



HCA & The Global Association Meetings Protocol

City: Taipei City

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

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 city of ...**Taipei**..... aligning with the Global Meetings Protocol?

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:

1. At present is your *city/ CVB/ destination partners* implementing any of the following crisis planning & mitigation strategies?
 - 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.
2. Can you describe an initiative taking place in your *city/ CVB/ destination partners in your city* that demonstrates one of the above strategies?

During the pandemic, Taipei City Government has continued to work on possible response plans. Since the second half of 2020, the city government arranged numerous forums with industry leaders. As well, the Mayor personally summoned a meeting to discuss digital transition prospects in the post-pandemic era.

Meanwhile, the World Travel and Tourism Council (WTTC) introduced the WTTC Safe Travels Stamp to boost public confidence in travel and tourism. To increase the competitiveness of

its tourism industry, Taipei City has assisted 55 local businesses in acquiring the global safety stamp. These include hotels, shopping malls, tour companies, and airlines.



Taipei City Mayor Ko Wen-je attended a ceremony on April 16, 2021 to present Safe Travels Stamp certificates to representatives of the local tourism industry.

3. Is your city/ / CVB/ destination partners in your city undertaking other strategies not listing above that demonstrate its commitment to crisis planning & mitigation?

To face the challenges that the pandemic brings to the industry, Taipei City has formed a MICE Resilience Working Group to collaborate with stakeholders, increasing post-pandemic adaptability and recovery. The Working Group is composed of MICE industry leaders in Taipei and convenes meetings regularly to discuss and prepare for the competitive market. For example, to respond to post-pandemic travel trends, itineraries of sustainability have been designed, appealing to the government to lift restrictions on travel and so on.

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.

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

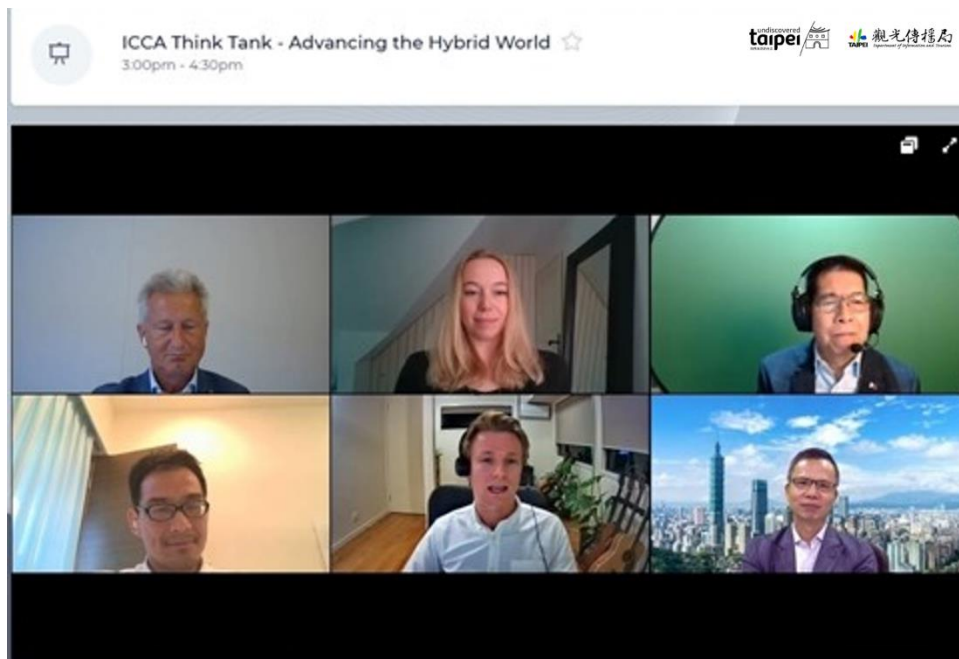
- Develop outreach programs in the local community to broaden industry networks.
- Enhance engagement with local community to manage future considerations for the visitor economy.

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

Taipei City Government joined the Hybrid City Alliance in June 2021, to support hybrid events for all kinds of organizations. Along with the International Congress and Convention

Association (ICCA), Taipei City co-hosted the ICCA Think Tank on June 30th, 2021. It invited MICE representatives to attend online to discuss how to take advantage of this hybrid world.

Besides speaking to the world and increasing the international visibility of the MICE industry in Taipei, Taipei City Government also works closely with the private sector to explore MICE opportunities. It had built an online business matching platform available from June 22th to 31th August, 2021, identifying potential partners on the platform for association, event, and meeting organizers.



Panelists, from top left: Jaap Bakker, ICCA; Tadeja Pivc-Coudyser, Hybrid City Alliance; Octavio Peralta, APFAO; Chen-yu Lee, Taipei Smart City Office; Thomas Grey, EventsAir; and Jason Yeh, GIS Group

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?

Through the MICE Resilience Working Group, Taipei City Government talks continuously with the private sector and stakeholders in the MICE industry. This year, 2022, a business matching workshop was organized, aimed at bringing MICE technology companies, venues, and event organizers together. The challenge of hybrid events and the key trends of the metaverse were discussed in the workshop, and the matching session was dedicated to connecting suppliers with buyers, creating an efficient platform for communication.



Taipei City Government held a business matching workshop for hybrid events.

Join the Alliance

