

Industry Paper

The immediate DOs for Business Events: SARAWAK 2030 Marketing Plan Development for Government Sector

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ABSTRACT: The paper highlighted three main challenges that the business events industry in Sarawak faces: (i) limited exposure to legacy impacts; (ii) limited impact case studies and literature; as well as (3) knowing the government and BESarawak. Following the challenges, solutions and outcomes were provided. It was emphasized that long-term planning is important, legacy impact is transformational, being consistent, and understanding what matters to others are the four key takeaways in order to implement the Sarawak 2030 marketing plan for the local government sector more effectively.

KEYWORDS: *Business Challenges, Business Events, Marketing Plan, BESarawak*

Background: BESarawak and Sarawak 2030

Business Events Sarawak (BESarawak) is a non-profit organisation that is fully supported and funded by the Sarawak State Government to connect meeting planners with the right connections and resources for planning and organising meetings, incentives, conventions, and exhibitions. It is Malaysia's first convention bureau focused on positioning Sarawak as an appealing and competitive destination with strong tourism elements, to capitalise on the total economic impact.

BESarawak, as a specialist bidding services organisation, also provides comprehensive support and services to drive thriving and sustainable Business Events in Sarawak, with the vision of establishing Sarawak as a leading second-tier Business Events destination in the ASEAN region by championing Legacy Impact, delivering significant economic transformation, social development, heritage & cultural conservation, and sustainable best practises by 2030.

Challenges

BESarawak has come a long way since its inception in 2006 as a Sarawak Government investment to enter the global meetings, incentives, conventions, and exhibitions market. From 2006 to 2022,

BESarawak successfully secured 1,082 business events totalling RM 3.2 billion in total economic impact and RM 195 million in tax revenue. Business events had made a significant economic contribution to the state. This, however, tends to overshadow the other advantages of business events. Without a strong emphasis, the underlying non-economic values of business events tend to be neglected. The industry has created 258,392 job opportunities in Sarawak over the last 15 years, and other accomplishments include Sarawak’s membership in the International Congress and Convention Association (ICCA), Professional Convention Management Association (PCMA), Union of International Association (UIA), The Global Association of Exhibition Industry (UFI), Hybrid City Alliance (HCA) and the Global Destination Sustainability Index (GDS-Index), as well as various Memorandums of Understanding (MOU) with global players to secure Sarawak’s position as a business events powerhouse.

Recently, the Sarawak Government recognized the importance of business events in empowering communities, conserving heritage, culture, and biodiversity, promoting investment, and overall development of Sarawak and its industries. Legacies occur in the following five areas as illustrated in Figure 1.

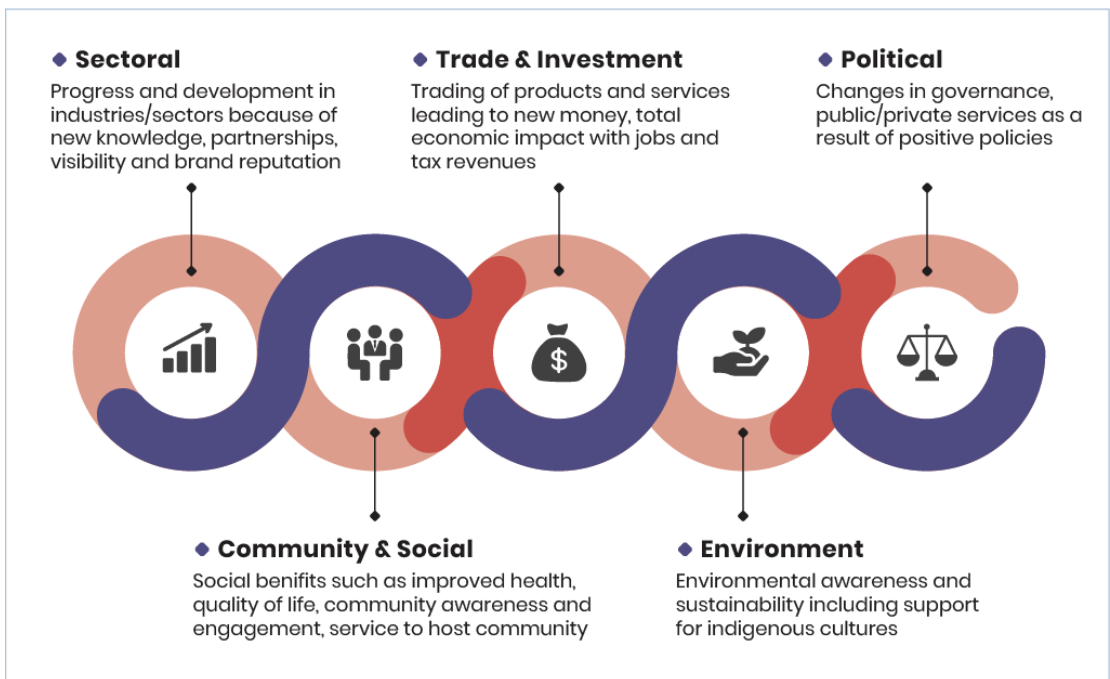


Figure 1: Area of Legacies

Business events are powerful platforms to bring different groups with different goals together for the realization of big-picture outcomes. By focusing on making real changes, BESarawak create more opportunities for cross-industry collaborations; enhanced community engagement; better

policy development; best practices sharing, and other outcomes that focus on solving real problems. Simply put, Legacy Impact enables the event to improve the quality of living and make the world a better place. It helps to maximize each event's investments, diversify the Return on Investments (ROI) and measure the Return on Objectives (ROO). Yet, it is undeniable that, obtaining legacy data is challenging. However, it is undeniable that obtaining legacy data is challenging. There is a lack of data generation for meetings, incentives, conventions, and exhibitions, as well as comprehensive market analysis to support lead generation and business development. BESarawak is aware of a strong need for proof and data that Legacy Impact exists.

Aside from that, it is clear that the disruptive effects of COVID-19 have had a significant impact on the meeting industry. According to MACEOS's survey (2020), 713 business event cancellations have been reported in Malaysia since the start of COVID-19, amounting to a total loss of income of RM178 million. Meanwhile, 537 business events were reported to have been postponed, with financial losses estimated to be RM176 million. 29% of those surveyed reported having seen a decline in revenue of between 91% and 100%. All whilst, a staggering 78% reported that the pandemic had caused a more than 50% decline in their revenue. Only 12% of respondents believed they could continue operating their business if the outbreak persisted for more than six months. Even though the majority of respondents were still paying their employees at full-time rates, 35% of them foresee a decision to reduce the number of workers. Nearly 70% of respondents said they needed to defer payments in some way to survive this crisis. Sarawak was not invulnerable to this tragedy. Covid-19 slowed the overall implementation of existing plans.

A 5-year marketing plan was developed by BESarawak from 2016 to 2020 for the government sector to make significant changes. This plan was a contribution to the co-developed Post-Covid Development Strategy 2030, which looks forward the long-term development of harvesting economic returns while going beyond revenue and leaving a lasting legacy.

Key Challenges and Proposed Solutions

The term "legacy impact" refers to all of the long-term positive effects of business events. These contributions to business events are invaluable, even though that they are typically qualitative and difficult to quantify classically. Legacy Impact is not a result of chance or coincidence. It is deliberate and starts with an impact vision that will be realised through coordinated programming, observational confirmation, and validation.

Though legacy impacts have been highlighted for a long time, there is still limited exposure to legacy impact. Sarawak still faces major challenges due to a lack of legacy impact case studies and literature, as well as knowing the government and BESarawak. In this regard, quick solutions to problems were devised. Table 1 below summarizes the key challenges, proposed solutions, and outcomes.

Table 1: BESarawak Key Challenges, Proposed Solutions and Outcomes

Challenges	Solutions and Outcomes
<p>Limited Exposure to Legacy Impact</p>	<p>Key Solutions</p> <ol style="list-style-type: none"> 1. Unity in Messaging <ul style="list-style-type: none"> • BE Sarawak constructed uniform messaging for government affiliates to use when communicating Business Events and Legacy Impact. • Messages were used to pitch Legacy Impact to Business Events & Non-Business Events sectors – suitable for informal meetings, events, and social gatherings. 1. Hands-on Experiences <ul style="list-style-type: none"> • BESarawak hosted conventions and events such as the 55th ICCA Congress 2016, <i>The Breakfast Club</i> in Convening Leaders 2020 by PCMA, and the APRH for the 59th ICCA Congress. • BESarawak incorporated government affiliates as organising committee members hosting national or international conventions. 3. Education and Awareness <ul style="list-style-type: none"> • BESarawak invited government representatives to attend Business Events tradeshow, roadshows, conferences, and education sessions. • BESarawak created Business Events and Legacy Impact education programmes for the government group. • BESarawak shared news and updates with local (Sarawak) mainstream media and internal government communication platforms.
<p>Limited Legacy Impact Case Studies & Literature for Sarawak</p>	<p>Key Solution</p> <ol style="list-style-type: none"> 1. Hosting conventions in Sarawak's study <p>In 2019, BESarawak embarked on a journey with Universiti Teknologi MARA (UiTM Sarawak campus) and international consultant GainingEdge to systematically study the potential transformational effects of 12 conventions which took place in Sarawak that year.</p> <p>In addition, BESarawak did a deep dive into the 55th ICCA Congress 2016 hosted in Kuching, Sarawak. Hosting this prestigious Congress was a game changer as Sarawak became the first 2nd-tier destination to host an ICCA Congress – and also a first for ICCA to select an atypical destination.</p> <p>Core Outcomes</p> <ol style="list-style-type: none"> 1. 13 in-depth case studies and videos were produced. 2. Produced Business Events Sarawak Legacy Impact Initiative (BESLegacy Initiative) 2021 to 2025 <p>Guideline and approved by BESarawak Board of Members.</p> <ul style="list-style-type: none"> • It is the most forward-thinking design for national and international convention planners to transform Sarawak's local communities and cultivate powerful legacies under the pillars of sectoral, social, economic, political or environmental. • Aligned BESLegacy Initiative with Sarawak 6 Economic Sectors, 7 enablers and the 17 UNSDGs.

<p>Knowing Government, Knowing BESarawak</p>	<p>Key Solutions</p> <p>1. Unity in Objective</p> <p>Activities to reach a meeting point were implemented to determine shared objectives with all parties:</p> <ol style="list-style-type: none"> i. Since BESarawak is parked under the Ministry of Tourism, Arts, and Culture Sarawak, BESarawak educated the Minister and Permanent Secretary as it was vital to gain strong support from the two foremost figures in the industry. This is crucial from a financial perspective and also in understanding BESarawak’s vision and long-term goals. ii. BESarawak created the ‘Head of Government Relations’ position in the organization to consistently engage with government affiliates. iii. BESarawak positioned government key decisions and policymakers as Board of Director members and Subvention Fund Committee members to: <ul style="list-style-type: none"> • Fully understand how the government craft and implement policies, guidelines, funding, operating process, and procedures overall; • Assist board members and committees to understand BESarawak’s long-term plan
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Outcome and Legacy

Sarawak 2030 advocacy marketing plan influenced the Sarawak Government to include Business Events as one of the aspirations in Post Covid Development Strategy 2030 for long-term development of harvesting economic returns while going beyond revenue and leaving a lasting legacy. There are at least two economic impacts provided:

- Secured an increment funding commitment of 60% for the next 5 years.
- Developed KPIs in securing a total of 640 events with TEI of RM1.76 Billion for the next 5 years.

Going Beyond

In 2021, the Sarawak Economic Action Council (SEAC) committee members formulated the Post Covid Development Strategy (PCDS) 2030 to enable Sarawak to embark on an economic and social transformation.

This vision is anchored on three pillars, namely Economic Prosperity, Inclusive Society, and Environmental Sustainability.

The strategy outlines 7 strategic thrusts focusing on transforming Sarawak into a competitive economy; spending on areas that yield the most positive all-round impacts in addition to optimising human capital, improving ease of business, accelerating data utilisation, concentrating on social benefits for all, and balancing growth with environmental sustainability.

The catalytic initiatives were developed across 6 Economic Sectors and 7 enablers to recalibrate Sarawak’s economy thus, expediting Sarawak Government plans to align with and achieve the United Nations Sustainable Development Goals (UNSDG).



Figure 2: Post Covid Development Strategy 2030 6 Economic Sectors and 7 Enablers

“Legacy impact is a testimony of the Sarawak Government’s commitment towards turning ambitions into concrete actions and collaborations which parallels PCDS 2030.” – Premier of Sarawak.

Sarawak 2030 works hand in hand with the PCDS 2030 through the Business Events Sarawak Legacy (BESLegacy) Initiative guideline. Figure 2 illustrates the Sarawak 2030 outcomes, business events recognition and other significant outcomes.

PCDS 2030 initiatives for business events will be unified within BESarawak’s TRIBE LEGACY SARAWAK campaign. All major initiatives in place will be levered in the next 10 years to transform Sarawak as an advanced and developed 2nd tier destination in Asia Pacific for the next Business Events generation.



Figure 3: BESarawak Legacy Outcomes

Key Takeaways

In summary, four key takeaways were highlighted as shown in Figure 3, key takeaways below: (1) long-term planning is important; (2) legacy impact is transformational; (3) be consistent; and (4) understand what matters to others.



Figure 4: Key Takeaways

Acknowledgement

ICCA's Best Marketing Award 2021. For decades, The ICCA Best Marketing Award has recognised organisations' excellence and outstanding achievements in marketing their products and services. Individual promotions and events were entered as well as large-scale campaigns and branding exercises.

