

CONFERENCES
IN FLANDERS



Flanders
State of the Art

EVENT
FLANDERS



Flanders
State of the Art

TOERISMEVLAANDEREN | Meet in Flanders Academy

The impact of events

December 2, 2022

by Geneviève Leclerc, CEO

MEET
4 IMPACT



Who we are

#MEET4IMPACT, a non-profit organization registered in Canada but working globally, is a collaborative project that has been designed with the vision of transforming the business events industry by generating a movement to create positive societal impact with its actors and their events.



#MEET4IMPACT trains professionals and supports organizations in defining, managing, measuring and communicating the societal impacts of their activities and events.



Our clients



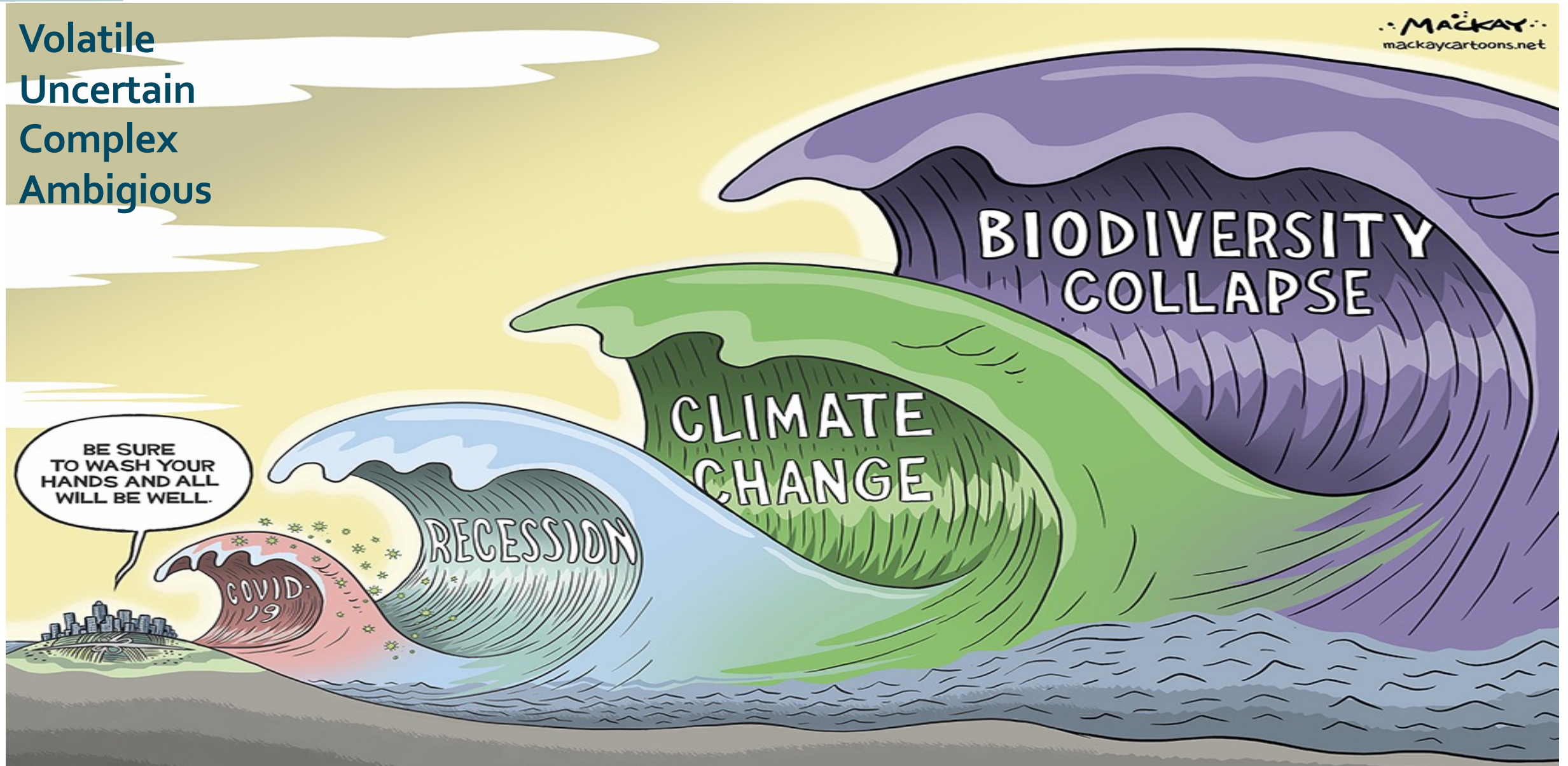
A New Normal



Living in a VUCA World



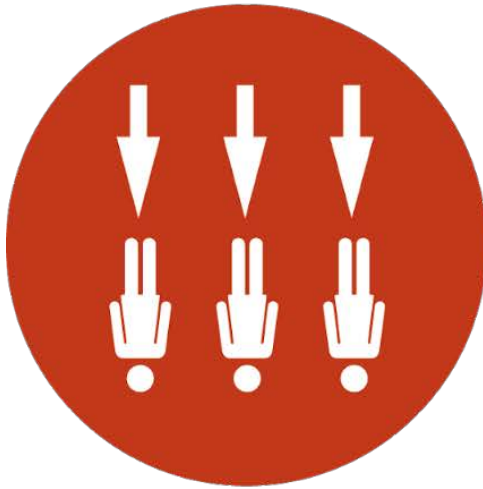
Volatile
