



# MEET-UP

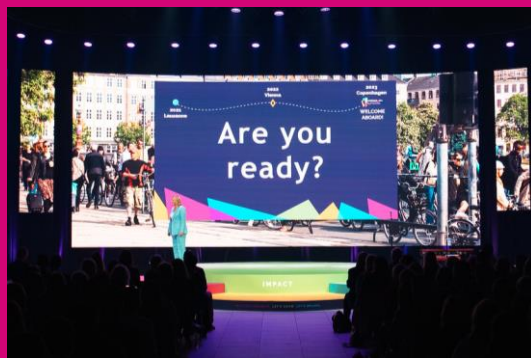
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## Engagement Survey Findings & AI Best Practices

Thursday, 29 February 2024

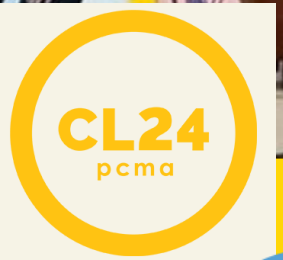
09:00 - 10:00 GMT | 10:00 - 11:00 CEST

# WELCOME



## PCMA COMMUNITY BRANDS





**CONVENING EMEA**  
20 - 22 SEPTEMBER  
2023 | COPENHAGEN

**SUSTAINABILITY JOURNEY**

A model of sustainability leadership: how sustainability by design set out our strategic directions.

Brought to you by **pcma EMEA**

**CONVENING EMEA**  
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**SUSTAINABILITY JOURNEY**

A model of sustainability leadership: how sustainability by design set out our strategic directions.

**COPENHAGEN CONVENTION BUREAU**

01 Based on Sustainability Leadership, we set strategic goals and defined its context and roles to take directions in delivering initiatives and communicate our story across the event design.

02 In view of the sustainability complexity, we focused on how we can influence transformation and change dynamics to further advance sustainable business events.

03 We adopted genuine curiosity to bring our partners onboard from the start of the process, opening space for co-creation and innovation.

04 Sustainability by Design was used as our guiding principle and integrated sustainability criteria, questions, and reasoning from event inception and across the design, delivery and impact.

05 We set our commitments based on the Copenhagen Sustainability Guide 2.0 provided by Copenhagen CVB - Environment and Climate, Social Responsibility, Lasting Impact.

06 Together with our partners, we curated activities to transform sustainability into an experience, consolidating initiatives from various stakeholders as a joint effort in all event activities, guiding our program design and co-creation.

07 This provided a platform to elevate the dialogue, stimulate debates and influence thinking about sustainability as a mindset to deliver meaningful growth.

08 As a result, we crafted a common story, moving beyond individual achievement by redefining collaboration, welcoming others' stories and influencing collective change.

