Beyond Tourism Benefits

Measuring the social legacies of business events

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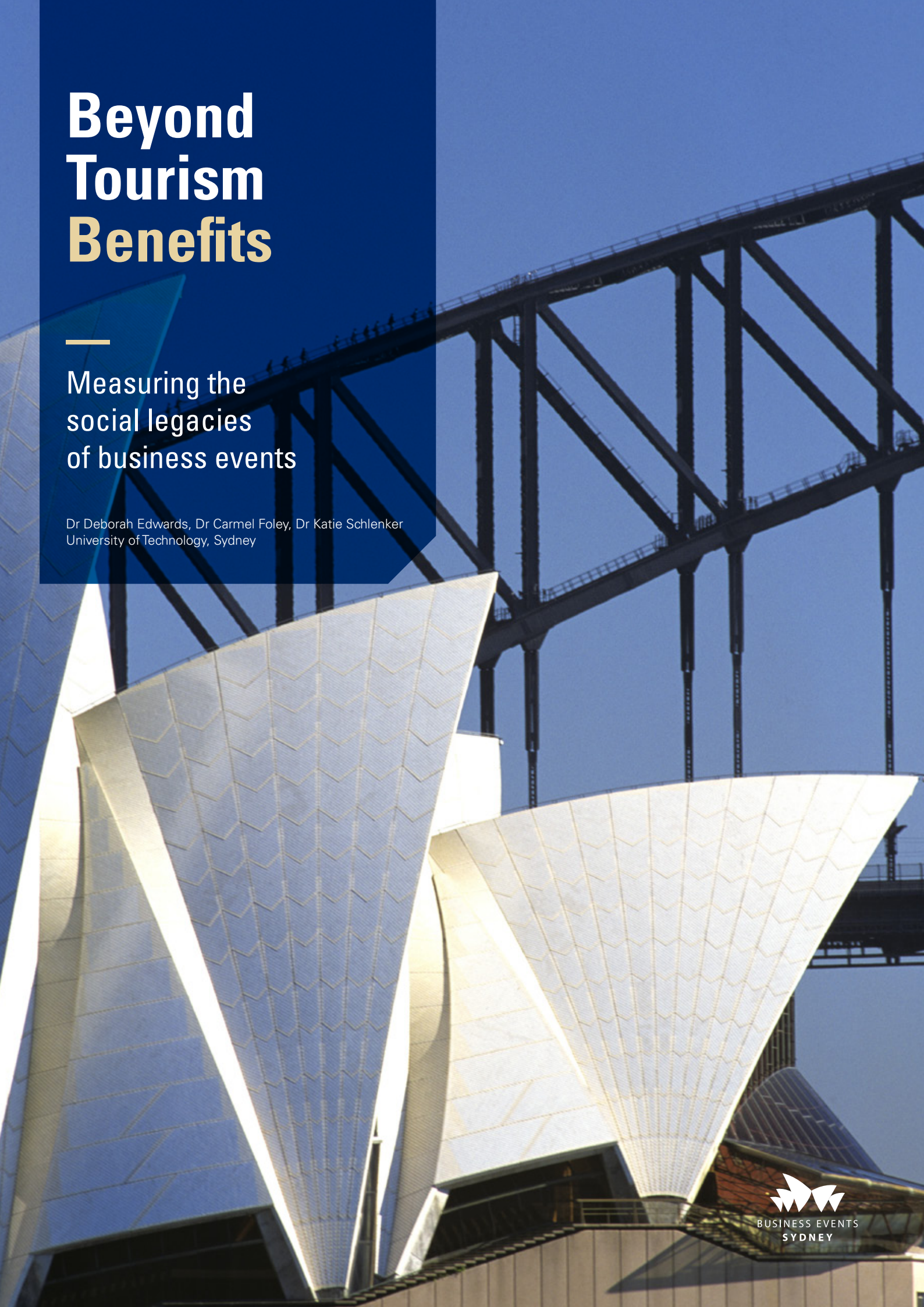

BUSINESS EVENTS
SYDNEY

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The School of Leisure, Sport and Tourism has prepared this report in accordance with the project purpose outlined in the Research Agreement dated September 2010.