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Sarawak Talent Export Through Music Ecosystem Development

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KEYWORDS: *Sarawak, Tourism, Talent Export, Music, Ecosystem, Development, Malaysia, Migration*

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Industry Viewpoint

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ABSTRACT: Talent export through music ecosystem development refers to the process of identifying and promoting talented Sarawakian musicians and its ecosystem, and helping them to gain exposure and success on a global scale. This can involve a range of activities, including music education and training programs, infrastructure development to support the music industry, and promotional efforts to bring local talent to the attention of international audiences. The ultimate goal of talent export through music ecosystem development is to create a supportive and sustainable environment for musicians, enabling them to achieve their full potential and make a meaningful contribution to the state economy as well as the music scene.

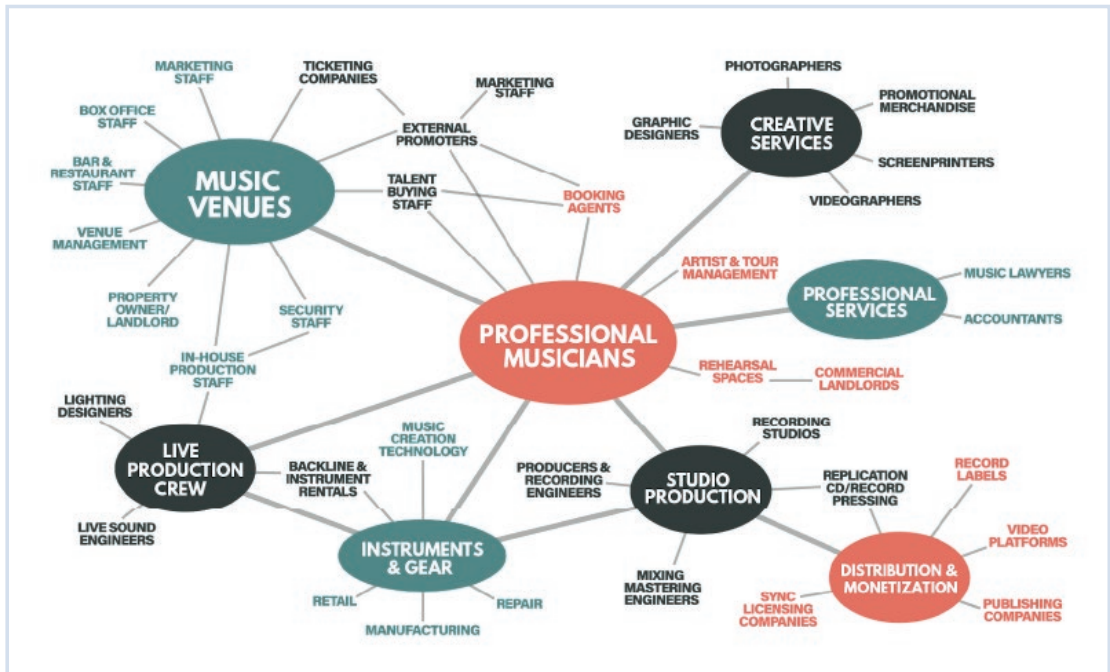
KEYWORDS: Sarawak, Tourism, Talent Export, Music, Ecosystem, Development, Malaysia, Migration

1. Introduction

Music has a significant impact on the culture and economy of Sarawak, but its potential to generate profits is being held back by the lack of an appropriate music ecosystem. With only limited access to professional resources and limited training opportunities, most musical entrepreneurs are understandably discouraged from cultivating their talents, impacting both their local communities as well as the Sarawak nation at large. This is particularly concerning given the economic downturn posed by Covid-19. To maximize the value that could be derived from music in Sarawak and contribute positively to the economy, the state government needs to prioritize creating an effective and comprehensive music ecosystem. This includes providing mentorship support, space for rehearsals and performances, as well as regulation guidelines that protect musicians' interests while also addressing

issues such as intellectual property protection. Furthermore, Sarawak can benefit significantly from engaging with neighbouring states Thailand or Indonesia to benchmark industry practices or invite resources that specialize in such areas into its workforce.

What is the 'Music Ecosystem'?



The music ecosystem refers to the various stakeholders, industries, and systems that contribute to the creation, distribution, and consumption of music. This includes record labels, music publishers, streaming services, radio stations, live music venues, music festivals, and more. It also includes the various legal and financial frameworks that govern the use and distribution of music, as well as the technological infrastructure that enables the creation and distribution of music in the digital age. Photo: <https://musicportland.org/>

Within the music ecosystem, there are many different roles and players, each of which has a unique impact on the overall landscape. For example, record labels are responsible for discovering and signing new artists, promoting their music, and distributing it to various platforms. Music publishers, on the other hand, are responsible for licensing and collecting royalties for the use of music in various media. Streaming services, such as Spotify and Apple Music, allow users to access and listen to vast libraries of music for a monthly subscription fee. Radio stations and live music venues provide platforms for artists to perform and reach new audiences.

The music ecosystem is constantly evolving, with new technologies and business models emerging all the time. For example, the rise of streaming has had a significant impact on the way music is consumed and distributed, and has led to significant changes in the way artists and labels make money. Despite these changes, the basic principles of the music ecosystem remain the same: music is created by artists, distributed by a variety of stakeholders, and consumed by listeners.

Music talent export refers to the process of promoting and exporting the music and talent of a particular country or region to other parts of the world. This can take many forms, including exporting music and artists to perform in other countries, promoting the music and culture of a particular region to international audiences, and collaborating with international partners to bring new music and talent to a global stage. The process of exporting musical talent from one location to another, typically from a smaller city or region to a larger city or market with a more established music industry. This can be done through various means, such as touring, recording and releasing music, or collaborating with other artists and music industry professionals. Exporting music talent can be a complex and competitive process, as many factors can influence the success or failure of an artist or group in the international market. These factors can include the quality and originality of the music, the ability to effectively market and promote the artist or group, and the willingness of international audiences to embrace new music and talent. Despite these challenges, exporting music talent can be a rewarding and fulfilling experience for both the artists and the organizations that support them, as it allows them to share their music and culture with a global audience. Many organizations and initiatives are focused on exporting music talent from a particular country or region. For example, national governments may have programs or initiatives in place to promote the music and talent of their country to international audiences. Music export offices or agencies may also be established to help promote and export the music of a particular region or country. In addition, music festivals and other events can provide a platform for music and talent from a particular country or region to be discovered by international audiences.

Many talents are important in the music industry. Some of the most common talents include songwriting. Songwriters create the lyrics and melodies for songs. They may work with a team of other songwriters, or they may write independently. Music producers oversee the creation of a song or album. They work with artists and composers to select songs, arrange them, and create the final recording. Vocals or singers are vocalists who perform songs. They may work in a variety of genres, including pop, rock, R&B, hip-hop, and more. Instrumental performances or musicians who play instruments, such as guitarists, drummers, and pianists, are crucial to the music ecosystem. They may work as solo artists or as part of a band or ensemble. Then there are music engineering and managers. Music engineers are responsible for capturing, processing, and mixing audio recordings. They work with artists and producers to ensure that the final recording sounds professional and polished, and music managers handle the business side of an artist's career, including booking gigs, negotiating contracts, and managing finances. Also crucial to the music ecosystem are music journalism and education. Music journalists write about music for magazines, websites, and other media outlets. They may cover concerts, review albums, or profile artists. Music educators teach music to students of all ages, from elementary school to college. They may teach private lessons, lead ensembles, or teach music theory and history. Music therapy on the other hand uses music to help individuals with

physical, emotional, cognitive, and social challenges. They may work with patients in hospitals, nursing homes, or other settings.

Music ecosystem development refers to the process of creating and supporting a thriving music industry in a particular location. This can include the development of music venues, recording studios, and other music-related businesses, as well as the promotion of live music events and concerts. Talent export and music ecosystem development are often interconnected, as the development of a music ecosystem can provide opportunities for local musicians to perform and showcase their talent, which can help them build a local following and potentially generate income from their music. This, in turn, can lead to the export of musical talent from the smaller city or regions to larger markets, as musicians seek to expand their careers and reach a wider audience. Both talent export and music ecosystem development can contribute to the economic development of smaller cities and regions by bringing in revenue through the sale of tickets and music, attracting tourists, and supporting local businesses. They can also contribute to cultural enrichment and community building by introducing residents to new styles and genres of music and providing opportunities for them to experience live performances.

Access to the market in the music industry for talent export can bring significant benefits to both the musicians and the countries they represent. For musicians, access to the global market can provide opportunities for increased recognition and success, as well as the potential for increased income through touring, record sales, and other revenue streams. This can be particularly important for musicians who are based in countries with smaller or less developed music industries, as it allows them to reach a wider audience and potentially find more opportunities for success. For the countries where the musicians are based, access to the global market for their talent can also bring significant benefits in the form of tourism. When musicians from a particular country gain recognition and success on the global stage, it can increase the visibility and attractiveness of that country as a destination for tourists. This can be particularly beneficial for countries that rely heavily on tourism as a key economic driver, as it can help to boost the local economy and create new jobs and opportunities.

The music industry in South Korea is a significant contributor to the country's economy. According to the Korea Creative Content Agency (KOCCA), the Korean music industry generated KRW 2.69 trillion (approx. USD 2.34 billion) in revenue in 2018, representing a 6.6% increase from the previous year. The majority of this revenue came from digital music sales, which accounted for KRW 1.86 trillion (approx. USD 1.61 billion) of the total. The Korean music industry has been growing in recent years, driven by the rise of the "K-pop" genre, which has gained a global following. K-pop groups have achieved commercial success and built a dedicated fan base around the world, and the Korean music industry has benefited from this growth. In addition to K-pop, the Korean music industry includes a diverse range of genres, including hip-hop, electronic, and traditional music. The Korean music industry has also been supported by the government through initiatives such as the "Hallyu" (Korean Wave) program, which promotes Korean culture and entertainment overseas. The government has also invested in infrastructure and support for the music industry, including the construction of music venues and the development of music education programs.

2. 'Talent Export Through Music Ecosystem Development in Sarawak'

Sarawak is a dynamic and diverse state in Malaysia with significant potential for music export. The state can further be improved by launching the Sarawak Music Ecosystem Development (SMED) initiative to support a thriving local industry and to create a platform for the export of Sarawak music talent. SMED will be an initiative to create a comprehensive network between the public and private sectors to create an environment where music talent can be developed and exported on international platforms.

The goal of this initiative is to promote the sustainable growth of Sarawak's music industry by providing the resources, support and guidance required by aspiring music artists. The location of Sarawak provides an advantageous setup for export activities and the industry is already booming due to the rich diversity of cultures and music in the state.

The first step in the development of SMED is the launch of the Music Union Sarawak Ecosystem (MUSE). This union is created to develop strategic collaborations between the public and private sectors to create an atmosphere conducive to the growth and expansion of music export in the state. The union will be responsible for creating a platform for Sarawak's music talent by promoting the development of digital and music technology, making it easier for talented individuals to reach international markets without leaving the state.

The second step involves the launch of the Music Export Sarawak. This office will be responsible for promoting the export of local talent from Sarawak to the world. This office will have the responsibility of supporting local musicians who have the potential to reach international markets. The office will assist musicians in reaching these international markets by providing the necessary resources and guidance required to compete on the global stage.

Finally, the third step aims to create an environment where all the key stakeholders of the music industry can collaborate and share ideas. SMED actively encourages the formation of a vibrant music ecosystem by providing opportunities for collaboration between various public and private sectors. Through activities such as music conferences and events, SMED is also nurturing the growth of a vibrant music community in Sarawak.

SMED is an ambitious initiative to promote music export in Sarawak. By providing resources and guidance, the initiative is enabling talented music artists to reach international markets thereby creating jobs and strengthening the economy of the state. The initiative is focused on utilizing the rich diversity and culture of Sarawak for creating an environment that enables the export of local music talent and the creation of a vibrant music ecosystem in the region.

"It takes a long time. You need a local advocate, so you have to build partnerships locally. Secondly, you have to speak the language of the person you're talking to. That's important. And lastly, recognise that it's equally important that the role that music plays in the wider community as much as growing, investing in music is one thing, but investing in music for the wider community's sake is a completely different thing. And that is where you have to focus on how music can make everything matter." (Dr Shain Shapiro, 2023)

Argument

When it comes to music development, Sarawak is often overlooked in comparison to its more prominent neighbours. Despite having a wealth of talent and creativity, the lack of adequate infrastructure and resources has regularly deterred potential musicians from staying in the region. More needs to be done to create an environment that allows both established and upcoming artists to nurture their craft within the state. This could include providing access to music recording studios, performance venues, supportive networks, advice and guidance on how to pursue their career options effectively. Furthermore, co-locating programmes such as music schools or workshops within existing cultural institutions to create a ‘hub’ for networking amongst these aspiring individuals would help expand the music ecosystem in Sarawak.

The music industry makes a significant contribution to the economy. According to the International Federation of the Phonographic Industry (IFPI), the global music industry generated revenue of \$21.6 billion in 2020. This includes revenue from the sale of physical and digital music, as well as revenue from live music events, merchandise, and other sources.

