

A hand is holding a camera lens in the foreground, with the lens's circular opening acting as a frame for a scenic view of a lake and mountains. The background is a soft-focus landscape with a blue sky and green hills. The text is overlaid on a semi-transparent teal rectangular area.

„Emerging Opportunities, Persisting Classics, Fading Models: Business Events in a Transformative Era“

- Project Outline -

Mission

The "Future Meeting Space" innovation network was founded in 2015 by the GCB German Convention Bureau e.V. and the Fraunhofer Institute for Industrial Engineering IAO.

The central aim of the initiative is to strengthen the role of business events as a driver of innovation and a key instrument of corporate communication. In the spirit of trend research, Future Meeting Space anticipates relevant developments in the event ecosystem and derives conceptual, technological and spatial requirements from them. The innovation network develops topic-specific, differentiated recommendations for action for various stakeholder groups and regularly mirrors these in practice as a laboratory.

As one of the world's leading destinations for meetings, conferences and congresses, Germany stands for innovative strength, sustainability and comprehensive expertise in key sectors of business and science. Against this backdrop, the initiators GCB and Fraunhofer IAO, together with their diverse research partners, act as catalysts for the future of business events "made in Germany" as part of Future Meeting Space.



Recent Year's Research Landscape: A Comprehensive Overview of Published Studies

Future Event Scenarios
& Future Meeting
Room



The Future Role and Purpose
of Events



Redefining Event Attendance
Why do people attend face-to-
face events in the future?



2015/16

2017/18

2019/20

2021

2022

2023



Participant experience as a
success factor



Challenges of the Post-
Corona Era
The New Ecosystem of
Events

»Navigating Business
Events in Challenging
Times«

Innovation Network Future Meeting Space

Research Partners since 2015



Founder



SENNHEISER



SIEMENS



VDE

IN KOOPERATION MIT



In cooperation with:

Germany
The travel destination



www.germany.travel

Learn how Future Meeting Space works

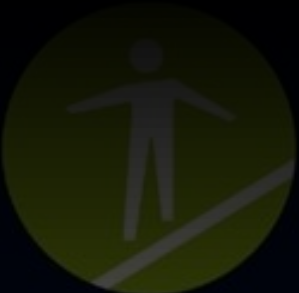
Empirical Methods

- Delphi-Surveys
- Desktop Research
- Focus Groups
- Expert Talks
- Studies

+

Collaborative Approach

- Research Meetings & Workshops
- Digital Meetings
- Inspiration Journeys



Initial Position



Megatrends such as New Work, demographic change and artificial intelligence are on their way to becoming firmly established in our lives. In the context of business events, these and other trends have already driven enormous developments in certain fields. As a result, some offerings are being displaced, some products and services remain largely unaffected by major change and other areas still harbour considerable and sometimes hidden potential.

With the 2024 research focus, the Future Meeting Space innovation network is therefore - in short - addressing the question of which standards and processes in the business event ecosystem will remain in the future, which will disappear and which will emerge. The aim of the explorative research is to uncover opportunities for all players along the customer journeys in the event ecosystem - organisers and providers alike - at an early stage and to enable them to make data-based, scientifically sound decisions.

The developments identified in the process can have transformational, disruptive effects and, at their highest level, generate business model innovations or push outdated business models from the market. However, they can also have an impact at lower levels and primarily inspire new products and services that tend to reform existing business cases.

Regardless of the specific degree of change, the focus is always on optimising solutions with regard to the needs of customers and, ideally, tapping into new market potential.

