



ICCA

Business Intelligence Highlights



ICCA
Iberian



ICCA
France
Benelux





Juan José García

Global Chief Sales &
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Bco Congressos
Barceló
GRUPO



62ND ICCA CONGRESS 2023

It Starts | 12-15 NOVEMBER
With Us | BANGKOK, THAILAND



The ICCA Business Intelligence Coopetition



Session developed in conjunction with:

Bco Congressos
Barceló
GRUPO

Juan José García, CSMO
Bco Congressos
MBA, CICE

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Why this session?

Enhancing the Value of ICCA's Primary Assets:

- ICCA Member's Global Knowledge
- ICCA Business Intelligence

In summary, creating this session is about sharing knowledge and providing more value to the ICCA community.

What's the main goal of the session?

To promote the use of ICCA Business Intelligence to make the most of it, helping ICCA research team to enhance its features and capabilities, and, therefore, giving all ICCA members a better understanding of what the tool can do and how to use it to their advantage

The session has been designed to:

- ❑ Be part of the ICCA Congress programme every year
- ❑ Be the **perfect platform** for the ICCA community to **showcase its talents and abilities** by presenting their best practices
- ❑ **Raise awareness** about the role of **researchers**

The session has been designed to:

- ❑ Communicate the **latest updates** of the ICCA BI
- ❑ Give the community the opportunity of a **call for improvements** (live discussion during the session)

Search...



Submission and selection process:

- ❑ Call for proposals and submission of entries
- ❑ Judges select the **finalists**
- ❑ The selected finalists are allocated **10 min each for a live presentation of their case studies** during the session
- ❑ The judges announce the **winner** during the same session

Judges



Marco van Itterzon
Senior Manager
Research and Market
Analytics
ICCA



Chair
Juan José García, CSMO
BCO Congressos



Kevin Bate
Vice President, Global Sales
Simpleview

The ICCA Business Intelligence Coopetition





Case study #1

ICCA Member: Porto Convention & Visitors Bureau

Destination Marketing Sector

Porto CB's goal

**Identify qualified bid leads
in 2 simple steps**



Key research criteria: Porto CB Case Study

1. Rotation Area: **Europe**
2. Could take place in: **Porto**
3. Destination not visited since: **2014**
4. Minimum number of delegates: **500**

Key research factors: Porto CB Case Study

Identify Destination Marketing Members:

- **With similar characteristics**
- **Located in Europe**

Identified Destinations:

Rotterdam, Maastrich, Lyon, Strasbourg, Valencia & Málaga

Step 1: Meeting Location



Potential meetings destination(s)

Porto/Portugal ✕

Destination(s) not visited from

04 Mar 2014



Confirmed meetings in...

Rotterdam/Netherlands ✕

Maastricht/Netherlands ✕

Lyon/France ✕

Strasbourg/France ✕

Valencia/Spain ✕

Malaga/Spain ✕

Rotation Area

Europe ✕ |



Step 2: Meeting Details

Meeting Details ^

Meeting Partners v

Organisation v

Attendance

to

Outcome



Results

Save

Export

297 series found from 277 different organizations ^

Searching for :

- Confirmed Meetings In : **Lyon/France, Maastricht/Netherlands, Malaga/Spain, Rotterdam/Netherlands, Strasbourg/France, Valencia/Spain** x
- Meeting Destinations : **Porto/Portugal** x
- Destinations Not Visited From : **04 Mar 2014**
- Rotation Area : **Europe** x
- Attendance : **500-higher** x





Case study #2

**ICCA Member:
Alfândega Congress
Centre - Porto**

Venues Sector

Alfândega Congress Centre (ACC) goal

**Identify qualified bid leads
in 3 simple steps**



Congress Centre
Alfândega Porto

Key research criteria: ACC Case Study

1. Rotation Area: **Europe**
2. Could take place in: **Porto**
3. Destination not visited since: **2014**
4. Minimum number of delegates: **1.000**



Key research factors: ACC Case Study



1. Profitability: **ROI for venues of my category**
2. Venue: **Venues with similar facilities**

Identified venues:

de Doelen International Congress Centre Rotterdam

Maastricht Exhibition & Congress Centre (MECC)