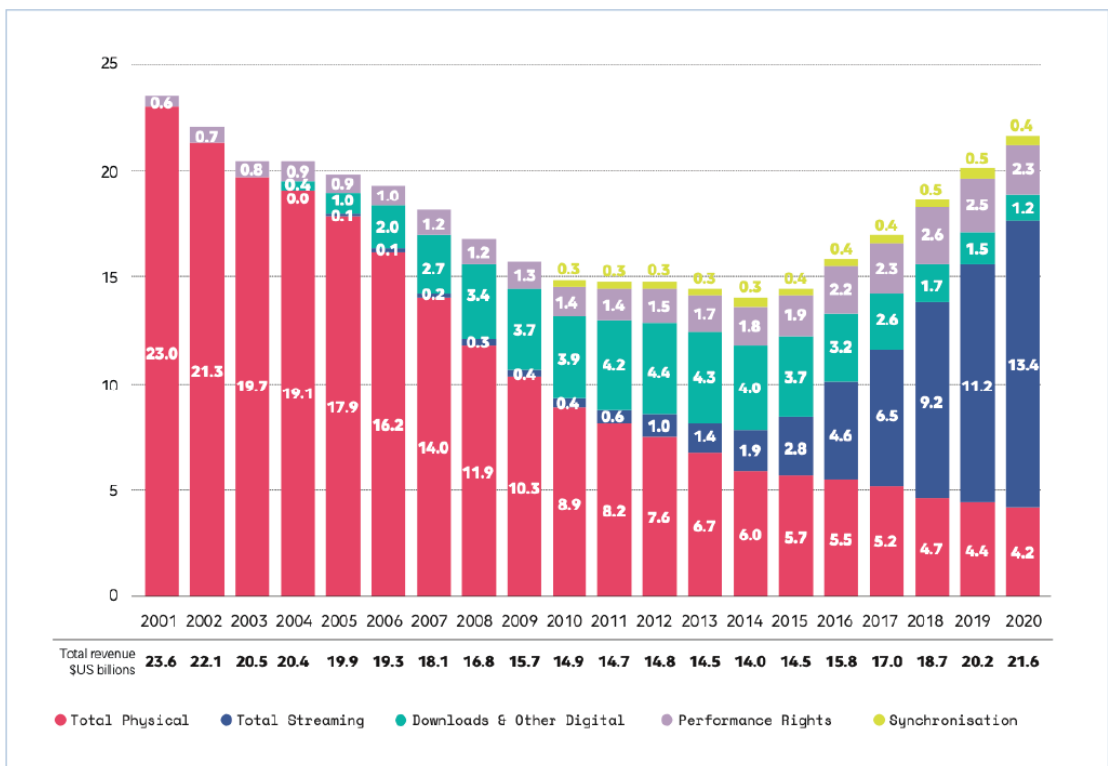


Photo: <https://www.ifpi.org/resources/>

In addition to generating revenue, the music industry also supports employment. The IFPI estimates that the global music industry directly employed over 2.8 million people in 2020, including artists, songwriters, music executives, and other industry professionals. The music industry also has a significant indirect impact on the economy through its supply chain, which includes companies that manufacture and distribute music products, as well as service providers such as event promoters and ticketing agencies.

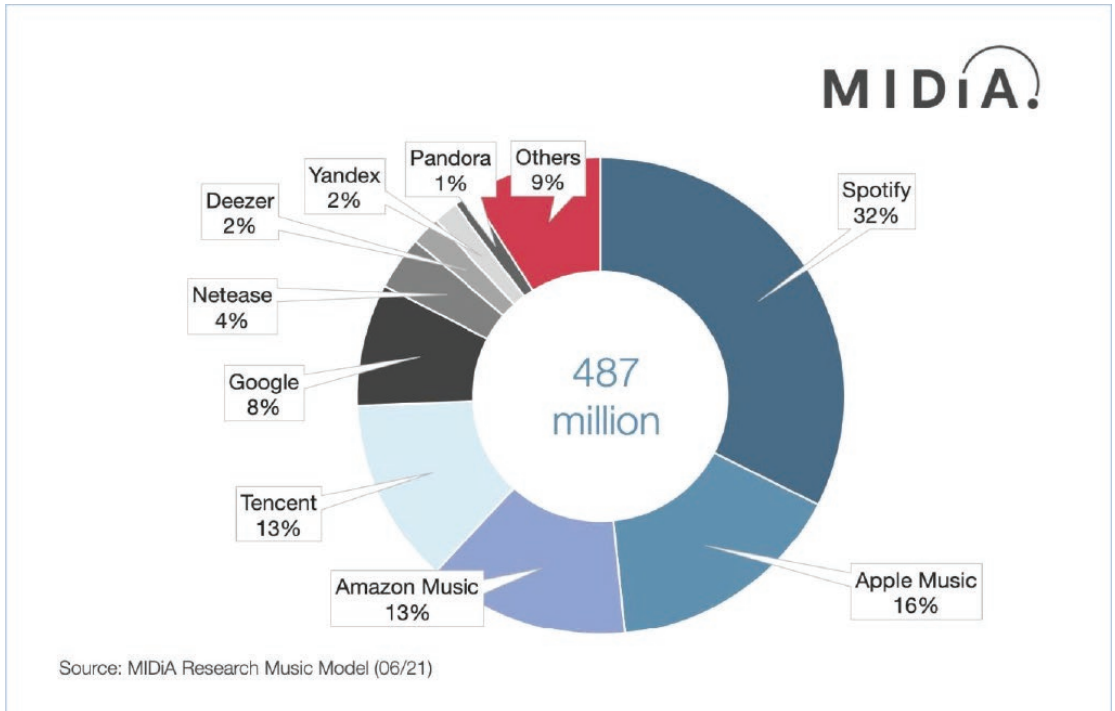


Photo: <https://www.midiaresearch.com/blog/global-music-subscriber-market-shares-q1-2021>

Music can have a positive impact on economics in several ways such as job creation. The music industry creates jobs for musicians, music teachers, music therapists, and other music professionals related fields such as event planning, marketing, and audio engineering. Music festivals, concerts, and other music events can bring tourism and economic activity to local communities especially the music industry can stimulate economic growth through the production and sale of music-related goods and services. Music can facilitate cultural exchange and understanding, which can lead to economic benefits through increased tourism, trade, and investment, and also education can improve students’ cognitive and academic skills, which can lead to increased economic opportunities and success in the long term. Lastly, music can enrich people’s lives and contribute to overall well-being. This can have economic benefits, as people who are happier and more fulfilled may be more productive and engaged in their work and communities.

Some ways in which the music industry can have a positive impact on the cultural economy is by supporting artistic creativity and promoting the creation of new music, which can be a form of cultural expression. By investing in and promoting musical talent, the industry can help to foster artistic creativity and cultural innovation. By doing this, the music industry can help to preserve and promote cultural diversity by supporting the creation and distribution of music from a variety of cultures and genres. This can help to enrich the cultural experiences of listeners and contribute to cultural understanding and tolerance. The music industry can contribute to the growth of cultural tourism by hosting live music events and festivals in different locations. This can bring in visitors, generate revenue for local economies and promote cultural exchange. The music industry can facilitate cultural exchange by promoting the work of artists from different countries and cultures. This can help to expose listeners to new perspectives and broaden cultural understanding. Such as supporting cultural heritage. The music industry can help to preserve and promote cultural heritage by supporting the creation and distribution of traditional music from different cultures. This can help to keep cultural traditions alive and ensure that they are passed down to future generations.

Innovative Approach

Innovation in Sarawak's music export and ecosystem development is essential to creating a robust music industry that can leverage opportunities both within Malaysia as well as export markets. Sarawak has significant potential to become a hub for music production, distribution, promotion, and performance in Malaysia; however, key components of its system such as access to capital, resources, infrastructure and expertise need strengthening to enable growth. Innovative approaches which enable access to finance, increase the breadth of talent available through knowledge exchange programmes, create new avenues of dissemination through digital marketing, foster collaboration amongst stakeholders and provide mentorship opportunities are all crucial components needed for a successful transition from traditional business practices towards an innovative economy. Additionally stronger partnerships between current institutions with public-private partner initiatives provide avenues for increased dialogue needed for collectively assessing market demands and understanding consumer behaviour aiding sustained growth for the local scene. Effective innovation frameworks streaming across all elements of the music export industry encourage producers towards the path necessary for informing investors about potential returns based on sound data analytics strategies feeding into structured business model designs integrating evolving international technologies providing long-term prosperity throughout Sarawak's creative sector.

Music ecosystem development in achieving United Nations Sustainable Development Goals (UNSDG)

The music industry can contribute to the achievement of several Sustainable Development Goals (SDGs). These are:

1. No Poverty (UNSDG 1): The music industry can help to reduce poverty by generating employment, economic activity, and investment, as well as by facilitating cultural exchange.

2. **Good Health and Well-being (UNSDG 3):** The music industry can support this goal by promoting the use of music therapy to improve mental and physical health.
3. **Quality Education (UNSDG 4):** The music industry can support this goal by investing in and promoting music education, as well as by facilitating cultural exchange through music. Here are a few examples:
 - **Music education:** The music ecosystem can support music education by providing resources and funding for music programs in schools. This can help to ensure that students have access to high-quality music education, which can have several benefits, including improving cognitive skills, fostering creativity, and enhancing social skills.
 - **Music therapy:** The music ecosystem can support the use of music therapy in educational settings. Music therapy can be an effective tool for helping students with special needs, such as those with learning disabilities or developmental delays.
 - **Cultural exchange:** The music ecosystem can facilitate cultural exchange by promoting the work of artists from different cultures and countries. This can help to expose students to diverse perspectives and broaden cultural understanding, which can be an important aspect of a well-rounded education.
 - **Creative expression:** The music ecosystem can support the creative expression of students by providing opportunities for them to participate in music-related activities, such as singing in a choir or playing in a school band. This can help to foster creativity and self-expression, which can be important for personal and academic development.
4. **Gender Equality (UNSDG 5):** The music industry can promote gender equality by supporting and promoting the work of female artists and ensuring that they have equal opportunities to succeed in the industry.
5. **Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all (UNSDG 8):** The music industry can contribute to this goal by generating employment, economic activity, and investment, as well as by facilitating cultural exchange. Here are a few examples:
 - **Employment:** The music industry directly employs a large number of people, including artists, songwriters, music executives, and other industry professionals. These jobs can provide a stable source of income and support economic growth.
 - **Economic activity:** The music industry generates revenue through the sale of physical and digital music, as well as through live music events, merchandise, and other sources. This revenue can contribute to economic growth and support the development of local businesses and industries.
 - **Cultural exchange:** The music industry can facilitate cultural exchange by promoting the work of artists from different countries and cultures. This can help to boost tourism and create new economic opportunities.
 - **Investment:** The music industry can attract investment from private and public sources, which can support the growth and development of the industry and contribute to economic growth.

6. Industry, Innovation, and Infrastructure (UNSDG 9): The music industry can contribute to this goal by investing in and promoting the development of new technologies and infrastructure, such as streaming platforms and live event venues.
7. Sustainable Cities and Communities (UNSDG 11): The music industry can support this goal by hosting concerts and other events in urban areas, which can help to foster a sense of community and promote sustainability.
8. Partnerships for the Goals (UNSDG 17): The music industry can contribute to this goal by partnering with organizations that focus on social and environmental issues, such as access to education, clean water, and renewable energy.

3. Music Export Sarawak Mission

Music Export Sarawak's mission is to promote the musical culture and artistry of Sarawak and its people to a global audience. Through this mission, local talents will be empowered through music as well as build international prospects for these artists in overseas markets. Through working with both national and international organizations, the Music Export mission raises awareness of Sarawak's diverse music genres, offers training and educational courses on composing, arranging, performing and recording music; provides resources and access to venues, regional artist connections and business workshops; designs promotional packages that include showcasing events abroad; helps produce multimedia content such as documentaries, behind-the-scenes footage, performances etc.; and finally collaborates with universities to build an incubator/accelerator program for entrepreneurs in the music industry. Ultimately, the goal is to increase exports of high-quality records while helping create more job opportunities within Sarawak's music scene.

The Business Plan Sample by CatSound.co

Executive Summary

CatSound.co, led by its founders Gacherie Tipik, President and Stacy Gregory, Vice President of International Relations has carefully laid the foundation for building the Talent Export Through Sarawak Music Ecosystem Development programme, with a business venture intended to create a new music ecosystem through innovation and the export of Sarawakian talent from the local music scene. Our goal is to build a platform that connects local musicians and artists with the international market, to facilitate their journey abroad. Through the cultivation of a robust infrastructure, Music Export Office seeks to provide an effective and efficient means to export Sarawakian talent, while also creating a strong, vibrant and collaborative environment in which the Sarawakian music scene can thrive and grow.

Objectives

The primary objective of Talent Export Through Sarawak Music Ecosystem Development is to create a platform that can be used to identify and export the incredible talent that Sarawak has to offer. This platform will offer resources and tools to aid in the artist's export journey, while providing industry connections that can help the artist make a successful transition to the international market.

Our secondary objective is to build an ecosystem in Sarawak that will enable the music industry to grow and support itself. We seek to foster an environment where local talent can collaborate and network, as well as provide them with the platform to make their music available to the world.

Market Analysis

The Sarawakian music scene is growing, with an increasing number of independent artists and musicians emerging in recent times. There is huge potential for the export of talent from Sarawak due to the rich culture and diversity of the music produced. However, there is an inherent lack of resources and the necessary infrastructure that is required to make the journey abroad successful.

Through careful engagement and discussion with international partners such as the ASEAN Music Showcase, CatSound.co has seen the potential for exporting talents to countries such as Singapore, Japan, Thailand and Indonesia through its multiple festivals, music showcases and music conferences. Whereas, this partnership also extended to the annual festivals, music showcases and expos which are the Wacken Open Air in Georgia, Playtime Festival in Mongolia, and two of which are the National Association of Music Merchants (NAMM) and South By SouthWest (SXSW) in the United States of America.

Competitor Analysis

The main competitors which focus on music development and export particularly in this business venture are the traditional methods of talent participation and the lack of wider community engagement, resources and infrastructure to facilitate it. There aren't a lot of competitors in this space as there are no other businesses that are specifically targeting the Sarawakian music scene.

Strategy and Implementation

The primary strategy is to create a platform that effectively exports Sarawakian talent. We will focus on providing resources and tools to aid their journey, as well as connecting them with mentors and industry contacts who may help them make a smooth transition to the international market. We will also focus on building an ecosystem in Sarawak to foster collaboration and growth in the music scene. Existing festival organizers will play a big role in this strategy, for which one of our primary functions will include the development of new upcoming industry players specifically on music events.

Management

The business venture will be led and managed by a team of experienced entrepreneurs and industry professionals, all of whom have extensive experience in the music industry. This ensures that the venture is in the most capable and experienced hands.

