

Old Wine, New Bottle!  
What's New, what's hot!  
*The PCO Perspective*

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RETHINK

or

REPLAY



# Paradigm Shift

in how people travel, select, buy and organize meetings and events

**So what should  
we expect ?**



**So what's hot?**

# What's OUT:

## **Fashion -**

Rachel Zoe  
Zippers  
Plaid Prints  
Cowboy Boots  
Neck Ties  
Vests  
Skinny Jeans

## **Lifestyle –**

Luxury Aspirational  
Editorial  
Starbucks  
Paris  
Hybrid Technology  
Ballroom  
Weddings  
Yoga  
Being thin  
Cocktails  
Zoloft

**2010**

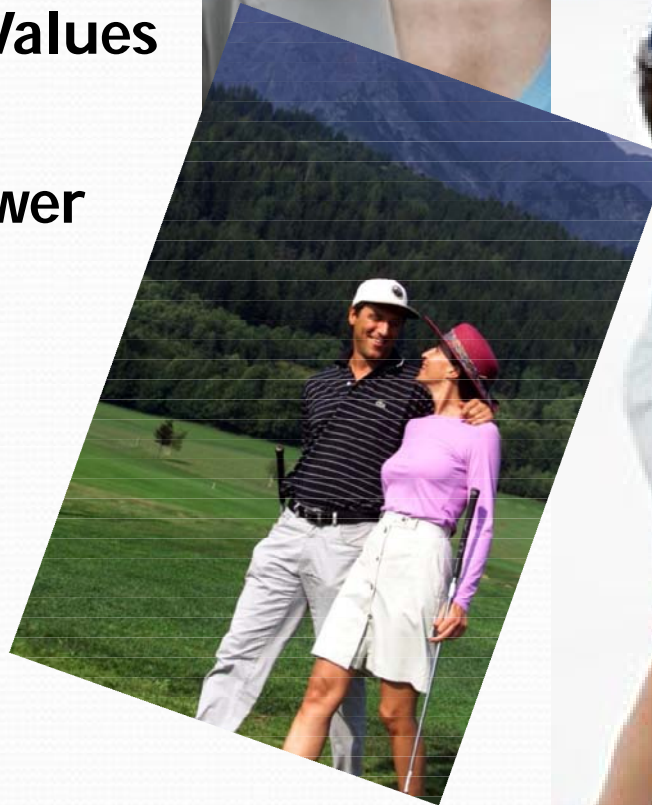


# Social Trends



# **SOCIAL TRENDS Best Ager**

- **Greying, but young Values**
- **High Purchasing Power**
- **Age & Brain Fitness**
- **Work-Life-Balance**



