



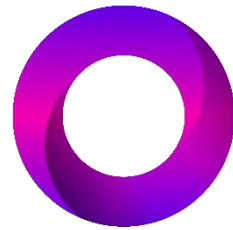
# PLAYING INTERNATIONALLY!

Business Events | A part of a destination's development

# RNCB Association

June 7<sup>th</sup>, 2018

MOSCOW | THE RUSSIAN FEDERATION



**ENITED**

business events

Sharing the idea of excellence.

Henrik von Arnold

# Playing internationally.

Business events | Beyond tourism

Business events | What does it take?

Economical impact?

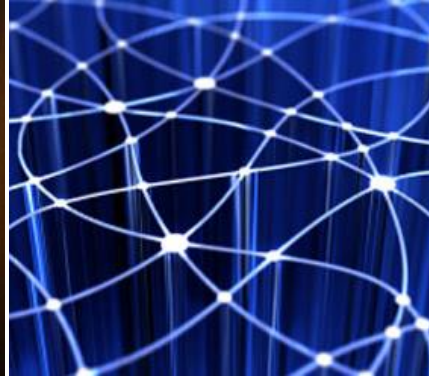
Business events | Part of a destinations development

The Iceberg

Playing together



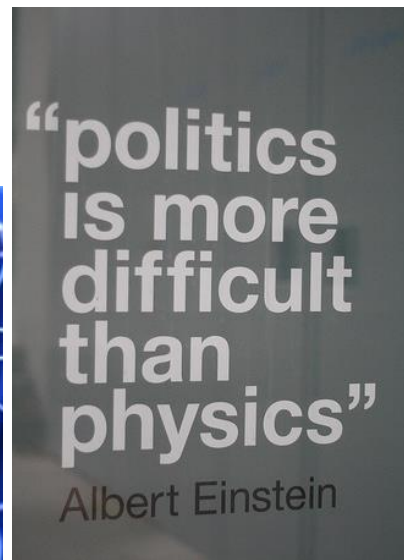
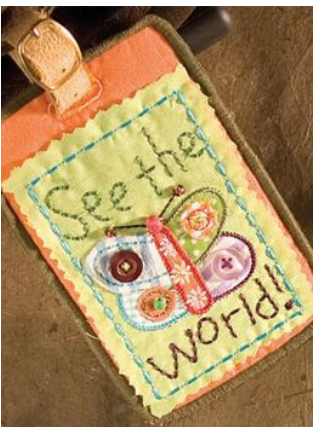




“politics  
is more  
difficult  
than  
physics”  
Albert Einstein

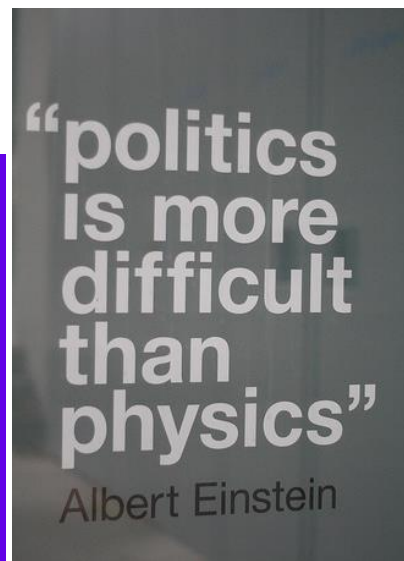
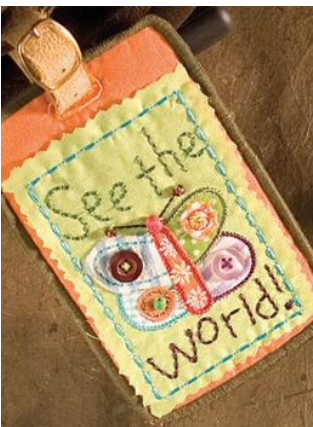


To offer a  
destination  
where people want  
to be.



Strong brand  
identity.

