



“Let’s join to shape the digital future and digital transformation, according to our needs”

Dear colleagues, dear friends of EVVC,

Do you know that situation, when you are not quite sure how to start a conversation? This should hardly be an issue these days, as we have so many hot topics to discuss – unfortunately, though, mostly about crisis situations in the world, may it be climate change, Brexit, Summit, publicity slips, or trade war – starting with the weather, everybody can join the conversation.

Now that we skipped the World Cup summer fairytale, I can only hope that all venues holding public viewing events, did not suffer major losses. However, on a much more positive note, we can be very proud about our Wimbledon winner Angelique Kerber – even though tennis is not really among the key events at our venues.

Our wonderful summer 2018 does not disappoint, certainly not in the northern region. BBQ’s, parties, and spending time with good friends and neighbors at the garden table, getting new inspirations and ideas, is all part of those mild summer evenings. Pretty much the same happens via the wide range of events offered in our industry, including concerts, conventions, trade shows, seminars, sports and other events. While bringing joy and mutual experiences, platforms are generated to promote cooperation and bringing people together.

These days, high-speed lines made out of glass fiber, allow us to interact with each other in fractures of a second. Digital supports analog, however, it cannot replace it. Diversity across the areas of communication, digitalization, marketing, technology, and legislation makes the foundation for developing further creative perspectives and trends. Only a constant exchange can provide the basis to be prepared for all our industry’s needs, moving into the future.

Under the umbrella of the recently opened ‘marinaforum’ in Regensburg, the EVVC will offer the opportunity for interaction as part of the 19th Management Conference, September 16 – 18, 2018. Let’s join to shape the digital future and digital transformation, according to our needs. In collaboration with our head office, we have put together an interesting program with different event formats, leaving plenty of room for personal networking with colleagues, friends, and partners – all analog.

I very much look forward to meeting with all of you in Regensburg, and until then I hope you will enjoy many beautiful summer evenings – with or without BBQ.

My very best,

Ilona Jarabek
President

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ASSOCIATION - *Strong voice of the industry*



Register now for the 19th Management Conference at 'marinaforum' Regensburg

Under the motto "Creative use of diversity – aspects of the event industry", this year's management conference will take place September 16 – 18, 2018, at the 'marinaforum' Regensburg, which only opened its doors back in April.

Meeting and networking with colleagues, members, and partners during the event, will be the key part of the program, which allows plenty of time and opportunities for interactions. After the many positive experiences at last year's event in Bregenz, the Monday morning will again be conducted in open-space format. In the afternoon, participants will have the option to further deepen their open-space topics, or to join a workshop. Diversity, talent management, management methods, marketing, and local lobbying will be the topics to choose from.

The Conference will open Sunday afternoon with a keynote delivered by Joerg Heynkes, who has committed his life to environmental and climate protection, and will demonstrate how we can understand the great opportunities of digital transformation, and take charge of shaping the future. Supporting each other in making the world a better place – that is Joerg Heynkes' life motto, which he will bring closer to his audience at the Conference – and, if we are lucky, we will even get to meet "Pepper", his humanoid robot.

In addition to the wide ranging very communicative program at the Management Conference, visiting the 'marinaforum' Regensburg will definitely make your trip worthwhile. For over one hundred years, the old slaughterhouse location in Regensburg had been used as such. As a livestock market hall, this was an important place for the East Bavarian economy. After its closure in the 1990's, the protected monument not only became an architectural jewel, but a state-of-the-art meetings and convention venue, which opened its doors earlier this year in April.

The 'Zollingerhalle', the main building of the old slaughterhouse, which is named after architect Friedrich Zollinger, features numerous architectural highlights. Outstanding is its architecturally valuable ceiling construction in Zollinger chord plate style.

The Conference is addressed to members and partners of EVVC.

www.marinaforum.de

The EVVC Cordially Welcomes Our New Members and Partners

New Members

Barbara Künkelin-Halle | AG I

The cultural heart of the Daimler city Schorndorf in Remstal, presents itself as an attractive and multi-functional event center, which sets new benchmarks on the inside, as well as on the outside. Distinct architecture defines the image of the entire town via an oversized shape of a grand piano. Aesthetically appealing in the ambience, and technically flawless with the equipment of the spacious culture center and town hall, makes it a perfect setting for events of all types.

