



# HCA & The Global Association Meetings Protocol

City: Ottawa, Canada

**Global Associations Meeting Protocol - 4 Pillars (Source: ICCA Global Association Meetings Protocol)**

These provide a structured framework for destination leaders to optimize how they work with association clients in the future.

**Sustainability, Equity & Legacy**

Association clients are facing increasing pressure from their organizations and partners to be more transparent about how they're collaborating with host destinations to decrease environmental impacts and increase benefits to a wider breadth of community members and stakeholders.

Sustainability; equity, diversity, and inclusion; and legacy are now top of mind for association clients when it comes to site selection. Therefore, destinations should dedicate more resources to deliver on those priorities more effectively. Some specific strategies here are:

- Work closely with associations to help them achieve their legacy objectives.
- Balance the need for growth with responsible and sustainable development.
- Develop a sustainable tourism and events strategic framework.
- Improve equity, diversity, and inclusion across organization staff
- Protect and steward the natural environment and our authentic social and cultural characteristics
- Elevate the destination brand by promoting progressive people and organizations invested in sustainability and equality.
- Develop new KPIs to better measure the economic and social impact of tourism and business events beyond visitor volume.
- Increase collaboration with local community organizations to address social issues

**Crisis Planning & Mitigation**

Protocols to enhance safety, health and security should be further enhanced and codified to protect against future cataclysmic shocks and chronic stresses that impact business events. Some specific strategies here are:

- Pay close attention to safety, health, and security as a strategic consideration in our future planning.
- Develop a much more comprehensive crisis management strategy with new protocols related to all types of crises.
- Expand networks and collaboration with health, safety, and security organizations to improve the destination's resilience to future shocks.
- Increase direct involvement in risk assessment and mitigation strategies for business events.
- Engage in scenario planning to help be prepared for future disruptions and opportunities

## Advocacy & Policy

Association clients are asking destinations and their partners to continue to advocate stridently for reducing barriers to travel. Some specific strategies here are:

- Increase advocacy efforts regarding border trade and travel restrictions.
- Actively encourage policy makers to reduce barriers to travel.
- Diversify revenue sources to maintain and expand current funding levels.
- Play more of a central role in advocacy in the destination.

## Sector & Community Alignment

Providing access to local clusters of advanced industries and community leaders is critical for attracting business events in those industries. Selling brainpower as well as buildings improves competitiveness for the destination and enhances legacy outcomes for the client. Some specific strategy here is:

- Expand engagement with universities, research institutions and advanced/ creative industries to better attract high-value business events.
- Develop outreach programs in the local community to broaden industry networks.
- Place greater emphasis on connecting business event customers with intellectual capabilities and knowledge networks in their destination.
- Enhance engagement with local community to manage future considerations for the visitor economy.

## How is the Ottawa Tourism Business Events aligning with the Global Meetings Protocol?

### Sector & Community Alignment in Ottawa

Providing access to local clusters of advanced industries and community leaders is critical for attracting business events in those industries. Selling brainpower as well as buildings improves competitiveness for the destination and enhances legacy outcomes for the client.

1. At present is your *city/ CVB/ destination partners* implementing any of the following sector and community alignment strategies?

## THINKOTTAWA PROGRAM

Three of Ottawa's pillar organizations – Ottawa Tourism, Invest Ottawa and the Shaw Centre are working together to bring more conferences and events to our city by supporting local industry leaders in their conference bids through the ThinkOttawa program.



The ThinkOttawa program connects industry, academic, government and non-profit leaders who share common goals to showcase their expertise, build their business, add value for their stakeholders, and create new industry opportunities throughout the region, across the country and around the world.

ThinkOttawa is here to help you navigate the process of hosting a conference or meeting with a number of support services at your disposal.

With these ThinkOttawa partners by your side, you'll have the keys to the city and certainty for event success.

[www.ottawatourism.ca/en/thinkottawa](http://www.ottawatourism.ca/en/thinkottawa)

2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?

### Sector Strategy:

Ottawa has strategically aligned with Destination Canada, Business Events sector strategy. The strategy allows planners to meet with a purpose, provides access to talented speakers, exceptional site visits, increased attendees, grow membership, allows for potential sponsorship opportunities, and leaves a long-term impact/legacy that both the organization and destination benefit from.

### WHY BUSINESS EVENTS?

Business events drive economies and innovation. By focusing on the whole ecosystem, aligning key economic drivers, priority economic sectors, academia and conference infrastructure, Destination Canada's Business Events team promotes our destinations as economic and innovation accelerators to attract global meetings and conferences, fostering global trade and investment, while helping organizations expand their networks and grow their membership base. Economically speaking, a business event traveller spends up to four times that of a leisure traveller, making business events a highly-valued market.

By connecting with industry, thought-leaders and academia, conference organizers can conduct content-related site inspections, coordinate B-to-B exchanges, and gain access to subject matter experts to recruit new talent, grow their industry membership, exchange best practices, augment their agenda and to meet with purpose in Canada.

### THE BEYOND TOURISM BENEFITS OF HOSTING INTERNATIONAL MEETINGS & EVENTS'

By converging diverse, creative and commercial interests across industries with Canadian innovators, academics, and thought-leaders in face-to-face meetings, global conferences have the power to transform communities with the subsequent legacy impacts of business events. More than a marketing tool to attract conferences, Canada's priority sector strategy is a long-range economic development strategy, which:

- Drives sector collaboration and innovation across industry, academia and NGOs.
- Showcases local advanced industry, creative, academic sector expertise to a global audience.
- Acts as a catalyst for new R&D partnerships, trade and investment.
- Attracts international talent, grows high-value jobs.
- Motivates convention delegates to return as leisure visitors, or part- or full-time residents.

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to sector and community alignment?

Legacy Study:

Ottawa to take part in Destination Canada's Legacy Study:

- Three-year study of 16 events held in Canada between 2018 and 2024
- Divided between Retrospective Study and Future Study

Objectives of the Study:

- Provide evidence for longer-term social & economic benefits of business events
- Provide case studies of business events in Canada that resulted in impact
- Provide insight and guidance on the type, scale and scope of events that are most likely to lead to investment and innovation

Benefits to the DMO

- To be recognized as a study partner
- Gain in-depth data and understanding of this event's impact in our destination/organization for future market intelligence and marketing opportunities (intel and storytelling)
- Get access to case studies to share with your local stakeholders (community, government, etc), members as well as with our clients; and
- Gain hands-on experience and skills in legacy planning (capacity building and learning)

# Join the Alliance