Financial Plan

They will seek to finance the business venture through venture capital, which will be used to finance the creation and development of the platform, as well as for marketing and promotional purposes. We will also seek out other opportunities for additional funding, such as federal and regional government grants and sponsorships.

Case Study 1: France Music Export

France has long been known for its abundant and diverse music culture, but it has also established its presence in the international music market in recent years. The French Music Export Office, also known as Musicode, is one of the initiatives set in motion to increase the country's music presence in other parts of the world. Since its launch in 2005, the office has been instrumental in developing France as a major contributor to the music industry, with exports, streaming and tours all seeing growth in recent years.

Musicode's main objective is to build and promote the visibility of French music abroad by developing its existing music markets and opening new ones. It does this by providing European and international professionals with showcased opportunities to discover emerging French talent. Additionally, the office facilitates the development of strategic music distribution and touring networks. It also produces a variety of cultural projects dedicated to inspiring, supporting and connecting French music producers and creators worldwide.

To achieve its objectives, Musicode works with a variety of partners and organizations. It has forged strategic alliances with export associations, publishing companies, record labels, radio stations, digital services and festivals from all over the world. From a touring perspective, the office has also instituted agreements with key global booking and live music partners, U.S. and Asian concert promoters, and more recently, the leading German booking agency. All these efforts are ultimately geared towards achieving the goal of increased music export beyond France.

The results of these ambitious efforts speak for themselves. As of 2018, the office reported that it has succeeded in supporting more than 250 international projects, spanning 130 countries. It's also worth noting that French music revenues in the U.S. increased by 47% between 2014-2018, while stream and download revenues rose by 7%. The French music industry's impressive growth is in large part due to the efforts of Musicode, which is also responsible for the increase in France's digital revenues from 4% to 23% in the same period.

In conclusion, the French Music Export Office has operated for merely a few years, but its accomplishments and achievements thus far are remarkable. It has been successful in increasing the presence of the French music industry in other markets, spurring growth in exports, digital media and live performances, both in France and abroad. As the office embarks on further endeavours to develop France as a major contributor to international music, one can only hope that its efforts will further enhance the dynamism of the industry.

Case Study 2: South Korea Music Development

South Korea's contribution to the global music industry is undeniable. South Korean Music Development is an example of how a nation has achieved significant advancements in this field within a limited timeframe. Developed countries such as the United States and the United Kingdom have been active in the music industry for more than a century. South Korea, on the other hand, created

a successful music industry in a much shorter period. Building the nation's music industry did not happen overnight. It required careful planning, effective implementation, and constant innovation in the music culture.

It is important to note that the development of South Korea's music industry is not limited to the physical structure of the industry. The country has used several strategies to ensure that Korean music remains relevant and popular. One of the most important factors in the development of the South Korean music industry is the rise of the Korean Wave. This includes both music and entertainment that has gone beyond the boundaries of South Korea, becoming popular in other countries including China, Japan, and the United States. By providing high-quality songs, performances, and overall content, the Korean Wave has helped create an international audience for South Korean music.

Another positive factor in the development of the South Korean music industry is the increased financial investments in the industry. South Korean governmental agencies and private companies have invested in the production and promotion of music. The goal of these investments is not only to create a competitive environment for artists and producers, but to improve the overall quality of South Korean music. As a result, South Korea's music industry has become much more competitive, producing some of the highest-quality music in the world.

In addition to these monetary investments, the government and private sector have also implemented educational initiatives to improve the quality of South Korean music. Educational programs intended to teach music production, songwriting, and performance have helped build the abilities of South Korean musicians. Moreover, these programs have helped spread knowledge and skill sets to foster a healthier music industry.

Overall, the combination of the rise of the Korean Wave, the financial investments, and the educational initiatives have played an essential role in the successful development of the South Korean music industry. Consequently, South Korea is now considered one of the most successful music markets in the world.

3. Conclusion

As more people around the world become familiar with Sarawakian sounds, this export has the potential to have a lasting and transformational effect on the Sarawakian music scene as significant strides have been taken to highlight the potential of Sarawak music in the global export market.

First and foremost, exporting Sarawak music could help to cultivate greater recognition and appreciation for these diverse and vibrant sounds. Through access to new international markets, Sarawak music would be pushed front and centre and exposed to people from all corners of the globe. This increased exposure could, in turn, draw more people closer to the culture and lead to a deeper understanding and appreciation of local music. It's also believed that this international exposure could spark a greater demand for Sarawakian music, enabling bands and musicians to make a living off the creative works that arise.

Aside from better recognition and standing, exporting Sarawak music could also potentially improve education and resources in the region. As locals become more heavily involved in music, they'll demand better training, resources and facilities, which could lead to the implementation of more formal music education systems within Sarawak. Additionally, by drawing attention to Sarawak music, increased tourism could be generated, as travellers flock to witness local bands and musicians.

Exporting Sarawak music could also have a stronger economic impact in rural parts of the region. By creating more jobs in the music sector and giving local artists the chance to make money from their musical talents, areas of Sarawak that were previously underdeveloped could gain access to improved infrastructure, resulting in a better quality of life for the people living there.

Finally, exporting Sarawak music could even potentially lead to greater political recognition for the area. By having a higher profile in the international market, Sarawak could be seen as more of a separate region within Malaysia and could potentially gain more political clout and representation in the wider political landscape.

Overall, it's clear that there is great potential for exporting Sarawak music to the rest of the world. By doing so, the impacts could range from improved recognition and appreciation for Sarawak music to gaining political influence in the greater Malaysian political arena. Without doubt, this export is an important endeavour and has the power to transform the lives of Sarawakians in several ways.

Notes:

Sarawak is Malaysia's largest state and is home to some of the most vibrant traditional music in Southeast Asia. It has been the catalyst for an exciting influence that has spread across the country and beyond and is now being exported to the global market. This journal aims to discuss the impact of this export on the local music culture, society, and economy.

The biggest impact of exporting Sarawak music is the increased exposure to foreign cultures. By bringing new sounds and instruments, Sarawak music export can help to broaden the horizons of local musicians and fans. It could enable the local talent to explore a range of styles that were not previously available. This creative experimentation will allow for dynamic and unique performances, leading to performances being showcased alongside international acts at festivals around the world.

The economic impact of Sarawak music export is far-reaching. The increased exposure will help to boost tourism to Sarawak, as people from around the world travel to experience Sarawakian music. This indefinitely will generate a significant boost to the local economy, stimulating job opportunities and providing employment for Sarawak's musicians, venues, event organizers and other related businesses. Furthermore, the export of Sarawak music will enable local musicians to branch out into international markets, encouraging them to create their music and increasing their chances of success.

The effect on society is huge, not least because of the strengthening of grassroots artistic movements. Music export will enable Sarawak musicians to share their stories and perspectives from abroad, reminding everyone of the rich cultural and ethnic scenery in the area. Such participation within the global music industry will enable people from different backgrounds and different parts of the world to appreciate and understand the unique cultural and musical heritage of Sarawak.

Finally, we can identify the environmental impact of Sarawak's music export. By bringing traditional music to a larger audience, Sarawak can help reduce carbon emissions from international travel and events. Furthermore, by introducing a variety of musical instruments, Sarawak will be able to show its commitment to protecting the environment.

In conclusion, Sarawak music exports have a major impact on the Sarawak music culture, society, and economy. By expanding the musical reach of the region, the industry will be able to increase the exposure and appreciation of Sarawak's unique music, enabling local musicians to compete on the world stage. Furthermore, the economic and environmental implications of boosting tourism and reducing carbon emissions are major benefits to society and the planet.

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Industry Paper

Raising Public Awareness as a Permanent Impact Instrument: The World Thrombosis Day Movement

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KEYWORDS: *World Thrombosis Day, The Global Burden of Diseases, Public Awareness, Business Events*

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ABSTRACT: The World Thrombosis Day (WTD) is a public awareness campaign led by the International Society on Thrombosis and Haemostasis (ISTH) aimed at increasing global understanding, prevention and treatment. The campaign was launched in 2014 after a systematic review of the literature showed that venous thromboembolism (VTE) causes a major burden of disease across low-income, middle-income and high-income countries.

KEYWORDS: *World Thrombosis Day, The Global Burden of Diseases, Public Awareness, Business Events*

Background and History

World Thrombosis Day (WTD), a public awareness campaign of the International Society on Thrombosis and Haemostasis (ISTH), focuses on increasing global understanding, prevention and treatment of the often overlooked and misunderstood condition of thrombosis. WTD takes place annually on 13 October, the birthday of physician and pathologist Rudolf Virchow. In 2023, the campaign celebrates an important milestone with its 10th anniversary.

Thrombosis, commonly referred to as blood clots, can form in, or travel to, the blood vessels in the limbs, lungs, brain, heart and kidneys. Blood clots are also the common underlying pathology for ischemic heart disease, ischemic stroke and venous thromboembolism (VTE).

The prevalence of blood clots has been extensively documented. The Global Burden of Diseases, Injuries, and Risk Factors (GBD) Study 2010 (Rodin & de Ferranti, 2012) documented that ischemic

heart disease and stroke collectively caused one in four deaths worldwide. The GBD Study 2010 did not report data for VTE as a cause of death and disability, therefore the ISTH WTD Steering Committee—comprised of 14 international experts in the field of thrombosis and hemostasis—conducted a systemic review of the literature on the global disease burden caused by VTE, specifically in low-income, middle-income and high-income countries. The findings were published in the *Journal of Thrombosis and Haemostasis (JTH)* in 2014 in conjunction with the official launch of the inaugural WTD campaign (ISTH Steering Committee for World Thrombosis Day, 2014).

The review found that studies from Western Europe, North America, Australia and southern Latin America (Argentina) yielded consistent annual incidence rates ranging from 0.75 to 2.69 per 1,000 individuals in the population. The incidence increased to between 2 and 7 per 1,000 among those aged ≥ 70 years. Additionally, VTE associated with hospitalization was the leading cause of disability-adjusted life years (DALYs) lost in low-income and middle-income countries, and the second most common cause in high-income countries, being responsible for more DALYs lost than nosocomial pneumonia, catheter-related bloodstream infections and adverse drug events.

The findings were clear: VTE causes a major burden of disease across low-income, middle-income and high-income countries. In addition, the ISTH commissioned a global awareness survey conducted by Ipsos-Reid between 22 July and 5 August 2014. Approximately 800 respondents were surveyed in their native language from Argentina, Australia, Canada, Germany, Japan, Thailand, the Netherlands, the United Kingdom and the United States to measure general awareness of thrombosis, including deep vein thrombosis (DVT) and pulmonary embolism (PE). The findings revealed that overall, the proportion of respondents that were aware of conditions including thrombosis, DVT and PE (68%, 44% and 54%, respectively) was lower than the proportion of respondents aware of other thrombotic disorders, such as heart attack and stroke (88% and 85%, respectively). In addition, awareness was lower as compared to other health conditions such as hypertension, breast cancer, prostate cancer and AIDS (90%, 85%, 82% and 87%, respectively).

Although there was variation across countries, lower awareness was associated with a younger age and being male. Only 45% of respondents were aware that blood clots were preventable, and awareness of cancer, hospitalization and surgery as blood clot risk factors was low (16%, 25% and 36%, respectively). This data, coupled with the fact no existing global awareness days were making a concerted effort to recognize and advocate for blood clot awareness and prevention, clearly illustrated a need for the establishment of WTD.

Campaign Objectives

The primary goal of WTD is to build public awareness of VTE including its causes, risk factors, signs and symptoms, and evidence-based prevention and treatment. Secondly, the campaign seeks to educate healthcare professionals globally to increase their knowledge and practice of VTE risk assessments in the hospital. Led by a global scientific steering committee, WTD ultimately works to reduce death and disability caused by the condition.

Importantly, the mission of WTD aligns with and supports the World Health Assembly's (WHA) global target of reducing premature deaths by non-communicable disease (NCD) by 25% by 2025, as

well as the World Health Organization's (WHO) Thirteenth General Programme of Work 2019–2023, the Montevideo Roadmap 2018-2030 on NCDs and the Political Declaration of UNGA' Third High-level Meeting on NCDs.

More specifically, WTD pursues the following objectives:

- Highlight the impact of blood clots and highlight the need for action, specifically underscoring the unrecognized threat and serious consequences (morbidity and mortality) related to VTE and atrial fibrillation (AFib).
- Increase public awareness of the significance of blood clots, including the risks, signs and symptoms, specifically VTE and AFib as an important cause of thromboembolic stroke.
- Empower individuals to talk with their healthcare providers about their risk for blood clots and appropriate prevention. Encourage individuals to seek immediate medical attention if they have signs and symptoms.
- Provide relevant educational resources to healthcare professionals to maximize patient care and help save lives.
- Galvanize organizations and individuals in countries across the globe to conduct appropriate and aligned campaigns in their countries and regions.
- Advocate for “systems of care” to properly prevent, diagnose and treat blood clots and AFib.

Strategies for Global Impact

From the campaign's inception, the ISTH set out to be the primary convener of WTD, to galvanize and support global partners and to energize a collective drive around the world to increase awareness and action through educational activities for the public and health professionals throughout the year. At the heart of WTD are hundreds of thrombosis and hemostasis societies, patient advocacy groups, medical/scientific organizations, hospitals/institutions and other interested parties from around the world.

WTD launched in 2014 with 175 partners across some 50 countries and achieved 150+ million impressions worldwide. Since then, the WTD community has grown to more than 5,000 partners in 120 countries conducting more than 11,000 activities in 2022, giving the campaign an impact of more than 10.5 billion total impressions.

