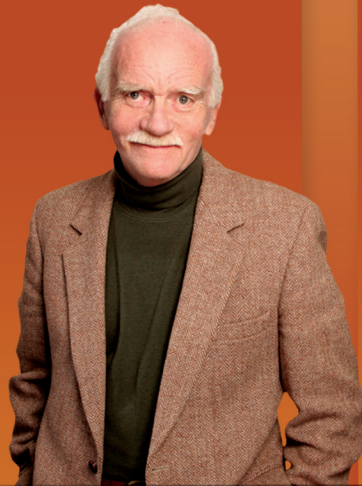


Exploring the Generational Preferences of **European** Meeting Planners

Mature



Baby Boomer



Gen-X



Gen Y
Millennial



Learn more at www.aboutdci.com





Methodology

- In January 2014, Development Counsellors International (DCI) and the International Association of Conference Centers (IACC), in partnership with IMEX Group, developed a survey targeting European meeting planners. The survey was based on a January 2013 study targeting North American meeting planners.
- Survey explored the varying preferences of different generations of meeting planners and how these preferences shape how meeting and conference space is selected.
- More than 3,000 association and corporate meeting planners were invited via email to participate in an online survey between February and April 2014.
- Meeting planners were selected from the IMEX Group's database of European meeting and conference planners.
- The Survey garnered 101 completed responses, which is approximately the same sample size (94) of the North American survey in 2013.

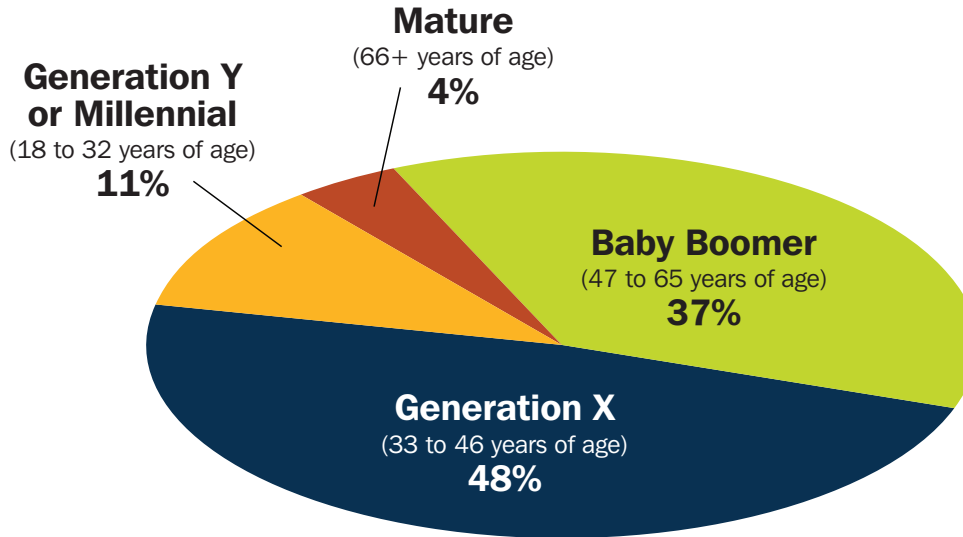


Interesting generational insights from @AboutDCI and @IACCconfcentres survey presented at #IMEX14!

