

ENITED Thought Leadership

Becoming SMART | The Ability to drive change.

December 2021



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SUSTAINABILITY | Our understanding

The business events industry (BE) is the black sheep. Or so it's said.

As an integral part of any Marketing & (Live) Communication activities, business events will always be a people business.

It is all about creating connections and building relationships. Those relationships are the key drivers for interaction and engagement in any knowledge sphere, science field or economic sector. As a result, it fosters innovation and new knowledge as well as collaboration and business opportunities, and turning them into success stories.

If you look at our industry from a touristic, traveller and consumer point-of-view, yes, of course, we have a negative effect on the environment and yes, most certainly, we need to learn, adapt and do better. We do have our share of responsibility, which we will have to live up to.

But we cannot simply stop doing what our BE industry does best, when we meet in person, face-to-face. No alternative format or channel of communication can fully replace that and we all know it. So, let's stop being apologetic about it.

However, we can and need to change the current perspective and the ongoing discussion on such an important matter as sustainability.

It is much more than GREEN (washing).

The COVID-19 pandemic has acted as an amplifier and accelerator, changing the status quo and providing a hopefully lasting momentum on the topic of sustainability.

And that's exactly where our BE industry can be a key element & driver in the transformation, from a current, mostly problem-focused definition to a solution-driven attitude.

The good news is, the transformation has already started. Several international discussions and projects on the topic of BE legacy & impact, in connection with the UN Sustainable Development Goals (SDGs), underline its importance.

Our business events industry can be a change maker.

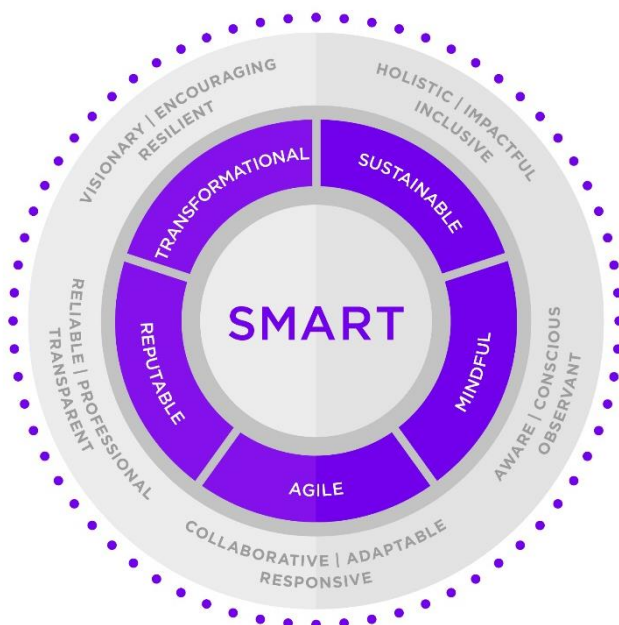
It's a unique opportunity to showcase the SMART value & ability of our industry.

SMARTNESS | Our approach

The future belongs to the SMART ones.

The term **SMART** has, of course, great many definitions and meanings, as well as it depends on the context it is used in.

Our understanding for **SMART** is best defined by the following adjectives assigned to each of the words' five letters and based on an original quote by our ENITED network of excellence partner, Gerrit Jessen.



In addition, to create more purpose and meaning, we have designed a set of 3 attributes for each of those adjectives.

- ✓ **Sustainable** = holistic, impactful, inclusive
- ✓ **Mindful** = aware, conscious, observant
- ✓ **Agile** = collaborative, adaptable, responsive
- ✓ **Reputable** = reliable, professional, transparent
- ✓ **Transformational** = visionary, encouraging, resilient

Our definition of SMART requires, most of all, **a change of mindset, of principles and of argumentation** within the BE industry, but equally important towards our outside stakeholder “world”.

Let's focus on the positive side of business events, its value & abilities, when defining the purpose and sharing the success stories.

