



The Asia Pacific Business Events Youth Challenge 2023



ICCA

Goyang Special City, co-hosting with ICCA and Korea MICE Association, is delighted to organise the second edition of Asia Pacific BE Youth Challenge! This competition aims to foster young professionals in the business events industry and provide an exclusive opportunity for participants to take centre stage in showcasing innovative and creative ideas.

Challenge A

To provide your creative communication/marketing approach that could support emerging cities to increase their competitiveness as an International Business Events destinations.

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Challenge B

To provide creative recommendations that could support the convention & exhibition centres in their business development strategies.

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Terms and conditions:

- Name your team.
- 2 persons per team.
- Select 1 topic only i.e. Challenge A or B
- Proposals up to max 6 pages.
- All proposals must be submitted with the application form attached.
- All submissions must be in English.



Please submit the proposal on 1 topic with the application form before **19 June 2023, Monday (23:59 KST)**.



Announcement of preliminary round result on the week of 30 June 2023, via Goyang Destination Week website and email notification to short-listed teams.

- Required to prepare a 3 to 5 minutes video for further review.



Finalists (short-listed teams) will be:

- Invited to Goyang Destination Week from 23-26 August 2023.

Travel expenses include economy round-trip international flight tickets (excluding domestic flights and transfer if you are travelling outside of the Republic of Korea) and 4 nights of accommodation (twin-sharing) to Goyang, the Republic of Korea, covered by Goyang CVB.

- Required to prepare an in-person oral presentation at the event on August 23.

Please refer to the guidelines for more information.

Who should participate

University/Graduate students and young professionals in the Business Events industry under the age of 30.

Where to submit

Please submit your proposal with the application form via email to Sheaufen at sheaufen.l@iccaworld.org.

The email subject should include:

- AP BE Youth Challenge_Challenge A/B_Team Name, City/Country.
e.g. AP BE Youth Challenge_Challenge A_Future Leaders, Goyang

Winning team rewards

- A Prestigious Trophy
- Certificate of recognition.
- All-expense paid trip to attend the 62nd ICCA Congress 2023 in Bangkok, Thailand from 12-15 November and meet key leaders in the business events industry with countless of networking and educational opportunities. The trip includes economy round-trip flight tickets, 4 nights accommodation and registration fees.

Further enquiries?

Please contact:

- Ms Dora An (Goyang CVB)
dora.an@goyangcvb.com
- Ms Sheaufen Lee (ICCA)
sheaufen.l@iccaworld.org

Guidelines



Challenge A

To provide your creative communication/marketing approach that could support emerging cities to increase their competitiveness as an International Business Events destinations.

Scenario:

After two to three years of downtime, the majority of the international association conferences are returning to a face-to-face format. As such, the competition is fierce among destinations.

You are encouraged to select an emerging city (e.g. Goyang) as a case study to provide your suggestions.

Please provide the key stakeholders with your creative communication approach that could support emerging cities to increase their competitiveness as an International business events destination.

Key discussion points

- The importance of Business Events to the (selected) destination.
- Actions and steps that the destination should consider or prepare to be the next international Business Events destination.
 - SWOT Analysis (3 to 5 of each) of the destination.
 - 5 key points to communicate/ propose to local governments* why they should provide more focus/ budget on International Business Events Development.

**please list down the relevant government division/ ministry*
- Ideas to support the destination to position or to strengthen their positioning as an International Business Events destination.
 - Destination products' enrichment and why you think it's attractive (e.g. unique venue, experience, connection with national corporation for example to visit Hyundai plant and working together with Hyundai management team test drive/ CSR activities)
 - Upskilling and reskilling of talents (please propose training programmes needed to make services more competitive)
 - Possible initiative on sustainable programme to reduce/ offset carbon footprint (e.g. working with local farmer, rental bike)
 - Possible initiative on Diversity – Equality - Inclusion (e.g. offering multi-cultural cuisines, Muslim prayer room)
 - Possible initiative on legacy (meeting impact to community) (e.g. building more bicycle lane, setting up library at hospital)
- What is your perspective of future meetings and what are the top three changes you will make for us to get there and why is important to change?

Note: Face to face elements should not be eliminated in your recommendations.

Finalists' in-person oral Presentation

Date: 23 August 2023, Wednesday

Destination: Goyang, Republic of Korea

The shortlisted finalists will be required to prepare an in-person oral presentation in front of the panel of judges.

- 15-minutes PPT presentation
- Optional to include video presentation (must not exceed 5 minutes)
- 20- minutes Q&A session
- Language: English

Guidelines



Challenge B

To provide creative recommendations that could support the convention & exhibition centres in their business development strategies.

Scenario:

As the international borders are reopening, the business events industry is emerging into a new era. After two to three years of downtime, many convention centres are competing to attract international association conferences to their venue.

Please provide your creative ideas that could support the centres in their business development strategies.

Key discussion points

- Practical and achievable* sustainable initiative (e.g. food waste prevention, reducing plastic usage)
**Please consider cost impact and operational factors on your recommendations*
- Venue facilities/set up enhancement and why is that important
- Propose relevant stakeholders to be in collaboration, in order to attract more international events and why is that important to work with the propose stakeholders
- Upskilling and reskilling of talents in venue (e.g. please propose training programme and why you think is important)
- Steps/ initiatives to motivate and retain future leaders
- Put yourself into the role of an International Associations' client, how would you assess a venue and what are the top 5 factors could affect your decision making process
- Propose marketing platforms for effective brand exposure and why
- Please list the top 3 marketing messages must be prominent in company website (as a venue)

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