Uncertain
Complex
Ambiguous



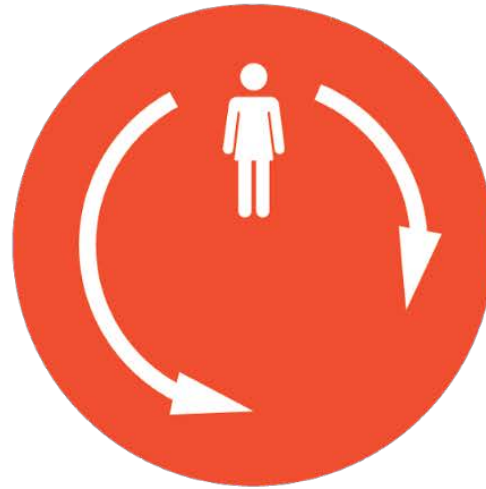
Evolution of management approaches



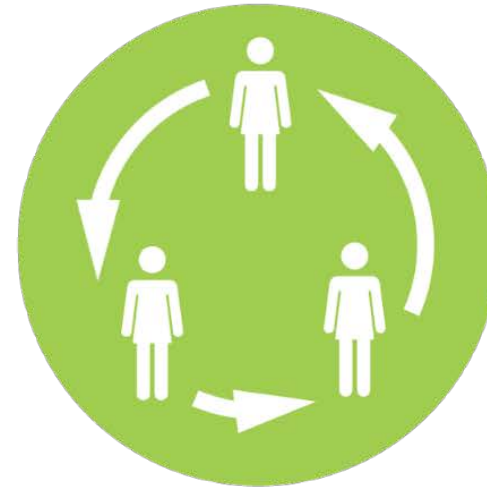
Exploit



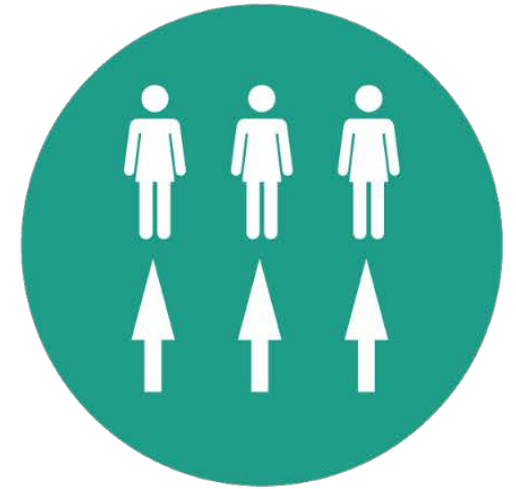
Deplete



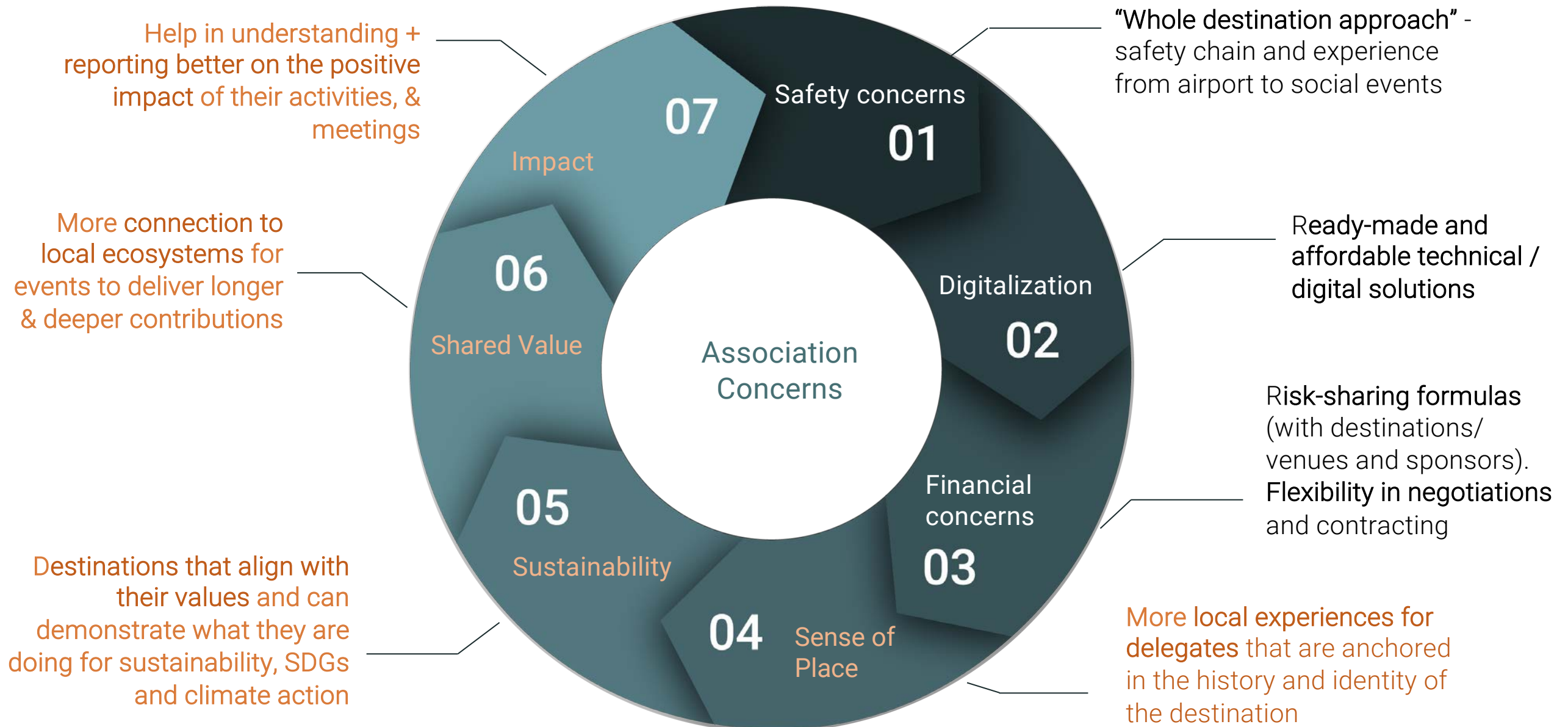
Sustain



Regenerate



Our event clients have new expectations



A NEW LONG-TERM VISION

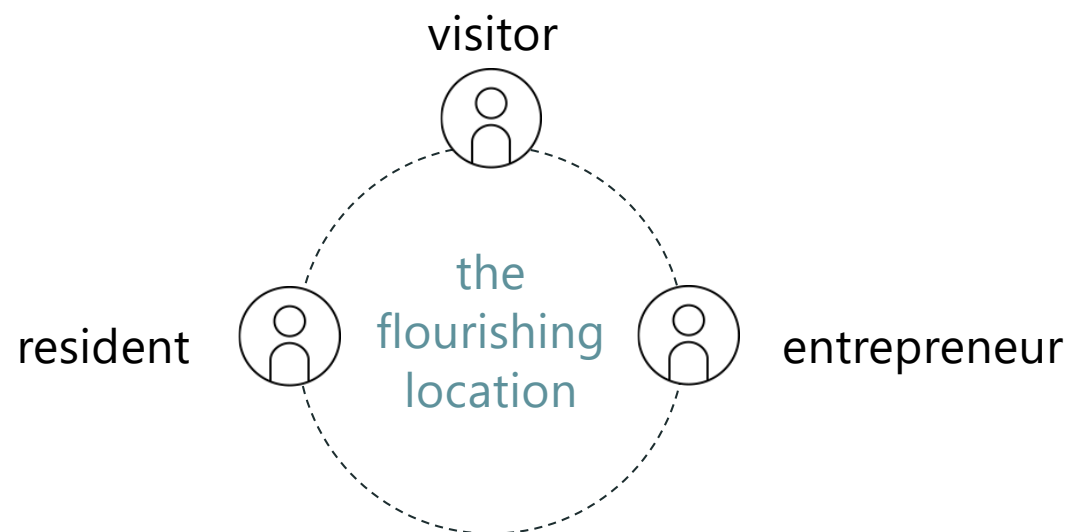
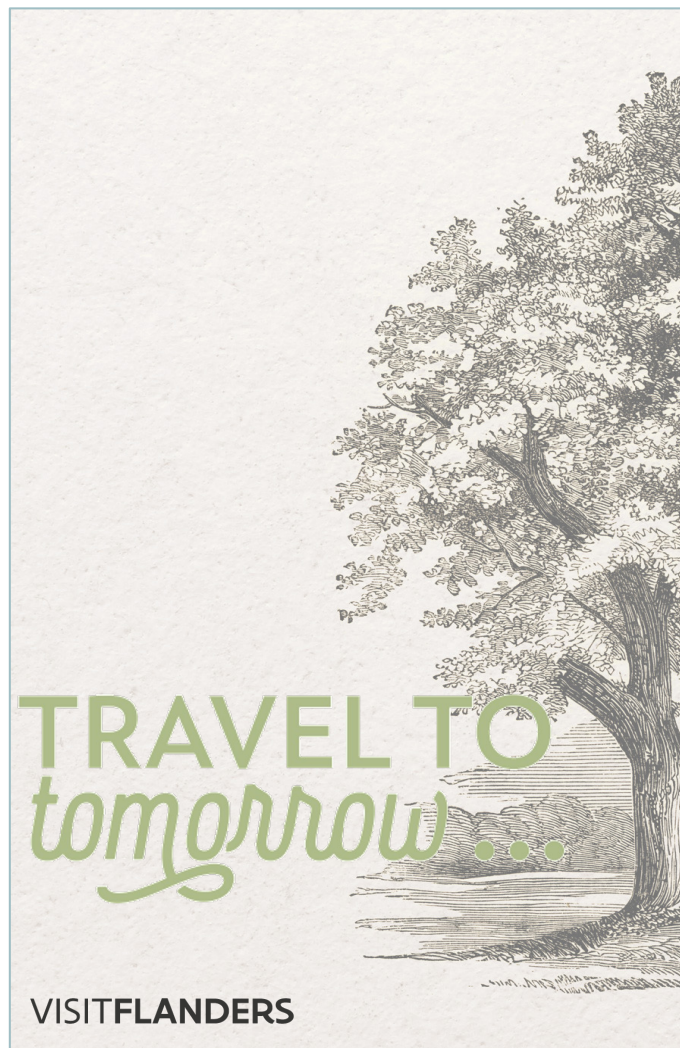