With the campaign's primary focus on hospital-associated VTE, the COVID-19 pandemic contributed significantly to building awareness. It thrust the topic of blood clots onto the global health agenda and the media spotlight and the campaign responded succinctly with spokespeople providing accurate medical information for the general public, health care professionals and public officials. As a result of the ISTH's longstanding work and existing relationships with its members, global public health organizations and the media, the Society was well-positioned as the leading global expert authority on blood clots and their association with COVID-19, as well as thrombotic side effects of certain COVID-19 vaccines.

WTD efforts were further amplified by the Society's increasing partnership with the World Health Organization (WHO), culminating in a symposium hosted at the ISTH 2022 Congress in London on

advancing global health policy on VTE prevention. WTD was invited to serve on an expert panel to provide up-to-date technical input and novel evidence that may inform WHO's work on the treatment of COVID-19-related VTE.

While WTD is a single day on 13 October dedicated to awareness building, the movement is recognized year-round, with awareness-building activities and efforts taking place each month. The most recent 2022 campaign strategy was based on the following elements:

- Create meaningful, educational activities monthly throughout the year to raise awareness of thrombosis.
- Provide campaign partners with new resources to create a significant local and global impact.
- Conduct new scientific research to improve patient outcomes and educate healthcare professionals.
- Connect with patients and survivors to provide opportunities to share stories and connect within a global community.
- Spearhead a global media relations effort to spread awareness of the signs, symptoms and risk factors of thrombosis.

This strategy has not only helped to build important public awareness capacities around the world, but it has also assisted the ISTH with the creation of thousands of new partnerships, further positioning the Society as the authority in the field of thrombosis.

Over the past 10 years, the WTD campaign has received 15 awards from the American Society of Association Executives (ASAE), the Public Relations Society of America (PRSA) and others. The International Congress and Convention Association (ICCA) and the BestCities Global Alliance awarded the WTD campaign the Incredible Impacts Award for 2017. WTD also won the International and European Association Awards in the category of 'Best Social Media Campaign' for the same year.

Strategies for Global Impact

With the long-term goal to reduce the global burden and toll of the disease, the most important change agents are information, education, awareness and actions. The impact report of the WTD 2022 campaign activities highlights the following outputs:

- 2 global webinars with 1,061 registrants
- 8 streaming video events with 835,665 views
- 31 official WTD events
- 11,000 partner events across 123 countries
- 6 Reddit Ask Me Anything (AMA) events
- 250 survivor stories shared and 2,000 total submissions
- 622,667 campaign video views
- 145 million campaign hashtag impressions
- 540 million social media impressions
- 234 million social influencer impressions

- 46 million Twitter Chat impressions
- 146 million people reached on social media
- 230.8 million paid media impressions
- 9.5 billion global media impressions.

In addition to these outcomes, the WTD 2022 campaign expanded its reach across social media by collaborating with influencers and hosting interactive partner events, webinars and educational videos—all reaching nearly 1 billion people.

Through the leadership of the WTD Steering Committee, the campaign continued to advance the understanding, prevention, diagnosis and treatment of thrombosis through knowledge creation via science and research. Additional scientific outcomes included:

- Held a symposium at the ISTH 2022 Congress with the WHO focused on advancing global health policy on VTE prevention nationally and at the WHO.
- Led a global survey on VTE awareness among patients with cancer and published preliminary results in the *Journal of Thrombosis and Haemostasis (JTH)* in October.
- Issued a call to action published in *Research and Practice in Thrombosis and Haemostasis (RPTH)* on removing MTHFR polymorphisms as part of thrombophilia testing, along with publishing supplementary materials.
- Released four “Ask the Expert” videos, including one in French, to share information and education on thrombosis-related topics.

The WTD campaign’s overarching impact was ultimately achieved by:

- Strategizing the best media relations tactics with research, data and facts driven by the expertise of the steering committee.
- Expanding the campaign to include new, creative tactics that make a larger impact and will elevate the campaign into future years.
- Collaborating with key influencers, both blood clot survivors and medical experts, to share a unique first-hand perspective that cast a wide net of new followers for the campaign.

With creative campaign storytelling highlighting the lives of patients, collaborations with organizations and a comprehensive media program that achieved more than 10.5 billion impressions, the campaign soared to new heights and it is poised for its 10th anniversary in 2023.

Conclusion

The typical impact research focuses on an initial trigger (e.g., a policy, investment, organizational change, event) analyzing the impulses and the ripple effects into an organization or its ecosystem. The case of the WTD campaign shows a different configuration: the events around the WTD campaign on October 13, as well as the annual ISTH Congress, represent important anchors for the entire mission and strategic objectives of the organizing Society. However, the year-round engagement and activities, together with more than 11,000 partner organizations around the globe, are the main instruments driving the awareness goals and help build on-the-ground capacities for impact.

WTD's contributions to building knowledge through science, research and publications are one component. The wider dissemination of insights into health policies, prevention measures and individual stories relies on different instruments and channels: smaller events in various forms in many different countries in the world, organized in collaboration with local partners.

As part of this, the ISTH provides a strong backbone for the overall campaign direction, social media activities, campaigning, shared stories of survivors, resources in multiple languages and various information materials for different target groups. One of the core outcome measures is media contacts, impressions and page views. Event participation and surveys on awareness are also used to monitor the impact of the Society's activities. The reach and influence of the WTD campaign are analyzed every year and summarized in an annual impact report.

As WTD recognizes its 10th anniversary in 2023, the campaign appreciates its impact and growth over the past decade. Yet, there is more work to be done. WTD continues its forward march in its mission to reduce death and disability caused by thrombosis.

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Industry Paper

The World Water Envoys Programme

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The World Water Envoys Programme

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ABSTRACT: The International Water Resources Association (IWRA) has been working for more than 50 years towards a more sustainable use and management of the world's water resources. One of the key instruments is the World Water Congress where knowledge exchange across continents and disciplines is the main mission. For the recent Congress in Daegu, South Korea, IWRA not only worked closely with Korean stakeholders to increase awareness of water-related issues but launched an Envoy Programme inviting young and ambitious people from various countries in the world to bridge the world of the conference audience and the realities of societies for whom clean and sufficient water is out of reach.

KEYWORDS: *Water Envoys Programme, Water Resources, Global Impact, International Water Resources Association*

IWRA History and Mission

Established in 1971, IWRA is a member-based non-profit association that provides a global, knowledge, and research-based forum working at the interface between science and policy for the sustainable use and management of the world's water resources.

Through IWRA, experts and enthusiasts in the field of water from all over the globe come together to collaborate and share knowledge, resources, and engage, debate, and thus work to find solutions to the world's water resource issues, and in turn, improve water resource decision-making.

Its first President and a driving force in its initial years was Ven Te Chow, Professor of Hydraulic Engineering at the University of Illinois (USA). The association's mission is: "To be a cross-disciplinary, membership-focused, international association that uses events, projects, publications and research to facilitate and inspire dialogue, knowledge sharing, and science-based solutions for the sustainable management of water resources across all sectors, scales and communities at the interface between science and policy." (IWRA, 2023).

The goal of IWRA is to improve and expand the understanding of water issues through education, research and information exchange among countries and across disciplines. IWRA seeks to continually

improve water resource decision-making by improving our collective understanding of the physical, ecological, chemical, institutional, social, and economic aspects of water. IWRA is deeply committed to the sound management of water resources through:

- Providing an international forum for water resource issues.
- Advancing water resources and related environmental research.
- Promoting water education throughout society by improving global access to relevant data and information.
- Enhancing the quality of knowledge used in decision-making.
- Improving exchanges of information and expertise.
- Networking with other organisations to advance common interests and goals.

IWRA maintains three main projects in the area of smart water management, water quality and water security. The organisation publishes an international journal and policy papers, and organises the World Water Congresses next to other conferences and events related to advancing water resources knowledge, policy and management around the world.

Strategies for Global Impact

The World Water Congress is the largest event linking water researchers and policy practitioners in the world. In its XVIIth edition since 1973, the Congress held in Daegu, Republic of Korea in November 2021 focused on a key, timely theme: “Foundations for Global Water Security and Resilience: Knowledge, Technology and Policy.” It is known that water security can be endangered in many ways: water scarcity, natural hazards, conflicts, contaminants, etc. The challenges and priorities around water security are multiple, complex and diverse. That is why for this Congress, IWRA wanted to hear stories from representatives of the next generations and give them a chance to showcase the issues they face when it comes to Water Security during the next XVII World Water Congress in Korea. The five selected representatives are called “World Water Envoys”.

How did the idea/plan to enable and/or create some legacy impacts started?

The idea for the IWRA Envoy Programme came from the IWRA Executive Office - looking for ways to better engage with youth from all regions, including developing countries (ensuring that they are part of the conversation, and not placed in a silo or on the side-lines). We also wanted to bring the “real world” into the conference hall, and to find ways to develop a narrative before, during and after the Congress. This also required using a variety of media, and ensuring that the Envoys were part of the Opening and Closing Ceremonies alongside the usual VIP speakers, as well as having their own special session. During the opening ceremony of the Congress, the World Water Envoys will have the opportunity to talk about the water security challenges they face in their community and the impacts it has on everyday life. They will then have the chance to discuss this issue in more detail over the following days with experts attending the Congress, and then will be asked to summarise in the Closing Ceremony what they have learned over the week, and what connections they made that might help their community to overcome its water security challenge.

Who took the lead? Which type of collaboration with whom and which organisations were necessary/successful/not successful?

IWRA took the lead, but of course worked with our hosts for the XVII World Water Congress, as they covered their costs to get to Korea and to attend the Congress. The collaboration between IWRA and the Envoys did not only start at the Congress: the preparation year before the Congress in Korea was an opportunity to already engage with the five Envoys, and gave them the chance to take part in IWRA Task Forces and projects. The response to this initiative was so positive that the Envoys were then invited by the World Water Council to attend the 9th World Water Forum in Senegal (all costs covered) following our XVII World Water Congress in Korea.

What are the particular design aspects of the entire event which led to the impacts and legacies you were reporting?

The selection process was a short video application explaining the water insecurity issue facing their communities, and the impact on them, their family and neighbours. This was accompanied by an “iconic” photo of the water insecurity issue facing the community the Envoys come from. These were reviewed and a shortlist was invited to interviews. The Envoys had to be able to communicate clearly and confidently in English about their issue. Other media were also used to spread their stories, and each Envoy was connected to a mentor from the IWRA Executive Board to help them prepare presentations etc for the Congress. In addition, past Envoys moving forward will also be mentors for future Envoys.

The World Water Envoys for the XVII Congress were (IRWA, 2021a):

1. Georgina Mukwirimba, Zimbabwe, Water Supply (IRWA, 2021b)
2. Deepesh Jain, India, Safety water and sanitation (IRWA, 2021c)
3. Maria Almonte, Dominican Republic, Urban River management (IRWA, 2021d)
4. Bayan Khalaf, Palestine, West Bank, Agrochemical pollution (IRWA, 2021e)
5. Pallavi Pokharel, Nepal, Groundwater pollution (IRWA, 2021f).

The following exhibit shows some pictures the Envoys used to share the stories of their communities:



Figure 1: Palestine (©IWRA)



Figure 2: Zimbabwe (©IWRA)



Figure 1: India (@IWRA)



Figure 2: Dominican Republic (@IWRA)

Lessons Learned and Event Impact

It can still be a challenge in some cultures to give youth space on the stage with senior VIPs (ministers etc.). Working with the hosts of each Congress requires an understanding of their needs and concerns, but external validation such as the impact wards helps. This particular Envoy Programme won the Incredible Impacts Award in 2022 organized by ICCA and the Best Cities Alliance.

The impacts derived from the Envoy Programme are summarized here:

- Envoys are actively involved in IWRA's Early Career and Young Professionals Task Force.
- Envoys will become peer mentors for future World Water Envoys, who will be selected for the upcoming XVIII World Water Congress in September 2023.
- Envoys will contribute to a special issue of IWRA's flagship journal, Water International.
- Envoys applied learnings from the conference to their communities, contributing to visible and immediate impacts. These include new drinking water pipelines in the Manohara region of Nepal; education for Palestinian farmers that proposes alternatives to pesticides and fertilizers; and laying the foundation for future integrated water resources management in Zimbabwe.

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Industry Paper

When Science Goes Urban

Lorraine M. Work
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KEYWORDS: *Local Organizing Meeting International, Mental Health, Business Events, Glasgow Brain Health Awareness Campaign*

DOI: <https://doi.org/xx.xxxxx/xxx.xxxx.xxxxxx>

When Science Goes Urban

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Practitioner Report

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ABSTRACT: With the biennial meeting of the International Society for Cerebral Blood Flow & Metabolism, BRAIN & BRAIN PET, being awarded to Glasgow in 2022 the local organizing committee (LOC) wanted to leave a legacy from the meeting. They wanted the people of Glasgow, Glaswegians, to remember this prestigious meeting being in the city through using this as a springboard to promote awareness of the importance of brain health. A series of events were planned and delivered across the city in the weeks before and after the conference to around 600 children in primary schools and over 1000 members of the general public. Feedback was uniformly positive from these events both from participants, teachers, supporting charities and those who volunteered their time to share their research and interests through these opportunities.

KEYWORDS: Local Organizing Meeting International, Mental Health, Business Events, Glasgow Brain Health Awareness Campaign

How to Set Sails

The International Society for Cerebral Blood Flow & Metabolism (ISCBFM) covers various aspects of cerebrovascular research, particularly related to brain function metabolism and imaging and presents state-of-the-art and novel discoveries. BRAIN & BRAIN PET, the biennial meeting of the ISCBFM, is one of the top conferences in neuroscience research particularly aspects such as cerebral blood flow, the function of the neurovascular unit and the blood-brain barrier, brain imaging, and cerebrovascular pathology.

