

# GainingInsights into Community Wide Support

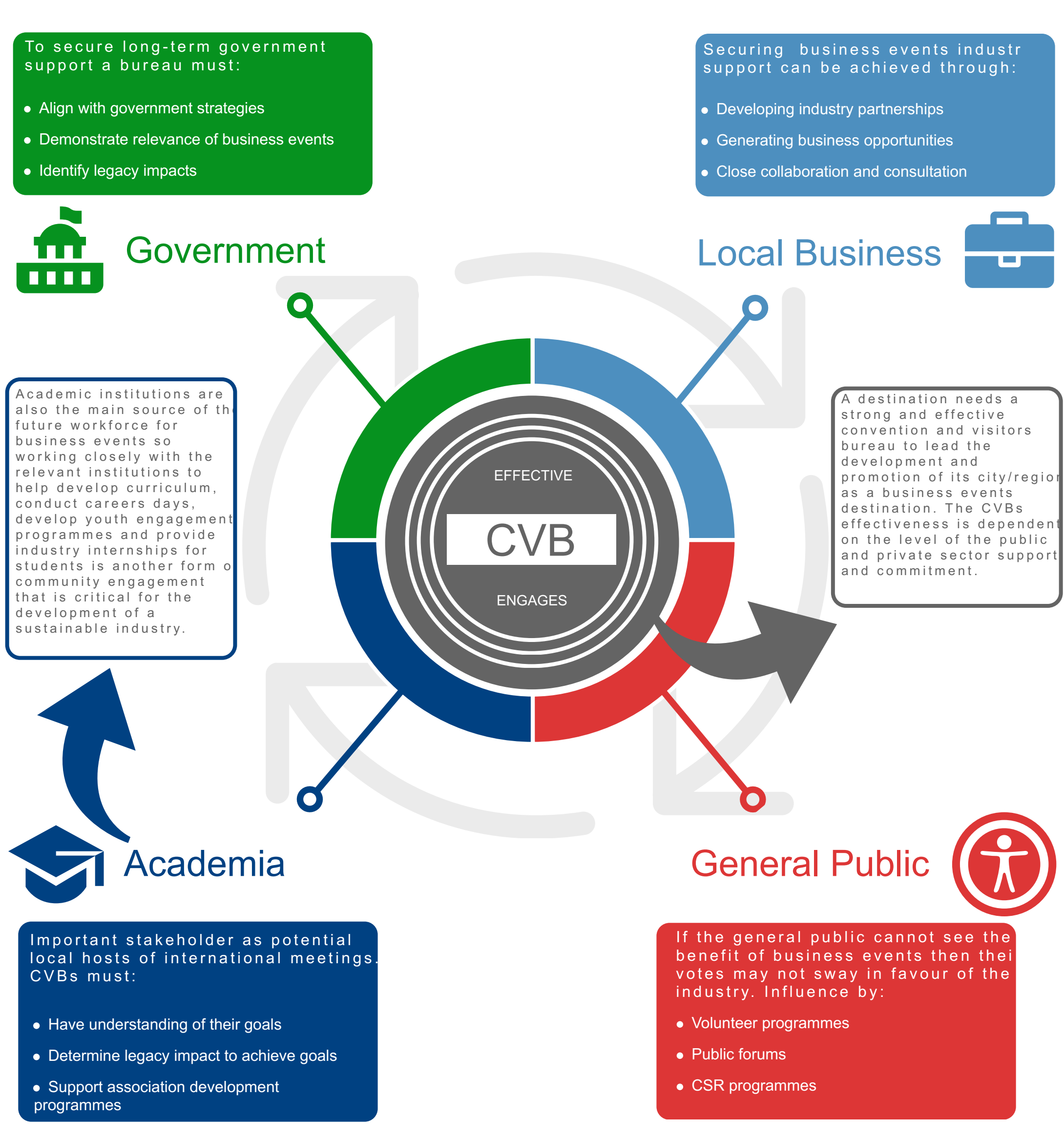
## Introduction

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 constantly 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 is 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.



## Best Practices

**BestCities Global Alliance**  
Legacy commitments by all 12 partner of the alliance is part of it's aim in advancing the international meeting industry.

**Singapore International Water Week**  
All of government approach towards the attraction of strategically important events. They has successfully started to cluster related public and private events together to focus on key economic growth sectors.  
[www.siww.com.sg](http://www.siww.com.sg)

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

**Melbourne Convention Bureau**  
AIDS 2014 Conference in 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.

**Cape Town Convention Bureau**

**Thailand Convention & Exhibition Bureau**  
Thailand is focusing its attention to becoming a hub for the ASEAN Economic Community opening up broader trade and market opportunities for business and events.

## Conclusion

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.

## About the Author



**Mike Williams**  
Senior Partner  
GainingEdge

Mike is a destination and convention bureau specialist with 30 years' experience in the industry. He has consulted in Japan, Australia, Macao, Malaysia, Serbia and South Africa. Mike was the lead consultant for establishment and capability strengthening for the Malaysia Convention and Exhibition Bureau. He has also been the Lead Consultant for proposed new exhibition facilities in 3 Australian cities.

Mike served as General Manager Sales for the Melbourne Convention & Visitors Bureau. He also 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 mice.net.

[Email Mike](#)

## Meet the GainingEdge team

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

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



**IMEX**  
Frankfurt Germany



**Gary Grimmer**  
[Email Gary](#)



**Paul Vallee**  
[Email Paul](#)



**Bruce Redor**  
[Email Bruce](#)



**Jane Vong Holmes**  
[Email Jane](#)



**Jane Cunningham**  
[Email Jane](#)



**Milos Milovanovic**  
[Email Milos](#)

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