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.
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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Wild knowledge.
Stay connected & remain relevant.
THE GOLDEN CIRCLE

WHAT

HOW

WHY

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

PART II
Share your choices within your group and co-create the group’s 3 TOP list

PART III
Open floor contribution & discussion

Explore, define & discuss.
Anything is possible. If you take the first step.

ENITED business events

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