

MEETING ROOM OF THE FUTURE



Exceptional meetings. Powerful connections.

June 2019 Trends Report

IACC, a collection of 400 venues in 26 countries. The top 1% of meeting and conference venues globally



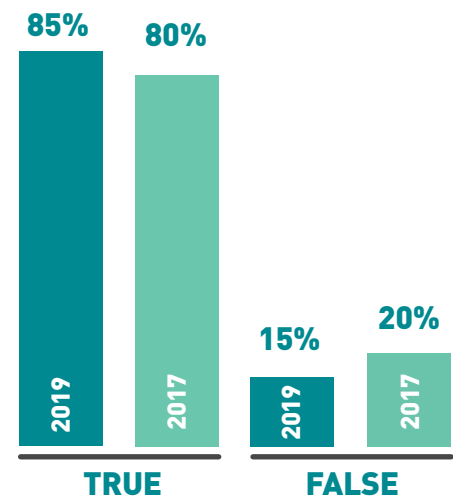
Meeting Focus

Q Thinking about the elements that help achieve the focus of your meetings, please rank each one in order of 1 to 10, in terms of the importance and value each bring (with 1 as the most important and 10 as the least important)



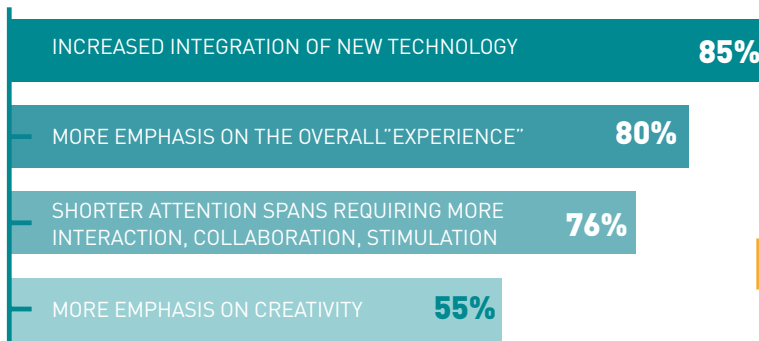
STATEMENT	RANK
Education	1
Networking with colleagues from attending the same event	2
Business connections	3
Venue physical characteristics	4
Venue food & beverage offer	5
Destination value and access to local authentic experiences	6
Technology that fosters collaboration and connection with delegates	7
Social or team development activities	8
Networking with delegates from other events in the same venue	9

Select **TRUE** or **FALSE** for the following statement: My current role in planning meetings involves MORE "experience creation" for delegates compared to my role planning meetings five years ago.



Meeting spaces & experiences

Q In what ways are incoming generations influencing meeting formats? Please select all that apply.



Q In no more than 5 words, please describe the physical characteristics of your **ideal meeting venue**. Major areas highlighted are;

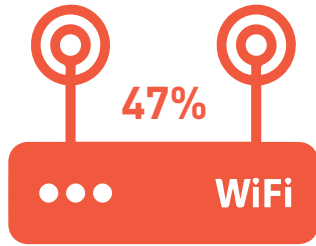
Fresh/Clean Modern Good acoustics
Bright/lighting
 Fun Large / Spacious
Flexible Technology Inviting
 Equipped Fresh/Clean
 Comfortable / Cozy Modern

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Q What do you see as the most critical technology needed for meetings in the next five years?

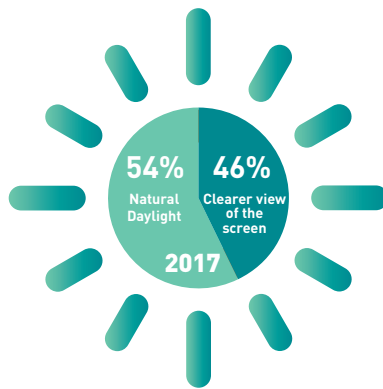
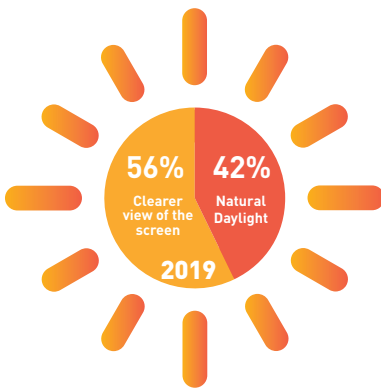


Data Security



Affordable (or free) high speed internet

Q Which is more important to you - Natural Daylight in meeting rooms or Clarity of screens (such as data projectors and LCD screens).



Q What types of new technology have you implemented in the last five years?

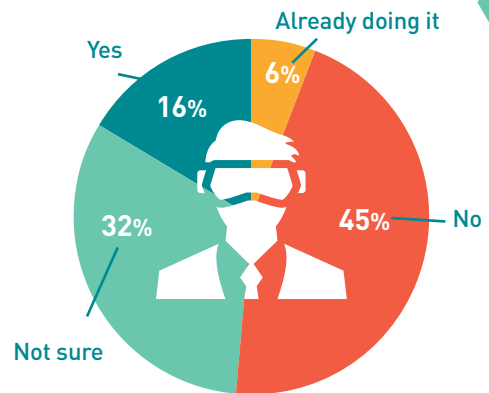


Event apps, social media, live-streaming and VR were all reported often.

Also to note others which are less obvious maybe but apparent in a number of responses;

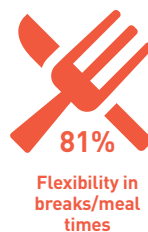
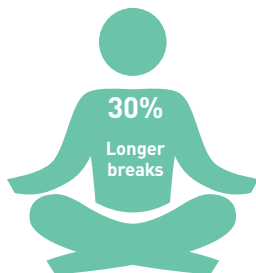
- Offsite speaker location
- Projection mapping
- Screen-sharing / 2nd screen
- Audience participation
- Simulcasting
- Kahoot
- Catchbox
- Chatbot
- Stronger security

Q Would you consider replacing an in-person venue inspection for a virtual reality tour of your venue choices?



Sustainability, Food and Beverage

Q How should the format of break and meal times change in the future?



Q When arranging meetings, do you:



Have confidence that venues will accommodate the dietary requirements you communicate to them in advance of the meeting?



Consider the venues credentials when it comes to sourcing sustainable foods?



Consider the venues credentials when it comes to food waste management?



Charge delegates an additional fee for accommodating dietary requests not linked to health or religious needs?



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