



Press Release

Tuesday 13 July, 2021

#MEET4IMPACT is proud to announce the launch of a new project selected by Tourisme Montréal as part of the Support for Business and Sports Tourism Stakeholders (SITAS) grant. Through this program, in partnership with the Palais des congrès de Montréal, Tourisme Montréal will support 16 entrepreneurship projects that will help strengthen Montréal's reputation as an event destination. The projects eligible for SITAS had to respond to one or more priority areas of Montreal Business Events and Montreal Sports Events, either to improve hybrid expertise, optimize the experience for participants, contribute to the influence of priority sectors and strengthen the sustainable development component.

The project proposed by #MEET4IMPACT, entitled Framework for managing and measuring the impact of business events with indicators specific to strategic sectors, proposes to develop a methodology and framework for measuring the impact of business events held in Montreal. with the objective of rethinking business tourism.

Indeed, our tourist economy is in the process of transformation; with the arrival of COVID-19, the tourism and business events (BE) sectors have demonstrated their great vulnerability, and are bearing the brunt of a global re-questioning. This implies that the business tourism sub-sector assumes an increased role as a catalyst for recovery and sustainable growth for the metropolis and its main economic sectors.

However, there is currently no formal framework that allows the business events industry (BE) to understand in a structured and standardized way what the non-financial spinoffs can be, the mechanisms that make it possible to generate and amplify these impacts, how we can assess and report on these impacts, and, finally, how to build a strong, coherent, and convincing narrative on the contribution of BEs to socio-economic and territorial developments.

Prior to the pandemic, #MEET4IMPACT was already researching the positive impacts of BEs and found that there are standard positive impacts, regardless of the focus of the event, that can be measured and therefore communicated to people, governments, and communities. This research reveals that there are also types of sector spillovers and that knowledge sectors themselves can identify spillovers specific to their vertical.

Our measurement framework will therefore be built with banks of standard indicators and others specific to key sectors used in the business event attraction strategy, with sporting events as the 5th potential sector. This framework could be used by Tourisme Montréal

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and its partners to support the attraction of national and international events by developing a value proposition and a narrative focused on the positive impacts of these events.

With this project, #MEET4IMPACT puts forward an approach of sustainable development and impact of business tourism to be developed together with the actors of the tourism / events ecosystem and the key sectors themselves, at the using co-development approaches and a call for collective intelligence mobilizing local stakeholders. It is also a way to encourage collaboration and develop new working methodologies between priority sectors and EA actors.

This project includes the development of new performance indicators linked to sustainable development and impact for Tourisme Montréal and the implementation of a dashboard that will be a tangible deliverable for the attraction strategy. Finally, this will generate material with strong communication potential and we will support Tourisme Montréal and its partners in integrating this new value into its promotional tools intended for customers.

With this new framework, we want to generate several spinoffs on an international and local scale. This measurement framework will first bring new skills, new mechanisms of action, and new practices to integrate for organizations in the sector in Montreal. It will be the ideal medium to help Tourisme Montréal attract more conventions and events to key sectors of the city, and will provide tangible value so that the sectors understand the work that Tourisme Montréal is doing to support their development. By involving the actors of the "business events" ecosystem and the representatives and ambassadors of key sectors in a process where they will be called upon to think together and even co-develop the tools, we anticipate that the experts of the major sectors will be more willing and ready to invest in attracting more events through understanding the added value. Note that this framework will be equally applicable for face-to-face, online and even hybrid events. proud to have been selected as part of Tourisme Montréal's call for projects and we can't wait to start working on this project with our partners!

– Geneviève Leclerc, CMP, Co-Founder & CEO, #MEET4IMPACT

Read Tourisme Montréal's press release [here](#).

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#MEET4IMPACT, un organisme à but non lucratif, est un projet collectif et collaboratif qui a été conçu dans la vision de transformer l'industrie du tourisme et des événements d'affaires en générant un mouvement de création d'impact sociétal positif auprès de ses acteurs. www.meet4impact.global