Implement **optimal collaboration models** between venues, bureaus, suppliers, clients/organisers & community in order to **leverage business events** being hosted in a city so that they:

- support actively the social and economic development policies and vision of the city
- contribute to the expertise and the growth strategies of its clusters/key economic sectors
- generate a maximum of **POSITIVE IMPACT** for the city's various ecosystems and community



What this means for Flanders



Want to strengthen the **role of tourism as a positive force**, ensuring Flanders can flourish as an innovative, inspiring and qualitative travel destination, for the benefit of the place, its inhabitants, entrepreneurs and visitors.

Want to strengthen the **positive power of conferences**, so that Flanders can flourish as an innovative, inspiring and qualitative destination for the benefit of its residents, entrepreneurs and visitors.

Introducing
impact





*WHAT DO WE
MEAN BY
IMPACT?*





The sum of changes (or effects) generated by an organisation through its actions on the community or ecosystem, which take into account the needs of stakeholders and the system targeted.



The **impact** achieved by an organization

SOCIAL IMPACTS



- ❖ Reflect a **positive outcome** on a societal problem or condition
- ❖ Produce a **new social asset** or generate a new common knowledge in a variety of domains
- ❖ Respond to an **existing need or gap** in knowledge or solutions
- ❖ Delivered to society by businesses or organizations through **conscious and deliberate** efforts



The value of meetings?



By DEFAULT



The value of meetings?



By **DEFAULT**

or

by **DESIGN?**



Sustainability – our existing paradigm



"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Brundtland Report, 1987

environmentalillnessnetwork.tumblr.com

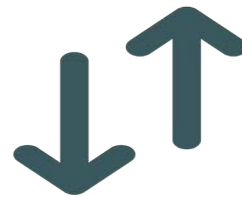


= Managing risks

Sustainability → IMPACT



Mitigate organization & meetings **footprint** – the negative effects of our activity on the Earth
ENVIRONMENTAL



Amplify & communicate its **handprint** – the positive impacts we help create through our actions
+ SOCIAL

