

16th UIA Round Table Europe

Becoming a SMART association. The Future Role of Business Events in the Association World

November 24th + 25th, 2022
ROTTERDAM | NETHERLANDS



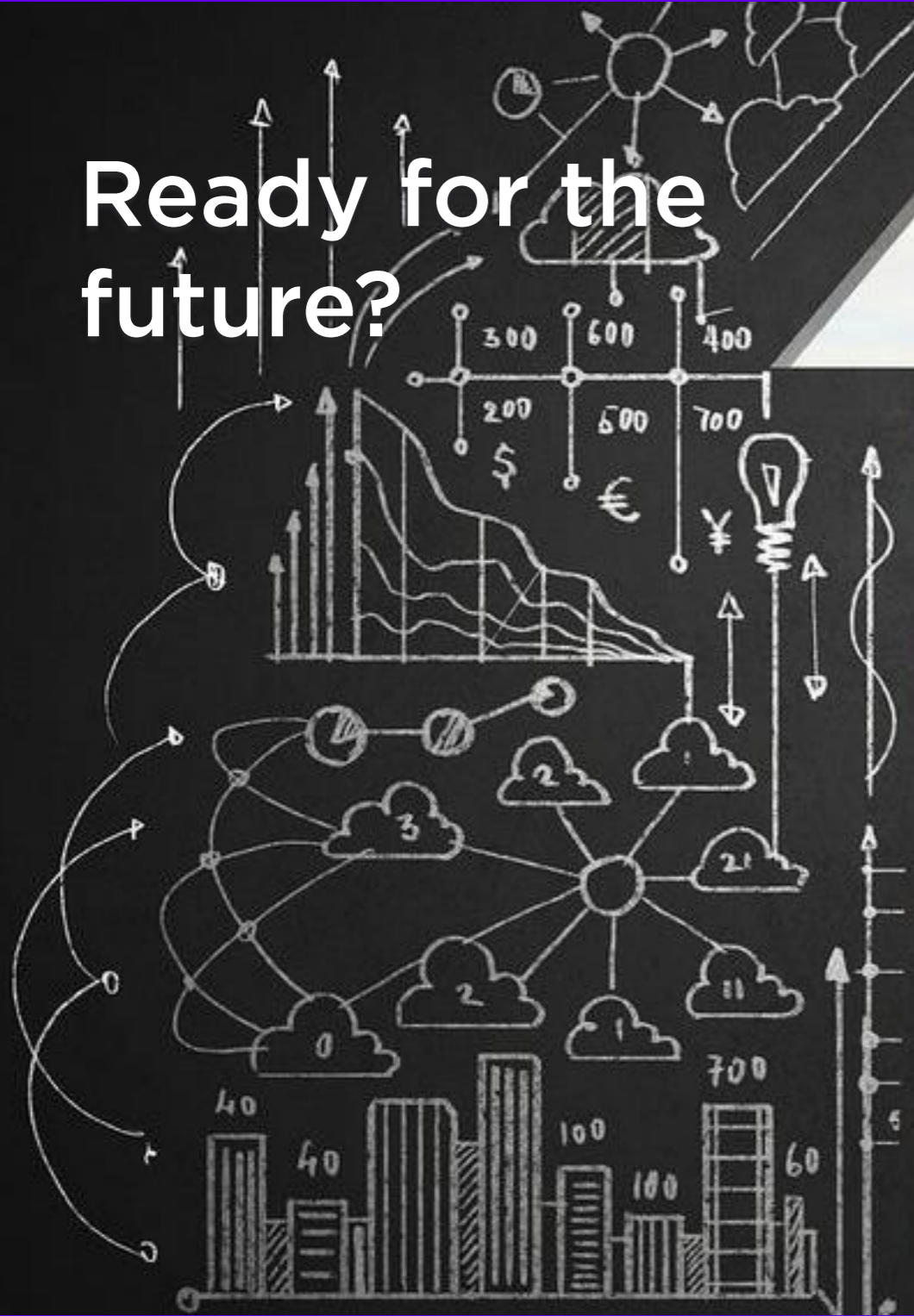
ENITED

business events

Ivo J. Franschitz

Sharing the idea of excellence.

