

Chapter 2

Meetings



Objectives

1. Explain the meaning of meetings.
2. Explain the purposes and categories of meetings.
3. Explain the overview of the meetings industry.
4. Explain the value chain of the meetings industry.
5. Explain the key stakeholders of the meetings industry.



ความหมายของการประชุม

Definition

- ❑ According to the *International Dictionary of Event Management* by Goldblatt & Nelson (2001), and accepted by the International Special Event Society (ISES), meetings are defined as:
 - ***An assembly of individuals gathered to discuss items of mutual interest or engage in professional development through learning activities.***
- ❑ A definition by the International Association of Congress Organizers (IAPCO):
 - ***A general term that indicating a coming together of a number of people in one place to confer or carry out a particular activity. Frequency can be on an ad hoc basis or according to a set pattern, as for instance annual general meetings, committee meetings...***
- ❑ However, the scope of this chapter will be limited to corporate meetings defined in the *International Encyclopedia of Hospitality Management* as,
 - ***... an officially sanctioned and required meeting for employees of a specific corporation. Corporate meetings are often held off site of the corporate location and required employees to travel to the meeting. Expenses associated with the meeting such as, transportation, meals, and hotel accommodations are paid for by the corporation...***
- ❑ Corporate meetings are the coming together of two or more individuals from the same organization but may come from different departments, branches or countries.

Purposes of Corporate Meetings

Objectives for corporate meetings

The objectives for corporate meetings may include the need to:

- ☐ Announce new initiatives
- ☐ Create discussion opportunities
- ☐ Build teams
- ☐ Share knowledge
- ☐ Increase efficiency



Corporate Meeting Categories (1/4)

Corporate Meetings Classified by Objectives

Seminar

- ❑ This format involves professional trainers, primarily lecturing about a topic intended for attendees to gain more knowledge and/or skills about the topic presented.

Workshop

- ❑ This format creates a learning-by-doing atmosphere through experiments, discussion and interaction among the attendees.

Brainstorming Meeting

- ❑ Conducted with employees within the same or cross-department, the goal is to find solutions for issues or to create new initiatives.

Panel Discussion

- ❑ This type of meeting includes professionals and experts who discuss particular topics in an exchange of ideas intended to open new perspectives related to topics selected. There is a moderator who performs the duty of coordinating, connecting and summarizing each speaker's discussion, and leading the questions and answers session.

Corporate Meeting Categories (2/4)

Corporate Meetings Classified by Geographic Region

International Corporate Meetings

- ❑ This type of meetings is usually organized by multinational companies with branches in different countries.

Regional Corporate Meetings

- ❑ This type of meeting is held by a multinational company with branches in a number of countries in the same region.

National Offshore Corporate Meetings

- ❑ Employees from one company held in a country outside where the company resides.

การประชุมองค์กรที่จัดขึ้นในประเทศ (Local Corporate Meetings)

- ❑ Closely related to a national offshore meeting, attendees are from the same company based in one country although it might be held in a different town, province or state than where the company is located, though in the same country.

Corporate Meeting Categories (3/4)

Corporate Meetings Classified by Agenda Type)

Executive/Management Meeting

- ❑ Attendees from a management team and usually refers to top executives. The purpose is usually to set company's overall strategies or direction.

Shareholders' Meeting

- ❑ Attendees for this type of meeting do not necessary have to be employees or members of the management team, they can be individuals that hold shares in the company.

New Product Introduction Meeting

- ❑ The main purpose is to announce a new product launch with attendees usually company employees, clients and the press.

Departmental Meeting

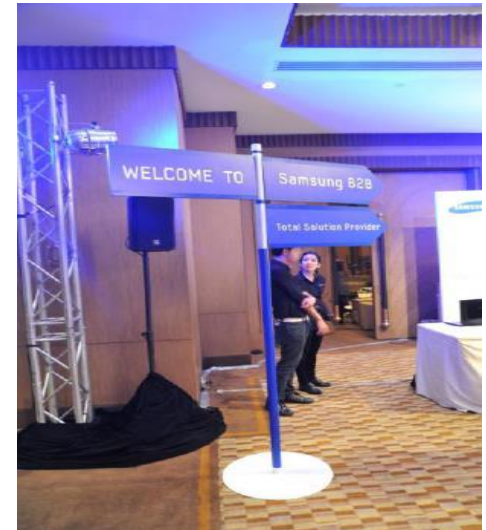
- ❑ Meetings conducted among employees of the same department.

