



HCA & The Global Association Meetings Protocol

City: Zurich

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 city of Zurich aligning with the Global Meetings Protocol?

Sustainability, Equity & Legacy

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.

1. At present is your *city/ CVB/ destination partners* implementing any of the following sustainability, equity & legacy strategies? **YES - In GREEN**

- 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

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

In our CVB team we have one person who mainly takes care of the topic of sustainable congresses. She trains, updates, sensitizes the rest of the team on a regular basis. The newly created landing page has a supporting effect

<https://meeting.zuerich.com/en/sustainable-congress-city>

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to sustainability, equity and legacy?

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?

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

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

Advocacy & Policy

Association clients are asking destinations and their partners to continue to advocate stridently for reducing barriers to travel

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

- 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
2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?
 3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to advocacy and policy in reducing barriers to travel?

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? **YES - In GREEN**

- 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.

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

Zürich Tourism has set up a support fund and is teaming up with the two Universities (ETH Zurich and the University of Zurich).

<https://meeting.zuerich.com/en/visit/support-fund-for-your-university-event-in-zurich>

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?

Economic Clusters

We, Zürich CVB are building up our network on a cluster-specific basis, currently in four defined economic clusters. These are ICT, Life Science, Finance and Cleantech. We meet players who are experts in these areas, we network with specialists who are active on the corresponding floors, we talk to decision-makers and capacities. The goal is to better understand the industries, to know the associations, to be informed about the most important conventions in order to acquire further renowned congresses and conferences for Zurich's cluster industries.

Join the Alliance