Shift from 2017 - 2022



Outcomes of impact management

For destination partners

Gain a competitive edge in your field

Align with priorities for socio-economic development

Track the impact generated

Effectively communicate your results

Demonstrate meaningful value to society



Value creation

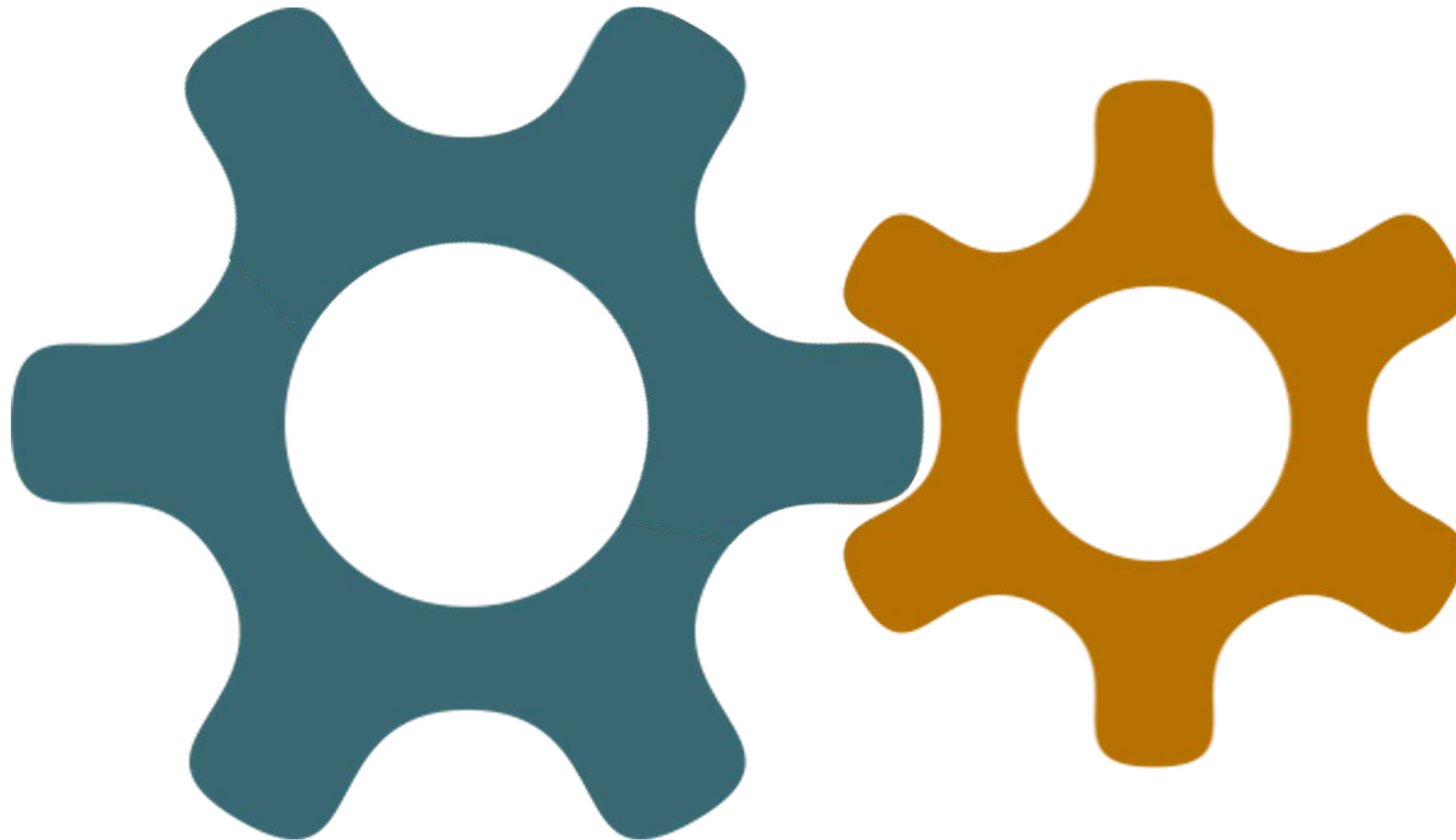


Business Objectives



- ✓ Performance
- ✓ Profitability
- ✓ Growth

-> Value creation for shareholders / members



Impact objectives



- ✓ Positive impact
- ✓ Driver of change

-> Value creation for the people/groups who are affected and benefit

LEGACY PLANNING





Legacy Planning



Developing strategies **that** allow Destination Marketing Organisations and their destination partners (MICE industry) to generate impacts for the community they serve.

Working with partners, event organizers and a wide ecosystem to implement, track and share **deliberate & meaningful legacies through LEGACY PROJECTS**



Requires a framework to support Convention Bureaus, partners and their clients through the process of planning and implementing legacy projects.