Corporate Meeting Categories (4/4)

Corporate Meetings Classified by Type of Corporation

Corporate Meetings

- ❑ A private company meeting regardless of where it is located or the agenda.



Governmental Meetings

- ❑ Held by a governmental organization, for example a Thai government organization holding a meeting in any province of Thailand or a governmental organization from abroad holding a meeting in Thailand.

Industry Trends (1/4)

Technology

Different Channels of Technology for Corporate Meetings

Virtual Meeting

- ❑ a real-time interaction using remote visual techniques through multimedia technology, including video, audio and chat tools

Video Conference

- ❑ the interactive use of technology, including video, computer and communication. It serves as a visual connection between people residing in separate locations for the purpose of communication. It can be used for person-to-person or group meetings.

Web Conference

- ❑ a remote online meeting using high-speed Internet. It supports voice and video conferencing where information can be sent and received at the same time.

Hybrid Meeting

- ❑ combination of face-to-face component and different types of information technology, including virtual, digital and strategic technology

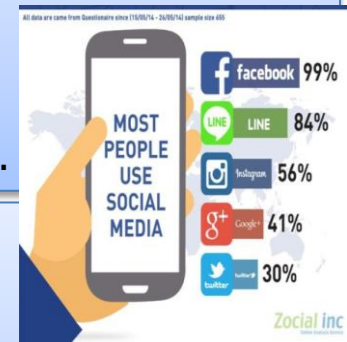
Industry Trends (2/4)

Technology (Cont'd)

Roles of Mobile Application and Social Network

The number of worldwide meetings and activities, mobile application has increasingly been used in meetings for the following reasons:

- ❑ To improve communications among the attendees themselves or between the attendees and the meeting organizer
 - ❑ To increase interactions and build networks, as well as send meeting documents in replacement of papers.
 - ❑ Mobile application is also used for surveying satisfaction and evaluating meetings.
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- ❑ The meeting organizers can also connect social network to all kinds of activities, from registration, public relations boards to presentation slides, in order to promote participation and discussions.
 - ❑ Attendees' good relationship can be built by sharing stories through social network after the meeting. This includes the session for meeting wrap up, attendees' viewpoints, and questions concerning the meeting. For meetings which are held on an annual basis, this is an opportunity to promote the next meeting event.



Industry Trends (3/4)

Sustainability

- ❑ According to the definition offered by the Brundtland Commission in 1987, sustainable development **“the development that responds to the current needs and does not affect the ability to serve the future needs.”** Sustainable development takes into account economic, social and environmental issues (Profit-People-Planet).
- ❑ Out of the 500 leading companies ranked by Fortune 500, more than half have adopted the sustainability plan. This practice to promote their reputation and good images, gain recognition from the society, and increase competitiveness over their rivals. In addition, sustainable meetings can reduce expenses on resources and energy.
- ❑ MCI revealed that in 2015, 51% of the company’s major customers looked for sustainable MICE events, with an increase of 25% from 2011. It is predicted that within 2020, sustainability will play a major role in the MICE industry.
- ❑ It is therefore very important for MICE service providers to make some adjustment by offering sustainable and environmentally friendly services and products to meet the changing need.

Industry Trends (4/4)

Venue Finder

- ❑ Venue finders are companies or independent sales representatives who maintain databases of venues worldwide they have researched and present ideal venues based on specific needs. They can then book venues and earn revenue based on commissions.

Short-Haul Flight

- ❑ A final concern in the industry is that many client companies are cutting unnecessary costs due to the global economy and its slow improvement with corporate meetings previously held at venues at distant destinations increasingly moved to nearer locations.