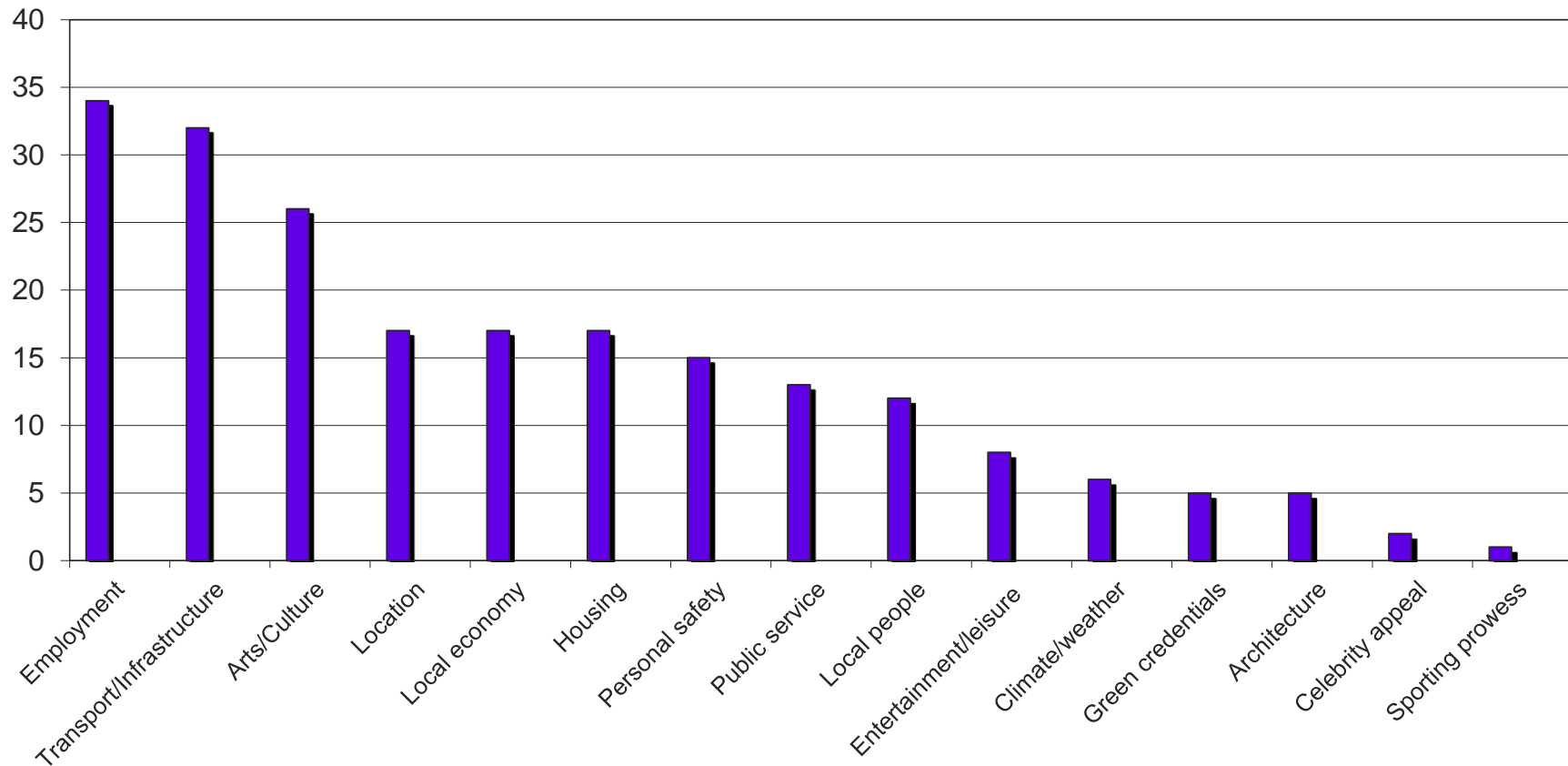




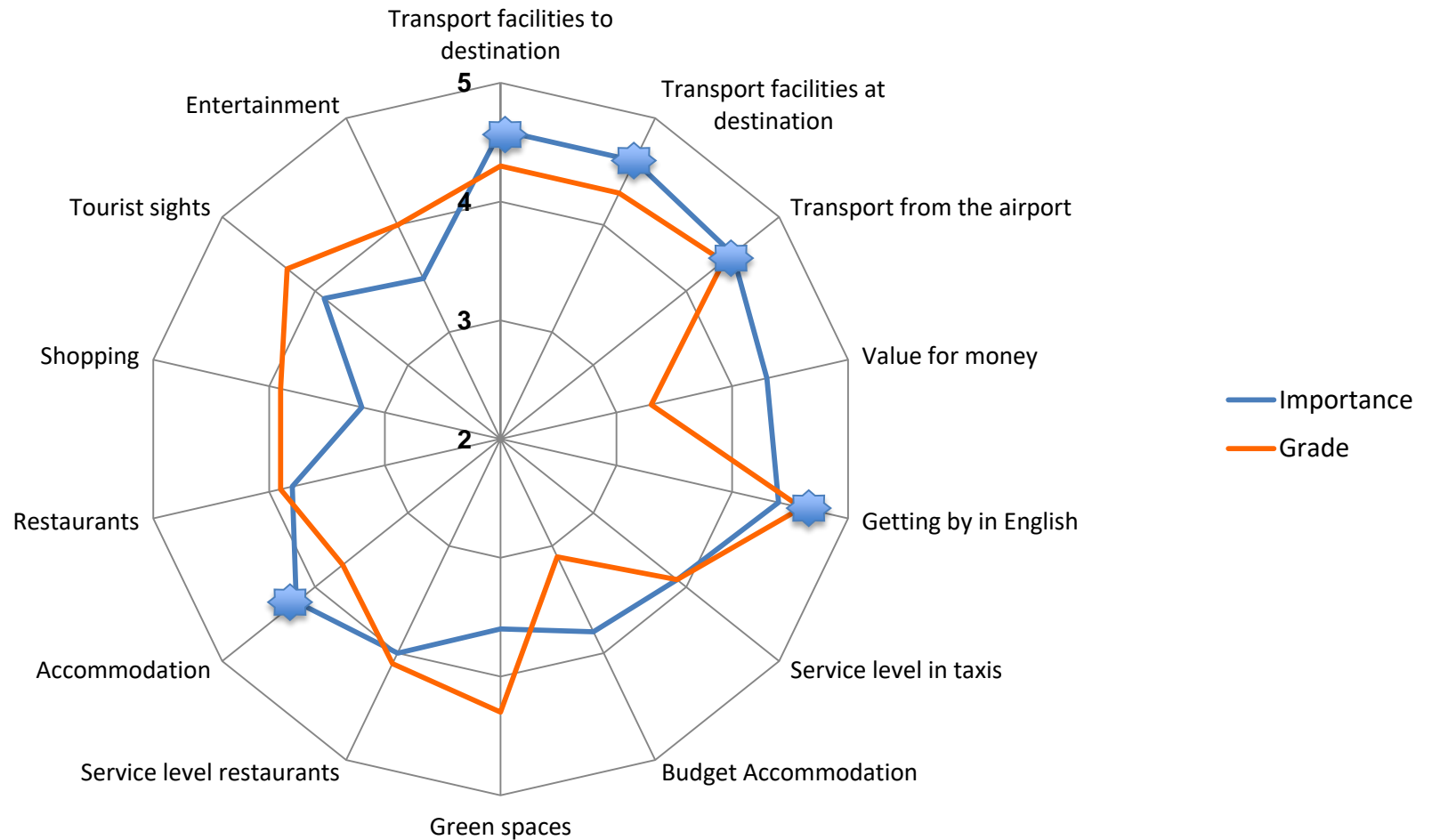
Good  
infrastructure  
Soft & hard.

# The assets for a winning city to live, work and invest?

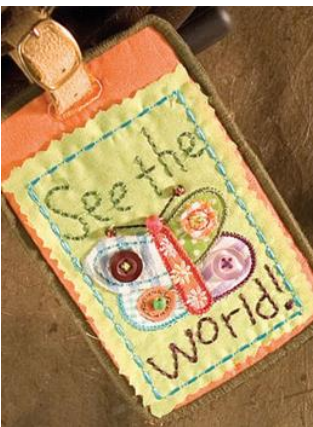
Source: YouGovStone Panel 2009



# Delegates view on Stockholm as a meeting destination?



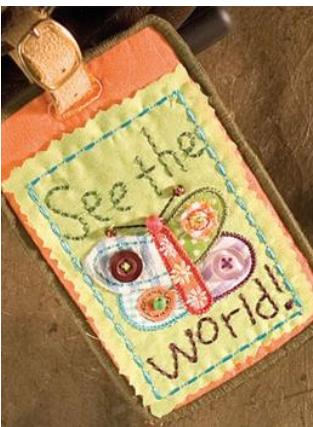
Importance versus Grading



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Political  
understanding and  
determination.

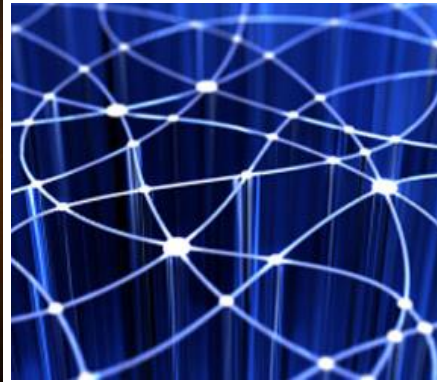


“politics  
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# Research & development.