Key Findings

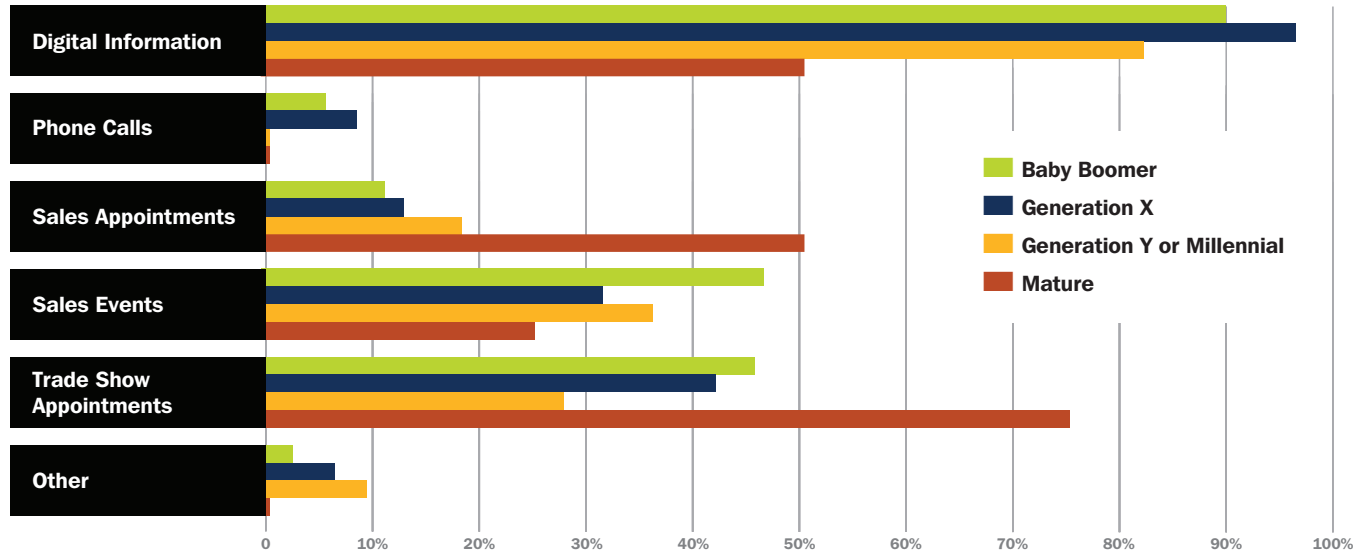
- The vast majority of respondents prefer to receive marketing and sales materials digitally. However, among all age cohorts, “matures” prefer this method of communication the least. Very few respondents, regardless of age, prefer to receive information via phone calls.
- Accessibility/location, appropriate meeting space, cost/pricing/value for money are the primary reasons a facility is selected.
- “Matures” place a high emphasis on business-friendly guest rooms that are ONSITE, likely to minimize the distance needed to travel during the event/conference. This finding was reinforced when asked about planning meetings for matures. Accessibility/ease of getting around was the most important criteria for selecting a facility for the mature audience.
- Regardless of the meeting planner’s generation, when planning events that will have a majority of Millennials and Gen X participants, technology/ease of connectivity becomes increasingly important, as does offsite amenities and the “cool factor” of the venue and location.
- More than half of respondents do consider the age of the attendees when selecting a venue.

Respondent Profile



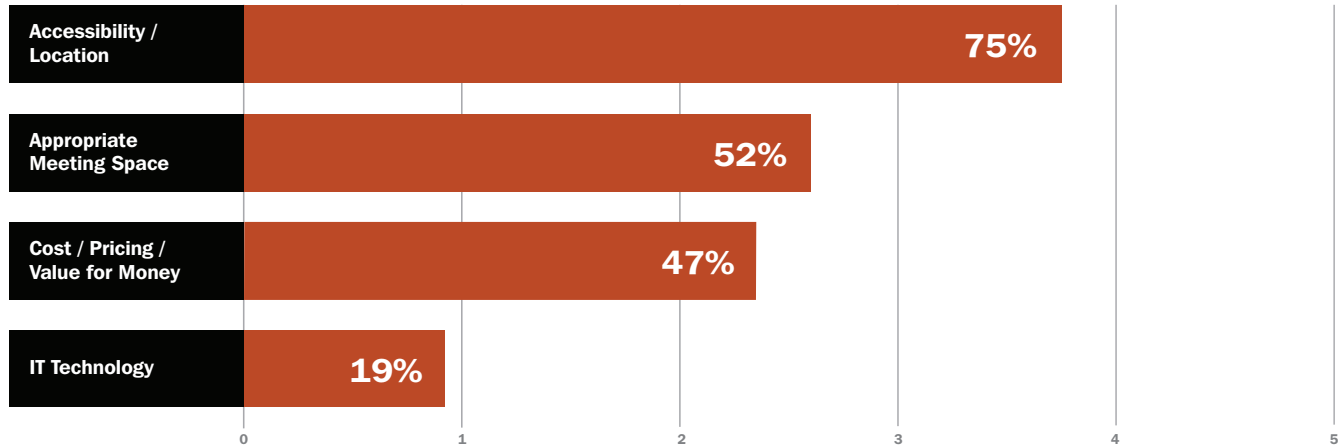
Gen X and Baby Boomers dominate the responses in European Generational Study by @AboutDCI and @IACCconcentres #IMEX14 #MeetingProfs #Eventprofs

