

# BEHIND THE NUMBERS UIA SURVEY ADDS CONTEXT TO STATISTICS ON INTERNATIONAL ASSOCIATION MEETINGS

AS FEATURED IN THE RECENT HEADQUARTERS ISSUE DEVOTED TO STATISTICS, AND AS A TOPIC AT THE UIA-HEADQUARTERS' ACADEMIC SESSION HELD IN BRUSSELS THIS PAST OCTOBER, THE UIA'S ANNUAL INTERNATIONAL MEETINGS STATISTICS REPORT PROVIDES KEY MARKET RESEARCH. THE GLOBAL NUMBERS GIVE A GOOD IDEA OF THE CURRENT SITUATION IN TERMS OF MARKET SHARE, CHANGING MARKET LEADERS, DEVELOPING NEW DESTINATIONS AND TRENDS OVER DECADES IN THE MEETINGS INDUSTRY.

The UIA's Annual Report on International Meeting Statistics derives from its work in profiling upcoming events in the International Congress Calendar (quarterly publication and database) and profiling the responsible organizations in the Yearbook of International Organizations (annual publication and database).

The industry picture provided by the annual statistics is enhanced when the opportunity arises to directly question the opinions, attitudes and realities of the international association decision-makers themselves.

In 1985, 1993 and 2002 the Congress Department of the Union of International Associations (UIA) undertook surveys of international organizations holding conferences, meetings, congresses, etc.

Of interest to all parties involved in international association meetings - from the federations and societies to all the meeting-specific partners - these surveys augment and provide greater depth to the market analysis presented in the UIA's annual International Meetings Statistics Report.

The past editions of this survey have contacted some 8,500 association representatives.

In 2009, the UIA is set to undertake an even more comprehensive census and survey of international associations' meetings behavior. Supported by its Associate Members and other sponsors, the UIA will question some 16,000 international bodies. Organizations of all sizes and types from countries and territories across the world will be contacted (see chart).

**THE REPORT OF THE SURVEY WILL BE MADE AVAILABLE TO ALL PARTICIPATING CORRESPONDENTS, UIA'S ASSOCIATE MEMBERS AND OTHER PARTNERS. A SUMMARY WILL BE PRESENTED EXCLUSIVELY HERE FOR THE BENEFIT OF HEADQUARTERS MAGAZINE READERS.**

While a base set of questions remained constant across the three questionnaires, new questions were added in 2002 to reflect changes in the meetings industry following September 11 and other catastrophic events and in light of technological developments.

Questions examine: type of meeting(s); frequency; participant numbers; duration; geographical locations; scheduling; security concerns; technology issues; venue types;

event coordination responsibility; production of proceedings and websites and more. The security and technology issues remain of key interest and new topics are high on the industry radar (green issues, current economic impacts, etc.).

In addition to the base set of questions from the prior surveys, new questions will be devised in consultation with UIA's Associate Members. Further, opportunities for sponsored questions will be made available to those who wish to gather information which will not be shared with others in the final report.

This unprecedented cycle of communication with association representatives worldwide will include a postal mailing, survey website

and the final report. E-mail reminders will be used to encourage participation from late responding offices.

The report of the survey will be made available to all participating correspondents, UIA's Associate Members and other partners. A summary will be presented exclusively here for the benefit of HeadQuarters magazine readers.

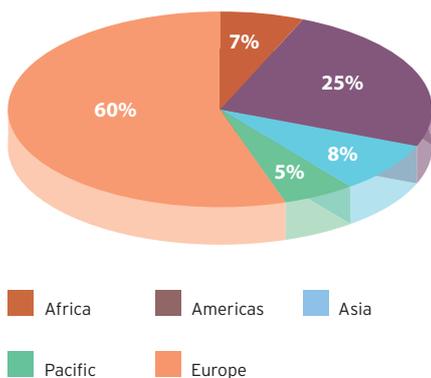
A project of this size provides an opportunity to develop a picture of the meetings industry which goes beyond regular market intel-

ligence. Providing a picture of the development of trends across the decades it will show how both association activities and the meetings industry have changed and grown, and how they are dealing with modern day opportunities and challenges. And, importantly, the commentary and information will come directly from the associations themselves.

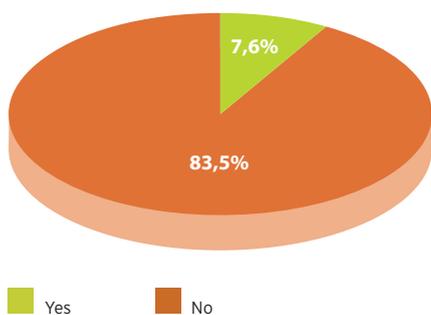
For more information on how you can take part in this exciting new edition of the study, contact Joel Fischer at [joel@uia.be](mailto:joel@uia.be)

For more information please visit [www.uia.org](http://www.uia.org)

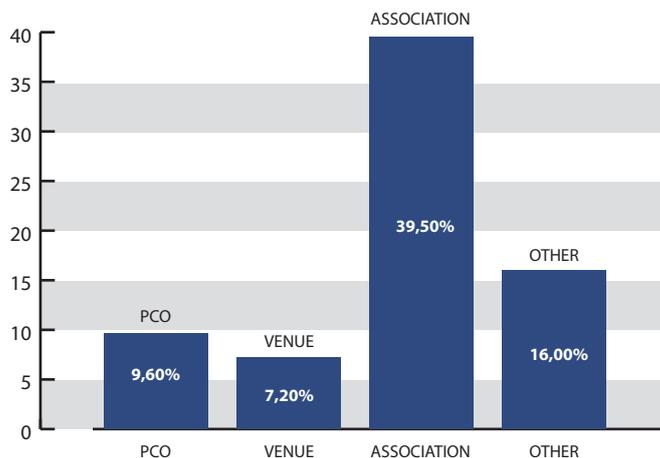
#### 2009 survey population



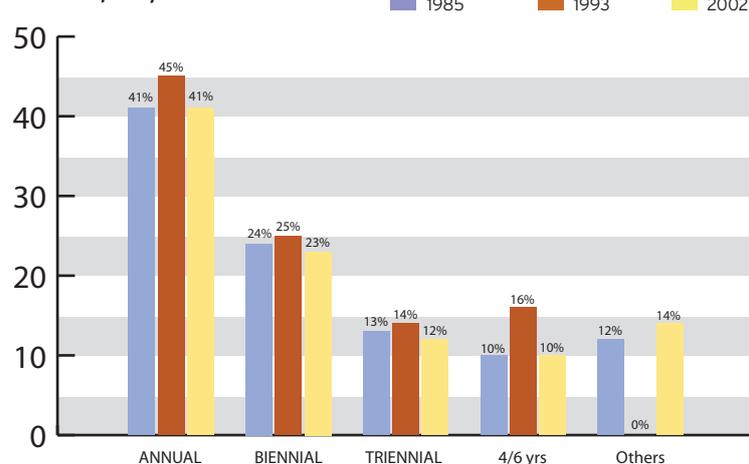
#### Replaced event with teleconference / online meeting? (as of 2002)



#### 2002: Who is responsible for the website



#### Event Frequency



#### Reviewed event related security issues?