“politics  
is more  
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Albert Einstein

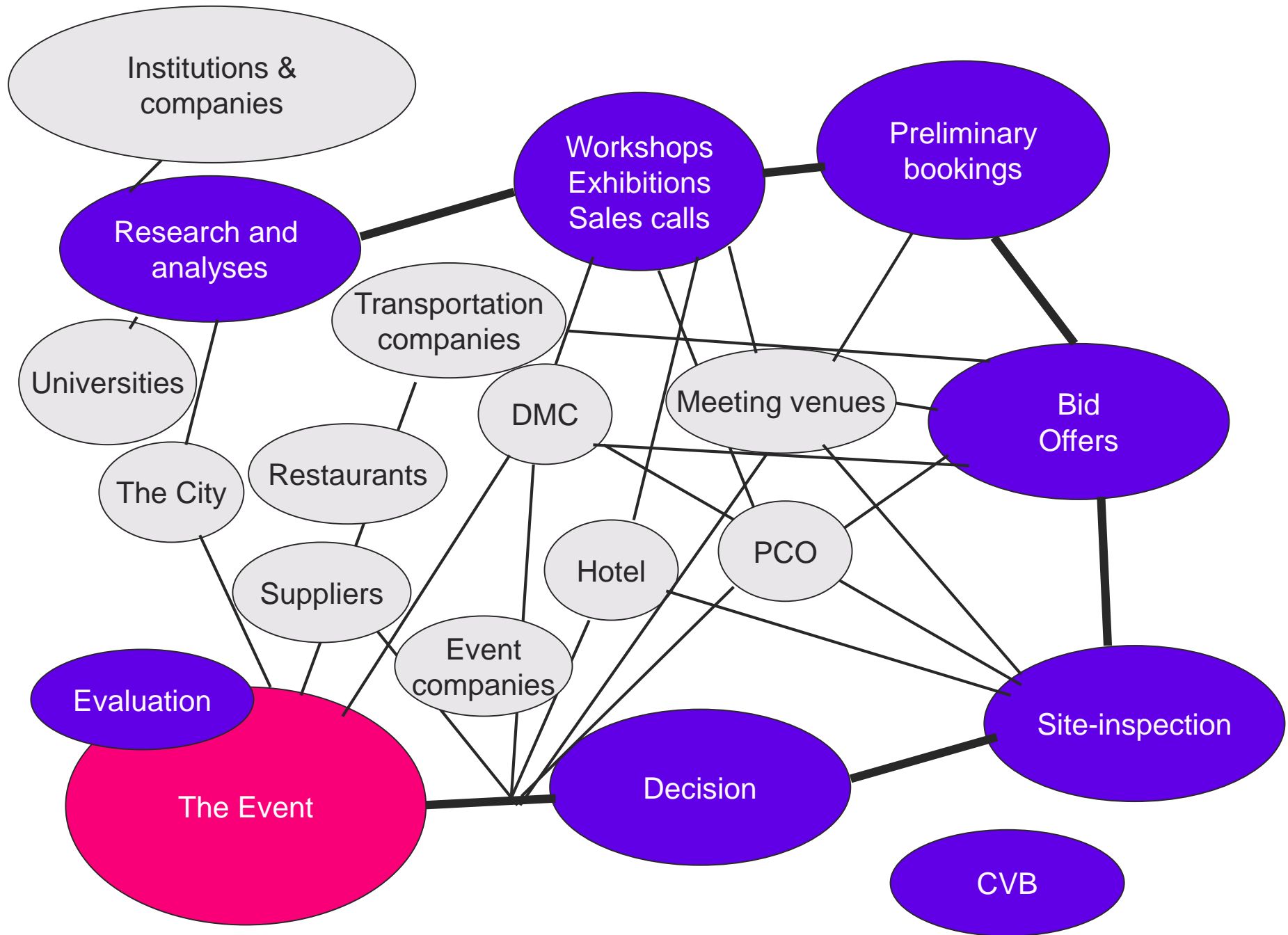


Holistic  
view.





# Public & private cooperation.



„Collaboration is a  
joint view on destination  
development.“



# Trust.



Pooled  
resources.

# Collaboration is about

„Understanding the game“

„Respecting and trusting each other“

„Playing on the same side“

„Playing when it is your turn“

„Be happy for each other when someone scores  
(next time it might be you)“



Scoring!



