destinations alliance

Minutes - Meeting

21st July 3:30pm

Visit Malta, Unit C, Parkhouse, 14 Northfields, Putney, London SW18 1DD

1. Welcome and roll call/quorate

Present: Dubai, Malta, Abu Dhabi, Switzerland, Flanders, Ireland, Toronto, Norway, Korea, Portugal, Oman.

Apologies: Copenhagen, France, Singapore, Japan, San Francisco, Spain, Vienna, Calgary, Germany, Perth, NYC

New Member: Hamish Reid (Dubai and Sec) advised Calgary are also joining and being represented by Emma Cashmore

2. **Events Update**

Agency event – 26th August. Afternoon tea at Fortnum & Mason. Keith Barron (Abu Dhabi) gave an update. 11 partners. Recruitment started. Recruitment being done by Patrick Brady from En Pointe Solutions.

HR asked about structure and how we can ensure members move between courses so that more buyers are met. KB - Plan to move people around will be communicated beforehand to partners.

Nicola Alexander (Toronto) suggested we use somewhere like the Café Royal post event to keep the group together for longer to allow continued networking. It was agreed to look at a pub/lower cost solution as we could not promise a hotel such as the Café Royal that we could get all or any of the buyers to attend.

Association event – 8th December – HR advised that we are 8 currently, so now we can go ahead. Harrys and Ivy Club site inspections happening Thursday 23rd July. HR and Paul Swain (Flanders) to meet to discuss next steps with organising committee. Max 15 partners and 25 buyers.

B2B event 25th November – still in limbo as we have not got the required number at this stage.

HR to send out one final expression of interest email for Association and B2B event. If we do not each the required number for the B2B event HR will write to the individual partners involved seeking agreement as to the format of the event and if we can still go ahead even with a slightly changed version.

3. **AGM Matters Arising**

HR - Membership invoices are in the process of being sent post agreement of the fee at the AGM

HR – the new newsletter format had been discussed with NA, and agreed that as an information piece works well. HR to add in additional reasons for using CVB particulars on emails. Schedule of one every 3 weeks from August 1st for remainder of year.

4. **Dates and format of future meetings**

The format of the meeting was discussed by all.

It was agreed that the hybrid format of meetings does not work, and we will now move forward with (a) 3 x 100% in-person meetings, (b) 3 x 100% virtual meetings and (c) 1x in-person December meeting with a more social appproach.

Co-chairs to work and agree on dates.

5. **Industry Events**

Items discussed include The Trinity Conferences Edge Venues platform and The Meetings Show.

6. AOB

7. **Guest speaker Anna Abdelnoor – TRACE by isla**

The following is a very abridged version of what Anna spoke about and the author apologises for any incorrect inference.

For more information, please reach out to anna@weareisla.co.uk

Events are not just about carbon footprint, important obviously but needs greater focus. Sustainability also an overused generic term and whilst we know it is important the more interesting thing that sustainability can be linked into is risk and in particular destination risk viewed through the lens of sustainability. Carbon measurement is a tool to understand that but is not the silver bullet.

Risk landscape. 5 things

1. *Place*
2. *Infrastructure*
3. *Licences to operate*
4. *Natural capital*
5. *Cultural assets*

The risks to these are useful to mitigate for long term growth.

Think of Scotland. Whisky production is under strain through climate change. So, it's a geo environmental risk , the question is how exposed and how resilient are destinations.

C -suite understand risk management. And this is how the events industry can help engage that level.

Homogenous world getting harder to compete, so measurement can help reduce risk. It reduces volatility and vulnerability, *Energy security – how do we reduce that risk. E.g. Australia has now become a bigger buyer of battery storage than China as they reduce their vulnerability to energy needs.*

Trace fits into this, not as a silver bullet, back is part of a strategy, a data level. Data creates the triggers. And trace works on 3 levels. As a platform it can help operational capability (measurement, brand perception etc) then there is creating value (trace is a platform that measures the platform, organisers want that, even if though they don't have a metric for the results, but it is being asked for) and then thirdly how can it help make better decisions. After all data is the trigger point and can help. Looking at data that gives you the biggest leverage. The biggest impact area, is often the one easiest to look at.

What is the biggest impact? It does vary on where you are in the ecosystem. International trade shows it is travel, for gala dinners it can be the food wastage. But focus on what can be changed. If you are destination with 5 exhibition centres hosting 80% of events, and 200 smaller historical venues, then concentrate on how the 5 can be made more effective, rather than having a blanket policy.

This is all about risk. Use the data to reduce the risk.