

CHAIRMAN'S MESSAGE



It is truly amazing how legacy-driven business events are boosting economies and enhancing destination profiles by showcasing their ability to host meetings that create valuable intangible assets.



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By standard interpretation, legacy and disruption are two opposing systems. The former associates with tradition, whilst the latter challenges tradition. However, in the context of business events, Legacy Impact is a disruptor under many circumstances.

The industry's contribution is generally thought to be primarily economic, but this mindset is changing around the world. Based on ICCA's Incredible Impacts reports, associations are fast being recognised as educators, influencers, and drivers of societal change through their events. We are learning that these legacies in question are not confined to the events themselves; the people behind them are establishing their own reputations.

Driving a dramatic positive change in society necessitates a collective approach involving associations, individuals, and crucial stakeholders like government institutions and CVBs. It is imperative that everyone recognises Legacy Impact as a force for positive change. As more destinations commit to sustainability and incorporate ESG principles, Legacy Impact is proving to be a sustainable direction that can answer the world's most pressing matters whilst spurring economic growth.

It is truly amazing how legacy-driven business events are boosting economies and enhancing destination profiles by showcasing their ability to host meetings that create valuable intangible assets. Of course, when destination profiles are enhanced, the probability of attracting visitors and investments increases. There is plenty of cultural - and educational - value to Legacy Impact that then translates into a long-term ESG footprint, again addressing pressing national and global matters.

If destinations are serious about change, now is the time to reevaluate how to leverage Legacy Impact as a disruptor for future meetings. In this edition of IJBEL, authors from across the globe share their real-world applications of Legacy Impact and how it connects them and their events to the communities they care about.

I hope you turn each page with anticipation and find that glimmer of inspiration to start your own personal Legacy Impact journey.

