

Title: International Association Research

Client: Edinburgh Convention Bureau Ltd.

Date: January – April 2006

Team: Mady Keup, Roger Carter, Gaëlle Connolly

ECB commissioned research into the conference planning cycle and characteristics of international associations. The segment of international association meetings had been identified by ECB as particularly beneficial to the city's economic growth.

In addition to detailing the work programme that was undertaken, the final report itemises 30 planned conferences, meetings, events and conventions over the next 10 years that meet Edinburgh Convention Bureau's attractiveness criteria. It also gives recommendations for future action by ECB.

The work undertaken included:

- Exploration of the ICCA database to identify a universe of suitable associations to research
- Extensive internet research of selected associations
- Design and send-out of personalised questionnaires
- Telephone interviews with international headquarters of international associations.

In addition, we maintained regular contact with the client, including monthly reports.