Meetings Industry Value

Table 2.1: Number of Meetings during 2006-2015 Categorized by Region

Region	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	รวม
Europe	4,497	4,915	5,365	5,710	6,258	6,650	6,936	7,027	6,835	6,556	60,749
Asia / Middle East	1,561	1,728	1,905	2,043	2,269	2,241	2,439	2,527	2,345	2,236	21,294
North America	1,081	1,193	1,311	1,335	1,407	1,483	1,487	1,445	1,402	1,420	13,564
South America	790	879	960	1,084	1,145	1,245	1,316	1,357	1,256	1,207	11,239
Africa	230	274	327	381	355	362	351	409	354	338	3,381
Oceania	245	256	270	257	320	286	340	302	326	306	2,908
Total	8,404	9,245	10,138	10,810	11,754	12,267	12,869	13,067	12,518	12,063	113,135

Source: International Congress and Convention Association (ICCA) Statistics Report

The meeting venues include:

- 1) Meeting facilities in hotels (43%)
- 2) Universities/educational institutions (24%)
- 3) Conferences/exhibition centers (23.5%)
- 4) Other venues (9.3%)

The top five subject matters for meetings are:

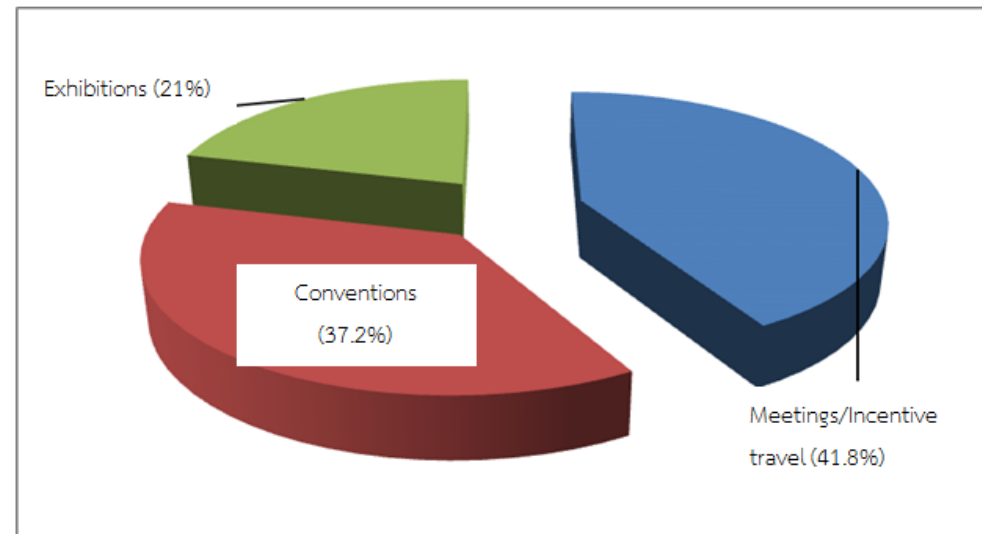
- 1) Medical Sciences
- 2) Technology
- 3) Science
- 4) Industry
- 5) Education

- ❑ Table 2.1 illustrates a continued increase in the number of corporate meetings over the period of 2006-2015 (The statistics of 2015 displayed in Table 2.1 were collected in May 2015). The region with the highest frequency of meetings is Europe followed by Asia/Middle East, and North America.

Corporate Meetings Value in Thailand (1/2)

- ❑ Figure 2.1, in the MICE industry shown:
 - data of meetings and incentive travels are jointly collected, the highest share of 42%,
 - conventions account for 37%
 - exhibitions account for 21%
- ❑ Meetings are experiencing continued growth despite many domestic problems as meetings and incentive travel are similar to leisure travel.
- ❑ the meetings industry also includes after-meeting leisure activities. This includes visits to major tourist attractions in the city, special activities, as well as shopping.
- ❑ Due to its similarity with leisure tourism, the meetings industry generally has a shorter lead time than conventions and exhibitions.

Figure 2.1: Share of Revenue from MICE industry



Source: Thailand Convention and Exhibition Bureau (TCEB), 2014

Corporate Meetings Value in Thailand (2/2)

Table 2.2: The Number of Meetings in Thailand from 2014-2015 Categorized by Region

Region	2014	2015	Rate of Change (%)
Bangkok Metropolitan Region	1,185	1,238	4.47
Central Region	284	294	3.52
Northern Region	230	237	3.04
Southern Region	562	568	1.07
Eastern Region	377	395	4.77
Northeastern Region	36	32	-11.11
Total	2,674	2,764	3.37

Source: Thailand Convention and Exhibition Bureau (TCEB), 2015

- Table 2.2 shows that most of the corporate meetings were held in Bangkok Metropolitan Region with a good rate of change during 2014-2015 in each region, except for the Northeastern Region.

