



**EIAT Conference 2013  
12 October 2013**

**GCB German Convention Bureau e.V.  
Matthias Schultze  
Managing Director**



**Meetings and conventions 2030:  
A study of megatrends shaping  
our industry**



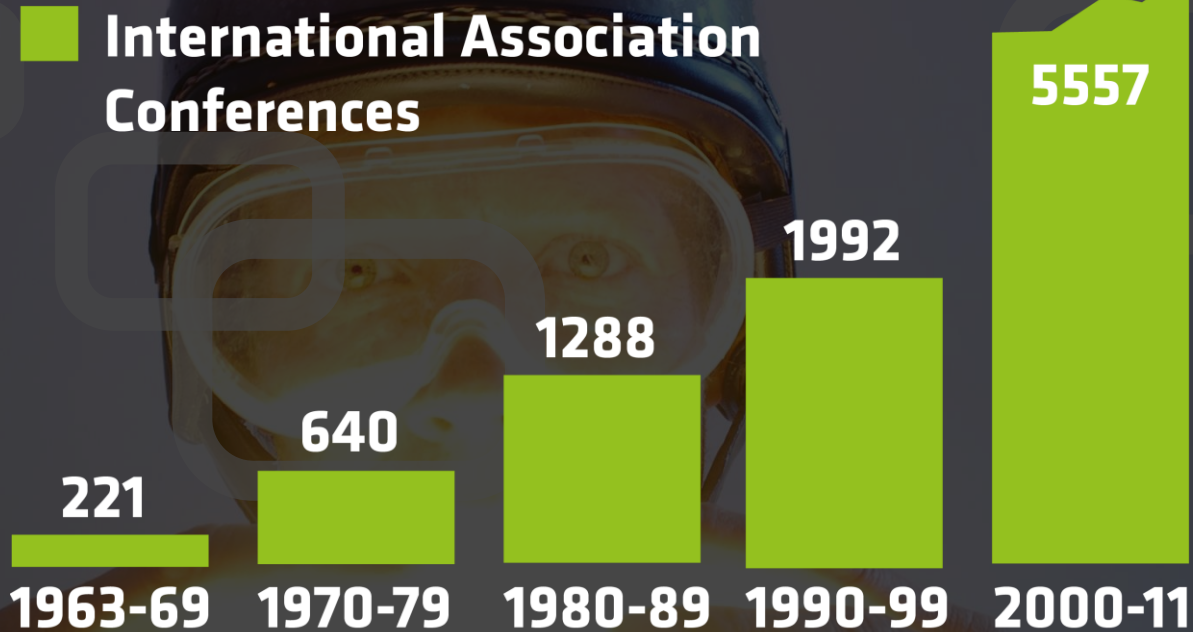
# The Market

## The Market

- |                    |                  |
|--------------------|------------------|
| 1. USA             | 1. Vienna        |
| 2. <b>Germany</b>  | 2. Paris         |
| 3. Spain           | 3. <b>Berlin</b> |
| 4. Great Britain   | 4. Madrid        |
| 5. France          | 5. Barcelona     |
| 6. Italy           | 6. London        |
| 7. Brazil          | 7. Singapore     |
| 8. Japan           | 8. Copenhagen    |
| 9. The Netherlands | 9. Istanbul      |
| 10. China          | 10. Amsterdam    |