<http://www.barbara-kuenkelin-halle.de/>

Open Air Museum Hessenpark GmbH | AG I

The Open Air Museum of the State of Hesse provides visitors with an insight into the daily life and festive culture of the 17th century, all the way through the 1980's. The 'Hessenpark' has over 100 reconstructed historical buildings, which all tell the history of the State of Hesse. The overall presentation of the museum includes demonstrations, permanent and temporary exhibitions, seasonal events, lectures and guided tours, as well as the museum theater.

<https://www.hessenpark.de/>

City of Schwaebisch Hall | AG I

Among the locations of the city of Schwaebisch Hall are the 'Neubausaal', the 'Fassfabrik', and the 'Hospital Church Hall'. The facilities have remained the character of historical buildings. The 'Neubausaal' dates back to the year 1527, while the 'Hospital Church Hall' was mentioned in 1228 for the first time. The medieval ambience with contemporary event technology invites for concerts, theatre performances, conferences, and festive events.

<http://www.schwaebischhall.de>





New Partners

BL Concept GmbH

BL CONCEPT clients are contemporary trade show and event venues, who – on a daily basis - have to demonstrate their excellence in providing internal and customer-related services in an increasingly digitalized world. Based on over 25 years of industry expertise, BL CONCEPT developed concepts for the specific needs of staff members, teams, and departments in the context of parent requirements of management and the business.
<https://blconcept.de/>



AirITSystems GmbH

The AirIT Systems GmbH was founded in 2001, as a joint venture of the airport Hanover Langenhagen GmbH and Fraport AG. AirIT Systems is a system house, user and operator at the same time, planning, realizing, and operating comprehensive services and solutions on behalf of their clients, in the following areas: Airport solutions, building safety, organizational security, network technologies, and AWARO® Collaboration Solutions.
<https://www.airitsystems.de>

Save the date

September 16 – 18, 2018

February 18 – 19, 2019

April 2nd, 2019

September 15 – 17, 2018

Management Conference, Regensburg

greenmeetings and events, Leipzig

Annual Meeting, Frankfurt am Main

Management Conference, Mannheim

INTERNATIONAL - See the international picture



'Kongresskultur Bregenz' among Top 3 Congress Centers World-wide

The 'Kongresskultur Bregenz' is one of the three congress centers with the highest customer satisfaction worldwide. The venue was recognized with the "AIPC Award 2018" in London. The award is handed out every other year by the International Association of Convention Centers, and is based on comprehensive customer surveys. The International Association of Convention Centers (AIPC) recognized 'Kongresskultur Bregenz' again as one of the 'Top 3' convention centers in the world. After taking home the award in 2004, 2010, and 2016, the Vorarlberg event venue stood out with superb customer reviews for the fourth time. Together with 'Palais des Congrès de Montréal' in Canada, 'Kongresskultur Bregenz' made this year's runner's up. The recipient of the prestigious award is the Valencia Conference Center in Spain. The competitor list included the Adelaide Convention Center, Singapore Expo, and the ICC Durban, South Africa, among others. A total of 17 of the participating event centers made it to the final round of competition. In 2018, a total of 1,843 reference customers of all participating candidates were interviewed. They evaluated a variety of criteria, such as technical equipment, event planning, organizational services, project management, and catering. The International Association of Convention Centers currently represents 185 leading convention centers in 60 countries. Since 2000, the Association has handed out the 'AIPC Award' "Best Congress Center of the World".

www.kongresskultur.com



Austria: Global Player as a Convention Destination – Number 4 Worldwide

According to recent statistics, the significance of Austria as an international convention destination increased over the past year. Based on data generated by the Union of International Associations (UIA), Austria ranks on No. 4, and improved from its previous spot in seventh place. In the ranking of the International Congress and Convention Association (ICCA), the country again came in as number 12.

