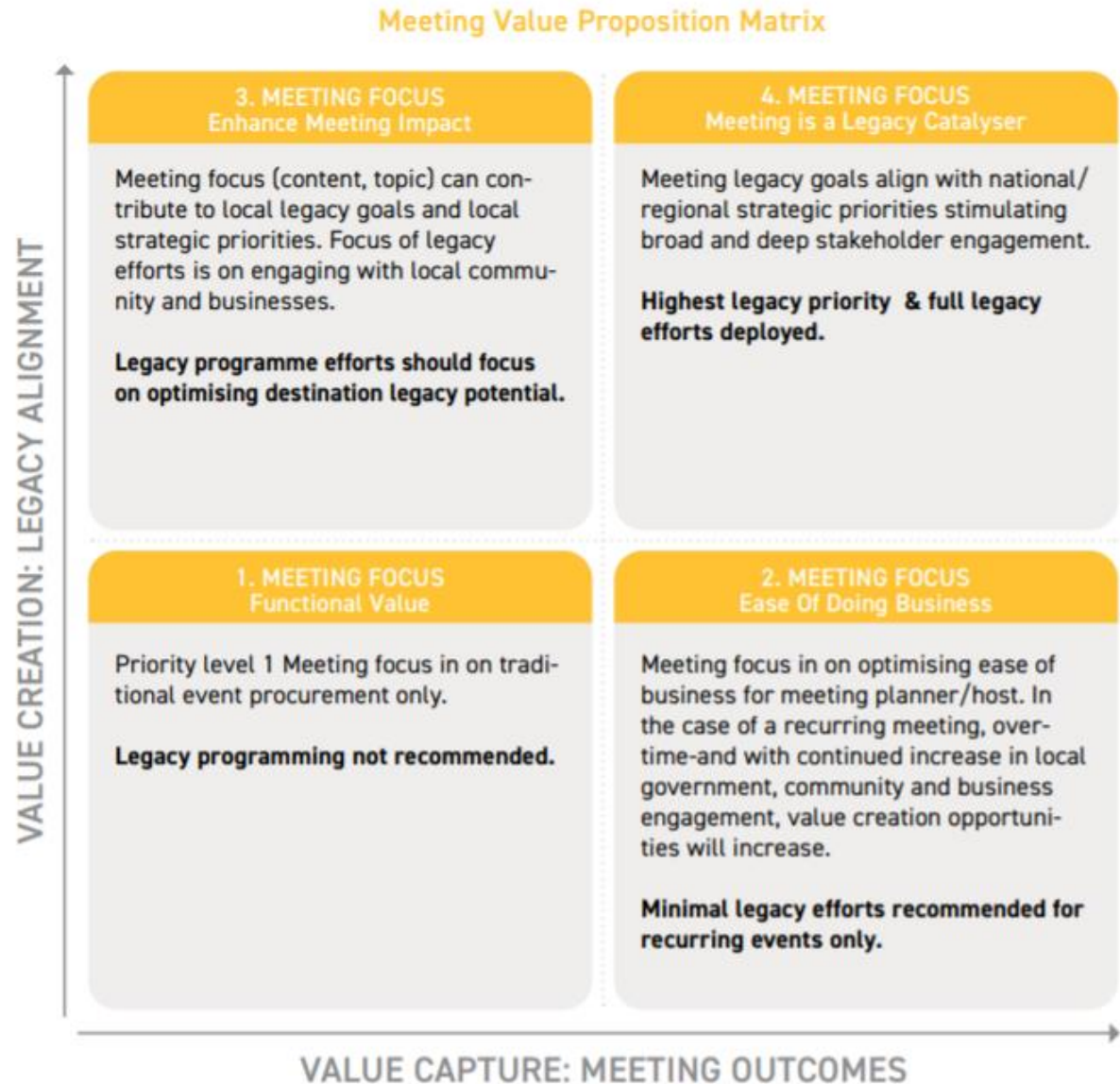


MeetDenmark's Meeting Value Proposition Matrix

MeetDenmark wants to enhance the ability to bring meetings to Denmark by demonstrating value-add as part of the bidding process. The Value Proposition Matrix will help MeetDenmark destinations in providing their customers with insights into opportunities that exist for them to capture additional value and/or create new value for their meetings (not only through legacy programming). The Meeting Value Proposition Matrix can therefore be a crucial tool to successfully deliver on the vision and mission of MeetDenmark and as such it complements the meeting legacy strategic plan proposal.