(Further) development of solutions in the ecosystem of business events

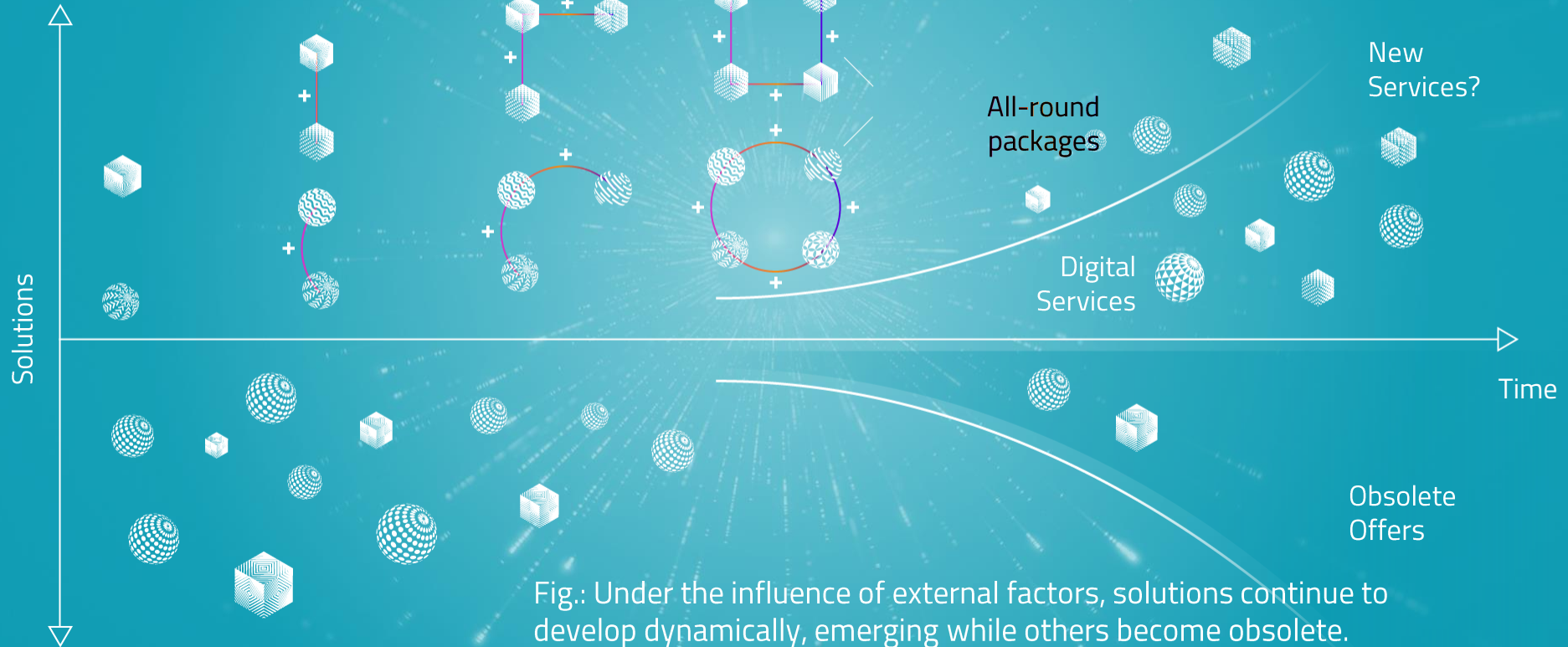
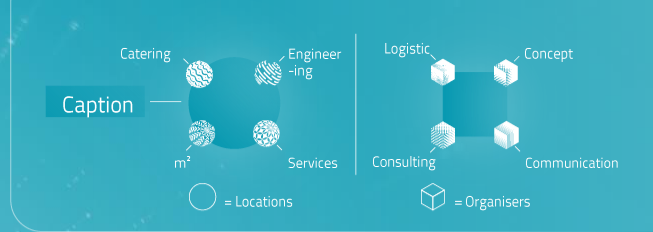


Fig.: Under the influence of external factors, solutions continue to develop dynamically, emerging while others become obsolete.