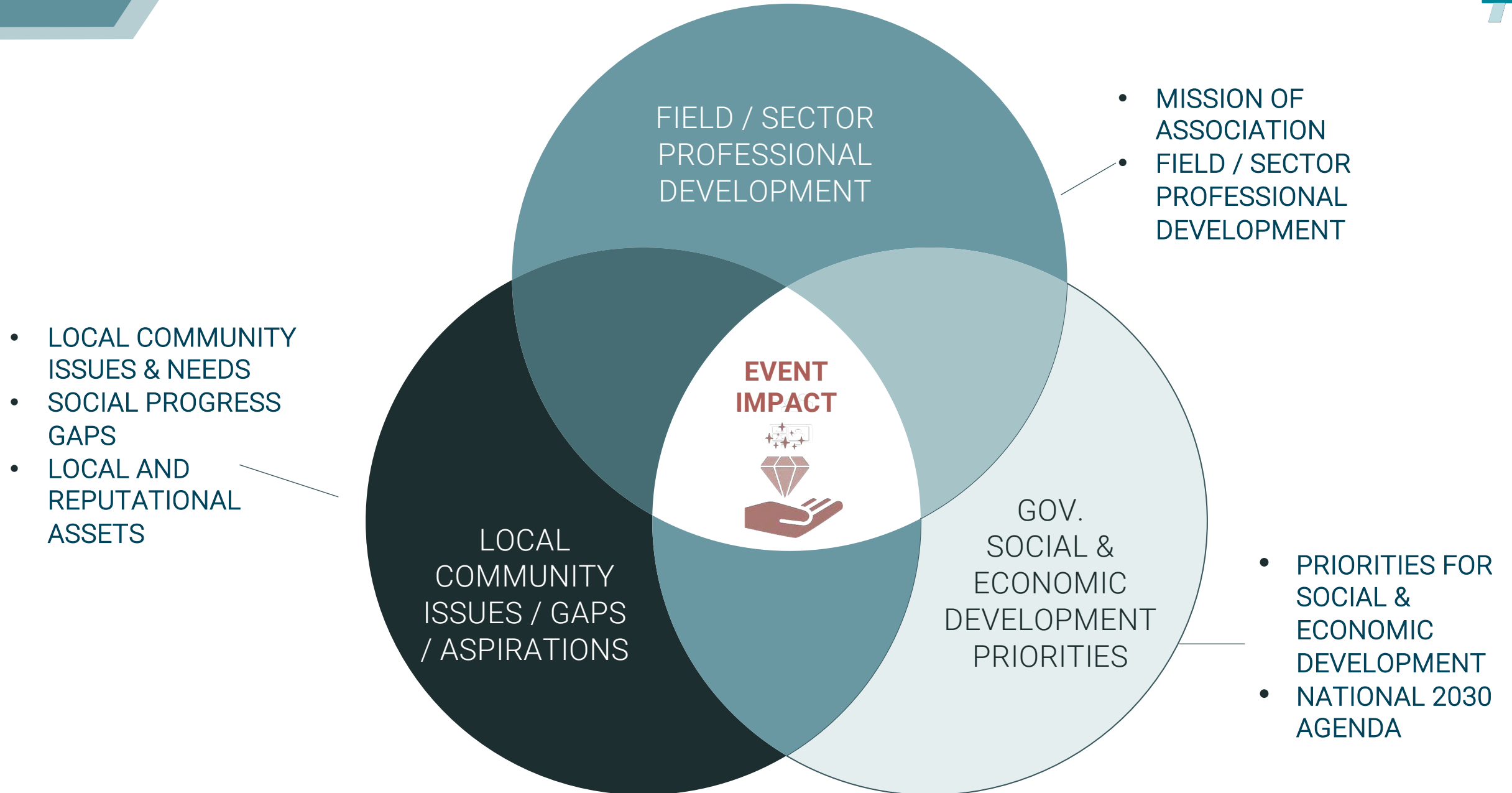




*WHO HAS BEEN
INVOLVED IN
LEGACY
PLANNING?*



Events as Strategic Drivers



OUTCOMES FROM EVENTS

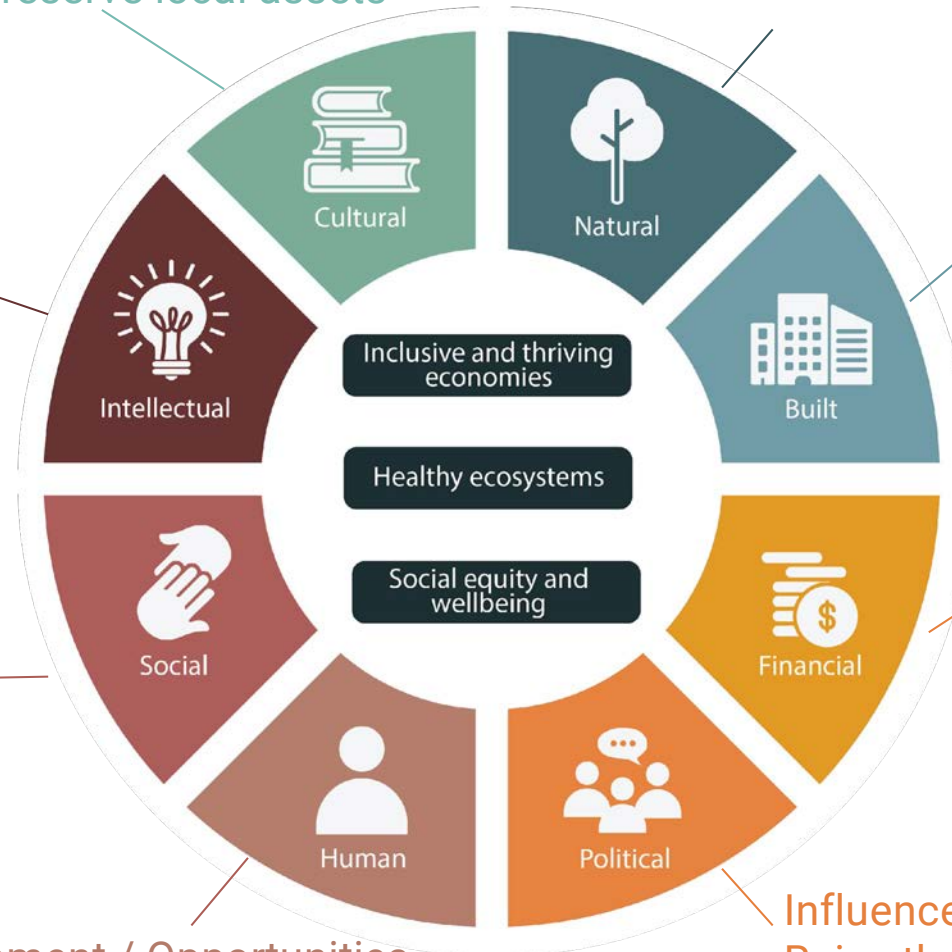


Reinforce values, & traditions
Showcase & preserve local assets

Environmental protection & restoration /
Protect biodiversity / Fight climate change

