MEET-UP

Engagement Survey Findings & AI Best Practices

Thursday, 29 February 2024
09:00 - 10:00 GMT | 10:00 - 11:00 CEST
WELCOME
Download our Convening EMEA Sustainability Journey!
TIME TO COLLABORATE
ENGAGEMENT SURVEY RESULTS
2024
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ENGAGEMENT SURVEY RESULTS
2024

WHO?

47% Planner
47% Supplier
6% Other

POSITION

38% Director/Senior Management
38% Manager
15% CEO/Owner
15% Associate
5% Other

ORGANISATION TYPE

CVB/DMO 22%
Association 20%
PCO/Meeting Planner 17%
Hotel/Venue 14%
Corporate 10%
Event supplier 7%
University/Learning institutes 4%
Consultants 4%
Other 2%
What are the top 3 key priorities for your organisation in 24/25?

44% Collaboration & Strategic Partnerships
38% Growth - Trends, Future Scenarios & Opportunities
32% Budget Risk Management
29% ESG
22% Innovation - Business Models & Design
22% Technology and navigating AI, automation & beyond

Top formats you would like to experience at industry events?

68% Case Studies, Learning & Insights
51% Interactive Workshops
50% Debates & Panel Discussions
50% Thought Leadership Sessions
46% Activations & Demos in Innovation & Technology

Most Important Skills

1. Leadership skills: Team and organisations management, Change management
2. AI: Understanding, best practices, integrating, data management
3. Growth: Strategy, budgeting & risk, negotiation, partnerships
4. Sustainability: Case study, design
5. Soft skills: Communication, negotiation, presentation

220+ RESPONSES
Are you ready?
Your Ticket Includes:

- Exploration Tour
- Barcelona travel pass
- Refreshments & lunches
- Welcome Party
- Event Dinner
- All-access pass to the event + platform, pre-, during and post-event for 12 months

Registration is Open
Stephen Rose - Head of Communications Services at Siemens & PCMA International Board of Directors
Breakout Instructions

You have 15 minutes

Select a Facilitator within your group

Discuss and share in their group the following questions:

**On the micro level:**
1. In which areas of the event planning process can AI help to streamline operations and increase efficiency?
2. How can AI support the creation and adaptation of a relevant attendee journey?

**On the macro level:**
1. With AI being able to create and automate content, how can Social Media stay relevant?
2. What does the impact of AI on efficiency and workflows mean for pricing models?
Thank You

www.pcma.org/emea