Ready for the future?



OLD normal.



NEW normal.

NEXT normal.



Unique
opportunity.



Change of
mindset.



The Future Association. “Building communities”



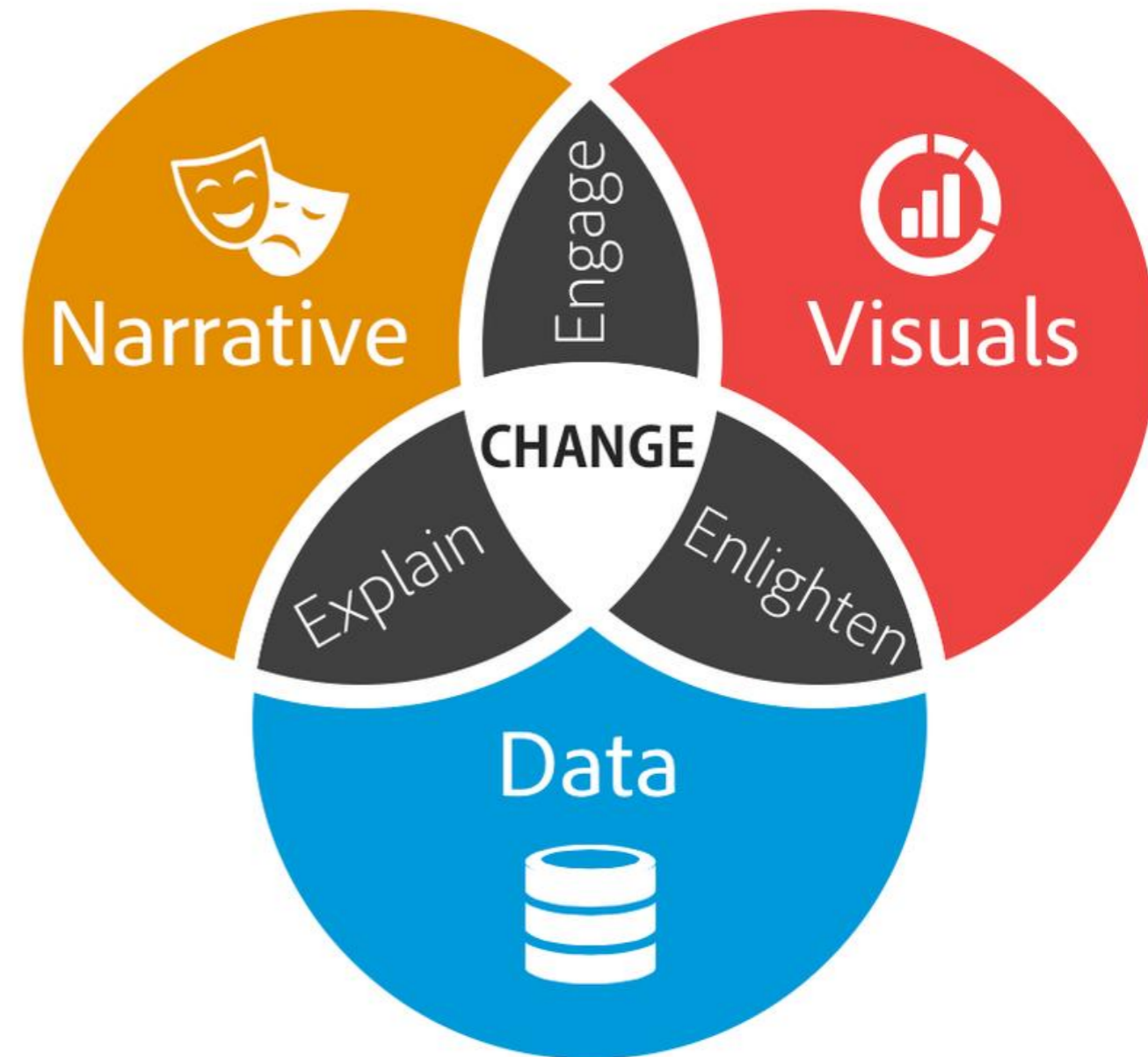


**It's all about the
experience!**

From Story-telling to Story-living.