Promote innovation
Catalyse Knowledge
Entrepreneurship / R&D

Buildings & infrastructure
Manufacturing / Technology



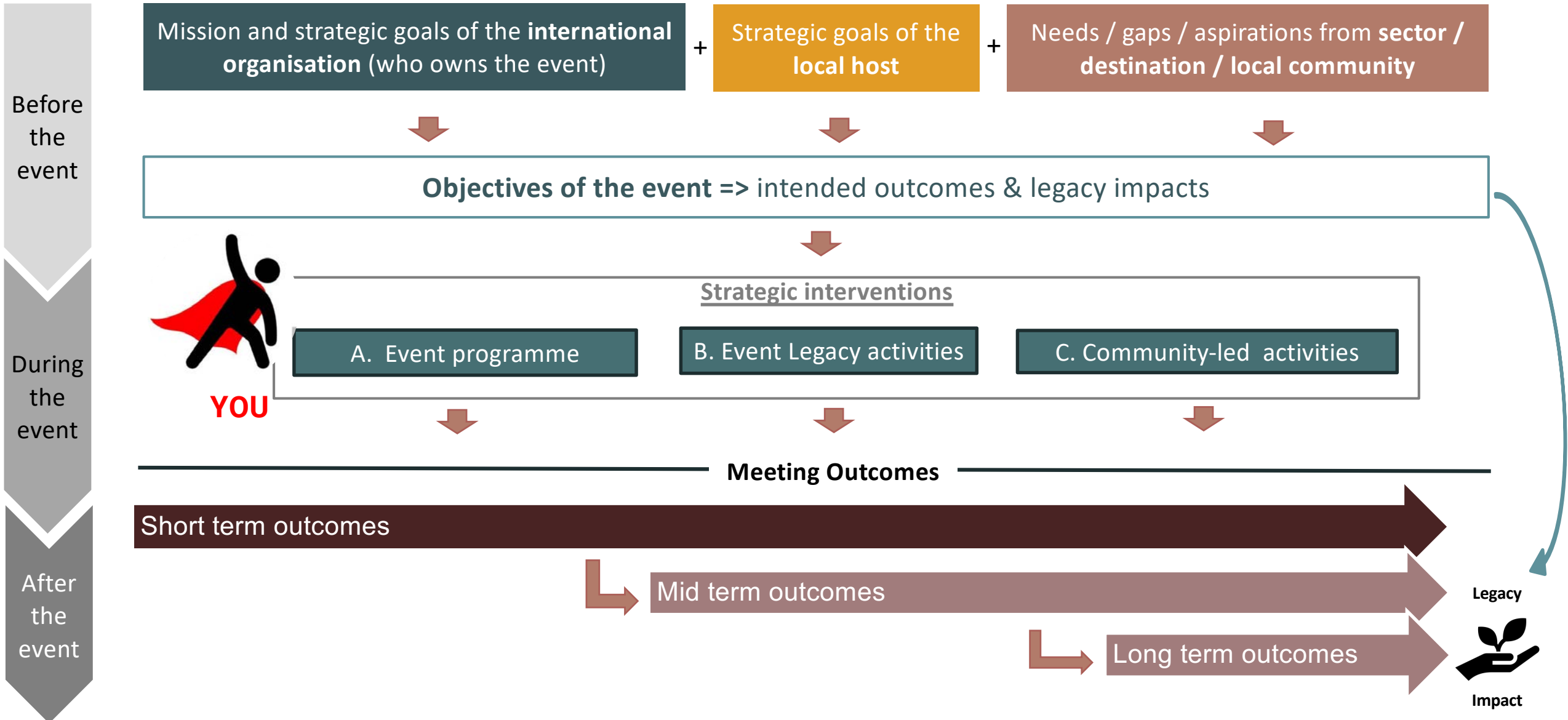
Attraction of investments / Trade
Fueling local economy

Influence decision-making and policy
Raise the voice and profile

Skills development / Opportunities
Good work conditions
Well-being & Health

Strong Networks & collaborations
Social inclusion
Sense of belonging – pride

HOW? Pathway to event impact



CASE STUDY
EASL



EASL Legacy Project at ILC 2022



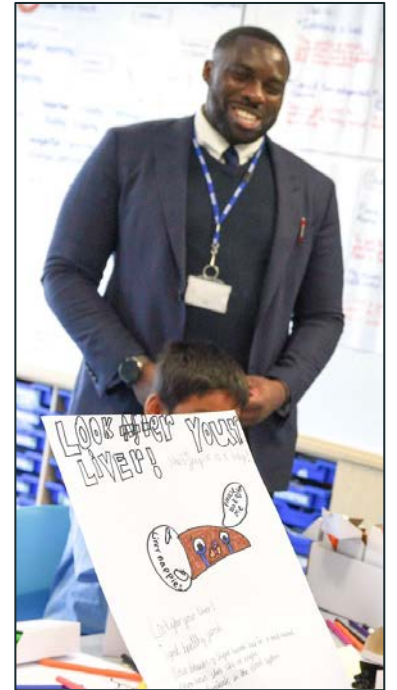
EASL - Testimonials

"I would tell my friends keep fit and healthy. I advise that when you're older, do not take drugs, drink alcohol, or anything with nicotine as a highly addictive substance can cause poor physical health"
- student

"I learned the importance of the liver and how it is the engine of the body"
- student



"The impact of press coverage can be seen on "the growth of confidence in the children, those that participated and the rest of the school. The school will also gain recognition through televised projects like these which will boost the image of both children and the school"
- teacher