Lyon Convention Center

Strasbourg Convention & Exhibition Centre

Valencia Conference Centre

FYCMA (Málaga)



Step 1: Meeting Location

Potential meetings destination(s)

Porto/Portugal ✕

Destination(s) not visited from

04 Mar 2014



Rotation Area

Europe ✕



Congress Centre
Alfândega Porto

Step 2: Meeting Details

 Meeting Details ^

Meeting Partners v

Organisation v

Attendance

1000

to



Step 3: Meeting Partners



Meeting Location ▾

Meeting Details ▾

Meeting Partners ▲

Known Suppliers

de Doelen International Congress Centre Rotterdam ✕

Maastricht Exhibition & Congress Centre (MECC) ✕

Lyon Convention Center ✕

Strasbourg Convention & Exhibition Centre ✕

Valencia Conference Centre ✕

FYCMA ✕

Known Suppliers

known Supplier



Congress Centre
Alfândega Porto

Outcome



Results

Save

Export

94 series found from 94 different organizations ^

Searching for :

- Meeting Destinations : **Porto/Portugal** x
- Destinations Not Visited From : **04 Mar 2014**
- Rotation Area : **Europe** x
- Attendance : **1000-higher** x
- Known Supplier : **FYCMA,Valencia Conference Centre,de Doelen International Congress Centre Rotterdam,Strasbourg Convention & Exhibition Centre,Maastricht Exhibition & Congress Centre (MECC),Lyon Convention Center** x



Congress Centre
Alfândega Porto



Case study #3

ICCA Member: Barceló Sevilla Renacimiento Hotel Venues Sector

Barcelo Sevilla Renacimiento (BSR) goal

**Identify qualified bid leads
in 3 simple steps**

Barceló Sevilla Renacimiento

Key research criteria: BSR Case Study

1. Rotation Area: **Europe**
2. Could take place in: **Sevilla**
3. Destination not visited since: **2014**
4. Minimum number of delegates: **500**

Key research factors: BSR Case Study

1. Profitability: **ROI for hotels of my category**
2. Venue: **Hotels with similar facilities**

Identified hotels:

Hilton Prague & Hilton London Metropole

Step 1: Meeting Location

Potential meetings destination(s)

Sevilla/Spain  |

Destination(s) not visited from

15 Feb 2014



Barceló Sevilla Renacimiento

Step 2: Meeting Details

Meeting Details ^

Meeting Partners v

Organisation v



Attendance

500

to

Step 3: Meeting Partners

 Meeting Location 

 Meeting Details 

 Meeting Partners 

Known Suppliers

Hilton Prague 

Hilton London Metropole 

Known Supplier

known Supplier Ty

Outcome



Results

Save

Export

43 series found from 40 different organizations ^

Searching for :

- 📍 Meeting Destinations : **Sevilla/Spain** ✕
- 📍 Destinations Not Visited From : **15 Feb 2014**
- 📍 Attendance : **500-higher** ✕
- 📍 Known Supplier : **Hilton Prague, Hilton London Metropole** ✕

Barceló Sevilla Renacimiento



Case study #4

**ICCA Member:
Bco Congressos**

**Meetings
Management
Sector**

Bco Congressos' goal

**Identify qualified bid leads
in 3 simple steps**

Key success criteria: Bco Congressos Case Study

1. Profitability: **ROI for PCO**
2. Conference management: **PCO**
3. Minimum number of delegates: **500**
4. Could take place in working area: **Spain**

Key research factors: Bco Congressos Case Study



Identify Meetings Management Members:

- With similar business model (PCO, DMC, Housing)
- Operating locally in their countries

Identified PCO's:

Meetagain Konferens AB (Sweden)

Keynote PCO (Ireland)



World PCO Alliance

Step 1: Meeting Location

Potential meetings destination(s)

Destination(s) not visited from

Step 2: Meeting Details

Meeting Details ^

Meeting Partners v

Organisation v

Attendance

to

Step 3: Meeting Partners

Meeting Location ▾

Meeting Details ▾

Meeting Partners ▲

Known Suppliers

Know

Meetagain Konferens AB



Keynote PCO



knowr

Outcome



Results

Save

Export

25 series found from 25 different organizations

Searching for :