Sales and Marketing Preferences



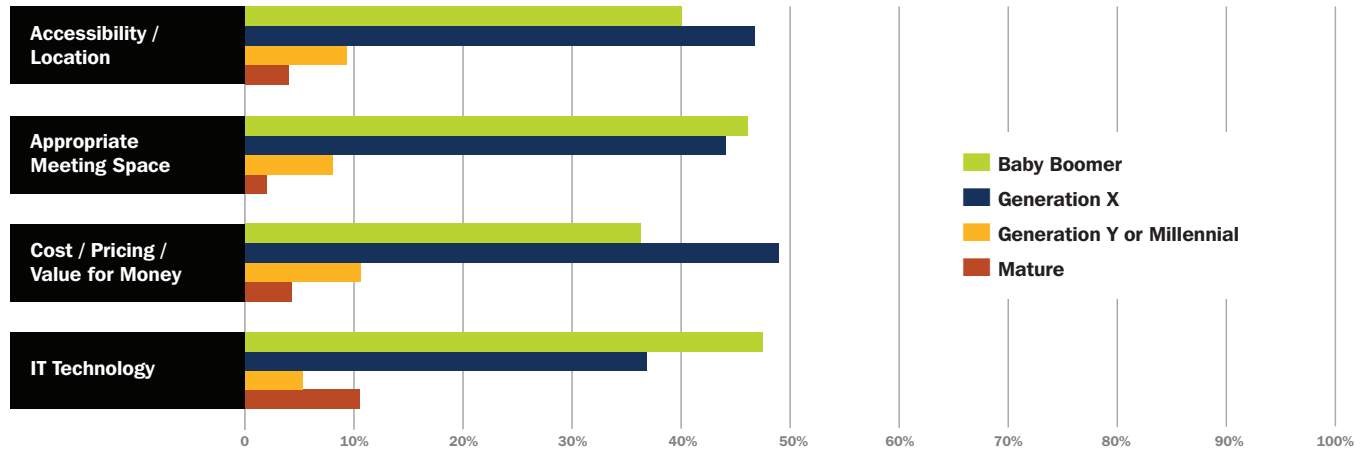
Digital correspondence is king for Baby Boomers, Gen X & Gen Y #eventprofs while mature #meetingprofs prefer tradeshow appointments @AboutDCI @IACCconfcentres #IMEX14