Dr Lorraine Work was involved in the successful bid from Glasgow to host ISCBFM's prestigious BRAIN & BRAIN PET conference in 2022. It was vitally important to Dr Work and the local organizing committee (LOC) that the conference left a lasting impact on the city. The LOC created a Brain Health Awareness Campaign which focused on two distinct areas which it was felt were critical in terms of providing a platform to deliver meaningful impact within the local community:

- Inspiring the Next Generation of scientists, particularly those interested in the brain – Build a Brain Workshops organized and led by Dr Lizzie Burns who joined virtually.

- To impart vital Public Health Messaging, promoting the importance of Brain Health to the population of Glasgow to combat Glasgow's lower-than-average life expectancy - Brain Health Awareness Day.

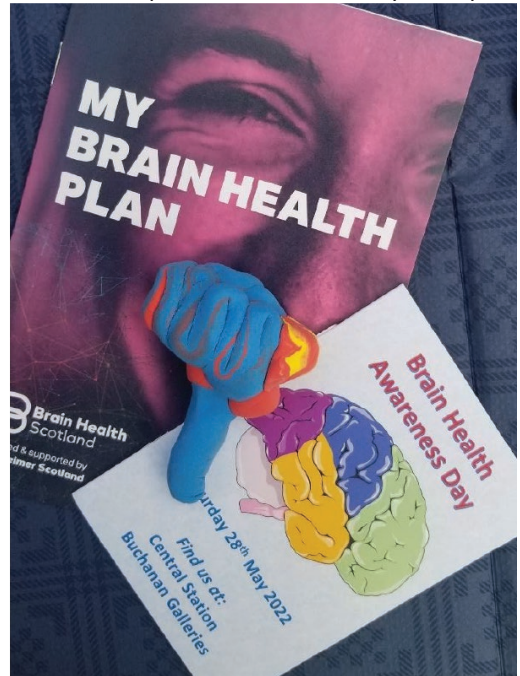
The team at Glasgow Convention Bureau helped to connect the organisers with Glasgow City Council's Education team, Network Rail and Buchanan Galleries to arrange a variety of events aimed at helping people to better understand how making healthy lifestyle choices impacts the human brain.

Some Organizational Insights

- Organizers connected with, Brain Health Scotland, Alzheimer's Research UK (including the Scotland Network) and the British Heart Foundation to host events designed to help people better understand the impact of healthy lifestyles on the brain.
 - The British Heart Foundation is a cardiovascular research charity in the United Kingdom. It funds medical research related to heart and circulatory diseases and their risk factors, and runs influencing work aimed at shaping public policy and raising awareness (www.bhf.org.uk).
 - Alzheimer's Research UK is a dementia research charity in the United Kingdom, founded in 1992 as the Alzheimer's Research Trust (www.alzheimersresearchuk.org).
 - At Brain Health Scotland's mission is to inspire and empower you to protect your brain health and reduce your risk of diseases that lead to dementia (www.brainhealth.scot).
- Dr Lizzie Burns – a science-based artist and communicator who had previously designed the Build-a-Brain workshops was integral in the delivery of the workshops into Primary schools (@DrLizzieBurns on Twitter)
- Glasgow Central Station, the busiest train station in Scotland, hosted a 3,000-square-foot an inflatable brain that people could walk inside.
 - At Glasgow Central Station, the busiest train station in Scotland with over 100,000 passengers per day, we positioned a 3000 sqft inflatable brain that participants could walk inside, exploring the inner workings of the human brain, supported by a team of ~15 early careers and established researchers interested in diseases of the brain, who were given vital exposure representing their work within a public engagement setting.
 - As well as being a visually captivating installation in an area of heavy footfall in the city, more critically, this created a fun way to engage and inform the public about the importance of Brain Health, providing a great platform for early career researchers to discuss their areas of research with the local community.
 - The larger-than-life MEGA Brain is the world's only portable, inflatable, walk-through brain exhibit. Visitors step inside and wander through the interactive exhibit to learn how the brain works from the inside out.
 - The MEGA Brain was critical to the success and impact of the event as we knew it would draw a crowd as well as being an innovative, educational, and fun approach to teaching both adults and children about the central nervous system's most critical organ.
 - The journey starts in the frontal lobe, which is responsible for personality and higher cognitive functions, and continues through the cerebellum, the portion of the brain that controls

balance and coordination. Our volunteers engaged with the public to ensure that they left the MEGA Brain knows how to keep their brains healthy.

- Participants were also encouraged to write their own Brain Health Pledge – a commitment to make positive lifestyle changes to reduce their risk of neurological conditions in later life such as stroke and Alzheimer’s Disease (<https://brainhealthplan.brainhealth.scot/start>).
- Buchanan Galleries, one of Scotland’s largest shopping centres, featured a brain exhibition with brain health activities for people of all ages. Around 25 early career and established researchers volunteered their time to speak with members of the public as they passed.
 - Buchanan Galleries is one of Scotland’s largest shopping centres with 6,600 people per hour passing through its doors. There was a Brain exhibition featuring brain health activities for families and people of all ages to enjoy, including:
 - Building a pipe cleaner neuron
 - Virtual reality walks through dementia experiences
 - Build a brain, models of the brain and the nervous system as well as models to simulate the loss of sensation or vision and loss of function experienced by those who have had a stroke
 - Large snakes and ladders style game to demonstrate the importance of time after you suspect



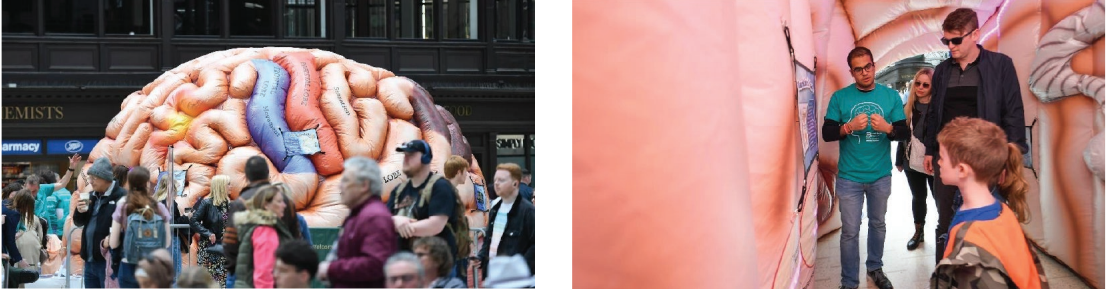


Figure 1a-1d: Snapshots from the Brain Health Awareness Day (©Glasgow Convention Bureau)

Events and Campaign Outcomes

- Introduced the Glasgow Brain Health Awareness Campaign, which used congress subject matter to maximize exposure and dissemination of key research to the Glasgow community.
- Over 1,000 members of the public engaged with and participated in the various activities and many took the “Brain Health Pledge”. The goal was to empower the local population to lead healthier lives, prolong quality of life, and act as advocates to the wider community.
- 18 Build-a-Brain workshops taught 600 primary school students about various brain structures and helped them build their brains from modelling clay. Facilitators helped them build their own brains by modelling clay
- Primary schools hosting Build-a-Brain workshops were selected based on cultural diversity and social deprivation index, assuring maximum benefit from the messages being communicated.
- Brain Health Scotland received a 120% increase in website traffic based on the regular weekly average.
- Twitter impressions increased 33% on the monthly average of Brain Health Scotland.
- Twitter mentions increased 88% on the monthly average of Brain Health Scotland.
- Media coverage included a feature in AMI magazine.

Next to the general public, the volunteers and the association itself took away some important benefits:

- Early career researchers received **training on public engagement** and how to impart science in a language that the public will understand and be able to relate to
- The Society which supports the BRAIN & BRAIN PET meetings, introduced the requirement to include public outreach and engagement for future BRAIN congresses in its bid process.

Conclusion / Lessons Learned

Dr Work and the members of the LOC learned a great deal from the experience. Central to the success of these diverse events were the contacts made through Glasgow Convention Bureau. Further, engaging with the charities and Brain Health Scotland helped to solidify the “Brain Health” message that the LOC were so keen to promote. The original bid aimed to leave a legacy in the host city about the meeting and Dr Work and the LOC feel that they exceeded their initial expectations in this regard. Such was the success of the program of events, funding has been secured within the University of Glasgow (where Dr Work is an Associate Professor) to continue delivery of the build-a-brain workshops while further expanding/developing these to include other systems in the body as outreach activities.

Industry Paper

37 Ways that Women Deliver 2019 Delivered for Girls, Women, and Gender Equality

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Project Manager and MPH

KEYWORDS: *Women Deliver, Gender Equality, Sexual and Reproductive Health and Rights (SRHR)*

DOI: <https://doi.org/xx.xxxxx/xxx.xxxx.xxxxxx>

37 Ways that Women Deliver 2019 Delivered for Girls, Women, and Gender Equality

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ABSTRACT: Women Deliver is a global advocacy organization that focuses on gender equality and sexual and reproductive health and rights. While originally focused on maternal and newborn health, it has expanded to work on broader issues of gender equality while remaining strongly rooted in SRHR. The organization works both within and outside of the halls of power to advocate for economic and rights-based investment in gender equality and SRHR. Women Deliver has also bolstered the advocacy efforts of gender equality advocates around the globe by working with young advocates through its award-winning Young Leaders Program and convening triannual conferences that bring together decision-makers and advocates from diverse fields. Women Deliver prioritizes building a meaningful relationship with the local community that hosts its conferences, often highlighting women-led organizations and local issues and solutions.

KEYWORDS: *Women Deliver, Gender Equality, Sexual and Reproductive Health and Rights (SRHR)*

The Conference and its Organisation

Over the past decade, Women Deliver (WD) has been working at the forefront of the gender equality and sexual and reproductive health and rights (SRHR) movement. While it began as a 20th-anniversary campaign for the neglected Safe Motherhood Initiative, with an exclusive focus on reproductive, maternal, and newborn health, Women Deliver has evolved into an independent organization focusing on gender equality more broadly, while remaining strongly rooted in SRHR. A strong advocate, eminent convener, and effective communicator, Women Deliver is a global advocacy organization working in new ways across sectors and issue areas to advance solutions and action on gender equality and SRHR. WD works within and outside the halls of power to make the economic and rights-based investment case to decision-makers and influencers globally.

Beyond their own advocacy work, Women Deliver has bolstered the advocacy efforts of gender equality advocates around the globe. WD has welcomed five classes of Young Leaders since 2010, working with 1,000 young advocates from 148 countries through its award-winning Young Leaders Program to strengthen their knowledge, skills, network, and resources to advocate for gender equality and SRHR. These young advocates have successfully influenced dozens of governments and organizational policies, agendas, and strategies at the global and national levels.

Women Deliver has brought together hundreds of thousands of advocates to galvanize momentum and drive change for girls and women through its triannual Conferences and virtual convenings. Since 2007, Women Deliver has convened five Conferences, growing to one of the largest and most influential convenings on gender equality in 2019 in Vancouver, Canada, with more than 8,000 in-person participants and more than 125,000 virtual participants from 169 countries.

Women Deliver Conferences convene thousands of decision-makers and advocates from diverse fields, including civil society, government, the private sector, and international agencies, alongside women's rights organizations and movements, youth-led and LGBTQIA+ organizations, and advocates representing the intersectional identities of girls, women, and underrepresented populations to identify solutions, bolster accountability, and drive change. WD2023 will adopt a greater focus on partnerships than ever before by building bridges between diverse actors and bringing country-level advocates' perspectives to bear, both in-person and virtually, every step of the way.

Women Deliver prioritizes building a meaningful relationship with the local community that hosts our conferences. We welcome locally-driven events as part of the Women Deliver experience. These events often highlight women-led organizations and focus on local issues and solutions.

Feminists Deliver

A grassroots collaboration of British Columbia-based women, girls, non-binary, and Two-Spirit people and the organizations that support them hosted a four-day conference on the urgent issues facing indigenous and other communities in British Columbia. This collaboration was designed to build transnational connections between grassroots intersectional feminist movements and re-envision the global women's agenda as one of a diversity of grassroots intersectional feminist voices.

Longhouse Dialogues

Four non-permanent longhouses in the style of the Coast Salish, Nuu-chah-nulth, Kwakwaka'wakw, and Pacific Island peoples were erected near the conference centre for a series of events and dialogues led by young, local, and indigenous peoples that explored issues pertinent to girls and women in British Columbia and globally. Organized by the British Columbia Council for International Cooperation, the goal was to build global solidarity and understanding of shared concerns.

The Road to WD2019

Women Deliver used its power to gather people from across sectors and around the world, to listen to diverse voices, and to make sure we were addressing the most pressing issues of our time. A group of thought leaders and innovators from multi-lateral agencies, philanthropy, the private sector, civil society, and foundations came together to develop a concept and strategy for WD2019. We asked participants to help us develop a conference that would maximize delegates' effectiveness at rallying political support, persuading governments to fund initiatives that advance gender equality, and holding decision-makers accountable. We held this strategic planning session with the support of the Rockefeller Foundation's Bellagio Center.

Women Deliver conducted a nine-month Listening Tour, during which staff consulted with individuals and organizations from a wide range of sectors and geographies and heard perspectives from all over the world to inform and frame WD2019. 1,357 individuals filled out an online survey and 150+ contributed to group interviews. 72 organizations from a wide range of sectors and issue areas were consulted via in-person interviews (17 government institutions, 28 NGOs, 11 UN Agencies, 5 corporations, 16 foundations, 2 public-private partnerships, 2 media organisations, 1 think-tank and 3 other organisations). Stakeholders were based in 20 different countries.

Conference Advisory Group

A flexible and active Advisory Group — comprised of representatives from multilateral institutions, NGOs, companies actively engaged in advancing gender equality, foundations, media, and academic/research institutions — provided strategic advice and input in the development and implementation of WD2019. Sectors represented included health, human rights, gender equality and women's rights, youth, education, nutrition, environment, and economic empowerment.

Youth Engagement Working Group

The Women Deliver Youth Engagement Working Group, comprised of diverse youth-serving and youth-led organizations, collaborated and coordinated with us on efforts to develop and implement youth-forward programming at WD2019 and advance meaningful youth engagement.