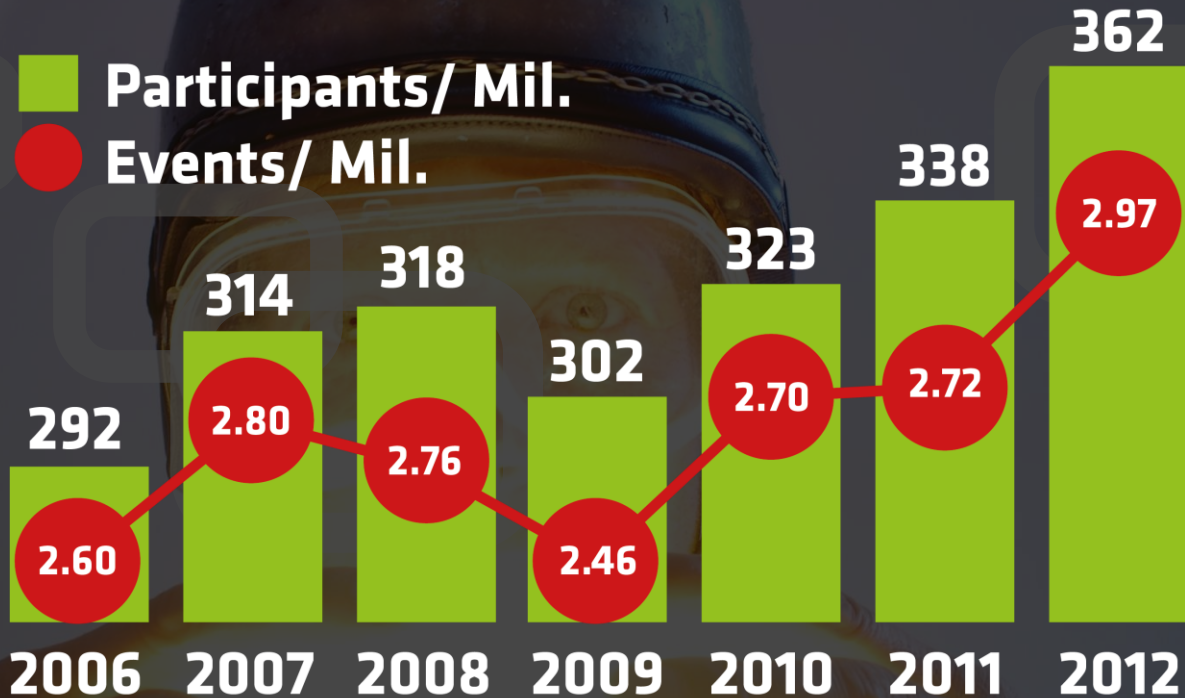
Basis: ICCA Statistics Report 2012, Country and city rankings

## The Market



Source: International Association Meetings Market, International Congress and Convention Association (ICCA)

# The Market



Source: Meeting & Event Barometer 2013 | © EITW commissioned by EVVC, GCB and GNTB

# The Market

**Infrastructure**


**Economic  
and Scientific  
Expertise**

**Value for  
Money**



**Future**





# Procedure and Methods



**Desktop  
Research**

**Interviews  
with  
Experts**

**Delphi  
Survey**

**Online  
Survey**

**Scenario  
Workshop**

A blurred background image of a diverse group of business professionals in a bright, white environment. Some individuals are holding documents or devices, suggesting a busy office or conference setting. The motion blur gives a sense of activity and movement.

# Online Survey Megatrends



Technology

42%



Globalisation

29%



Mobility

26%



Sustainability

21%



Demography

18%

very strongly strongly less strongly not at all don't know not specified

Source: Meetings and conventions 2030: A study of megatrends shaping our industry