(SUSTAIN)ABILITY | Our vision

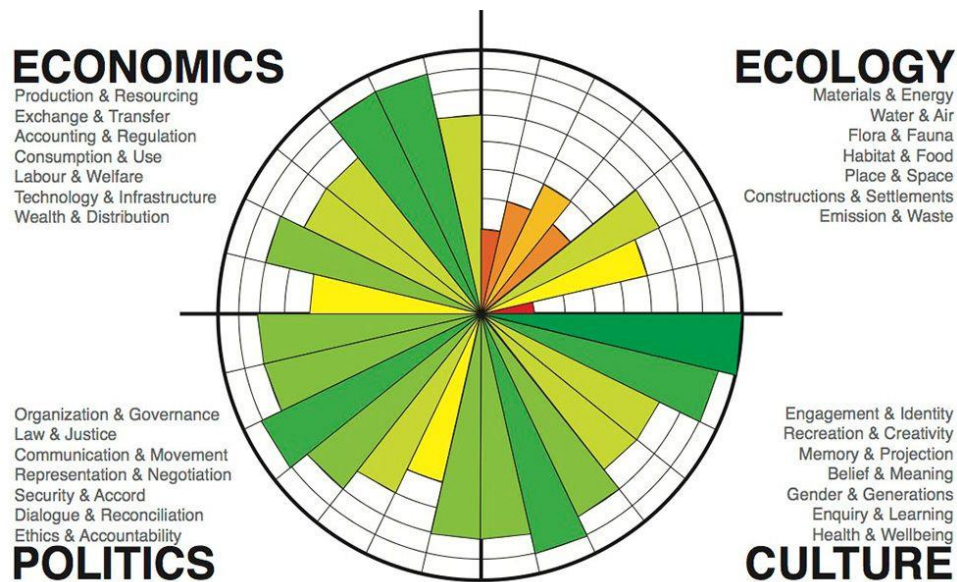
Showcasing the SMART value & ability.

Anybody can become a change maker in the BE industry, both market demand and supply. Each destination, association or corporation individually or in a collaborative manner.

What it takes is a strong commitment and a certain persistency in demonstrating that value & ability.



- ✓ It's about correcting the current perspective on the matter of sustainability, from an environmental ("green") snapshot to a completer & more inclusive picture (e.g.; Circle of Sustainability and its four dimensions | UN Global Compact Cities Programme).



- ✓ It's also about an extended definition of purpose, objectives and time horizon of a BE, including matters of legacy and/or impact, transformation and change.
- ✓ It needs a change in the ongoing discussion, from problem-defined regulations and limitations to solution-focused options and alternatives.
- ✓ By re-defining the scope & scale of collected BE data, turning BIG data into SMART data, it will provide the fitting facts & figures for a different kind of documentation.
- ✓ By aligning the SMART value & abilities with 5 of the UN Sustainable Development Goals, it additionally highlights & confirms the argument.
 - # 4 | Quality education
 - # 8 | Decent work and Economic growth
 - # 9 | Industry, Innovation and Infrastructure
 - # 11 | Sustainable cities and communities
 - # 17 | Partnerships for the goals
- ✓ As a result, it will lead ultimately to a SMARTer argumentation about the value & ability of a BE.

JOURNEY | Our roadmap

Leading the way.

To embark on this journey, it takes willingness and courage, daring to step out of the current mindset and the assigned player's "role" in the operational "machinery" of producing business events. And it needs a clear & practical roadmap.



In corporation with our ENITED network of excellence partners, we have created that necessary roadmap, by defining an efficient process (3 stages) in how to become a change maker.

STAGE ONE | Discovery (Why should you become a change maker?)

- (1) **Assessment** | Understanding and embracing a completer & more inclusive approach towards sustainability within your organization.
- (2) **Purpose** | Re-defining the purpose, objectives and time horizon of your business events.

STAGE TWO | Evolution (How do you become a change maker?)

- (3) **Talent** | Identifying leaders of transformation within your organization, as well as in your external stakeholder world, to become agents of change and to build a winning team.
- (4) **Design** | Re-thinking and re-designing your current & future business events "tool-set" (including SMART data collection and SMART argumentation).

STAGE THREE | Transformation (What makes you a successful change maker?)

- (5) **Implementation & Evaluation** | Making it happen & real with clearly defined guidelines and processes, through individually designed coaching sessions.

RESULTS | Our take

Demonstrating willingness, showcasing commitment, changing the story.

The biggest challenge for every BE actor or stakeholder is to step out of the dominantly **operational mindset**. Dedicating time & resources to re-write the business event “manual”, putting again the WHY (purpose & objectives) first, before the HOW and the WHAT is defined.



Becoming SMART is to re-design that business event “script”, to change the focus of the message and to re-write the success story.

As a consequence, it will deliver that needed **SMARTer argumentation** for the positive value & ability of the BE industry, in the creation of a more sustainable future.

**“Business Events - A Force for Excellence
Business Events – A Force for Collaboration
Business Events – A Force for Innovation
Business Events – A Force for Good”**

A quote from Annleeg Lamhauge
(Destination Faroe Islands)

So, what are some of the main benefits for taking on the role of a change maker?