Value Chain (1/5)

- ❑ Corporate meetings value chain framework illustrated in the Strategic Meeting Management Process Handbook (SMMP) developed by Meeting Professionals International (MPI).

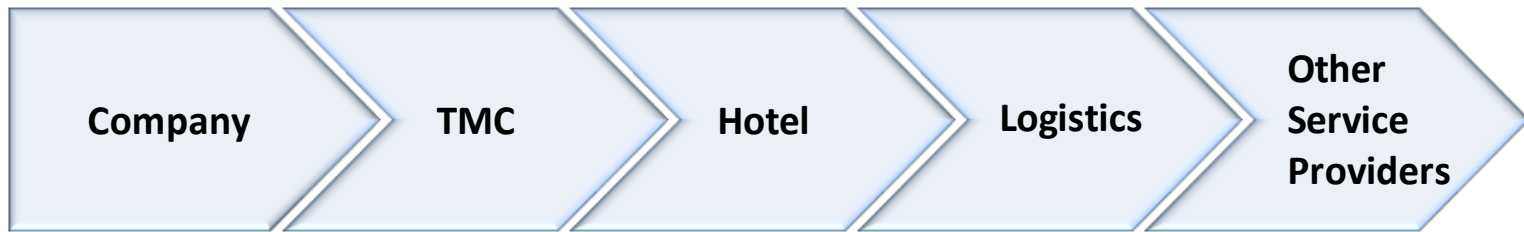


Figure 2.2: Corporate Meetings Value Chain

1. Company intention to host corporate meetings (1/2)

- ❑ Corporate meetings cannot occur without a company identifying a purpose and intention to hold them.
- ❑ Corporate meetings should answer three goals:
 1. compliment overall company goals
 2. foster corporate strengths and help reduce weaknesses
 3. encourage staff to increase their efficiency

Value Chain (2/5)

1. *Company intention to host corporate meetings* (2/2)

- ❑ Good meetings should go through planning, the gathering of information and analyzing of a company's operating environment, an understanding of its priorities & current business practices to have a full appreciation of its culture and strategies. Points of consideration during stakeholder interviews are:
 - Identify both short- and long-term corporate strategies and goals
 - Identify the organization's type of industry
 - Define problems affecting functions of both the employees and organization
 - Categorize internal and external customers
 - Define the organizational culture or learn how people get things done
- ❑ Once the objectives are set, companies can proceed to create a meeting in one of two ways.
 - Companies with an in-house meetings department can plan a meeting to answer previously determined objectives and while they may be able to handle all the tasks in making meetings possible; some minor aspects may be outsourced to external service providers more specialized in logistics arrangements and catering.
 - To tender all planning and organizing to travel management companies (TMC), destination management companies (DMC) or professional convention planners (PCO)

Value Chain (3/5)

2. Travel Management Company (TMC) (1/2)

- ❑ When planning and organizing a corporate meeting with support from external service providers, the first contact point is normally with TMCs known to a company or those with a close relationship who will be asked to submit proposals for consideration.
- ❑ Information needed in typical proposals includes:
 - Contact information
 - Meeting profile - event name, starting and ending dates
 - Other requirements - food & beverage, audio & lighting systems, venue requirements, other activities
 - Past experience in corporate meeting organization
 - Budget required

Value Chain (4/5)

2. Travel Management Company (TMC) (2/2)

- ❑ The following aspects prior to choosing the TMC responsible for the planned meeting:
 - Quality of work evaluated by examining past experience or references
 - Whether budget quoted is sound
 - TMC flexibility
 - Other value added services
 - History and relationship with the TMC
- ❑ The company can then ask those short listed candidates to present their proposals prior to selecting the TMC to render the services required.
- ❑ Once selected, the next step will require the TMC to contact a destination management company (DMC) and other service providers to submit their proposals.