Top Criteria When Selecting a Conference Venue



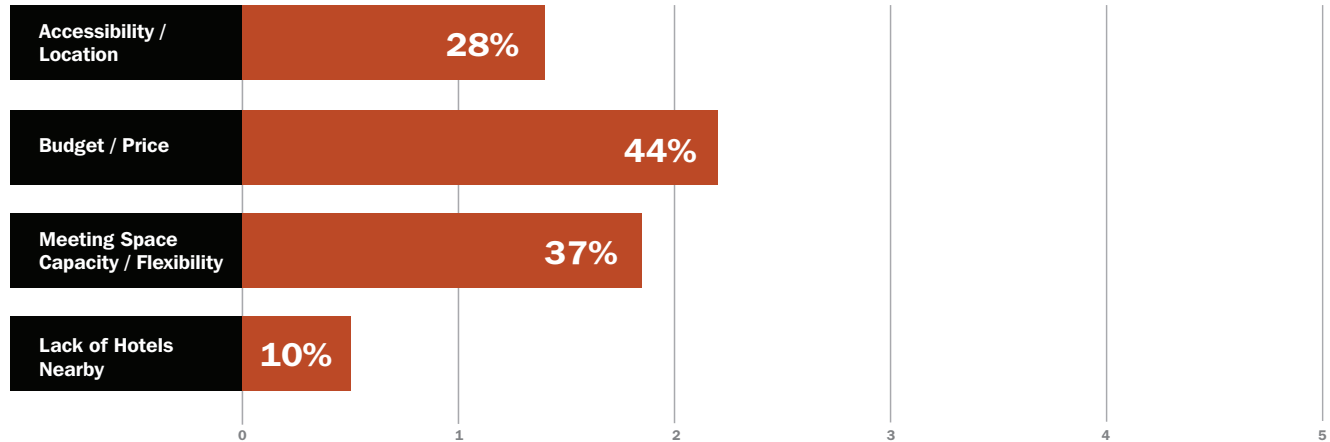
Accessibility/location and appropriate meeting space are top criteria for European #meetingprofs when evaluating meeting space @AboutDCI @IACCconfcentres #IMEX14

Top Criteria When Selecting a Conference Venue by Generation



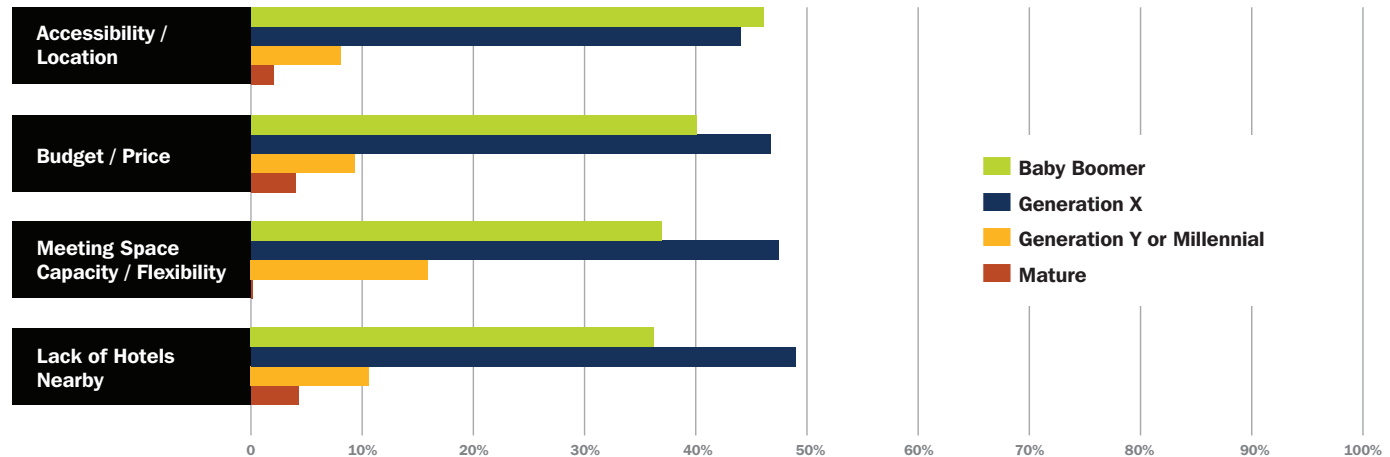
Cost of meeting space is top criteria for Gen X #meetingprofs while Baby Boomers consider IT offerings for venue selection, reports @AboutDCI #IMEX14

Top Reasons For Not Selecting a Conference Venue



Price, location, lack of hotels & meeting space flexibility are top reasons European #eventprofs have not selected a meeting venue reports @IACCconfcentres #IMEX14