The methodology adopted and sources of information used by the authors are outlined in this report. While all care and diligence has been exercised in the preparation of this report, the authors assume no responsibility for any inaccuracies or omissions. No indications were found during our investigations that information contained in this report as provided is false.

This report was prepared between December 2010 and July 2011 and is based on the conditions encountered and information reviewed at the time of preparation. This report should be read in full. No responsibility is accepted for use of any part of this report in any other context or for any other purpose or by third parties.

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Foreword

Business events come in many shapes... conferences, conventions, meetings, seminars, summits, exhibitions, training and recognition and incentive programs. Their significance and contribution to the growth of the local economy and community cannot be underestimated.

At world conferences hosted by professional associations ideas are generated, discussed and debated. Knowledge and new research findings are presented, collaboration is fostered, investment is stimulated; networks are consolidated, initiated and expanded. Arguments are put and refuted: Sparks fly. And out of this crucible comes the creativity and the innovation that helps distinguish world-leading cities from the runners up.

Business Events Sydney (BESydney) is at the forefront in seeking to measure not just the immediate tourism benefits of business events but the longer lasting social legacies as well. To ensure that business events succeed in attracting serious and senior level attention within government, industry and academia, BESydney commissioned researchers at UTS to investigate and document the legacies.

The first report *A scoping study of business events: Beyond tourism benefits* was published in May 2010. Reaction to this locally and internationally was very positive, leading to this second study measuring the social legacies of business events. The same questions and research methodology are soon to be adopted by other leading global cities, Sydney's partners in the Future Convention Cities Initiative: Abu Dhabi, Durban, London, San Francisco, Seoul and Toronto.

BESydney is a not-for-profit partnership between the New South Wales Government and more than 200 leading tourism attractions, venues, event suppliers and congress organisers. The role of BESydney is to identify new event opportunities and to compete through a professional bid process to win these events for Sydney and New South Wales.

Lyn Lewis-Smith
Acting CEO Business Events Sydney

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Executive summary

The *Beyond Tourism Benefits – Measuring the social legacies of business events* study was conducted by University of Technology, Sydney Business: Leisure, Sport and Tourism. It was commissioned on behalf of and with the co-operation of Business Events Sydney (BESydney). The study was an online survey of 1090 attendees – comprising delegates, sponsors, exhibitors and members of the organising committee – to five international congresses held in Sydney between 2009 and 2011.

Through a robust and rigorous methodology the findings are representative of the survey population – in this case being attendees at the five congresses surveyed – and clearly demonstrate a direct connection between the staging of business events and a range of benefits and outcomes for delegates, sponsors, exhibitors and the destination.

Findings

Exhibitors and sponsors make a significant economic contribution to the host destination, spending on average $16,238 per respondent. They also realise significant investment opportunities, receiving investments that range from $1500 to >$10m. Additionally they report realising business-related opportunities such as increased product exposure and awareness, new leads, improved organisational profile, access to target markets and improving their brand.

Business events assist communication that promotes the effective diffusion of knowledge. Over 90 per cent of respondents believe that these congresses have facilitated the dissemination of new knowledge, ideas, techniques, materials, and technologies by providing Sydney/New South Wales (NSW) based educators, practitioners and researchers with access to a network of international colleagues. This networking affords local delegates with new business and research collaborations, which can generate innovation, ideas and research agendas for many years to come. Significantly, for the continued health and growth of each sector, attendance at these business events has delivered these benefits to emerging leaders, including Australian postgraduate research students. Business events provide a supporting platform from which the growth of intercultural understandings and international friendships can occur. It is this understanding that contributes to Australia's capacity for success in global markets in business and education. International delegates are exposed to local knowledge, research capacity, sites and facilities – all of which increase the attractiveness of Sydney's education sector. Growth in this sector has wider benefits for increasing the future capacity of NSW in the various sectors.

Sydney's capacities are showcased through the staging of international business events, putting the destination 'on the map', fostering Sydney's reputation as a place of highly skilled, capable, world leading researchers. Eighty-seven percent of respondents agree that successful hosting of the events has enhanced Sydney's reputation as a global business events destination.

Congress attendees are not a homogenous group. Significant differences were identified between: males and females; younger age groups and older age groups; delegates with less than 5 years experience in the field and those with greater experience; academics and practitioners; and international and domestic delegates.

