

- * *'new thinking is imperative to survival in difficult economic times to ensure value for attendees'*
- * *'the new generation of thinkers are the future'*
- * *'planning involves paying lots of attention to new trends and products'*
- * *'there is a need for creativity to generate productive meetings with more limited means'*
- * *'innovation is the only way forward to stay globally competitive.'*

pleasing new ideas

More specifically, respondents were asked next to identify the 'most pleasing' new ideas that they have introduced successfully to their meetings and incentive programmes in 2008. Replies included (verbatim comments):

- * *'new SME-focused initiatives within the exhibition industry'*
- * *'personalise delegates experience with flowers or city names on tables at functions rather than numbers'*
- ☐ *'implementing a 'green meetings' programme, including a well-received talk for delegates on '50 ways to think green', enabling us to negotiate savings with suppliers'*
- * *'a joint conference between two associations'*
- * *'software which assists with the logistical preparation of meetings by listing, for example, name badge, payment, registration, in A-Z format'*
- * *'an Excel-based budgeting tool'*
- * *'adding an 'out of office' dimension to business seminars'*
- * *'making a meeting about banking and finance interesting for delegates from a range of roles and backgrounds '*
- * *'an interactive web experience tool based on building actual conversations with prospects'*

'hot' destinations

Survey participants were asked to shortlist which they thought would be the 'hot' destinations for the future. In alphabetical order the most frequently named were as follows:

Europe (France, Italy, Spain); Eastern Europe (Croatia, Estonia, Romania, Russia); Far East (China; Macao, Singapore); India; Middle East (especially Dubai); South Africa; and the USA.

Finally, respondents were asked to select a destination that they admire most for its ability to make 'newness' a strong part of its MICE marketing appeal. In alphabetical order those named most frequently included:

Dubai – 'for its modernisation and culture'; **Italy** –'for the contemporary interpretation of the country's history and natural beauty through, for example, museums and vineyards'; **Slovenia** – 'because of its innovative marketing of MICE programmes based, for example, on gastronomy and wellness programmes'; **Thailand** – 'for its exciting MICE infrastructure, excellent service and traditional hospitality'; and **London** – 'always sounds trendy'.

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