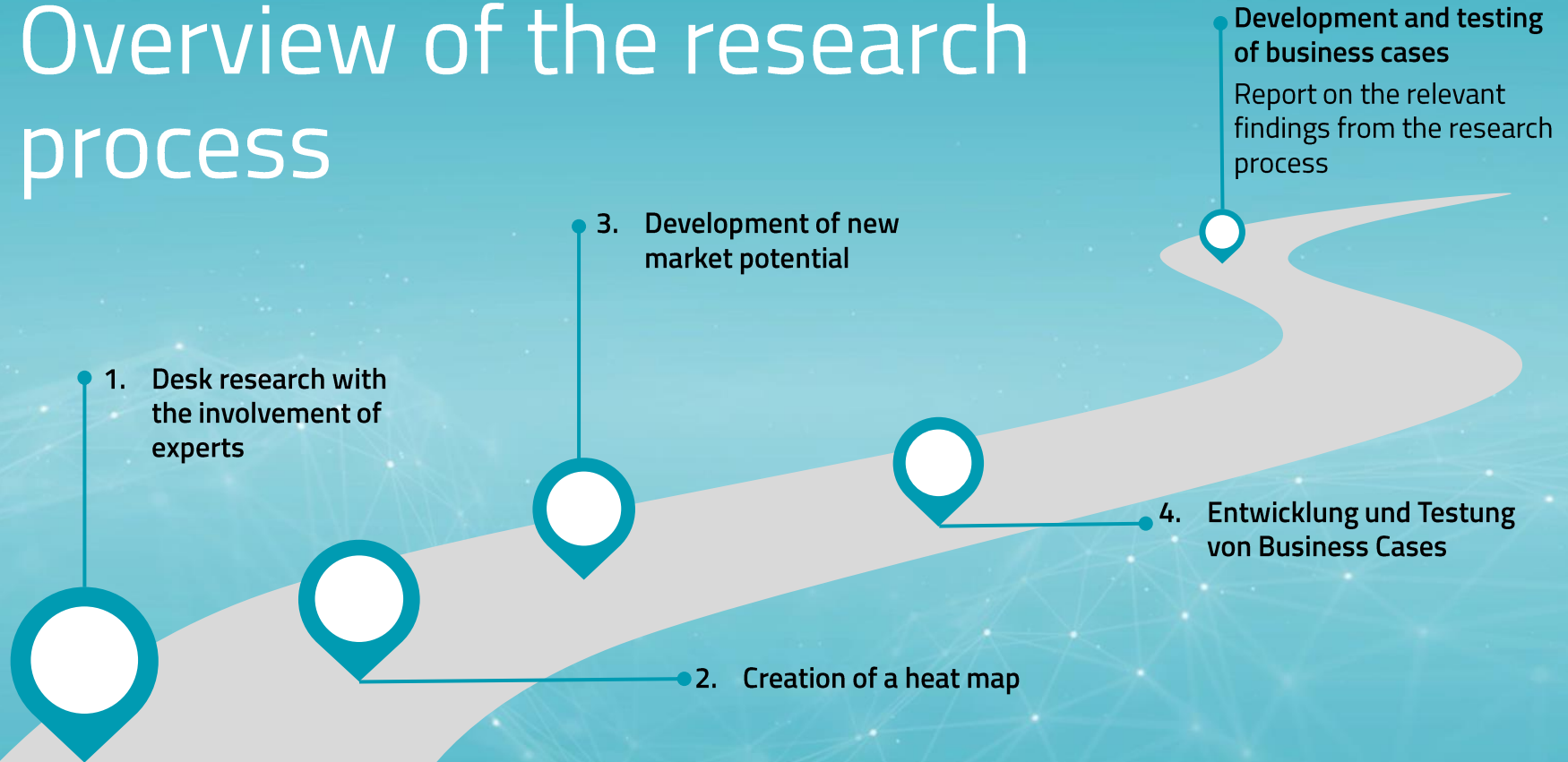
What is going and what is coming?