From Value Capture to Value Creation: Meeting Value Proposition Matrix

As part of the first MeetDenmark Study, the significant new role and powerful value proposition for Danish Bureaus was premised on their ability to demonstrate competitive advantage through the creation of a new Outcomes & Legacy Programming approach. This was to move away from their traditional focus on creating value in the event procurement segment.

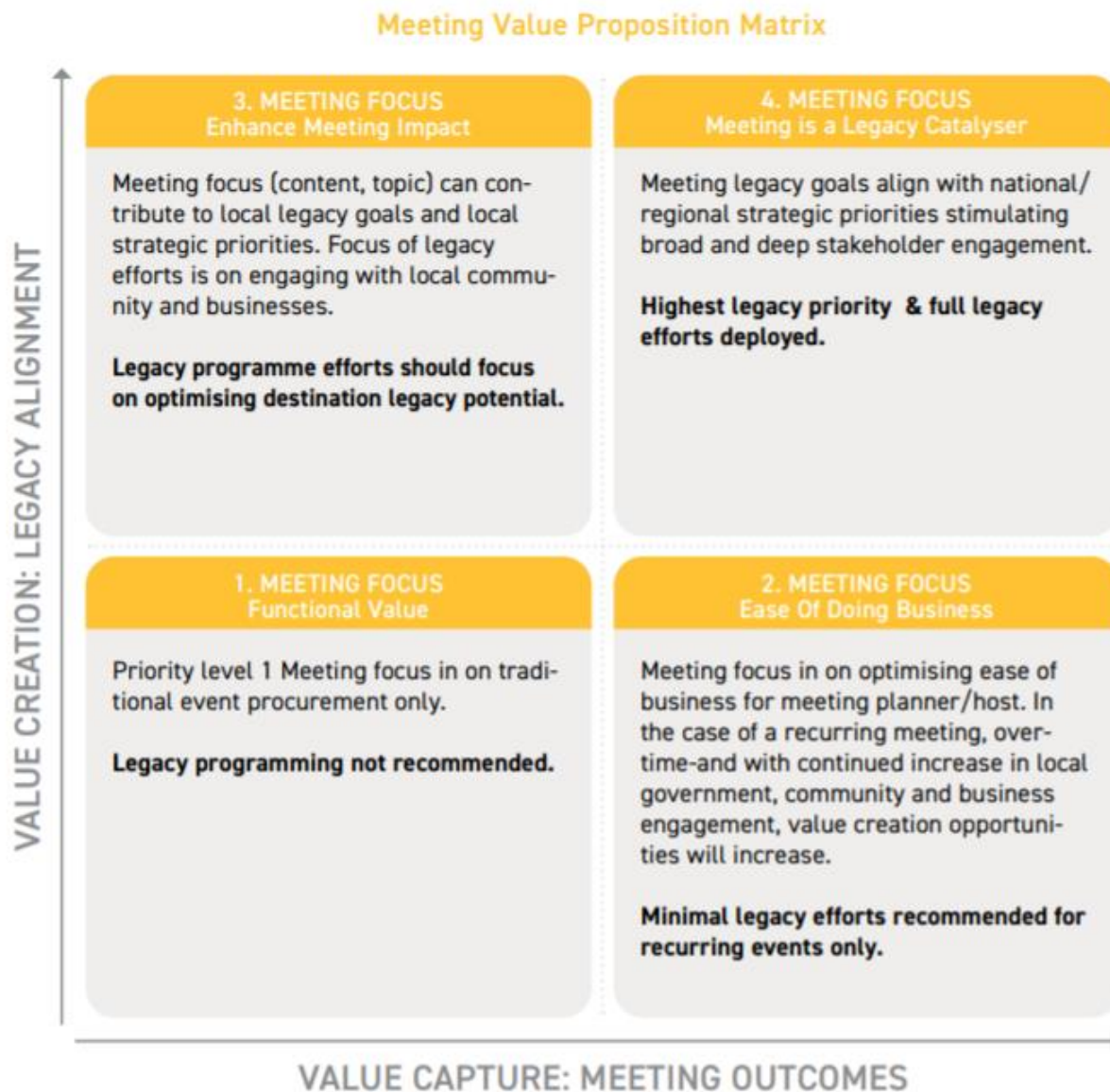
As part of this process, it was proposed Associations be assessed on their need to maximize the event procurement component (or not) and their need to focus on outreach and/or on individual value for the participants.

