

Meeting Support Institute EXECUTIVE SUMMARY



(Based on a 30 page business plan)

www.meetingsupport.org

Definition:

“Meeting support is the combination of all creative, technical and technological tools and services that are used before, during or after a meeting with a positive impact on the educational, networking or motivational goals for any stakeholder in that meeting.”

Meeting support is the “other pillar” on which meetings are built. The more known pillar is hospitality: travel, destination, accommodation, catering, social activities, entertainment, etc.

Meeting support focuses on the meeting itself, the content and communication. Meeting support operates in the following 3 zones for meetings and conferences:

1. Terrains: Education, Networking, Motivation
2. Tools: Creative, Technical and Technological tools
3. Time: Before, During and After the conference

Some examples:

- a flash invitation is a creative tool (a short animation) using a technology tool (the internet) to educate (introduce conference content) & motivate (showing venue and destination) before the conference
- an opening show is a creative tool for motivation and education during the meeting
- a messaging system is a technological tool for networking during the meeting
- an online presentation archive is a technology tool for education after the meeting
- a concept for creating a project and task forces out of a meeting is a creative service for bottom up education and motivation.

MEETING SUPPORT INSTITUTE

The Meeting Support Institute shall be a global, not for profit institute, bringing together the suppliers: producers of tools and providers of services and the users: Meeting planners, venues ... By promoting the use of these tools and services it wants to increase learning, improve networking and deepen motivation in meetings and conferences, resulting in more ROI

The main stake holders are:

1. Key stake holders
 - a. producers of tools and services (Bosch, Brahler, LCI, Shockfish, ...)
 - b. intermediate users of tools and services (Producers, AV companies,...)
 - c. end users of these tools and services (meeting planners, venues, ...)
1. Supporting Stake holders
 - a. media (Magazines, web, Tradeshows, ...)
 - b. faculty (Speakers, consultants, writers, ...)
 - c. academic & governmental (Universities, Associations, ...)

By being (pro-)active in educating and connecting the key stakeholders, and by providing R&D, education and promotion around these tools and services, the Meeting Support Institute wants to develop the use of these tools and services from an underestimated and ignored position to a priority status.

ACTIVITIES

The actions will be a mix of annual conferences and training programs (Europe and US).

Presentations at conferences and other industry events.

Stands and group stands at major tradeshows

Publication of articles and books, Conducting research, Certification

Measurable Goal

The Meeting Support Institute aims for a highly recognised, respected and influential position. The goal is not to generate a profit, but to encourage positive change in the meetings industry.

We will measure our success by counting our activities, presentations, publications and members and finally also in the increase of spend in meeting support at meetings and the success of its members.

Goal for the industry

The Meeting Support Institute wants to help meeting planners to recognise the importance of Meeting Support tools and services in making their meetings valuable, and providing better education, more networking and higher motivation. All these result in a measurable increase in ROI. There is additional pressure from procurement looking to cut cost. By researching and demonstrating increasing ROI it may redirect some of those savings back into the meeting.

Goal for the producers of tools and services

Producers of these Meeting Support tools and providers of Meeting Support services will discover and recognise this market niche in which they already operate, and recognising it as Meeting Support. The institute will also promote their tools and services and will help them increase their business and also to develop better and cheaper tools for meetings. Strategic alliances may immerge.

Goal for the users

A move towards understanding and using meeting support will help meeting professionals in maintaining or improving their position in their respective companies, associations or institutes.

Leadership

1. The executives of this institute will be volunteers: leaders in their respective terrains from
 - a. geographically diverse (mainly European and US based)
 - b. all stakeholder groups (MS Tools, academic, associations, venues, ...)
 - c. diverse backgrounds (Planning, venues, marketing, sales, consulting, education, ...)

Finance

The main cost for the Meeting Support Institute is a staff member for organising and investigating. Also travel and accommodation is a significant cost and finally marketing and promotions.

The money to fund the Meeting Support Institute will come mainly through 2 sources

1. key sponsors
2. members (membership fees) from product members = suppliers

Key sponsors will invest for (co-) marketing / image reasons and also market intelligence.

Product members will contribute with their services to promote and improve their product.

User members to learn and improve their work.

Maarten Vanneste, CMM

maarten.vanneste@meetingsupport.org

Oude Vaartstraat 43 2300 Turnhout Belgium

tel. +32 1 444 88 33 fax. +32 1 442 06 61



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The complete 30 pages business plan can be requested from Maarten.vanneste@abbit.be