- Identifying and updating the drivers of change and assessing their impact
- Identification of new market potential and white spots
- Development of disruptive business cases around the ecosystem of business events
- Iterative "customer-centred" process based on the lean start-up methodology
- Benefit: Recognising new opportunities and identifying threats to your own business model in the ecosystem at an early stage

Research Questions

- 1. What effects of change result from external influences on the ecosystem of events?**
(e.g. net zero CO2 emissions, circular economy, generative AI, multipolar world, demographics, labour shortage, 4-day week, migration, immersion, new work, platform economy)
- 2. What changes in customer and user needs can be identified?**
(e.g. travel ban, legacy, just-in-time, circular economy, generative AI, multipolar world, demographics, labour shortage, 4-day week, migration, immersion, new work, polarisation and individualisation of workforces)
- 3. Which existing processes, services, structures and business models are becoming less important or obsolete?**
- 4. What new market potential, services and products are emerging and what new business cases can be developed from this?**

Overview of the research process



Detailed research process

1. Desk research with the involvement of experts

Identification of relevant, strong and weak signals, scenarios, first practices, influences and effects with potential for change on products and services as well as on the ecosystem of events and their event characteristics.

Outcome: Presentation of research results

2. Creation of a Heat Map

Creation of a heat map using a search grid to evaluate and visualise the effects of change on key elements, processes and business models within and at the interfaces of the ecosystem and the characteristics of events (how strongly do which changes affect the existing business events world). Consideration of up to three perspectives/layers, e.g. corporate planners, destinations, suppliers/service providers.

Outcome: Evaluated heat map of the effects of change

3. Development of new market potential

Identification of unknown (undiscovered/unexplored) white spots (windows of opportunity, innovation niches), consolidation of existing potential and adoption/reduction of standards, processes and assumptions that have become irrelevant/obsolete in the future.

Outcome: Overview of market/market change potentials

4. Development and testing of business cases

Derivation of 5 to 10 business opportunities. Consolidation within the research group and selection/further development of up to two ecosystem-wide business cases and their minimum viable products in iterative steps based on the lean start-up methodology. Testing/identification of indications of the design/acceptance/success requirements of the new services and products by means of an empirical survey.

Outcome: Business Opportunities and Business Cases

Participation & benefits

Ahead with strategy

The research project is aimed at all stakeholders who...

- want to use the research results to develop their products, services and organisations.
- have a strong interest in renewing and developing their organisation.
- want to secure and expand their position on the market.

Especially to:

- Organisers (companies, associations, own organisers)
- Destinations (cities, regions, federal states, marketing associations)
- Service providers for events (agencies, technology providers...)
- Traditional location operators (congress centres, hotels, event spaces)
- Provider of commercial and public spaces

The benefit for research partners

Co-organisation of the research process

Networking with partners in a multidisciplinary research alliance

Access to pre-publication reports and exclusive study results

Utilisation of the research competence of the Fraunhofer IAO and the expertise in the event market of the GCB German Convention Bureau e.V.

Communication and positioning as a future-orientated, innovative player both internally and in the national and international media

Services



Regular online and on-site research meetings incl. workshops with external speakers if necessary



Interim results from surveys, focus groups and expert interviews in the form of PowerPoint presentations



Results study with all results and recommendations for action



Inclusion and naming in the communication of results

Information on Participation

Duration:

- 12 months in 2024

Active participation for maximum benefit:

- Participation in research meetings (online and onsite)
- Contribution of specific industry expertise
- Feedback on questions
- Identification of experts and participants for surveys, focus groups, etc.

Research Contribution

Services as described Research meeting (one participant per research partner)*	GCB- memberprice	Non- memberprice
<ul style="list-style-type: none">• Kick-off meeting• 2 research/workshop meetings in Germany (excl. travel expenses)• Digital Meetups• Future tour: Trend trip to a European destination to explore best practices and deepen the insights gained <p>*Additional participant per partner 850,- Euro plus VAT.</p>	22.500,- Euro plus VAT	27.500,- Euro plus VAT

Research-Meetings / Digital Meetups / Future-Tour

Research-Meetings...

take place in presence or partly hybrid. The focus is on the workshop part, in which the current state of research is presented and the further course of research is worked out together.

Digital Meetups...

are online meetings, e.g. with workshop elements or for updates in the research process.

Future-Tour...

complements the research process. The focus is on inspiration and experience.

Interesse? Sprechen Sie uns an!

Projektorganisation & Management

GCB

Meetings made in Germany
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