Security

10%



Peak Everything

10%



Urbanisation

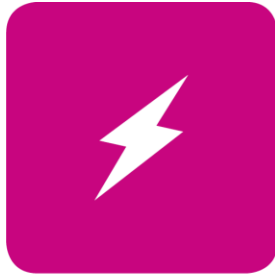
4%



Feminisation

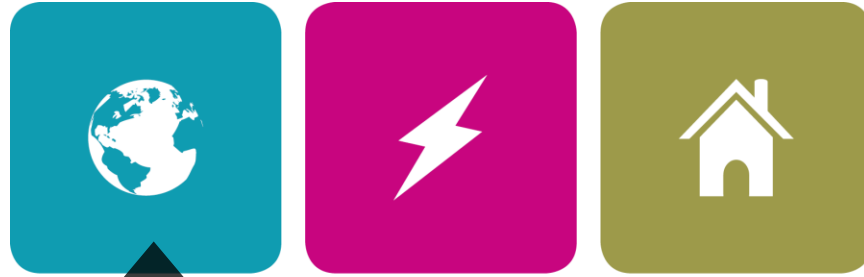
3%

very strongly strongly less strongly not at all don't know not specified



**MEGA  
TRENDS**





**Globalisation**  
TRENDS

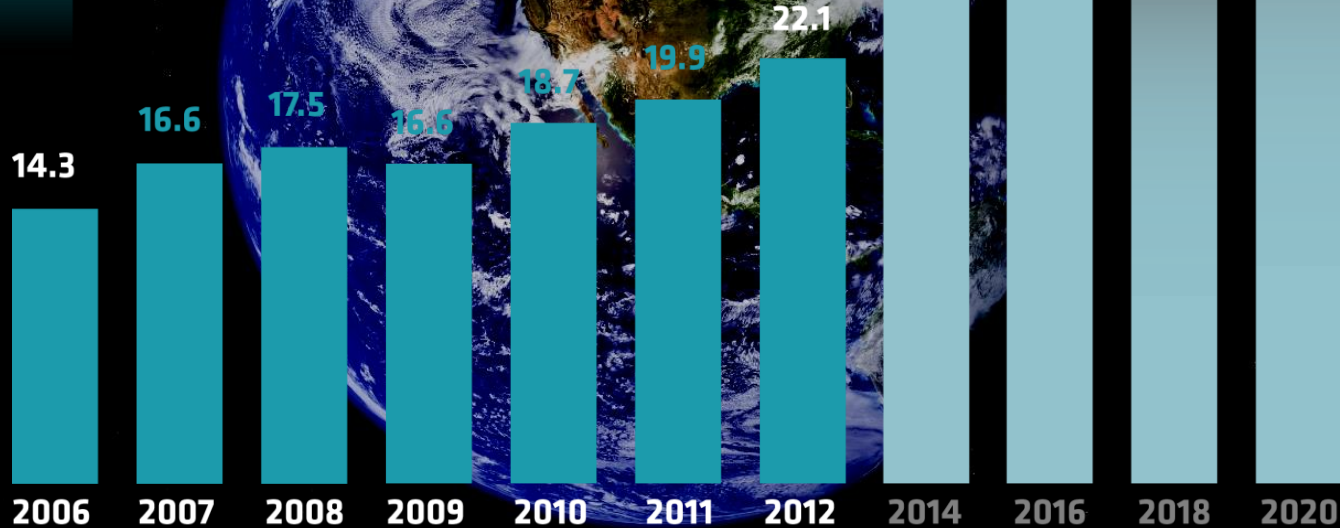




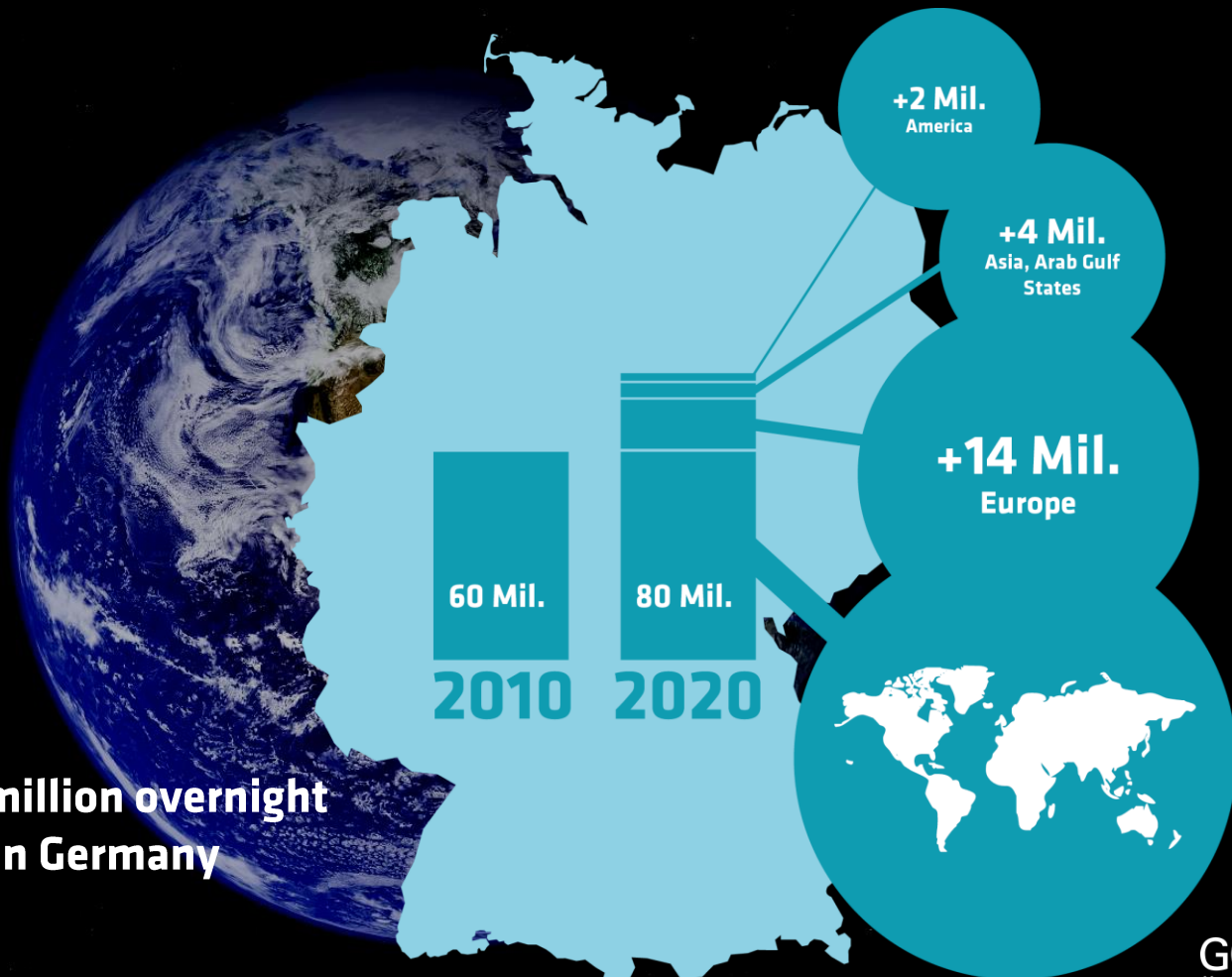




## Foreign Participants of Events in Germany (in millions)



Forecast based on the average yearly rate of change for 2006 – 2012, EITW2020



**2020: A total of 80 million overnight stays by foreigners in Germany**

Source: GNTB Prognose



# Challenges

**New Competition**

**New Target Groups**

**New Intercultural Requirements**



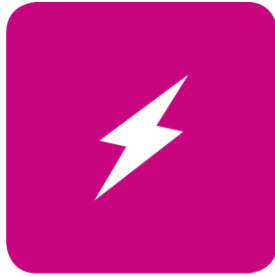
# Measures

**Intercultural Competence**

**Further Education**

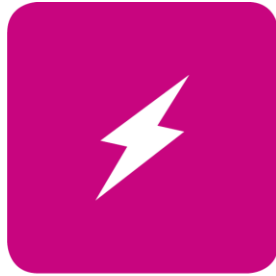
**Market Research**

**Strategic Alliances**

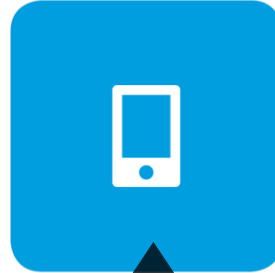


**MEGA  
TRENDS**





**MEGA  
TRENDS**







**3D**



**25%**



**high**



**38%**



**middle**



**12%**



**low**



**25%**



**don't know/  
not specified**

Source: Meetings and conventions 2030: A study of megatrends shaping our industry





**3D**

when?

**20,8%**  
by 2019

**20,8%**  
by 2030

**29,2%**  
by 2024

Source: Meetings and conventions 2030: A study of megatrends shaping our industry



50%

high



25%

middle



0%

low



25%

don't know/  
not specified

Source: Meetings and conventions 2030: A study of megatrends shaping our industry



when?

**12,5%**  
by 2014

**20,8%**  
by 2024

**29,2%**  
by 2019

**8,3%**  
by 2030

**4,2%**  
after 2030

Source: Meetings and conventions 2030: A study of megatrends shaping our industry



# Challenges

Virtualization

Ethics

Data Protection

New Skill Requirements



**Measures**

**Technology Scouting**

**Networking**

**New Building**

**Social Media & Live Communication**



# Summary

**High Tech vs. High Touch | Smartphone, Internet, Social Media | Internet of Things and Services, Virtualization | Information Security, Data Protection | Changed Value Added Structures, Decentralized Events | New Event Formats | Lifelong Learning | Multimodal Transport Concepts | Language, Intercultural Competence | Modernization – Demands on Buildings and Rooms | Age Management | CSR, Sustainability, Certifications**

A blurred background image of a business meeting with several people in professional attire. A large red rounded rectangle is overlaid in the center, containing the website URL in white text.

[www.gcb.de/future](http://www.gcb.de/future)

A blurred background image showing a group of business professionals in a meeting or convention. The people are dressed in business attire, and the scene is brightly lit, suggesting an indoor setting. The focus is on the central text overlay.

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