Brought to you by **pcma EMEA**



**Download our Convening EMEA Sustainability Journey!**



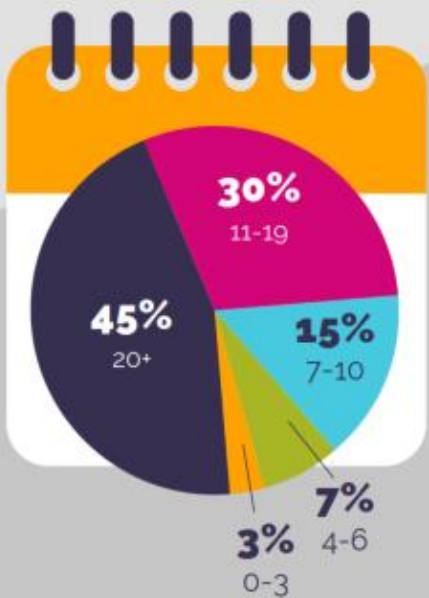
# TIME TO COLLABORATE

ENGAGEMENT SURVEY RESULTS

# 2024



**YEARS EXPERIENCE**



**WHO?**

47%  
**Supplier**



47%  
**Planner**

6%  
**Other**

**POSITION**



38%



38%



15%



5%



4%

**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%

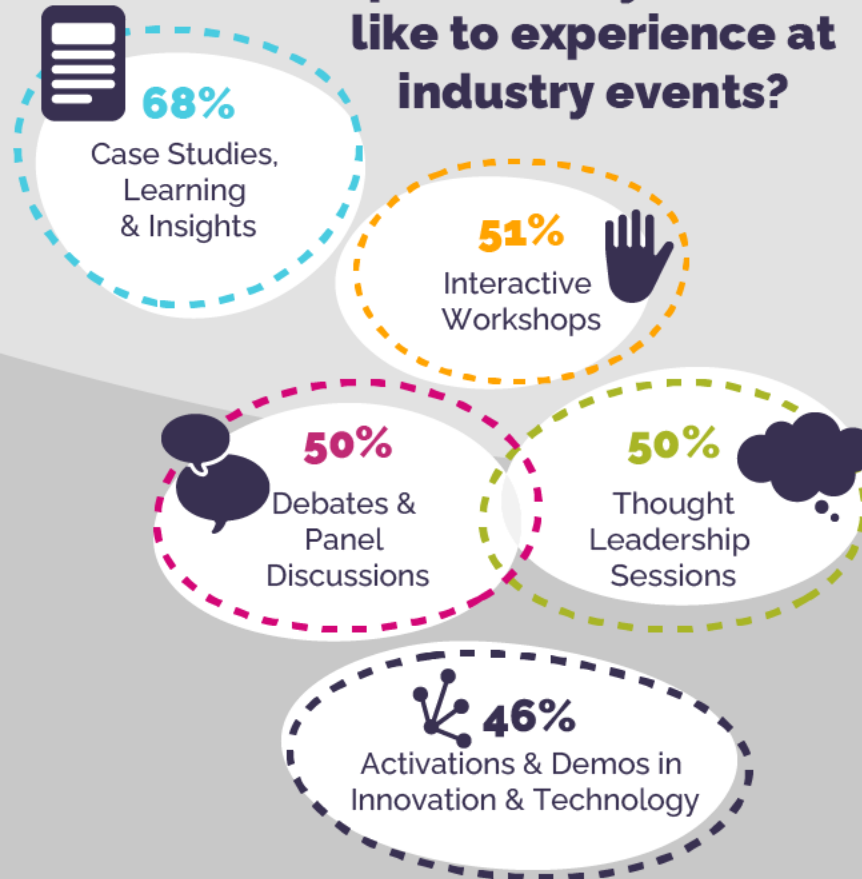
Other 2%



**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?**



**5 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

2021  
Lausanne

2022  
Vienna

2023  
Copenhagen



WELCOME  
ABOARD!

# Are you ready?





# PCMA Labs

Association & Corporate Leaders

**EMEA  
Next Gen  
Community**

**EMEA  
Student  
Community**



IMPACT

# IMEX

FRANKFURT 14-16 MAY 2024



**Global  
Student  
Competition**



# CONVENING EMEA

30 SEPT - 2 OCT  
2024 | BARCELONA

The Nexus of Business Events

Be Present, Be Open, Be Challenged

# CONVENING EMEA

30 SEPT - 2 OCT  
2024 | BARCELONA

## REGISTRATION

### IN PERSON

Barcelona, Spain

#### Early Rate

#### Full Rate

Member

Organiser

\$395

\$495

Supplier

\$575

\$675

Next Gen

Organiser

\$295

Supplier

\$475

Faculty

\$275

Student

\$120

Become a member at no additional cost with our new Member Bundles

Organiser

\$595

\$695

Supplier

\$775

\$875

Next Gen Organiser

\$415

Next Gen Supplier

\$595

Non-Member  
& Bundle

## Registration is Open

### 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



# WELCOME

• Jaime intro • Stephen slide



**Stephen Rose - Head of Communications Services at Siemens  
& PCMA International Board of Directors**

# Breakout Instructions

**You have 15minutes**

**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**

#CoachingEMEA

IMPACT

LET'S COLLABORATE. LET'S GROW

[www.pcma.org/emea](http://www.pcma.org/emea)