# Very Experienced People



# Hybrid Consumer

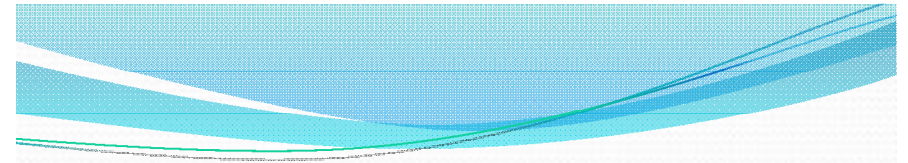


**both and**



# Budgets





**RICH**

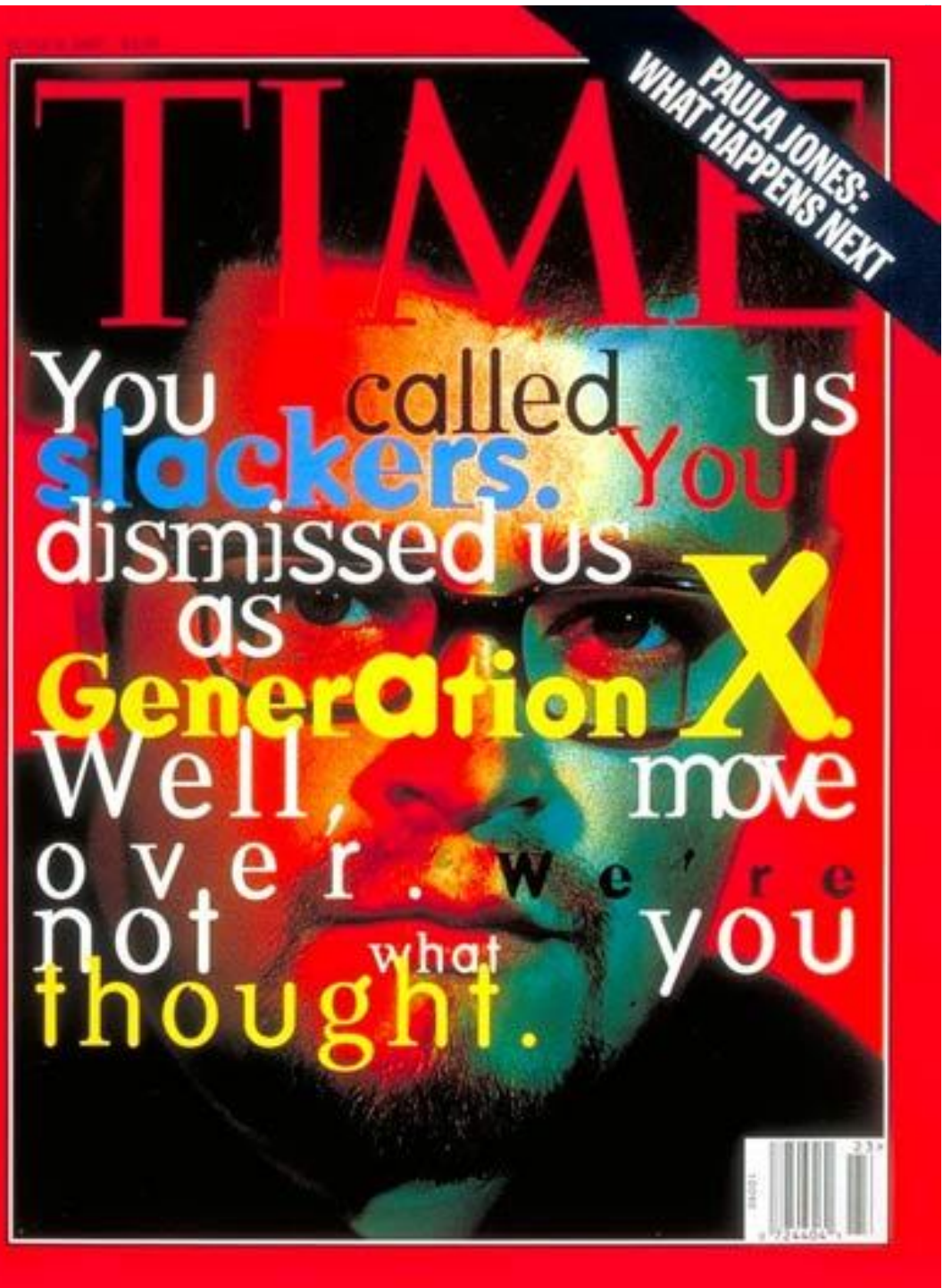
**&**

**POOR!**

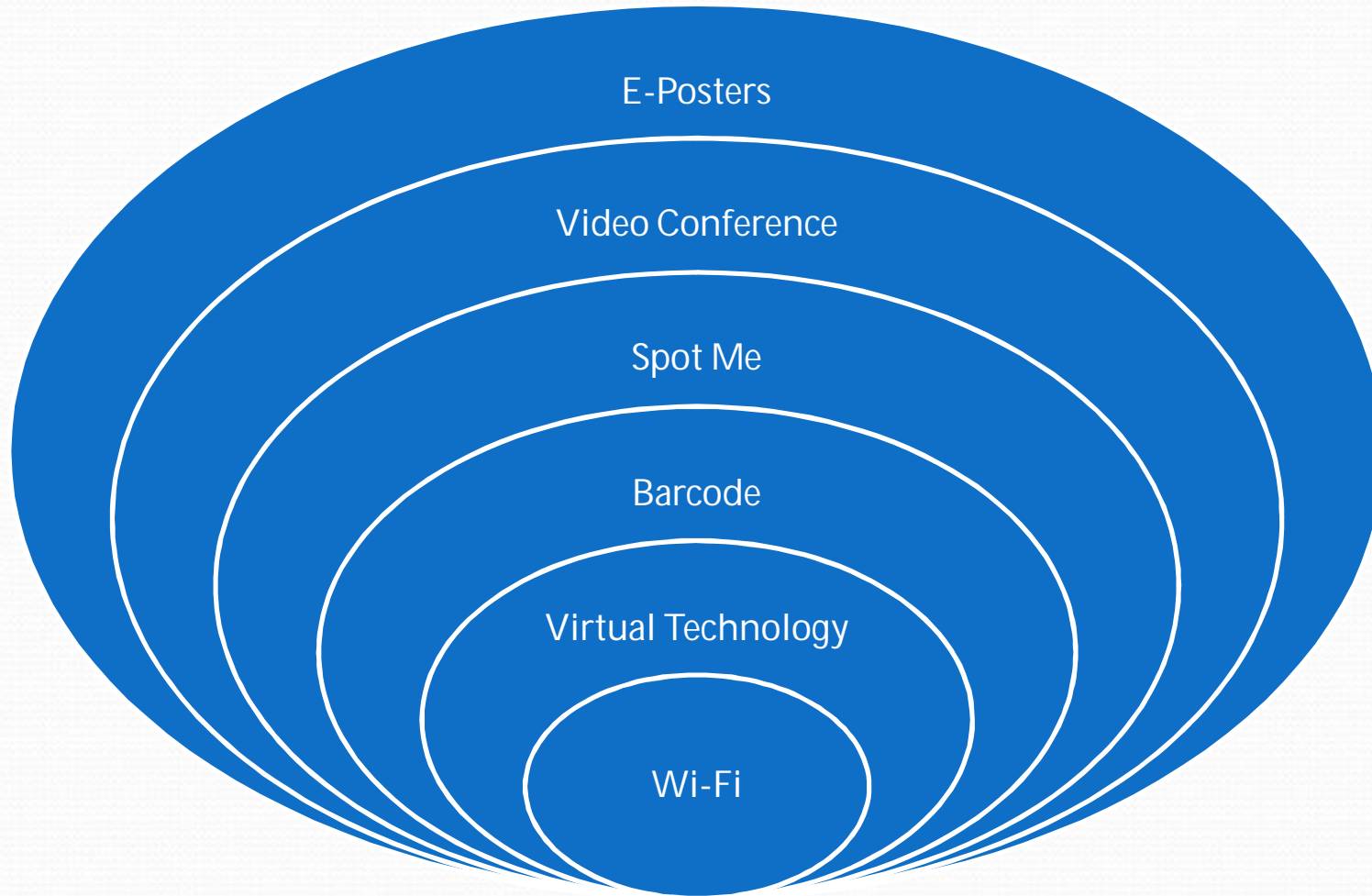




Generation  
X



# Technology Boost

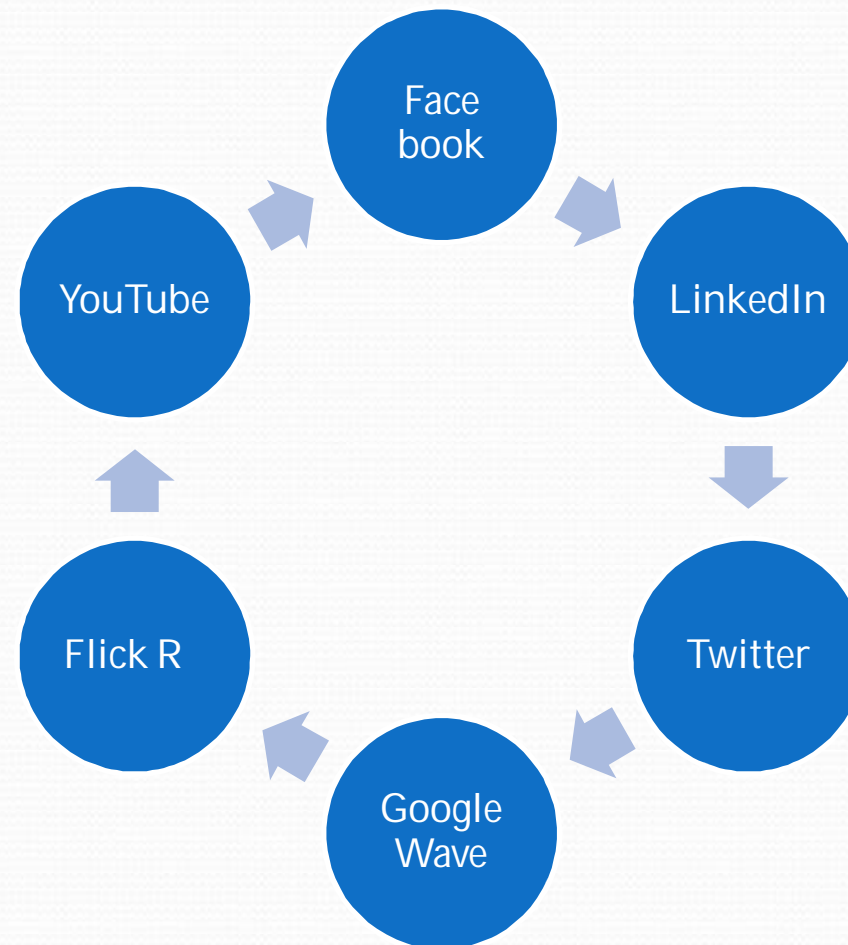


# XXI CENTURY

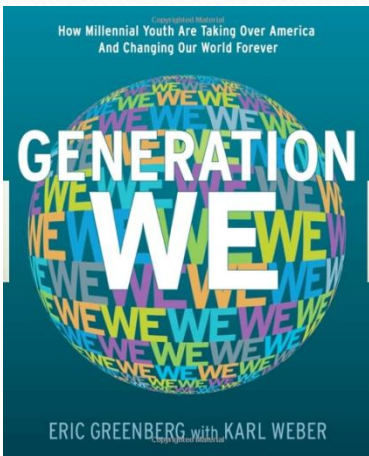


# Trends

## Social Media



*EIBTM 2009 Report: 80% of Associations use social media and new technology trends for their meetings*