All in all, a total of 545 events complied to the criteria of the international association, with at least 50 participants and a connection to international organizations. Compared to 2016, the number increased by nearly 35% gaining three spots. The countries ahead of Austria are South Korea (1.105), Belgium (804), and Singapore (802).

In the country statistics of the International Congress and Convention Association (ICCA), Austria scored the 12th place, just as in the previous year. The total number of events was 281, marking a slight increase compared to last year. Here, only events that rotate between three countries, and are being held regularly, with at least 50 participants, are accounted for. Ranking in the top three spots are the USA (941), Germany (592), and Great Britain (592).

The results of the international statistics confirm the significance of Austria in the international congress market. Especially the high quality of service and innovative power of the domestic congress providers, along with the diverse range of quality options, position the country as a perfect conference location. Those improvements also reflect the results, portrayed in the Meeting Industry Report Austria (mira), the national congress statistics. Nationwide, a total of 21,641 events with a mere 1.7 million participants and 3.5 million overnights was recorded in 2017.

www.acb.at



Conference Sector: Tyrol Strengthening Position

The publication of the latest industry reports MIRA positions Tyrol, along with Vienna, as the most successful destination for international congresses, compared to the rest of the country. The high scores for overnights and international events reflect in the booking calendars of the leading Congress Messe Innsbruck, the KitzKongress, as well as Congress Center Alpbach. The high quality and excellent services attribute to the success factors of the region.

The regions of Vienna (802) and Tyrol (310) also claimed the top spots of international congresses in Austria, in 2017. This is the result of the recently published 'Meeting Industry Report Austria' (MIRA) of the Austrian Convention Bureau. For the first time in four years, Tyrol could position itself ahead of Salzburg with the total number of overnight stays, generated by guests of congresses, conferences, and seminars. According to the MIRA report, with an annual 482,579 overnights, the Alpine state is the most successful meeting location in Austria after Vienna (1,873,546). Salzburg (403,864) and Styria (257,719) claim spots three and four. In addition, the report indicates an increase of the overall number of participants in Tyrol. With 100,834 participants at congresses, Tyrol ranks well ahead of Salzburg (89,437), and second after Vienna (429,727).

www.cmi.at

INDUSTRY - See the bigger picture



Congresses and Conferences in Change – How Digital Innovations Impact the Industry

XING Events, the experts in the event sector on the topics of management of participants and event marketing, just published a new study “Conferences in Change – How Digital Innovation Impacts the Industry”. The study brings clarity on how digital innovations are already being implemented at conferences, and how they impact the industry. The results of this broad survey among organizers and participants of congresses and conferences provide relevant insight into the change of the industry, along with useful tips for future optimization of event marketing.

Download for free at <http://bit.ly/Konferenzstudie18>

A total of 366 congress and conference organizers, along with 4,447 participants of congresses and conferences in Germany, Austria, and Switzerland took the XING Events online survey in May 2018. Almost half (45%) of the people interviewed, said to have joined between three and four congresses and conferences annually. 25% of those taking the survey joined at least five congresses and conferences.

www.xing-events.com

AUMA: Exhibitors Invest 50% of Show Budget in Booth Construction and Rent

Businesses from all over the world invest significantly in trade show participation in Germany: Overall, exhibitors and visitors spent roughly 14.5 Billion EUR per year for their trade show engagement in Germany. This is the result of a study, conducted by the ifo-institute on the economic importance of trade shows in Germany – just published by AUMA, Association of the German Trade Show Industry.

The largest share is on the exhibitor side: In an average trade show year they spend about 9.6 Billion EUR on trade show participation in Germany. Here, 30.3% (2.9 Billion EUR) is spent on booth construction and additional services, followed by rent for exhibition space and operation, including ancillary costs (21.2%), staffing costs (15.6%), and overnight/accommodation expenses (13.5%).

Visitors at German trade shows spent 4.7 Billion EUR annually, with the largest expense being for overnight stays (26.1%), followed by travel expenses (21.6%), and meals (21.5%).

<https://bit.ly/2LIDqBz>

www.auma.de

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