Further to this model, MeetDenmark will try to provide customers with a vision of how to shift around the quadrants - in effect enhancing opportunities to capture additional value and/or create new value for their meetings. The Value Proposition Matrix will help MeetDenmark destinations in providing their customers with insights into opportunities that exist for them to capture additional value and/or create new value for their meetings (not only through legacy programming). The Meeting Value Proposition Matrix is going to be a crucial tool for MeetDenmark to successfully deliver on the vision and mission and as such complements the Meeting Legacy Strategic Plan proposal.

Categories 3 & 4 are going to be the priority categories from which Denmark will consider funneling a meeting into the Meeting Legacy Strategic Pathway.

Category 3: potential exists for the destination to pursue a legacy agenda due to the meeting's alignment with national socio-economic strategic priorities or sector/niche strength areas but where the client association is focused only on pursuing the functional value or ease of doing business in the destination. This is likely to be the most prevalent situation arising given current industry norms.

Category 4: the optimal situation with alignment in the legacy programmes (as opposed to diverging ones) between the association and the destination.



Meeting Value Proposition Matrix elaborated

Referring to the Value Proposition Matrix, Danish Destination's can categorize their meeting legacy focus and efforts.

		EVENT TYPE CLASSIFICATION	EVENT CHARACTERISTICS CHECK LIST:	CVB LEGACY SUPPORT	CVB BID PROPOSAL - DIFFERENTIATED LEVEL OF EFFORT- (examples)
LEGACY PRIORITY LOW TO HIGH	1	FUNCTIONAL VALUE	<ul style="list-style-type: none"> No clear legacy vision articulated by the International Association No clear legacy vision articulated by the local host association No alignment with national or regional socio/economic development priorities Minimal resources available in the local organizing committee Global rotation with no recurrence of event foreseen Minimal potential for engagement with local businesses or ministries 	-	<ul style="list-style-type: none"> Sponsor development Host committee support Subvention Technical tours Local attendance promotion Host prospects from related associations
	2	EASE OF DOING BUSINESS	<ul style="list-style-type: none"> No clear legacy vision articulated by the International Association No clear legacy vision articulated by the local host association Local community interest in content Local commercial interest in product focus Existing network of expertise available in destination Potential interest from local government to engage 	-	<ul style="list-style-type: none"> Local programme committee coordination Attendance promotion Local speakers Ancillary events coordination Local content coordination Engage local corps/ (hosting/content) Governmental programme committee International media support Feature development Local media support
	3	ENHANCE MEETING IMPACT	<ul style="list-style-type: none"> Strong local stakeholder potential – e.g. national association, university, research institute, businesses, local expertise network but international meeting planner is not engaged in strategic pursuit of legacy. Strong host committee Returning Event Potential 	<ul style="list-style-type: none"> Association Legacy Development Programme 	<ul style="list-style-type: none"> Advance research matching Jobs fair coordination Network clinics Business matching services Local product showcase
	4	MEETING IS A LEGACY CATALYSER Significant opportunity for value creation to be achieved (in Denmark as well as for the International Association) through legacy programme. Channel Meeting into the Strategic Meeting Legacy Pathway	<ul style="list-style-type: none"> The Content focus of the international meeting aligns with national/ regional socio/economic development priorities Local National Association and/or the international association has a clear legacy vision Close alignment between international association and national association in Denmark Strong local stakeholder potential – e.g. center of excellence, research institute situated in one of MDK destinations (not necessarily in the event destination) Strong host committee organization Recurring event 	<ul style="list-style-type: none"> Legacy Development & Monitoring Manager focused on: Proactively researching potential meetings to target Aligning local & national stakeholders- commercial, governmental, community pre bid ad post bid win Optimize legacy potential through MDK coordination Mid Term Post event engagement of stakeholders to track legacy progress Meeting Legacy Reports Association Legacy Development Programme 	<ul style="list-style-type: none"> Standards/policy taskforce Matching investors to related ministries Ministerial meetings Event/government goals alignment Staging news worthy events Securing/hosting luminaries Community event coordination Channel subvention funds to legacy activities Annual City/Regional or National theme Philanthropic sponsors/ partnerships Commercial sponsors/ partnerships Legacy measurement processes

Meeting Value Proposition Matrix: Bureau roles