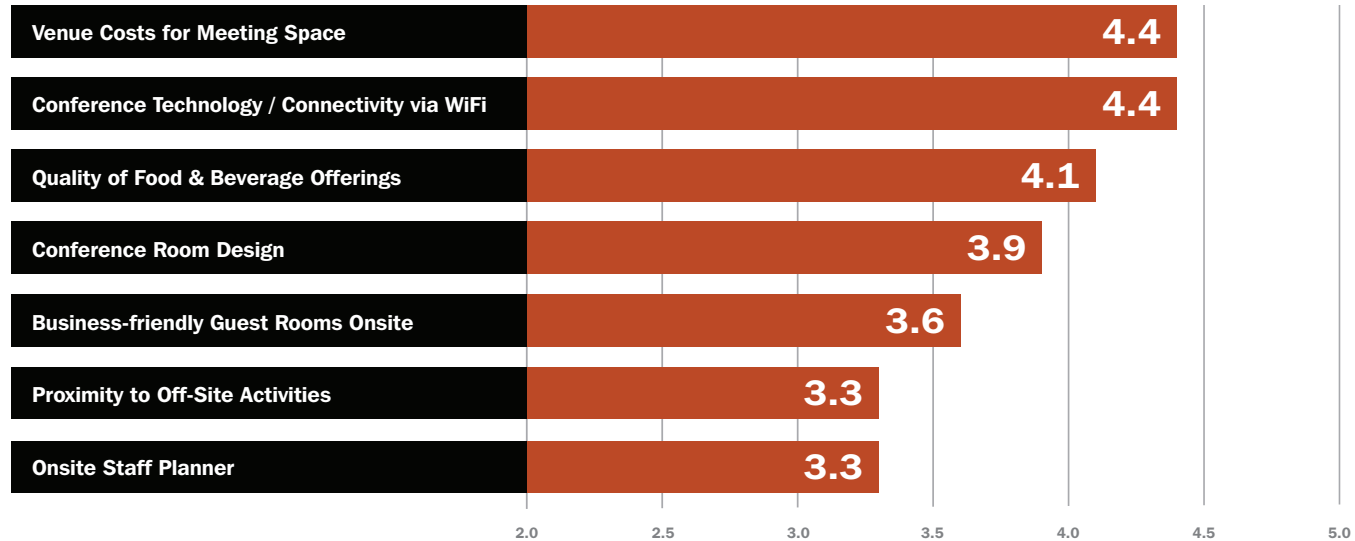
Top Reasons for Not Selecting a Conference Venue by Generation



Baby Boomer #eventprofs in Europe record price and lack of hotels as top 2 reasons for not selecting a conference venue @AboutDCI @IACCconfcentres #IMEX14

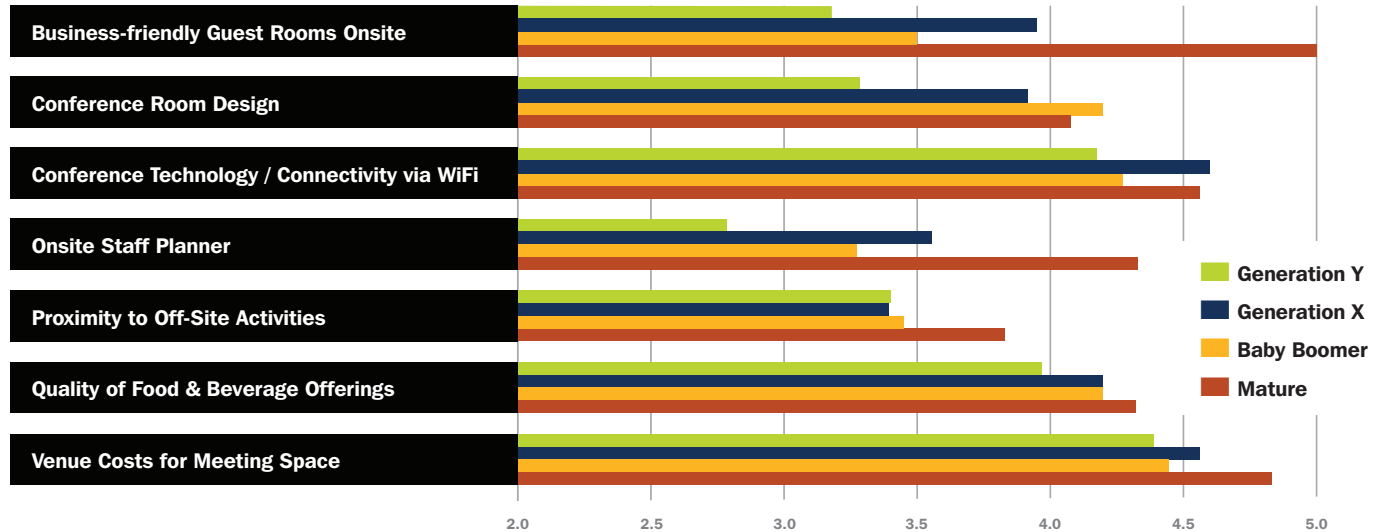
Millennial #eventprofs in Europe are likely not to select a conference venue if meeting space is not flexible for their needs. @AboutDCI #IMEX14