Value Chain (5/5)

3. Destination Management Company

- ❑ Once the selected destination for a corporate meeting has been decided and the TMC has been contacted, the DMC at that destination will be asked to submit a proposal.
- ❑ DMC can be expected to perform a range of services such as arranging accommodation & transportation to planning and providing other activities following the meeting.

4. Hotels

- ❑ Hotels can provide most if not all type of services related to organizing corporate meetings on their own premise including food and beverage, transportations from and to airport, entertainment and meeting facilities.

5. Transportation and Others

- ❑ DMC will contact hotels in their network that meet both client expectations & budget and can use their bargaining advantage to help secure services such as catering, transportation, audio visuals and lighting at better rates.
- ❑ Once a corporate meeting is over, both the TMC and DMC will evaluate their work to identify if and to what extent they achieved their objectives.

Corporate Meeting Industry Stakeholders (1/4)

Organizations Related to the Corporate Meeting Industry (1/3)

Travel Management Company (TMC)

- ❑ *TMC* is a professional company that provides services related to business travel
- ❑ According to the Association of Travel Management Companies (ATMC), three characteristics distinguish TMC from typical travel agencies:
 - *Specialization*: A TMC, in addition to providing tickets and itineraries for business travelers, delivers services that add value including negotiating with suppliers, managing travel inventory and prices and updating clients on new developments and policies in the local and international travel industry.
 - *Professionalism*: A TMC provides systems and processes to enhance its services and must be equipped with the resources, skills and relationships with other travel suppliers across the globe to ensure quality services that move clients a step closer to their business goals.
 - *Understanding*: The TMC make their business to be attentive not only to your company's goals and objectives but also to the needs of the individual traveler who, again, is on the road on behalf of the company and away from home.

Corporate Meeting Industry Stakeholders (2/4)

Organizations Related to the Corporate Meeting Industry (2/3)

Destination Management Company (DMC)

- ❑ *DMC* specialize in the location in which it resides and is usually equipped with a full reference of locations, facilities and related services provided.
- ❑ DMC can help it to provide services including:
 - Provide one-contact, one-payment, one-stop services from booking a venue to transportation arrangements, from activity planning to facilitating rules and restrictions
 - Complete information regarding best services in the location including restaurants, hotels and other service providers, delivering the best experience within a given budget
 - Leverage relationships with service providers to negotiate the most effective service for their clients at best rates
 - Design creative and an innovative program to meet client needs

Corporate Meeting Industry Stakeholders (3/4)

Organizations Related to the Corporate Meeting Industry (3/3)

Convention and Visitors Bureau (CVB)

- ❑ *CVB* provides support for the MICE industry in the country, region or city it represents.
- ❑ Publically run and acts as a neutral facilitator and promoter of their MICE industry to create awareness with companies, DMCs and TMCs.
- ❑ The services provided range from providing monetary incentives, facilitating certain restrictions, providing necessary information such as lists of DMCs, hotels & venues and organizing familiarization trips for companies and organizers.

Corporate Meeting Industry Stakeholders (4/4)

Associations

❑ ***International Association of Professional Congress Organizers (IAPCO)***

- IAPCO has become known as one of the foremost associations representing this industry with its extensive information, trend analysis and training courses. It also serves as a stage for professionals to share and exchange information, personal experiences and trends related to this industry.

❑ ***Meeting Professionals International (MPI)***

- MPI was formed with the intent to build a rich global meeting industry community and acts as a knowledge platform for members to build networks.

❑ ***Thailand Incentive and Convention Association (TICA)***

- TICA is a non-profit association to promote corporate meetings, incentive travels, conventions and exhibitions.
- TICA's members consist of destination management companies (DMCs), Professional Convention Organizers (PCOs), Professional Exhibition Organizers (PEOs), service providers, convention centers, hotels and advertising companies.
- TICA also provides seminars and training programs to share knowledge and strengthen capabilities and skills that can increase competitiveness in the global arena.

Review Questions

1. Explain the meaning of corporate meetings.
2. Explain the purposes of corporate meetings.
3. Explain the value chain of the corporate meeting industry.

Chapter Activities

1. Take part in a corporate meeting and observe the roles of people involved in organizing the event.
2. If you had a chance to take part in organizing such meeting, what would you do to make the meeting better or different?

Reference :



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