Business events are shared social contexts that take people away from their established routines. Through this social context the sharing of knowledge and ideas occurs and common meanings are developed through their interactions. It is not surprising then that this research has found a direct connection between the staging of business events and an extensive range of benefits and outcomes beyond the tourism spend. These benefits and outcomes can be considered as leaving legacies in five different areas: intrinsic, practice, social, economic and attitudinal (Table 1).

As indicated in Table 1, the legacies of these benefits and outcomes are not mutually exclusive – one benefit and outcome may have multiple legacies.

Intrinsic legacies are the opportunities afforded by congresses to delegates to develop their knowledge, skills and practises to fulfill part of their potential to work within the chosen industry sector. The ability to express and share in a collaborative environment their knowledge, skills and practises to the extent that they have already been developed is an additional benefit.

Practice legacies result from the skills and knowledge that delegates gain – such as learning new insights, surgical techniques, sharing new ideas and identifying solutions to solving problems – being directly integrated into their professional practices and organisations.

Social legacies represent the camaraderie that develops around the congress, the appeal of engaging with other like-minded people, the relationships that are enhanced and developed and the broader benefits that accrue to the communities in which the congress is held. Business events develop a social space that is important as it facilitates and reinforces social interaction and, in turn, influences the effectiveness of collaborative learning.

Economic legacies are realised for three reasons. First, social networks affect the flow and the quality of information. Moving in different circles from one's own group connects people to a wider world. Therefore any new acquaintances can be better sources when we need to go beyond what our own group knows. Second, trust is built as people come to know and understand others. As information is often subtle, nuanced and difficult to verify, people will rely on people they know. Congresses are intense periods during which social interaction is fostered, resulting in benefits and outcomes that have both intangible and tangible economic effects such as dissemination of new knowledge, building knowledge and capabilities, improved workforce practices, better education, new investments, enhanced funding and better industry sector policies.

Attitudinal legacies arise from the reactions of delegates through their experiences at the congress, and from governments, the private sector and other individuals who become aware of important issues that are communicated through the international and local media.

Table 1 __ Benefit and outcome legacies arising from business events

General benefits and outcomes	Intrinsic	Practice	Social	Economic	Attitudinal
Exposed delegates to new insights, knowledge and ideas	•	•		•	
Fostered networking to bring people together to share new knowledge and ideas			•		
Focused on the latest research and its practical applications		•			
Led to the dissemination of new knowledge, techniques, materials and/or technology to the professional sector		•		•	
Contributed to building the knowledge and capabilities of young people working in the sector	•	•		•	
Contributed to building the knowledge and capabilities of graduates who enter the field				•	
Contributed to improving the quality of education in the field				•	
Led to networking that resulted in the generation of ideas that drive future research agendas			•		
Enabled the international community to focus its attention on global issues and challenges		•			
Acted as a catalyst for research collaborations		•	•		
Resulted in the creation of business relationships			•		
Resulted in research collaborations that have led to the development of new products and technologies				•	
Individual benefits and outcomes gained	**Intrinsic**	**Practice**	**Social**	**Economic**	**Attitudinal**
Opportunities to share knowledge		•	•		
New knowledge and ideas that have enhanced my professional practice	•	•			
Affirmation of my current research and/or practice	•	•			
New contacts			•		
A global perspective	•				•
A renewed sense of purpose	•				•
New knowledge and ideas that have enhanced my teaching	•	•			
New knowledge and ideas that have enhanced my research	•	•			
Opportunities for career advancement	•				
Opportunities for research collaboration		•			
Opportunities for business collaboration		•		•	