What is Most Important When Choosing a Conference Facility?



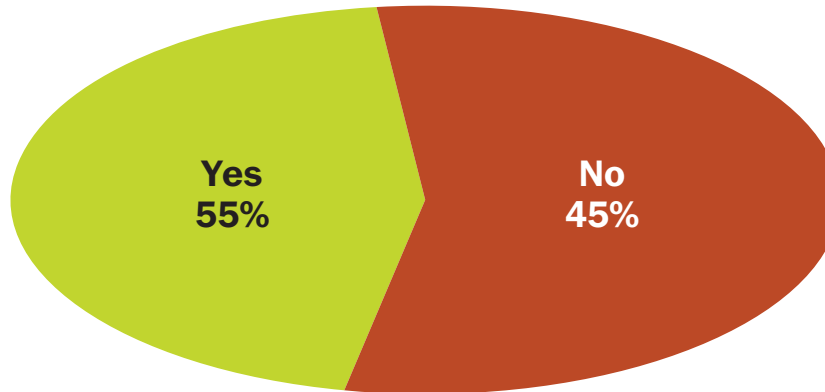
Costs and Technology are two of the top factors for European #meetingprofs when choosing a conference facility @AboutDCI @IACCconfcentres #IMEX14

Most Important Factors by Generation



European generational study by @AboutDCI @IACCconfcetres reveals Millennial #eventprofs rank cost, technology and F&B as most important factors in site selection #IMEX14

Do You Consider the Age of Conference Attendees When Selecting a Venue?



In contrast to North American #meetingprofs, majority of European #eventprofs consider the age of program attendees in the venue selection processes @AboutDCI #IMEX14

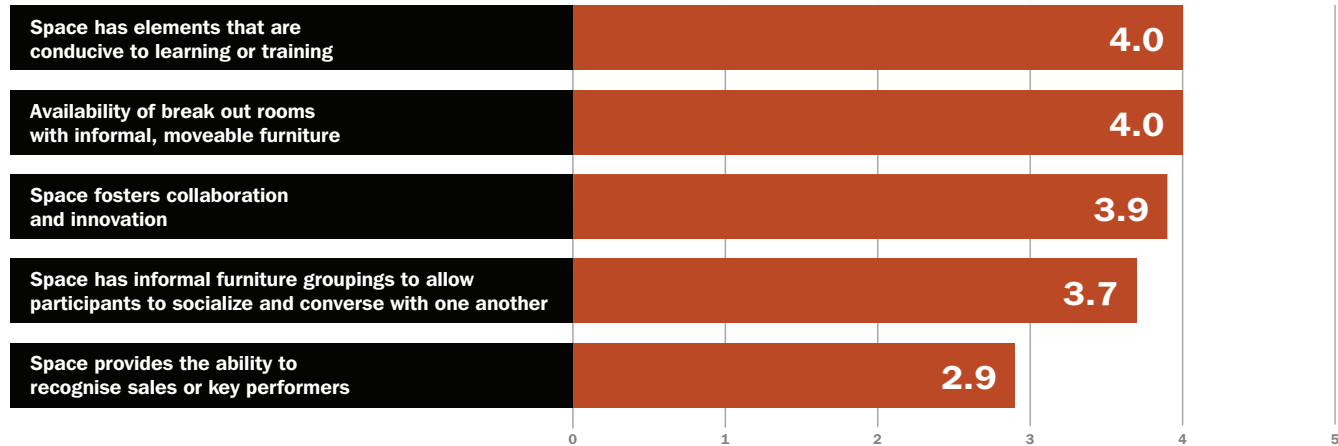
What Are the Most Important Considerations For Each of the Following Age Cohorts?