# Denmark.

188,000 business events |  
6,9 million delegates

RUB 203 billion turnover

RUB 91 billion from  
delegates expenditure

RUB 36 billion from  
international delegates

RUB 44 billion in VAT to the  
state

38,000 man-labour year

Source: UNWTO Denmark 2010



# Sweden.

At least RUB 370 billion in turnover | just by extrapolating the Danish calculation.

Source: Henrik von Arnold 2017







Tourism?

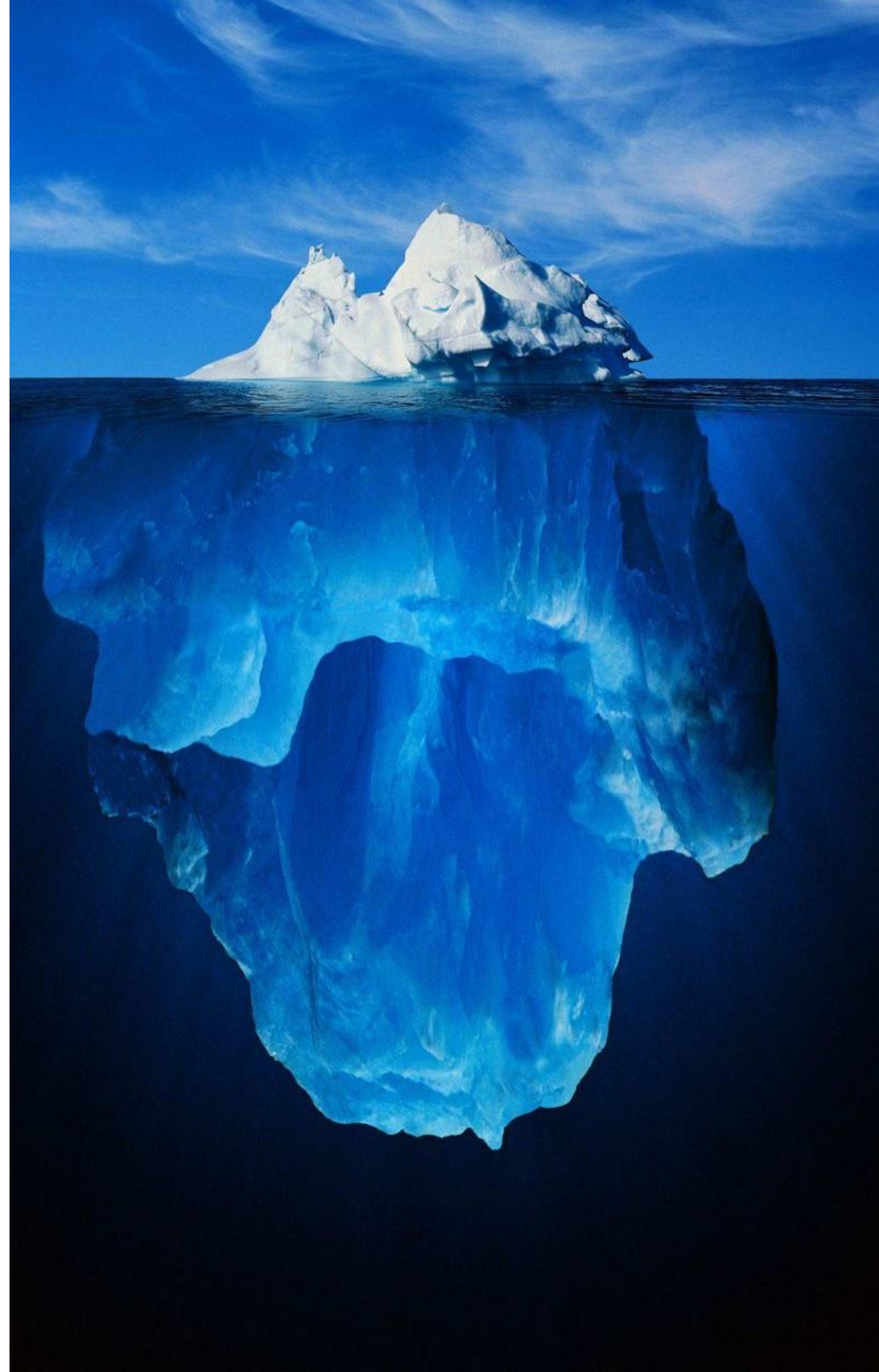
Destination  
development?

