

EDITOR IN CHIEF'S MESSAGE



Professor Andreas H. Zins

*DIRECTOR OF THE REGENERATIVE LIVING LAB
FOR SUSTAINABLE TOURISM (GREGARIOUS)
OF CURTIN UNIVERSITY MALAYSIA*



The year 2020 and the COVID-19 pandemic brought about a tremendous change in the way we work, interact, and hold meetings. The meeting industry has had to adapt to this new reality. This is the focus of Issue 2 of our journal and which will be continued in the subsequent issues.



The first article in this series focuses on digital events and trends identified during the previous year. The study uses a mixed-method approach, including an online survey and interviews with selected companies. The investigation group was PCMA and the AC Forum, and the study identified six common myths during the research that need to be debunked. The article provides valuable insights for event planners who want to reset objectives and strategies to adapt to the changing trends.

The second section of this issue focuses on legacies from various perspectives. We are grateful to be able to share hands-on insights from two CEOs of convention bureaus: Amelia Roziman, the current head of Sarawak Convention Bureau, and Mike Cannon, her predecessor. Amelia's article, "The Immediate DOs for Business Events: SARAWAK 2030 Marketing Plan Development for Government Sector," highlights three main challenges faced by the business events industry in Sarawak and provides solutions and outcomes. The article emphasizes that long-term planning, legacy impact, consistency, and understanding what matters to others are the key takeaways to implement the Sarawak 2030 marketing plan for the local government sector more effectively. Mike's report on the bidding process for the ICCA 2016 Conference opens the stage for insights into the operational side of attracting and implementing events from a destination management perspective. We present this report in two parts: the second section will be published in the next issue.

The article on music ecosystem development has a bridging function. On the surface, it appears to be disconnected from the world of business events. However, the deep insights into the world of music talents and talent exports remind the reader of how particularly intangible products and values have to be marketed and promoted to gain international recognition. Business events and other formats of

meetings are called for playing an important role within this music ecosystem.

The following five articles are summaries from winners of the Incredible Impacts Award which is organized annually by ICCA and BestCitiesAlliance. From these best practice examples, we can learn in which ways long-term impacts – beyond the event itself – can be enabled. The first example presents the World Thrombosis Day movement, showcasing its strategies and outcomes, particularly in terms of public awareness. Unlike other international scientific conferences, the World Thrombosis Day is designed to be an ongoing campaign year around, serving only as a marker and highlight among numerous other activities going on worldwide. This report summarizes the vision behind this campaign and how it has achieved its goals over the past ten years.

The International Water Resources Association (IWRA) launched the Envoy Programme at the World Water Congress in Daegu, South Korea, inviting young and ambitious people from various countries to bridge the world of the conference audience and the realities of societies for whom clean and sufficient water is out of reach. This article highlights the importance of knowledge exchange across continents and disciplines to achieve a more sustainable use and management of the world's water resources.

The next article focuses on the importance of raising awareness of brain health in Glasgow, where the International Society for Cerebral Blood Flow & Metabolism, BRAIN & BRAIN PET, was held in 2022. The local organizing committee wanted to leave a legacy from the meeting, so they planned a series of events for children in primary schools and the general public. The article showcases the positive feedback from participants and the impact of the events on raising awareness of the importance of brain health.

The Women Deliver 2019 conference is the focus of the next article, which examines the organization's advocacy work on gender equality and sexual and reproductive health and rights. The article highlights how Women Deliver has expanded its focus from maternal and newborn health to broader issues of gender equality while remaining strongly rooted in SRHR. The organization works both within and outside the halls of power to advocate for economic and rights-based investment in gender equality and SRHR, and the article showcases the impact of its advocacy efforts.

Finally, the article on the Legacy of the Ecocity World Summit 2019 highlights the collaboration between Ecocity Builders and the British Columbia Institute of Technology in hosting the summit in Vancouver. The Centre for Ecocities emerged as a lasting legacy initiative to support the development of socially just cities in balance with nature around the world.

Towards the end of this issue we present another review (written by Emma Delaney) of a recent book publication by familiar authors in this space: Carmel Foley, Deborah Edwards and Karin Weber. They present a collection of case studies from very diverse countries on a large range of legacy-related topics: economic impacts, the value of knowledge exchange, collaboration and networking. Emma appraises this compilation as a "timely and much

needed book that has the potential to inform policy makers, destination management organisations and other Business Events professionals."

We add two announcements to this issue:

a) the Malaysia Business Events Week (MBEW), 21 – 25 August 2023, in Kuala Lumpur (<https://www.myceb.com.my/about-us/myceb-programmes>)

b) 2023 TTRA Asia Pacific Chapter Conference, 1 – 4 December 2023, in Seoul, South Korea (<https://ttra.com/asia-pacific-chapter/about/>)

For both conferences, IJBEL promotes a special session on Business Events, Legacies and Sustainability Perspectives. Please, follow updates on the respective websites.

This issue of the IJBEL journal covers a wide range of topics related to business events, including digital events, legacies, music ecosystem development, and the Incredible Impacts Award. The articles provide insights into the latest trends in the business events industry and case studies of successful events that have had a positive impact on their host communities. The journal also includes reviewing a recent book on business event legacies. The articles in this issue are well-written and informative, providing a valuable resource for anyone interested in the business events industry. The diversity of topics covered makes this issue of the journal particularly interesting, and it is sure to appeal to a wide range of readers.

