

Introducing the Value of Meetings Case Study Project

The Value of Meetings Case Study Project conducted by the University of Technology Sydney (UTS) and commissioned by JMIC will document the benefits, contributions and legacies of meetings through the execution of a series of case studies.

JMIC members will be invited to nominate case studies for inclusion, and these will be reviewed by an international academic panel led by Associate Professors Carmel Foley and Deborah Edwards from UTS.

The purpose of this introduction is to provide suggestions of what a credible case study might encompass. However, case studies can be very diverse so we make the point that this is only a selection of the many possibilities.

For a case study to be credible the description of the benefits, contributions and legacies of the meeting needs to be supported by data, which comprise numerical facts but also statements by informants or observations. The most common ways to obtain data are:

- Published and unpublished written materials;
- Surveys;
- Interviews with key informants; and
- Observation including field notes.

A range of stakeholders can be approached, for example: conference organisers, association heads, meeting/conference delegates, sponsors and exhibitors, business and industry representatives, destination and community representatives. We would generally recommend that people be approached who are in a position to provide informed and credible evidence on a particular range of contributions or outcomes.

A powerful case study will focus on key benefits that the meeting was particularly successful in generating rather than providing an exhaustive list of the meeting benefits.

Areas of benefit may include, but are not restricted to:

- Knowledge expansion (e.g. new ideas, technologies, techniques);
- Networking, relationship building, collaboration;
- Attraction of global talent;
- Improving education;
- Increasing sales/opening up new markets;
- Fundraising and investment;
- Raising awareness among and beyond industry/academia;
- Contributions to quality of life; and
- Shaping of destination image, its research and educational capacity, and business performance.

It will be important for the case studies to point to specific examples.

Meetings can benefit a range of stakeholders, so it is helpful to identify who you are focussing on. Beneficiaries may include, but are not restricted to: delegates, commercial, public and not-for-profit enterprises, industry sectors, host communities, associations, regional economies, universities, destinations and more.

Thinking of the benefits and the beneficiaries will help to develop and structure useful and informative case studies.

Case studies for this project will be selected using a range of criteria such as:

- Type of meeting;
- Size of meeting;
- Geographical location of meeting; and
- Industry sector.

It will be important for the project to include a diverse range of cases. This will enable the final outcome (the compilation of case studies) to appeal to a wider audience.

A set of detailed guidelines will be announced following their review by an international academic advisory panel that will be assembled for the project. These guidelines will enable a framework around which the case studies can be structured, developed and prepared for publication.