

For Immediate Release

Press Release

IMEX, ICCA and Fast Future Launch Convention 2020

Student Case Study Competition

[IMEX](#), [ICCA](#) and [Fast Future Research](#) are pleased to announce the launch of the Convention 2020 Student Global Case Study Competition. Details can be found at www.convention-2020.com

The goal of the competition is to identify examples from around the world of how business events, meeting venues and meeting destinations are innovating to prepare for the future. The competition is open to full and part-time students over the age of 18 studying at an academic institution anywhere in the world. The two winning submissions will receive the following:

- Free economy travel from anywhere in the world to take part in IMEX - the leading meetings industry trade show which is held in Frankfurt Germany from May 23rd – 26th
- Two nights' accommodation
- Participation in the IMEX- MPI Future Leaders' Forum May 25th – 26th
- The opportunity to present a short summary of your case study during a Convention 2020 session at IMEX in Frankfurt

All submissions received that are of an acceptable quality will be published as part of the Convention 2020 project.

No other prizes or payments will be offered to those who submit case studies.

The case studies must be presented in English, should be a **maximum of 1000 words in length** and **must be received by midnight GMT April 22nd 2011**. The winning entries will be announced by Monday May 9th 2011.

The case studies should address one of the following:

Examples of Event Innovation – E.g. case examples of innovation in event design, participant engagement, marketing, business and financial models, use of technology or social media or other types of innovation in the design and delivery of events.

Examples of Venue Innovation – E.g. case examples of how venues are innovating in terms of their strategies for the future, the design of their facilities, flexibility in using their space, research, financing and revenue models, use of technology and social media, marketing, service delivery and partnerships.

Examples of Destination Innovation – E.g. case examples of how destinations are innovating in terms of strategies for the future, marketing, event support, measurement of economic impact, use of technology and social media, support for their local meetings industry, partnership working and research.

The case study should provide a clear and concise description of the following:

- A 50 word summary of the innovation and the actual or expected benefits
- A short description of the event, venue or destination – including - where relevant – the history, size, target audience, key challenges and future objectives
- A more detailed description of the innovation – the reasons for making the changes, the objectives and what they did or are doing
- The actual or expected results and benefits – including - where possible and relevant - customer perceptions of the innovation
- Images and diagrams where appropriate
- Reference sources used.

Entries will be judged on the extent of innovation, the actual or likely benefits and the clarity of presentation of the overall case study.

The front page of the submission **must include only the following information**: the title of the case study, the entrant's name, date of birth, address, email, telephone numbers, course, academic institution and contact details of the course tutor. Submission of your entry will be taken as an automatic confirmation of approval for the case study to be published as part of the Convention 2020 study. **Submissions that do not include the above information or that are received after midnight GMT April 22nd 2011 will automatically be rejected.**

All questions and case study submissions should be sent to c2020cases@fastfuture.com

Ends

Notes for Editors

Convention 2020 is a strategic foresight study. The research programme is designed to take a wide ranging and forward looking perspective on the future of live events, venues and meeting destinations.

The founding sponsors for the Convention 2020 study are IMEX the leading industry trade show, ICCA – the International Congress and Convention Association, and Fast Future Research. The existing platinum sponsors for the study are The Queen Elizabeth II (QEII) Conference Centre London, Accor, Visit London, Melbourne Convention and Exhibition Centre, Qatar National Convention Centre, Seoul Tourism Organisation, Toronto Convention Bureau, Athens Convention Bureau, Congrex and BestCities Global Alliance (Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver). The gold sponsors are Kenes and Adelaide Convention Centre. The Technology partners are Meetings:Review and TrendWiki.

The objectives are to

- Help the industry value chain prepare for the future
- Provide key insights on how live meetings could evolve by 2020
- Help meeting owners, managers and designers think about the future customer experience
- Help venues and destinations think about the implications for their strategy
- Suggest emerging strategies, approaches and business models for events, venues and destinations

- Use a highly participative 'open' research process to educate and inspire participants

Fast Future Research is a global research and consulting firm that specialises in studying the future of meetings, travel and the leisure industries.

IMEX is the award winning trade show for the meetings, incentive travel and events industry which takes place each May in Frankfurt. It is organised by the IMEX Group who also run the new IMEX America tradeshow which will be launched in Las Vegas in October 2011.

ICCA is one of the world's leading trade associations for the meetings industry, with 900 member companies and organisations in over 80 countries worldwide and covering all supplier sectors.

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