MATURES	BABY BOOMERS	GENERATION X	GENERATION Y OR MILLENNIALS	GENERATION Z
66+ YEARS OF AGE	47 - 65 YEARS OF AGE	33 - 46 YEARS OF AGE	18 - 32 YEARS OF AGE	UNDER 18 YEARS OF AGE
Accessibility / Ease of getting around	Accessibility / Ease of getting around	Technology / Connectivity / WiFi	Technology / Connectivity / WiFi	Fun off-site activities
Classic / Traditional design	Amenities (on and off-site)	Off-site activities / Amenities	Offsite activities / Amenities	Technology / Connectivity / WiFi
	Good Audio IT	Cost	Location of venue	Cool design / Trendy
	Location of venue			



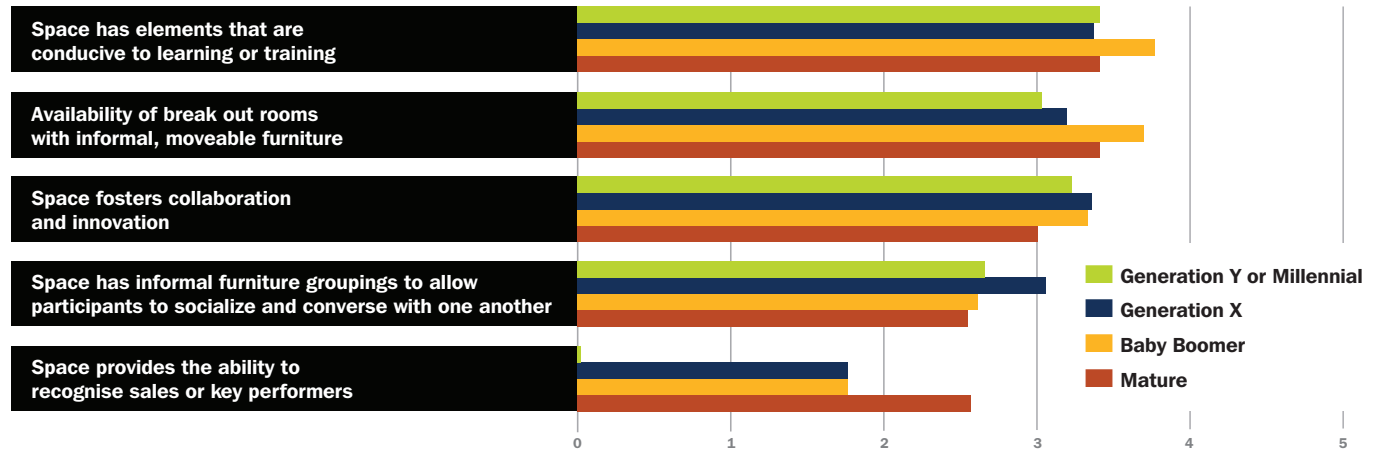
European #meetingprofs consider offsite activity options as important factors for programs with Gen X and Gen Y attendees reports study from @AboutDCI #IMEX14