# Diversity in the 21st Century

*“The Successful Professional of the 21st Century is **multinational**, **multilingual** and **multicultural**, focuses on fostering communication and understanding and wisely creates a level field for talents... and she will probably be a woman!”*

# Trends

## Green Meetings



Paper Waste Control

Recycling

Organic Food

Reduce Energy & Water Waste

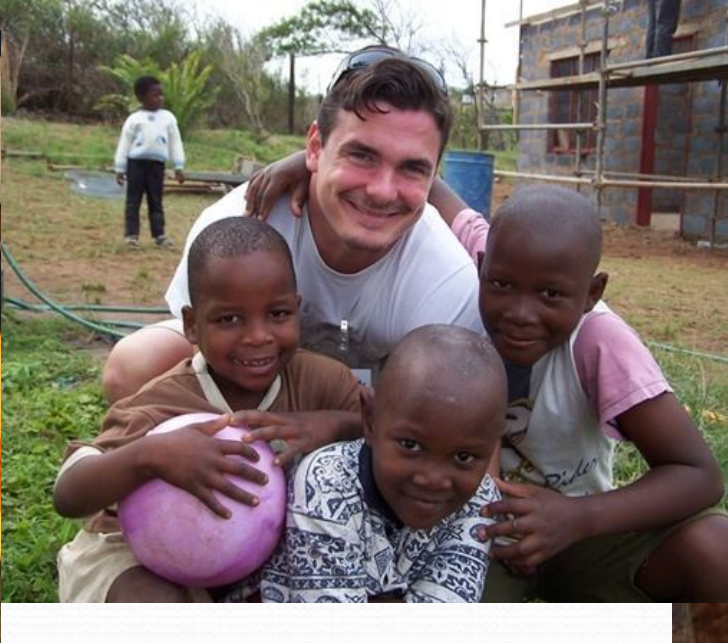
Recycled Congress Material

Green Venues

Green Key

Green Standards

Sustainability



# Key Trends in C&I for 2009-13

- **Generation X**
  - extreme activities
- **Spas, spas, spas**
  - Things that motivate you
  - Things that intrigue you
  - Things that scare you



# Meeting of the Future = interactive Story Telling



**Urban Storytelling**



# **MEETING ARCHITECTURE**



# THE PCO PERSPECTIVE

## ○ Key Requests:

- ✓ Congress Culture
- ✓ Governmental Support
- ✓ Targeted Promotion
- ✓ International Convention Centre
- ✓ PCO/DMC Certification
- ✓ Congress Registration – Statistics
- ✓ Targetted Education
- ✓ Common effort among Tourism Institutions & Associations
- ✓ ROI...ROI....measure or be measured!



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