

Desired Research:

- Future of meetings and tradeshow, considering the following:
 - Virtual
 - Generational/New Professionals
 - Strategic Value
 - Corporate Social Responsibility
 - Technology available
 - What the new meeting attendee responds to
- Globalization
 - Contextual
 - Content
- Business impact of meetings
 - What happened because of that event? Is it a behavioral motivator?
 - What action did attendees take?
 - Does it drive productivity?
- Virtual Return on Event (hybrid or stand-alone)
 - Is it a force? How?
 - What is the value proposition
 - Effects on meeting planners and suppliers
 - Are people responding out of obligation
 - Effectiveness of virtual events
 - How can virtual events drive face to face attendance
- Effects of social media on face to face meetings
- Salary Surveys
- White Papers
- Service expectations
 - How to improve experience for attendees and meeting planners
 - Dealing with turnover
 - Generational differences in expectations
- Learning styles
 - Generational
 - Global
 - What assumptions are being made
 - How do we integrate learning styles
- How to take advantage of the decline of print media
- How do tradeshow become more effective
- How to deliver revenue generating ideas that appeal to membership
- New professionals