In our opinion, it will give those organizations who dare to set out on that journey, the decisive “edge” in a very competitive, international business events market.

It will create the needed differentiator for the organizations’ future value propositions towards their clients or stakeholders, and its success story.

- ✓ Building new and stronger relationships with the client or stakeholder.
- ✓ Demonstrating new ways of client or stakeholder engagement.
- ✓ Creating additional client or stakeholder value & involvement.
- ✓ (Re)Positioning the organisation through thought leadership.
- ✓ (Re)Defining the value perception of the business events industry and its role.

ENITED business events | Our company

We're strategists, mentors, and stage managers. Sometimes all at once.

ENITED is our response to the challenges and trends of the market and the times. Increasing complexity is creating a need for clarity, simplicity and empathy. A fundamental requirement is in-depth knowledge of our customers' needs, markets and industries.

Our mission: Sharing the idea of excellence.

It means both sharing and passing on the aspiration to achieve excellence – to ambitious companies, active associations and up-and-coming destinations.

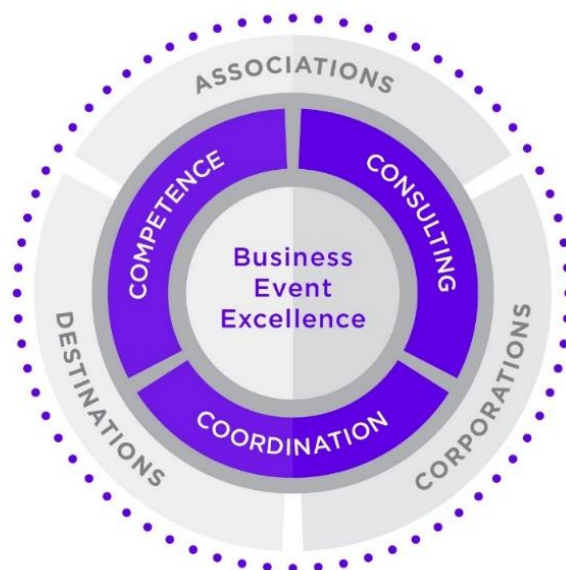
It also stands for engaging with people of all segments in our business, sharing our ideas and solutions and creating learning opportunities and new knowledge. We believe that bringing people and experts together in inspiring surroundings gives rise to new ideas and innovations.

Our response to increasing complexity: forward-thinking.

Our goal is to think toward the future, break new ground, and make what might seem impossible happen. We want to live out our passion for excellence, create space for the best ideas, and watch them come true.

In this context, ENITED introduces its latest thought leadership paper: **Sustainability | The SMART ability to drive change.**

ENITED Excellent.C Model[®]



ENITED Solutions[®]

Our answers for tomorrow. Today.

ENITED stands for engaging with people of all segments in our business, sharing our ideas and solutions with our clients and creating learning opportunities and new knowledge.

Our ENITED solutions are based on that engagement, based on the continuous process of listening and learning about the needs amongst associations, corporations, destinations and other involved stakeholders.

Here is our current list of solutions we have been designing and implementing over the last years.

- Hands-on lectures, workshops and training sessions providing essential insights on major trends and recent developments in our business, along with tips on smart, efficient organization
- Innovative Survey & research tools as well as benchmark studies (e.g., Mystery shopping) for destinations, convention bureaus & venues
- Market-relevant functionality studies for the validation and planning of convention centres
- Agile strategies to improve stakeholder involvement and cooperation in a destination
- Useful guidance on structure and organisation for CVB's
- In-depth product development for business networks & alliances
- Reliable support of venues in their marketing & business planning
- Creation & customization of a unique information & communication platform for associations & destinations
- ENITED Matchmaker[®] solution for associations, corporations & destinations to successfully navigate the complex supply & demand side of the international business event market
- Development of our ENITED Association Academy[®]
- Foundation of our own ENITED Network of excellence[®]

ENITED Facts & Figures

Keeping a high profile. And leaving a lasting impression.

The advantages of collaborating with ENITED.

- More than 40 years of experience
- International orientation: more than 40 international destinations
- Headquarters in Vienna: access to important local business contacts
- Knowledge of many industries and segments
- 360° approach
- Flexible and individualized services
- Access to in-depth knowledge & expertise beyond our industry
- Some 1,000 business event projects planned and held since 1990
- Multilingual team of employees
- Top-quality worldwide partner network
- Member of 27NAMES | EMBA | ICCA
- ISO/IEC 17024 “Event Marketing Expert” certificate

Anything’s possible. If you take the first step.
Contact us.

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Sharing the idea of excellence.