Indigenous Advisory Circle

Comprised of leaders from the Tsleil-Waututh, Musqueam, and Squamish Nations, the Indigenous Advisory Circle advised us on everything from the meaningful engagement of local indigenous communities in the entire WD2019 program to including indigenous art and culture in the Fueling Station.

Communications and Advocacy Group

The Communications and Advocacy Group consisted of hundreds of partner organizations and their communications and advocacy leads. The group met regularly to identify issues and opportunities and amplify the messages and advocacy goals of WD2019. Some of the key announcements, digital moments, and media opportunities came from or were supported by the group.

Canada as Host Country

After an extensive process, Women Deliver selected Canada as the host for WD2019 — in part because it is a country that has delivered for girls and women. While it can do more, Canada is committed to investing in gender equality. Prime Minister Justin Trudeau stressed an ongoing commitment to a feminist international assistance policy.

Civil society in British Columbia and across Canada convened to help bring Women Deliver to the country. Vancouver embraced the concept of a conference that spilt out of the convention centre and supported the drive for gender equality in the community and around the world.

Indigenous Communities

WD2019 was held on the traditional, ancestral, and unceded territory of the Tsleil-Waututh, Musqueam, and Squamish Nations. During the selection process, their leadership embraced us as partners in the drive for women's leadership in all areas of public life. With the support of an Indigenous Advisory Circle, we listened and learned over many months and spent time with the Musqueam community to deepen our understanding. The Circle shared insights into the history and traditions of the community, and the WD2019 program reflected our learning.

The Government of Canada

Canada truly stepped up. As a conference partner, the government provided financial support and organized many events around the world through its foreign missions to promote WD2019 participation and engagement. In addition, the Minister of International Development and Minister for Women and Gender Equality, Maryam Monsef, convened a Ministers Forum to discuss and deepen commitment to gender equality around the world. Ministers representing portfolios ranging from gender to human rights to foreign affairs to social service workshopped policy solutions to address challenges for adolescent girls, interacted with and mentored youth advocates, and detailed how they will use their power to influence change at home.

Canadians Mobilized for Women Deliver

Women Deliver Mobilization Canada was established within the Canadian Partnership of Women and Children's Health (CanWACH) with representation across sectors such as banking, education, youth, health, philanthropy, INGOs, and more. More than 100 organizations joined, including Assemblée des groupes de femmes d'Interventions régionales, the Canadian Teachers' Federation, the Toronto Foundation, the Women's Health Research Institute, and the British Columbia Council for International Cooperation. Canadians from coast-to-coast-to-coast engaged on issues where progress was deemed most necessary: gender-responsive health systems and services, gender-based violence, women's economic empowerment, and equal opportunity.

The Province of British Columbia and the City of Vancouver welcomed us and seized the opportunity to showcase their commitment to and vision for gender equality. The Honourable John Horgan, British Columbia Premier, and Vancouver Mayor Kennedy Stewart were among the champions of Women

Deliver. The Honourable Janet Austin, Lieutenant Governor of British Columbia, who places diversity and inclusion at the heart of her mandate, regularly champions gender parity and fighting for equality for the LGBTQIA+ community. She supported, engaged, and connected Women Deliver to partners all over the province.

A Women Deliver conference tradition, Vancouver hosted Culture Night, which encouraged delegates to meet locals for an evening of immersive culture, conversation, and entertainment. Culture Night showcases the host country and invites locals to see what Women Deliver is all about. Vancouver presented local bands, food trucks, and the art and civic life of Vancouver and British Columbia.

37 Ways that WD2019 Delivered

Women Deliver has been strengthening and improving its measurement practices and the rigour with which the impact of our advocacy is measured. Our conferences are one tactic we use to advance gender equality and the health and rights of girls and women, and therefore, it is important to have data on their effectiveness.

Measuring the full impact of WD2019 is not feasible given that the conference convened more than 8,000 participants and the effect of their participation will reach across sectors and years into the future. However, Women Deliver rigorously tracked the outcomes of WD2019 using a mix of qualitative and quantitative methods to help determine the effectiveness of its model and approach.

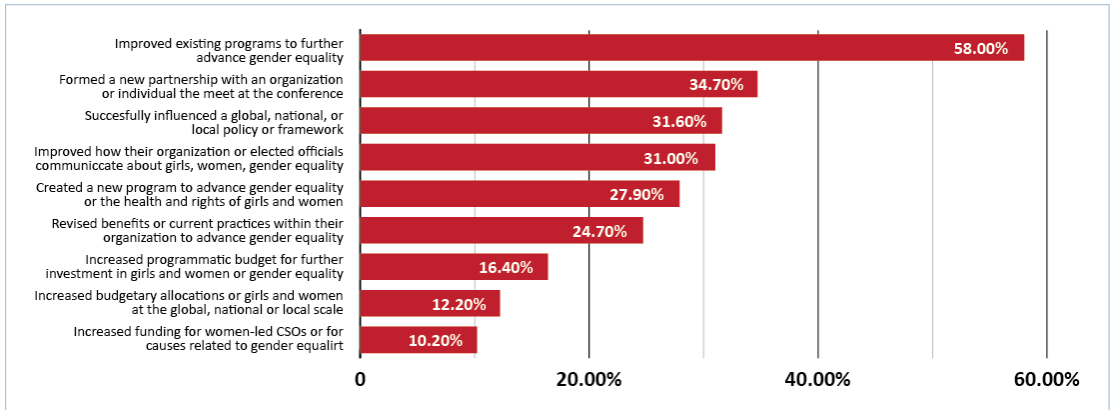
Women Deliver developed several surveys to measure the impact of WD2019. We disseminated surveys in-person using paper surveys and on the WD2019 conference app. After the conference, we disseminated a separate post-conference survey to all participants using Survey Monkey. Respondents were able to provide feedback on every session at WD2019.

Over 700 conference participants responded to surveys disseminated during the conference. This included participants at the Private Sector Pre-Conference, the Advocacy Academy, skills-building sessions, media training, and general concurrent and plenary sessions throughout the conference.

Following the conference, 3,102 respondents (or 39 per cent of conference participants) provided feedback in the post-conference survey disseminated via email.

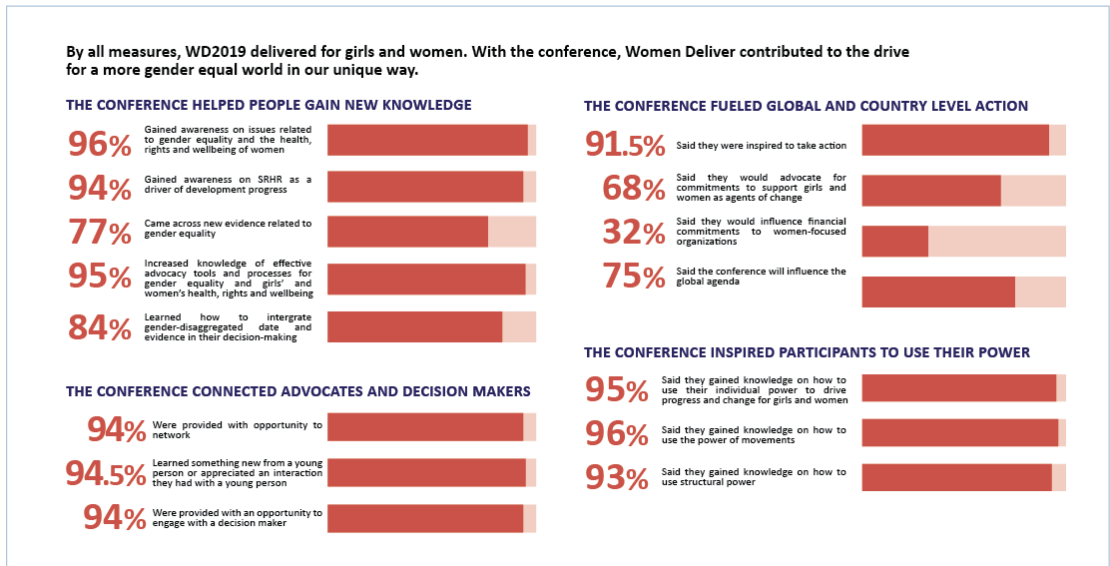
In addition to the collection of survey data, Women Deliver staff and conference consultants all developed post-conference memos and participated in a post-conference debrief to reflect on achievements and lessons learned. These memos and notes from the debrief sessions informed parts of this report and will be further analyzed to adapt the WD2022 Conference program as necessary.

Figure 1



This result is from a survey conducted in July 2020, one year post the event. Respondents were asked to select the ways attending WD2019 impacted their work over the following year.

Figures 2 to 5



These statistics are from the Post-Conference survey, which had 3,102 respondents.

The Women Deliver 2019 Conference was one step in the march towards a more gender-equal world. With more than 8,000 people – including heads of state, ministers, parliamentarians, academics, advocates, activists and journalists - from over 165 countries on-site and more than 100,000 people joining around the world through satellite events and the virtual conference, WD2019 connected advocates and decision-makers, fueled global and country-level action, and shined a global spotlight on the importance of gender equality. The new ideas, inspiration, and solutions shared at the conference will continue to inspire the world to harness power for good, demonstrate the power of gender equality, and catalyze investment in women-focused organizations and in sexual and reproductive health and rights.

The following list is a selection of ‘deliverables’ from this conference:

- Women-focused civil society organizations from crisis-affected communities advocated directly with donors and international organizations about the concrete actions needed to drive a more feminist and localized approach to humanitarian aid at the first Humanitarian Pre-Conference.
- Founders and leaders of some of the world’s most influential movements shared a stage for the first time in history. Leaders from #MeToo, Time’s Up, Ni Una Menos, climate, labour unions, citizen journalism, and others found commonalities for the way ahead.
- We welcomed participants from 49 countries to the inaugural Women Deliver Advocacy Academy to strengthen their skills and build connections.
- NGOs, grassroots, and survivor-led organizations from across the globe came together for the first time to create a unified plan to end female genital mutilation/ cutting by 2030.
- The Global Parliamentary Alliance on Health, Rights, and Development was launched, the first global platform for parliamentarians to advocate both in their home countries and abroad for better health care, expanded human rights, and SDGs.
- Canada raised the bar. Prime Minister Justin Trudeau announced a 10-year, CAD 1.4 billion annual commitment to gender equality and sexual and reproductive health and rights.
- The second Generation Now: Our Health, Our Rights Pre-Conference co-hosted by the International AIDS Society and Women Deliver welcomed hundreds of youth changemakers and allies from around the world, and inspired multiple commitments to advocate for linked SRHR and HIV services, systems, and policies.
- Kenya pledged to lead. President Uhuru Kenyatta committed to ending female genital mutilation by 2022, ending child marriage, acting on climate change, and making primary and secondary education compulsory for all children.
- In collaboration with Women Deliver, the Overseas Development Institute launched an entire issue of its Humanitarian Exchange Magazine focused on addressing the needs of girls and women in emergencies, with nearly every article co-authored by a women-focused civil society organization.
- Merck and P&G, together with Women Deliver and campaign partners, launched the Deliver for Good Business Ally Network. These private sector champions are a new and important part of the Deliver for Good campaign, bringing the cross-sectoral approach required to drive solutions toward a more gender-equal world.

- The UN Foundation announced new and expansive commitments from ten global companies to improve the health and empowerment of more than 250,000 women workers and community members around the globe.
- At the Gender-Smart Investing Summit, nearly 200 top innovators representing trillions in assets under management gathered to address bottlenecks that slow the deployment of capital to projects and companies that champion gender equality.
- Pro Mujer announced a new joint venture with Deetken Impact to manage the Ilu Women's Empowerment Fund, a diversified portfolio of high-impact businesses in Latin America and the Caribbean that promote women in leadership and governance, gender-sensitive value chains, and workplace equity.
- The Government of Canada announced that it will invest CAD 300 million to bring granting, philanthropic, and investment worlds together into a single platform, the Equality Fund. The Fund is structured to create sustainable and predictable funding for women's rights organizations and movements in developing countries. The fund is expected to mobilize over CAD 1 billion in the next 15 years to empower girls and women around the world, working to shift how investment decisions are made for gender equality outcomes.

Conclusion

Women Deliver convenes triennial conferences to connect, partner, and identify solutions and instigate action — together. Women Deliver conferences are designed to maximize delegates' effectiveness at rallying political support, persuading governments to fund initiatives that advance gender equality, and holding decision-makers accountable.

We know that policies and programs that address the whole girl and the whole woman, in all their intersecting identities, create a virtuous cycle that leads to more women in leadership and at decision-making tables, solving the world's most intractable problems.

The main conference outcomes tracked were related to:

- Influence
 - The salience of the power dynamics behind gender inequality and of the solutions that power progress for girls and women
 - Conference messaging uptake by decision-makers and by the media
 - Investments in gender equality by governments
- Capacity Building
 - Equipping conference participants with knowledge of and training on tools that will help them better advocate for and advance gender equality (and SRHR)
 - Equipping journalists, advocates, and influencers with the knowledge and tools to hold governments accountable for their commitments towards gender equality
- Access
 - Providing conference participants with access to new evidence, solutions, tools, and processes for gender equality (and SRHR)

- Creating the space and opportunity for conference participants to network
- Creating the space and opportunity for conference participants to engage with decision-makers
- Demonstrating effective meaningful youth engagement and creating space for others to meaningfully engage youth
- Action
 - Inspiring and equipping conference participants to use their power to take action at the individual, structural, and movement levels

Figure 6: Photo of delegates taken in the Fueling Station during WD2019.



