



JOINT MEETINGS INDUSTRY COUNCIL

Conference on Evaluating Meetings

May 20-21, 2011
Royal College of Physicians, London - UK

Agenda

Friday May 20

09.00 – 09.15: **Welcome and opening comments:** Leigh Harry, Chair, JMIC

Welcome: Prof. Linda M. Luxon CBE, Treasurer, Royal College of Physicians
President, European Federation of Audiology Societies

09.15 – 09.45: **Keynote address:**

Redefining the role of meetings in the global economy: Will Hutton

09.45 – 10.45: **Defining the Need**

- Components of the value equation: Prof Leo Jago University of Nottingham
- The professional perspective: Luc Hendrickx - Director, Congresses and Governance, International Diabetes Federation
- The corporate view: Panos Tzivanidis - Head of Events & Sibos, SWIFT
- The media perspective: James Latham - Director, Meetings Review Ltd.
- The consultant perspective: Lyle Hall - Managing Director, HLT Advisory

10:45 – 11:15: Break

11.15 - 12.30: Current Methodologies / Status 1: **Economic Impact Measurement**

- Ken Ross, KM Ross and Associates
- Karen Katowski, Convention Industry Council
- Olivier Ponti, Amsterdam Tourism & Convention Board
- Dr. Martina Stoff, Vienna University of Economy
- EI models discussion



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12.30 – 13.30: Lunch

13.30 – 14.00: Economic Impact Measurement (completion)

14:00 – 15:15: Current Methodologies / Status 2: **Meetings ROI**

- Peter Haigh, Hamilton Haigh Associates
- Dr. Elling Hamso, Event ROI Institute
- Ralf Kunze, European Institute for Meetings Industry
- ROI models discussion

15.15 – 15.30: Break

15.30 – 16.30: Current Methodologies / Status 3: **Valuing Event Outcomes**

- Prof Leo Jago University of Nottingham
- David Goodger, Oxford Economics
- Model Discussion

16.30 – 17.00:

- Summary of outcomes
- Conclusions and Identification of tasks for workshops

17.30 **Reception / BBQ Networking Dinner** – on site
Hosted by the Royal College of Physicians

Saturday May 21

09.00 – 09.15: Task definition

09.15 – 10.45: Workshop: Assessment and Recommendations

10.45 – 11.15: Break

11:15 – 12:30: Completion of workshop and feedback