Most Important Elements of the Meeting Space



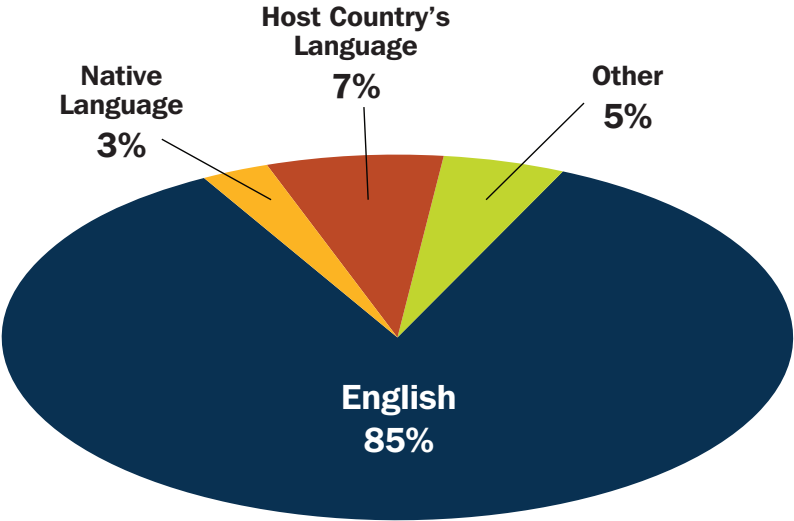
Open space, moveable furniture and informal set up are meeting room characteristics that European #eventpros say are most important @AboutDCI @IACCconfcetres #IMEX14

Most Important Elements of the Meeting Space by Generation



Mature & Millennial #eventprofs in Europe have very different opinions about the importance of meeting space that facilitates recognition of sales and key performers reports @AboutDCI @IACCconfcentres @ #IMEX14

When planning programs outside of your home country, what language do you expect the venue's staff planner to speak when conducting business?



85% of European #meetingprofs expect to conduct business in English when sourcing venues outside of their home country per @AboutDCI @IACCconfcentres research. #IMEX14

A Word About DCI

Development Counsellors International (DCI) is the leader in marketing places. Since 1960, we have worked with more than 400 cities, regions, states and countries, helping attract both visitors and investors. We specialize exclusively in all phases of tourism and economic development marketing.

Headquartered in New York City with regional offices in Denver, Los Angeles and Toronto, DCI has worked with more tourism organizations than all other marketing agencies in North America.

Interested in learning more? We'd love to explore how we might assist your destination marketing organization/convention bureau with MICE marketing, sales and public relations.

**Karyl Leigh Barnes, Executive Vice President/Partner
t +1-212-444-7123
e karyl.barnes@aboutdci.com**

**Daniella Middleton, Director, MICE Division
t +1-212-444-7118
e daniella.middleton@aboutdci.com**

**Development Counsellors International
215 Park Avenue South, 10th Floor
New York, NY 10003**

A Word About IACC

IACC represents the World's Best Meeting Venues. A bold statement to make for any organisation, but Meeting Planners using IACC (International Association of Conference Centres) venues continually say they are the best. The World's most successful global brands use IACC certified venues for their conferences, meetings and training programs because they offer the very best environments.

IACC Conference Centres achieve this by providing the very best facilities and service, which is designed and operated to allow customers to make the most out of every meeting. IACC has 350 Conference Centre members in 19 countries Worldwide. These Conference Centres provide the world's most trusted meeting environments, services, and professional

support, and are dedicated to successful outcomes for their customers. The "Meeting Experience" reinforces everything we do at IACC.

**Mark Cooper
Chief Executive Officer
t +44 203 4780 274
e mcooper@iacconline.org**

**International Association of Conference Centres
300 Ave de Tervuren
B-1150 Brussels
Belgium**



Development Counsellors International

215 Park Avenue South, 10th Floor

New York, New York 10003

T: 212.725.0707 @aboutdci

www.aboutdci.com