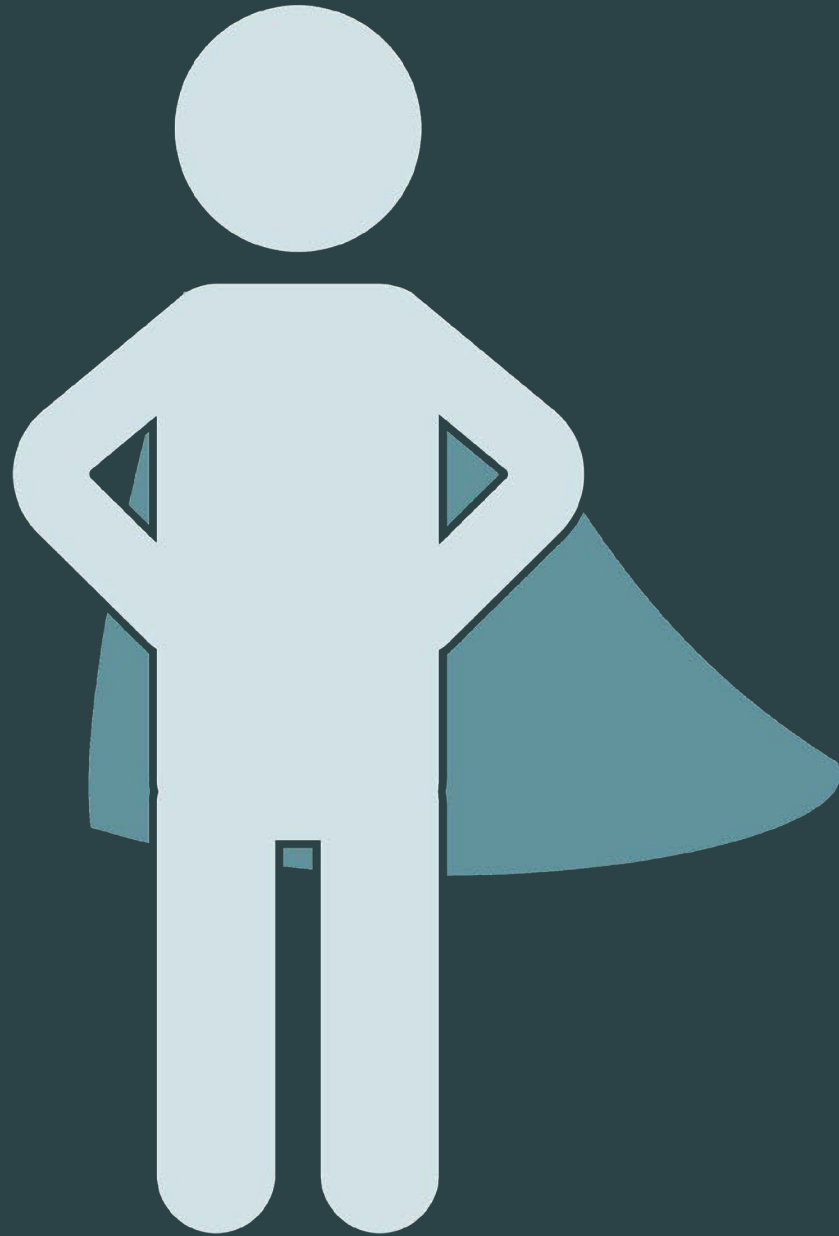


By being fully engaged partners in the EASL impact project, we managed to showcase the potential of community involvement. By inviting local school pupils to learn about liver health at the Congress and offering free liver health checks to ExCel staff, we made the London community a true part of the event and left an enduring and positive legacy

- ExCel London

What's your
superpower?





**YOUR ROLE -
CATALYZING IMPACT**

Principles of impact



How this affects you?



- Profound shift in how organisations think, what they do, how to invest resources
- Closer understanding of your role within the community => and community needs
- Identifying and activating your own assets – your SUPERPOWER
- Train your team, suppliers and partners
- Becoming part of this new ‘IMPACT ECOSYSTEM’ focused on SHARED VALUE (for the client, the MICE businesses, the participants and the community).

IMPACT ECOSYSTEM

Sustained stakeholder collaboration and engagement from varied sources



Supports goals for greater impact through their business activity and clients' events.

What are your assets?



01

Your Flourishing LOCATION / PLACE

02

Your products / services

03

Your team / skills & knowledge

04

Your destination partners

05

Your local community

**PURPOSEFULLY AND STRATEGICALLY
MANAGING these ASSETS and
RESOURCES**

🌸 for creating flourishing and resilient
places to visit, meet and live in.





*WHAT IS YOUR
ROLE IN
CREATING
IMPACT?*





Conclusion

What's in it for your organization?



Closer alignment with client's mission & goals

Develop closer collaboration with in-destination partners

Develop new & higher value commercial offers

Amplify how your economic activity creates value for community

Mobilise your teams and be a DRIVER OF POSITIVE CHANGE



SHIFT HAPPENS





**# MEET
4 IMPACT**

Thank you!

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