



MEETING THE FUTURE

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In a true show of intent to lead industry innovations, Qatar National Convention Centre (QNCC) has thrown its weight behind Convention 2020, a groundbreaking research initiative analysing the future of meetings, venues and destinations.

Martin Sirk, CEO of the International Congress and Convention Association (ICCA) expressed his delight that Qatar National Convention Centre has joined Convention 2020 as one of its first platinum sponsors.

“The organisation will be able to turn their engagement into powerful market positioning as a thought leader and innovator, and will also be wonderfully placed to incorporate the very latest trends and future business opportunities into their own strategic planning process,” he said.

Carina Bauer, CEO of the Incentive Travel, Meetings and Events Exhibition (IMEX) Group agreed saying “We know that QNCC will be in the enviable position of gaining deep insights into the findings directly from the authors.”

QNCC General Manager Paul D’Arcy pointed out that aside from benefits to be derived by the Centre in terms of fine-tuning its business model, QNCC would always be a staunch supporter of research that will advance the convention industry.

“Given the lack of meaningful research data, we are really looking forward to the insights developed by the study’s learned futurists and technologists,” said Paul D’Arcy.

The strategic foresight study marks a radical departure from traditional industry research.

“The aim is to take a challenging view at the forces, trends and ideas that will shape the industry over the next ten years and to provide practical insights on how to prepare for the changes ahead. We are delighted that Qatar National Convention Centre has given Convention 2020 its wholehearted support,” said Rohit Talwar, CEO of Fast Future Research.

Findings of an initial survey on future scenarios for meetings were recently released. The results highlight the need for innovation in event design and business models in order to succeed in a hypercompetitive environment.



Outputs from Convention 2020 will feed the educational content at IMEX in Frankfurt, Germany in May 2010 and the ICCA Congress at Hyderabad, India in October 2010.

For the latest research findings, check out www.convention-2020.com