- ✓ Explain.
- ✓ Enlighten.
- ✓ Engage.
- ✓ **CHANGE!**

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Age of Wow!



**Being
connected.**



The Future Destination.

“Creating live communication platforms”

**SMART
Destination.**



Solutions.



Services.

Live communication platforms.



The Future Business Events industry. “The Matchmaker”



**Collaboration &
Engagement.**

The New Focus.

- ✓ New Engagement
- ✓ Different Value proposition
- ✓ Greater Inclusion
- ✓ Stronger engagement
- ✓ Creating “Places” and not only “Spaces”

**Demonstrating competence.
Showcasing excellence.
Documenting relevance.**



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FUTURE

START



THINKER

ThinkingCap

IDEAOMETER

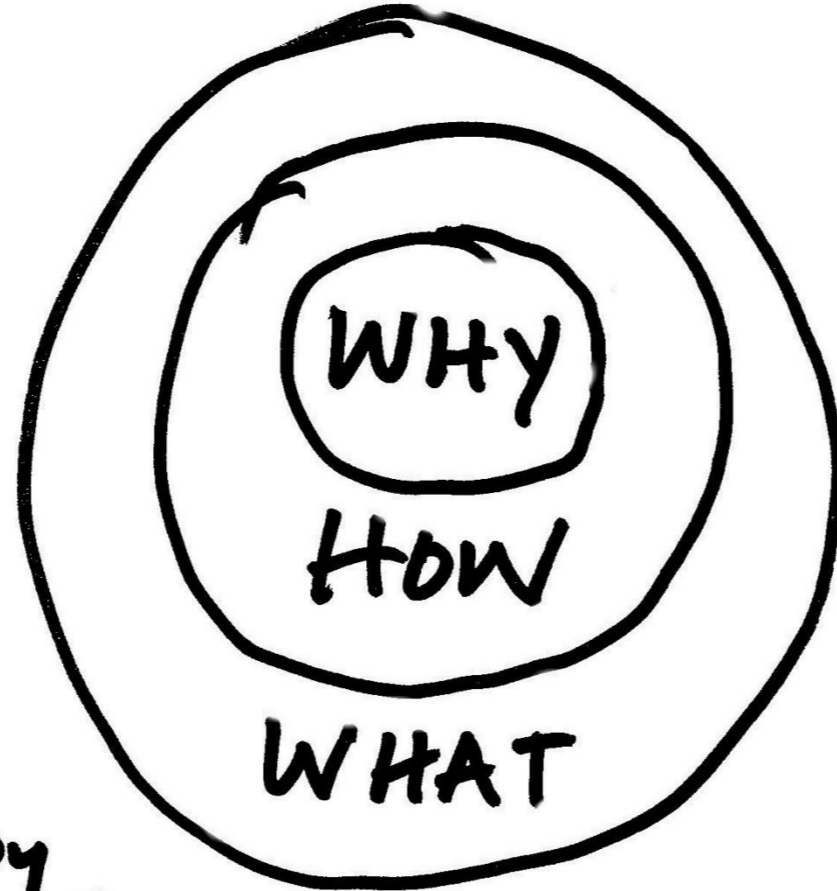
Wild knowledge.



Stay connected & remain relevant.



THE GOLDEN CIRCLE



by
SIMON SINEK

The 3 Steps.

STEP I | Level-up your methods of engagement

STEP II | Dare to break some old habits

STEP III | Set the new framework of engagement with the destination



Becoming SMARTer.

Working group session
(6 to 8 participants per group | by CHOICE)

PART I

Define individually your own 3 TOP focus areas/elements for each of the 3 steps

5 minutes

PART II

Share your choices within your group and co-create the group's 3 TOP list

15 minutes + 5 minutes for each group summary

PART III

Open floor contribution & discussion

Explore, define & discuss.







Thank

you

**Anything is possible.
If you take the first step.**

ENITED business events

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