

IMEX Association Day

How to decide where to hold your international congresses

Session leaders:

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Session objectives

- Exchange info on your decision-making processes
- Discuss challenges/find solutions
- Explore concepts for more professional decision-making
- Identify useful resources and examples of good practice



Challenges

- History/culture/"how it's always been"
- Missing jigsaw pieces
- Lack of textbooks & neutral expert advisers
- Confusing treatment of different decision-making criteria

Are you 100% happy with your current decision-making processes and how you evaluate decision-making criteria?



The decision-making process

- The case for a standardised model
- Examples of challenges during key stages in the process:
 - Call for proposals/bid initiation
 - Site inspections
 - Shortlisting
 - Bid presentations
 - The actual decision



Who makes the decision; who influences?

- “The more people involved in the decision-making process, the less likely it is that the decision will be aligned with the strategic interests of the association”

True or false?



A framework for understanding decision-making criteria

- Logistical criteria
- Financial criteria
- Internal association objectives
- Political/emotional criteria

Each association will have a unique mix. Have you included all the important ones? Have you linked them to the most appropriate phase of decision-making? How do you weight them? Are you burdened with irrelevant or badly defined ones?



Models for working with suppliers

- PCO, DMC, “core PCO”
- Destination marketing organisation
- Venue
- ICCA



THANK YOU & ENJOY IMEX!!