- 📍 Meeting Destinations : **Spain** ✕
- 📍 Destinations Not Visited From : **15 Feb 2014**
- 📍 Attendance : **500-higher** ✕
- 📍 Known Supplier : **Keynote PCO, Meetagain AB** ✕



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Business Intelligence Updates



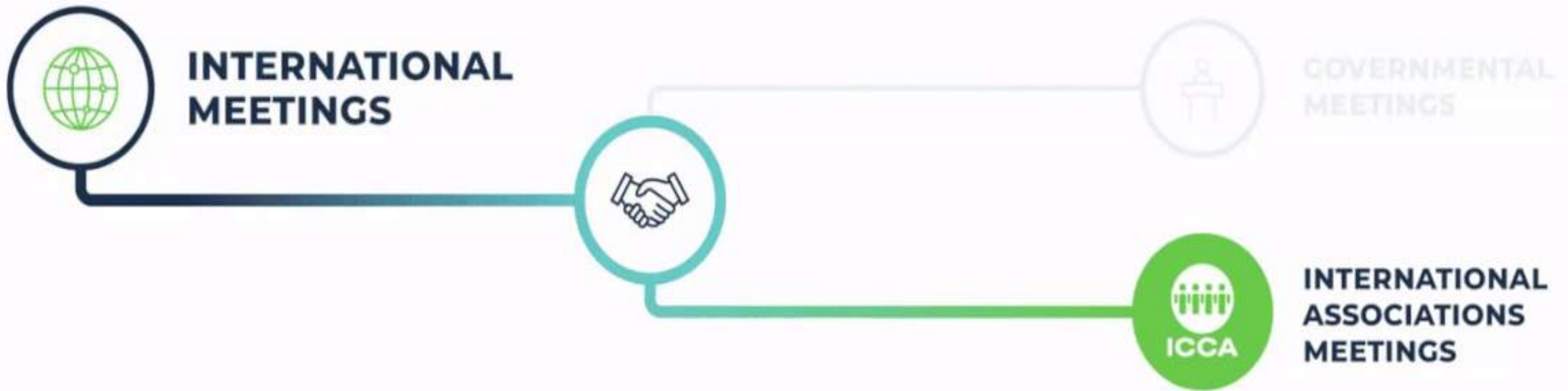
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A brand **new** way towards untapped opportunities



Governmental Meetings



Search for an Organization Name, Series Name, or Specific Contact

Home

ICCA-BI

Search

My Saved Searches

RFPs (89)

Governmental

Recommended Series

Search

Meeting Location

Meeting Details

Meeting Partners

Organisation

Results

Save

Export

Showing the first 500 of 543 total results. *Please try a more targeted search.*

Searching for :

Governmental : **True**

Governmental Meetings



Home

ICCA-BI

Search

My Saved Searches

RFPs (89)

Governmental

Recommended Series

Search

Meeting Location ▾ Meeting Details ▲ Meeting Partners ▾ Organisation ▾

Subject

Select

No subjects have been added

Attendance

to

Language

Choose a language ▾

Meeting Keywords

Governmental

Recommended Series



- Home
- ICCA-BI
- Search
- My Saved Searches
- RFPs (60)
- Governmental
- Recommended Series**
- Flagged Series
- Flagged Organizations

Recommendations

Country : Netherlands

Organization Name	Series Name	Subject	Rotation Area	Attendance	Updated
International Astronautical	International Astronautical - IAC -	Science / Astronomy / Astronautics	World/International	6432	18 Feb 2022
Union Internationale des Astronomes Amateurs - IAU -	Union Internationale des Astronomes Amateurs - IAU -	Science / Astronomy / Astronautics	World/International	634	23 Feb 2022
International Astronautical Federation - IAF -	International Astronautical Federation - IAF -	Safety & Security	World/International	634	23 Feb 2022
International Astronautical Federation - IAF -	International Astronautical Federation - IAF -	Science / Astronomy / Astronautics	Europe	685	23 Feb 2022

- Accept the recommendation
- Reject the recommendation:
 - The series already known to our Organization
 - The series not appropriate for me
 - The series not appropriate for our Organization**
 - The series is not a good fit right now
 - Other...

