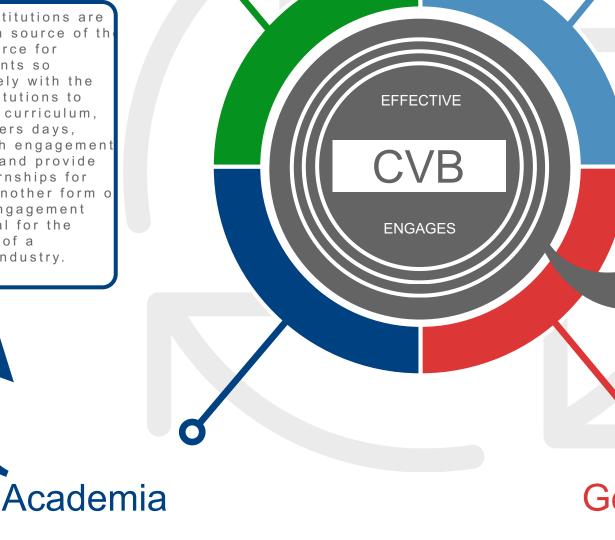
destination. The CVBs

bureau to lead the

development and

and commitment.

Academic institutions are also the main source of th future workforce for business events so working closely with the relevant institutions to help develop curriculum, conduct careers days, develop youth engagement programmes and provide industry internships for students is another form o community engagement that is critical for the development of a sustainable industry.



**General Public** 



benefit of business events then thei local hosts of international meetings. votes may not sway in favour of the CVBs must: industry. Influence by: Volunteer programmes • Have understanding of their goals

- Determine legacy impact to achieve goals
- Support association development programmes

Important stakeholder as potential

- Public forums

If the general public cannot see the

- CSR programmes

### **Best Practices**



#### partner of the alliance is part of it's aim in advancing the

BestCities Global Alliance

Legacy commitments by all 12

international meeting industry.



All of government approach towards the attraction of strategically important events.

Water Week

Singapore International

They has successfully started to cluster related public and private events together to focus on key economic growth sectors. www.siww.com.sg



Use of CSR programmes as an effective way of generating a community benefit and awareness of business events.

Sarawak Convention Bureau

Cape Town Convention Bureau



Bureau AIDS 2014 Conference in

Melbourne

Convention

Melbourne where the Melbourne Declaration and the AIDS 2014 Legacy Statement signified the commitment by Australia's health ministers to eliminate new HIV infections by 2020.



attention to becoming a hub for the ASEAN Economic Community opening up broader

Thailand Convention & Exhibition Bureau

trade and market opportunities for business and events.

#### Securing strong community wide support is a critical success factor for a sustainable business events industry. Fortunately more public and private sector stakeholders are starting to recognise the real value of this industry and its contribution to economic growth and diversity.

Conclusion

About the Author



#### experience in the industry. He has consulted in Australia, Japan, Macao, Malaysia, Serbia and South Africa. Mike was the lead consultant for establishment and capability strengthening for the Malaysia Convention an Exhibition Bureau. He has also been the Lead Consultant for proposed nev convention facilities in 3 Australian cities.

Mike Williams

Senior Partner

GaingingEdge

Mike served as General Manager Sales for the Melbourne Convention & Visitors Bureau. He als worked in senior marketing roles with Tourism Australia helping establish their presence in the Asia market and overseeing travel trade development in the United Kingdom and Ireland. He was also instrumental in the development of the AIME tradeshow and the world's first BestCities Global Alliance. Mike is also a past National President of Meetings and Events of Australia and was ranked as one of the most influential people in the Australian business events industry by

Mike is a destination and convention bureau specialist with 30 years'

**Email Mike** Meet the GainingEdge team

GainingEdge is organising GainingLeads and GainingEdge Knowledge Exchange at IMEX 2017.

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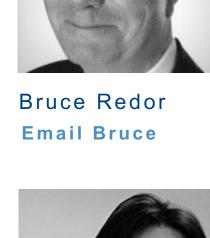
Frankfurt Germany

We look forward to catching up with friends and colleagues in Frankfurt, see you there!

IMEX











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