Industry Paper

The Legacy of the Ecocity World Summit 2019

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KEYWORDS: *Ecocity Builders, Mission of Ecocity, New BCIT Center for Ecocities, Climate Change*

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The Legacy of the Ecocity World Summit 2019

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ABSTRACT: Ecocity Builders is a non-profit organization headquartered in Canada with a core team consisting of academics, architects, engineers and urban planners. Since 1990, they organize the biennial Ecocity World Summit as part of their wider mission and strategies for reshaping cities for the long-term health of human and natural systems. This brief report highlights their collaboration with the British Columbia Institute of Technology (BCIT) in hosting the Ecocity World Summit 2019 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.

KEYWORDS: *Ecocity Builders, Mission of Ecocity, New BCIT Center for Ecocities, Climate Change*

A Foundation Built by Ecocity Builders

Founded in 1992 by ecocity pioneer Richard Register and a core group of ecologists and activists to further a set of specific goals outlined at the first International Ecocity Conference in Berkeley in 1990, Ecocity Builders continued to advance the body and practice of the ecocity movement that had begun in 1975 with Register's previous nonprofit, Urban Ecology. Utilizing ecological urban planning, design, ecology, education, advocacy, policy and public participation to build healthier cities for both people and nature, Ecocity Builders' early years were characterized by several local projects in the San Francisco East Bay.

Ecocity Builders develop and implement policy, design and educational tools and strategies to build thriving urban centres based on "access by proximity" and to reverse patterns of sprawl and excessive consumption. Ecocity Builders and associates' definition of "ecocity" is conditional upon a healthy relationship of the city's parts and functions, similar to the relationship of organs in living complex organisms. They are concerned with city design, planning, building, and operations in an integral way and relation to the surrounding environment and natural resources of the region, utilizing organic, ecological and whole-systems lessons to reverse the negative impacts of climate change, species

extinction and the destruction of the biosphere. Ecocity Builders believe the form of the city matters, and that it is within our ability, and indeed crucial, to reshape and restructure cities to address global environmental challenges (Ecocity Builders, 2023b).

Ecocity Builders' Mission and Strategies

An important step in the process of addressing urban challenges and creating effective solutions is the ability to understand, measure and quantify the environmental impacts of cities, for example, in terms of consumption of energy and natural resources and generation of waste. To provide a practical methodology for such measurement, Ecocity Builders have been developing the Ecocity Framework & Standards Initiative, organized through 18 conditions within four fundamental urban pillars (Ecocity Builders, 2023c)

For standards to be meaningful, there is a need for detailed, accurate data and information about local urban environmental conditions, as well as social and economic conditions that affect both the immediate quality of life for residents and the long-term resilience and sustainability of urban areas. Furthermore, access to such data and information is a key consideration, both for citizens (so that they can be involved in governance and action to improve environmental conditions and quality of life) and for governments (to support good public policy, decision making and urban management).

To that end, the Urbinsight project (www.ecocitybuilders.org/urbinsight) is currently being developed to strengthen sustainable lifeways and urban systems within a place-based cultural context and to increase social awareness through a broad vision that promotes public participation, integration, cooperation, equity and social justice.

Overall, Ecocity Builders pursue three main goals:

1. Catalyze a new transdisciplinary approach to urban data management and data representations that can inform local action.
2. Provide essential metrics, knowledge and platforms for understanding the relationship between nature, culture and the built environment.
3. Support community-led solutions as part of a just transition towards a healthier and equitable world.

Collaboratively, Ecocity Builders deploy the following strategies to achieve these goals:

- Create and innovate Participatory Urban Metabolism Information Systems (PUMIS) and Participatory Geographic Information Systems (PGIS).
- Curate community mapping and IT to enable neighbourhoods to build their own 'community atlases' as a way to inform each other on key issues and build social capital.
- Demonstrate the first-of-its-kind "barefoot" bottom-up approach to environmental accounting and gap-filling.
- Convene the world's leading experts and practitioners to develop standard protocols for easy and rapid visualizations of urban metabolism.

- Converge on key issues to help inform key policy initiatives at the global, national and local levels.
- Collaborate with like-minded organizations around the world to describe the overall health of the urban ecosystem (city)
- Promote key indicators for ecologically healthy urban design, bio-geo-physical conditions, socio-cultural conditions and addressing ecological imperatives.
- Educate and inform cities, policymakers, practitioners, service providers and citizens through democratic and accessible data initiatives, tools, resources, programs and partnerships.

One of the tools to implement the strategies mentioned above is the Ecocity World Summit, first held in 1990 in Berkeley, USA. The Ecocity World Summit is the pioneer and longest-running global conference on ecology and cities. Every two years it brings together over 1,000 urban stakeholders from across the globe to focus on key actions cities and citizens can take to rebuild our human habitat in balance with living systems. The upcoming summit will be hosted in London in 2023.

The 12th summit in 2019 was organized in collaboration with BCIT, the City of Vancouver, and Tourism Vancouver at the Vancouver Convention Centre.

Parallel events were also held across all BCIT campuses to maximize opportunities for students, faculty, and staff to participate in the conference. International partners and institutions were also encouraged to share their knowledge in these educational opportunities. Informed by the International Ecocity Standards and the Summit's theme of Building the Bridge to Socially Just and Ecologically Sustainable Cities, the Centre is now moving forward by working with ten municipalities across British Columbia, including Vancouver, to help them close their sustainability gap.

The Ecocity World Summit was designed to build capacity locally through inclusive tiered pricing and a special side event for local governments. Staff from several municipalities in the province of British Columbia participated in a customized training workshop to test a tool that helps them measure and manage the carbon and ecological footprints of their cities. This ecoCity Footprint Tool was developed by Dr Jennie Moore of BCIT to help communities evaluate how much local consumption habits are contributing to climate change and using up the planet's natural resources.

The Summit also provided academics and emerging scholars a place to share cutting-edge research about ecocities. The event was organized with strategic partners including UN-Habitat, the UN Environment Programme, and the International Union for the Conservation of Nature.

This 2019 Ecocity World Summit event won the 2020 Incredible Impacts Award, presented collaboratively by the International Congress and Convention Association (ICCA) and the BestCities Global Alliance.

The new BCIT Centre for Ecocities: a legacy for Vancouver, British Columbia, and the World

To continue the summit momentum, BCIT established the Centre for Ecocities as a legacy of the collaboration of academics and practitioners on issues of sustainable cities. This first of its kind worldwide, provides research, applied education, and the tools and advisory support needed to close the sustainability gap in cities. It anchors the global leadership of BCIT in the restructuring of cities to reduce their carbon and ecological footprints while simultaneously regenerating natural habitats.

The Centre has also received support from the Real Estate Foundation of BC (REFBC) and the Vancity credit union to assist municipalities evaluate their sustainability efforts, mapping pathways for reducing emissions and ecological degradation, and engaging residents in taking complementary actions. The online Ecocity Footprint Tool and Lighter Footprint App have been devised to make it easier for local governments to report on ecological impacts and engage with citizens in ecocity solutions.

Some key initiatives from the BCIT Centre for Ecocities since its inception:

- Ecocity Peer Network of municipalities that are exploring actions they can take to address local consumption impacts and move towards one-planet living.
- Climate Changemakers Youth Leadership training delivered to participants from around the world in collaboration with UN-Habitat and the United Nations Environment Programme (UNEP), following up from a Canadian pilot training in collaboration with Colleges and Institutes Canada. The training supports climate action in cities by youth, the most engaged climate emergency demographic.
- Research in collaboration with the École de technologie supérieure at the Université du Québec and other experts to explore how living within Earth's carrying capacity (ECC) can be measured and managed at the city scale. This project was supported by a grant from the Social Science and Humanities Research Council (SSHRC) of Canada.

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Book Review

Book Review: Business Event Legacies

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Book Review: Business Event Legacies

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Book Review

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Despite the significance of the MICE industry to most global economies, and the high number of related degrees, literature that focuses specifically on business events remains scant. There is a substantial need for pedagogic resources that support the study of business tourism, and for robust research that can influence policymakers in this field. As such, *Business Event Legacies* provides a timely and welcome addition to a small but growing body of knowledge in this domain. Carmel Foley, Deborah Edwards and Karin Weber will be familiar names to anyone who has studied business tourism and their combined prior research in this area confirms them as subject specialists and respected authors. Here, they have created a collection of case studies which span continents and focus on a range of legacy-related topics including the economic impact of conferences, the value of knowledge exchange, collaboration and networking at business events and the role of such events in developing destination profiles.

There are several overarching themes within the ten chapters of this book including the symbiosis of events and tourism and the value of MICE events beyond the direct economic impacts of business tourism. This book also contextualises key trends such as supply chain management, innovation,

building social capital and sustainability within business tourism. The book reports on research that has involved the participation of delegates, convention bureaus, professional conference organisers, venue managers and a range of high-level decision-makers. Across the chapters a range of traditional and innovative research methods are showcased including interviews, questionnaires, return on investment analysis of press coverage, social media metrics and sentiment analysis.

Each chapter of *Business Event Legacies* has a case study of a business event which was designed to generate a legacy other than just direct tourism expenditure. Chapter two looks at and beyond economic impacts to explore the notion of value. Using various international conferences held in Sydney, it proposes ways to maximise event legacies, a theme which permeates the subsequent chapters. Similarly, chapter three looks at drivers of global collaboration, and focuses on sustainable development and social and ecological legacies. Of particular interest in this chapter, is the exploration of the legacy of second-tier business events cities. In this case study it is Kuching in Malaysia, and the chapter goes on to demonstrate the role of business events in raising the profile of such a destination.

In a change of continent, chapter 4 profiles London Tech Week and looks at the broad range of economic impacts and long-term economic legacy that business events can stimulate, and it provides a detailed exploration of in-scope expenditure. In particular, this chapter looks at how this festival of technology leads to foreign direct investment and the professional development of a sector. This is an area of research that is underreported so it is useful to see this discussed here and in chapter 5. Chapter 5 explores professional development, networking, collaboration, and personal recognition through the case study of a conference held in Jönköping, Sweden. This is another innovative chapter which discusses the role of conferences as drivers of spirals of knowledge or 'knowledge spillovers' and the chapter demonstrates how knowledge is acquired at business events and then shared with others, not present at the event but working within the same industry.

Chapter 6 takes the reader back to Sydney and focuses on sustainable practices, notably procurement, and corporate social responsibility (CSR) at convention centres which can lead to an increase in demand for such venues as well as an improvement in delegate satisfaction. Here the case study demonstrates how venues can create legacy benefits for themselves as well as local and regional businesses and communities. The chapter skilfully illustrates how sustainability can be an element of destination and venue competitiveness and how CSR can yield multiple benefits.

With a shift in focus, chapter 7 asks questions about why one should host or attend an academic conference and through the use of a case study based around several European academic conferences, the chapter provides a wide range of answers. This chapter illustrates the many benefits of both attending and hosting academic conferences that tie into the book's central themes of networking, collaboration, professional recognition and knowledge exchange.

This chapter does not shy away from the challenges of delivering business events, and acknowledges the barriers involved in hosting such events and attracting attendance.

Chapter 8 also focuses on how business events can raise the profile of a destination, and this is achieved through a case study of an event which demonstrates the innovative financial technology rooted in Switzerland and in particular, Geneva, where an industry event was hosted. This chapter also discusses the use of business events to realise new ideas and to support the vital work of start-ups.

Chapter 9 is a fascinating section which looks at the role of business events in creating and establishing mutually beneficial trade partnerships. In particular, this chapter illustrates the global reach of conferences by providing a case study of an event which links China, Latin America and the Caribbean. The chapter demonstrates how business events can act as a vehicle for the leveraging of soft power for economic and political gains and additionally it also highlights the power of business events to raise the profile of a destination.

The final chapter of this book draws the key themes to a close, with an important reference to the impact of the Covid-19 pandemic. It summarises the importance of intentionality when designing the long-term impacts of business events. Chapter 10 confirms that there is a significant mismatch in how governments and stakeholders value business events versus the legacy outcomes that such events can deliver. This chapter presents a valuable 7-step framework for business event legacy planning which can be adapted into teaching as well as policy making. The chapter reviews how most of the legacy contributions that have been illustrated across the chapters are aligned with the United Nations Sustainable Development Goals. This final chapter also reminds the reader that all the case studies profiled in the previous chapters, were of events that were attended by domestic and international delegates and associations and spanned several countries, thus reflecting the global nature of business events.

Overall Business Event Legacies is a very welcome addition to the small but growing body of literature devoted to the meetings, incentive travel, conference and exhibitions industry. There is growing international demand, from both within industry and academia, for titles such as this one that can provide relevant and up-to-date information on this significant and often underrepresented industry. The particular strengths of this book are that it discusses a range of business event legacies, far beyond the usual reporting of economic benefits. Across the various case studies, a strong picture of the value of business events emerges. In particular this book draws attention to how such events support international collaboration, professional development, knowledge creation and exchange, foreign direct investment, destination

As an academic textbook, Business Event Legacies is a much-needed, up-to-date and innovative exploration of aspects of business events management that are rarely covered. The chapters reflect topics that are currently being taught in higher education and reflect the global approach to the study of the MICE sector. This is a very accessible text, with well-structured chapters in a comparable format. The use of similar headings across chapters, and in particular the concluding 'lessons learned' sections ensures that the book is both informative and a practical aid to learning and teaching. The

format of each chapter, which begins with a case study then followed by a theoretical discussion, is a novel pedagogic approach as the theory usually precedes the application. This works particularly well as student interest is immediately captured through a variety of detailed, illustrated and clear case studies. Following this with a theoretical discussion, allows a deeper exploration of the key learning that has been exemplified in the case study.

In summary, *Business Event Legacies* is a timely and much-needed book that has the potential to inform policymakers, destination management organisations and other MICE professionals. As a textbook, it is well structured and introduces new topics to the study of business event management. The case studies and theoretical discussion make this an informative, practical and accessible text, that will be a welcome and valuable addition to business events teaching and learning practices around the world.

A MUST-READ AND VITAL RESOURCE!



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