

ASSESS THE POTENTIAL

When designed the right way, new congresses can contribute to important economic activity, especially for hotels and venues, as well as create positive social impacts.

An assessment of the potential effects and impacts of the congress should be included early in the process as an integrated element of the design.



STEP 1: DEFINE POTENTIAL SHORT-TERM EFFECTS

Write down what you see as the potential short-term effects and impacts of the congress. Then break it down into two statements.

Statement 1: To produce...

Statement 2: To contribute to...



STEP 2: DEFINE POTENTIAL LONG-TERM EFFECTS

Write down what you see as the potential long-term effects and impacts of the congress. Then break your sentences down into four statements.

Statement 1. We wish to share...

Statement 2. We want to support...

Statement 3. We want to be a catalyst for...

Statement 4: We hope to inspire...