# Visible impact.

# Invisible impact.

## Attracting

- > Talents
- > Innovations
- > Investors
- > Knowledge sharing
- > Knowledge transfers
- > Cultural understanding



Business events are tools for change!

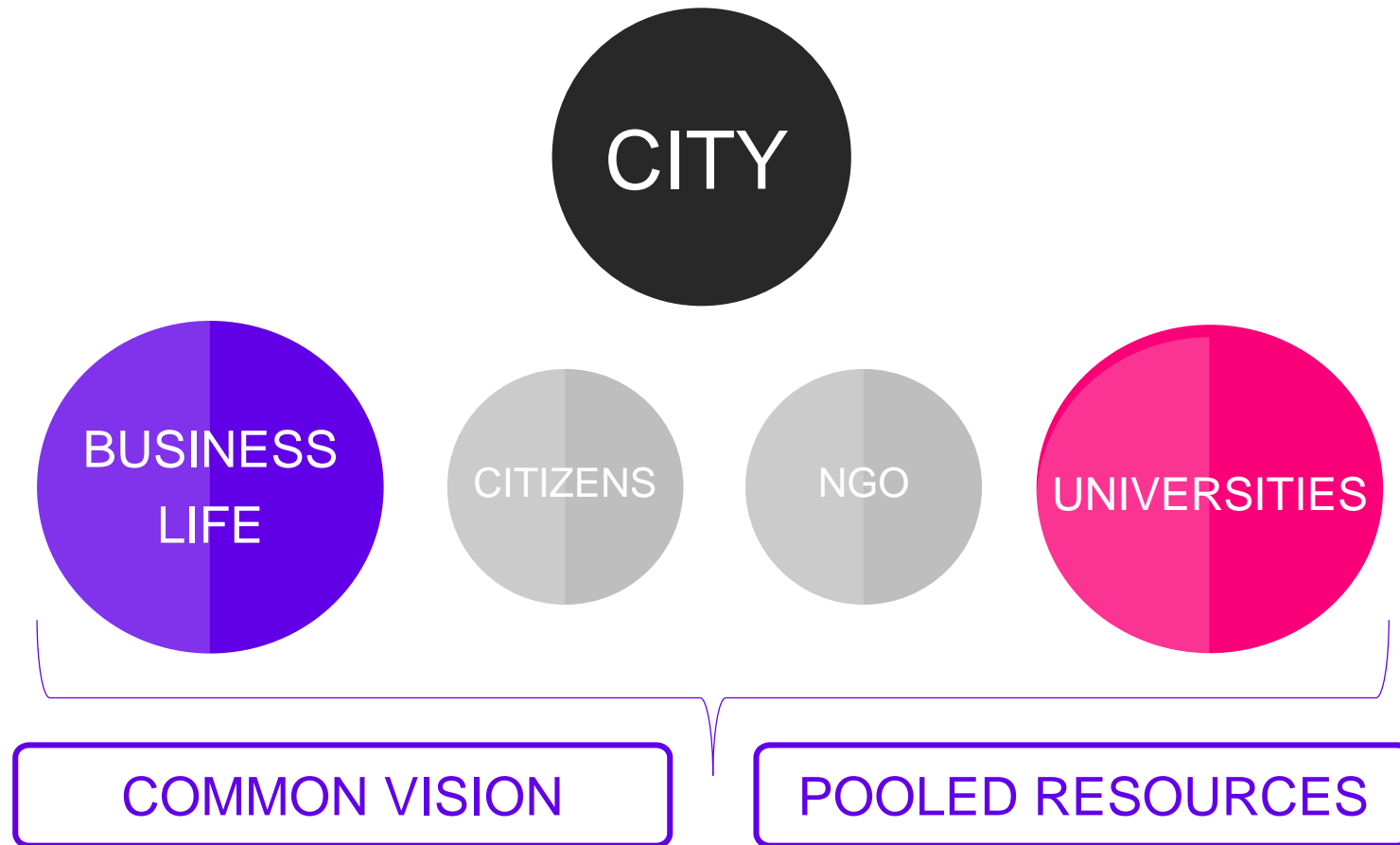




# Business events are tools for change!

- Offering Infrastructure.
- Offering WOW factor.
- Offering „Circle of competence“.

# Triple Helix (Quintuple Helix).



# Triple Helix (Quintuple Helix).

- Creation of own Business events.
- Creation of „Communities“.

Convention bureau  
a part of the regional business  
„family“, and not the tourism „family“.

# Heart. Brain. Money.





All in!





# THANK YOU.

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