- Wrong market classification for our Organization
- Too big for our Organization
- Too small for our Organization
- Will not come to our region
- Has already booked nearby



https://icca.amd.simplereviewing.com/RecommendationMeetings.aspx#

Use Alerts to stay on top



Results

Save

Export

297 series found from 277 different organizations ^

Searching for :

- 📍 Confirmed Meetings In : **Lyon/France, Maastricht/Netherlands, Malaga/Spain, Rotterdam/Netherlands, Strasbourg/France, Valencia/Spain** ×
- 📍 Meeting Destinations : **Porto/Portugal** ×
- 📍 Destinations Not Visited From : **04 Mar 2014**
- 📍 Rotation Area : **Europe** ×
- 📍 Attendance : **500-higher** ×



Use Alerts to stay on top



Results

Save

Export

Porto European Meetings

Don't notify me with new matches ▼

SAVE

Don't notify me with new matches

Notify me with new matches

Use Alerts to stay on top



From: ICCA-BusinessIntelligence@iccaworld.org <ICCA-BusinessIntelligence@iccaworld.org>

Sent: Monday, 23 October 2023 16:04

To: Kavitha Pragalathan <kavitha.p@iccaworld.org>

Subject: rfps New Match Notification



Business Intelligence Notification

These new meetings match your ICCA-BI save query named RFP:

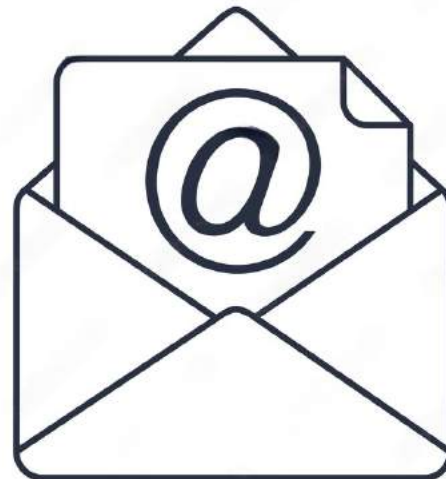
- [International Congress of Nutrition -ICN-](#) : [International Union of Nutritional Sciences -IUNS-](#)
- [World Congress of the International Society of Physical and Rehabilitation Medicine -ISPRM-](#) : [International Society of Physical and Rehabilitation Medicine -ISPRM-](#)
- [I2MTC/ IEEE Instrumentation and Measurement Technology Conference](#) : [IEEE Instrumentation and Measurement Society -IEEE I&M Society-](#)
- [International Conference on User Modeling, Adaptation, and Personalization -UMAP -](#) : [User Modeling Inc.](#)
- [Annual Conference of the European Academy of Management -EURAM -](#) : [European Academy of Management -EURAM-](#)

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Add this email address to your contacts:

ICCA-BusinessIntelligence@iccaworld.org



Sort Columns to display most recent RfP



Results Save Export

60 series found from 58 different organizations ^

Searching for :

📍 Open RFP : True ✕

⏪ ◀ 1 2 3 ▶ ⏩

60 items in 3 pages

<input type="checkbox"/> All	Organization Name	Series Name	Open Year	Deadline Bid	Attendance	Last Updated
<input type="checkbox"/>	★ Mobility and Transport, European Commission	★ Transport Research Arena -TRA -	2028	01 Feb 2024	2800	20 Oct 2023
<input type="checkbox"/>	★ User Modeling Inc.	★ International Conference on User Modeling, Adaptation, and Personalization -UMAP -	2025	15 Dec 2023	149	19 Oct 2023
<input type="checkbox"/>	★ IEEE Instrumentation and Measurement Society -IEEE I&M Society-	★ I2MTC/ IEEE Instrumentation and Measurement Technology Conference	2027	31 Dec 2023	383	18 Oct 2023

Search for Profiles with BE info



Search

Meeting Location ▾ Meeting Details ▲ Meeting Partners ▾ Organisation ▾ SEARCH

Subject
Select
No subjects have been added

Governmental

Attendance
[] to []

Language
Choose a language ▾

Meeting Keywords
[]

Preferred Month(s)
Choose a Month ▾

Profile Updated Since
[]

Profile Added Since
[]

- Commercial Exhibition
- Exclude Flagged Series
- Business Exchange
- Decision URL



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