Benefits and outcomes to the host destination	Intrinsic	Practice	Social	Economic	Attitudinal
Facilitated networking opportunities for local delegates			•		
Exposed local delegates in the congress destination to cutting edge research and world's best practice		•			
Enhanced the capacity of the professional sector in the congress destination		•		•	
Showcased local talent from the congress destination					•
Raised the profile of participating local organisations, associations, and/or centres from the congress destination					•
Resulted in the implementation of new knowledge, techniques or materials into professional practice in the congress destination		•			
Enhanced the capacity of the academic sector in the congress destination		•		•	
Implementation of new knowledge, techniques or materials into professional practice that have improved outcomes for the community in the congress destination		•	•	•	
Provided research and networking opportunities for local postgraduate research students from the congress destination		•	•		
Increased the attractiveness of the education sector in the congress destination for academics and students outside the congress destination				•	
Enhanced the reputation of the congress destination as capable of driving social change and action			•		•
Raised awareness of broader issues at the congress destination			•		•
Raised both public and government awareness of sector-specific issues in the congress destination					•
Received local and international media coverage that reflected positively on the congress destination					•
Provided opportunities for local organisations, associations, and/or centres from the congress destination to access funding support from government and/or the private sector				•	
Resulted in expressions of support for the sector from government representatives in the congress destination					•
How individuals used benefits and outcomes	**Intrinsic**	**Practice**	**Social**	**Economic**	**Attitudinal**
Shared information gained with colleagues and peers		•			
Applied new insights to professional practice		•			
Shared information gained with students		•			
Formed or strengthened collaborations with researchers and/or practitioners from the congress destination			•		
Formed new collaborations with international researchers and/or practitioners			•		
Strengthened advocacy and/or policy work				•	•
Refined existing research		•			
Applied new insights to research programs		•			
Undertaken new research		•			

The evidence presented in this report indicates that business events are equipping the Australian workforce with skills, cutting-edge knowledge, global networks and collaborative projects to drive innovation.

The study has identified a **'long-tail'** effect. The long tail suggests that more needs to be known about the benefits and outcomes which occur more than a year after a congress is held to understand their full impacts.

Recommendations

A number of recommendations arise from this research.

1. **Leveraging benefits and outcomes** – There is scope for convention bureaux, national associations and event organisers to better leverage the benefits and outcomes of business events. The knowledge contained in this report can be used by stakeholders to set objectives and plan congresses that provide opportunities for a range of attendee needs. For example, local delegates can be prepared to better leverage global collaborative opportunities.

2. **Innovation and product development** – Innovation lies at the heart of every successful industry sector. Successful innovation relies on collaboration between researchers, practitioners and investors. Congress organisers can contribute to successful innovation by improving the dialogue between exhibitors and sponsors and other business event delegates.

3. **Educating national associations** – BESydney can use the results to educate local and national associations about the full range of benefits of hosting congresses in Sydney and NSW with an aim to encourage an increase in the number of major business events being held.

   Congresses should be evaluated not only for the financial return on investment but also the beyond tourism benefits. The development of goal setting and evaluation templates that reflect beyond tourism benefits can assist national associations to clarify business event objectives and measure the full range of event legacies.

4. **Further research** – This survey can be used to monitor the ongoing performance of business events in Sydney. Repeating Stage 2 over regular periods will facilitate comparisons, identify changes and provide a deeper understanding of the dynamic processes that underlie the benefits and outcomes that accrue from business events. Such information will be useful for a variety of stakeholders including government, industry, national and international associations, sponsors, exhibitors and delegates.

   Further research is required to better understand the long tail of business events legacies and the full extent of their impact.

   The research lends itself to a global study that can compare and build the international case and discourse on the significance of business events legacies beyond tourism benefits.

5. **Planning future events** – Business event organisers and national association representatives can use the information contained in this report in a variety of ways, from marketing to goal setting and to leading change. For example, promotional material targeting international delegates might focus on opportunities for career advancement, research collaboration, knowledge sharing, making new contacts and gaining new knowledge and ideas that enhance their research.

   To enhance outcomes for local delegates, organisers might develop strategies to increase local delegate awareness of the opportunities in these same areas.

1 Introduction

Government and industry are aware that the full value of the business event sector needs to be established. To date, the business event sector has been evaluated primarily on its contributions to the tourism sector. The tourism contributions have been impressive in themselves; however, the narrow focus has failed to account for a more extensive set of contributions to economies and communities.

The briefing paper by the Joint Meetings Industry Council (2008) identified a wide range of business event benefits such as enhancing professional development, generating new forms of technology, promoting cultural exchange, and attracting investment from influential visitors. Subsequently other industry reports (Teulan, 2010; Jago & Deery, 2010; The Business Events Industry Strategy Group, 2008) have offered evidenced based examples of the benefits that business events can bring, however no peer-reviewed, academic literature appears to exist in this area. In the New South Wales context, data from Business Events Sydney (2009) provided a number of examples of the broader contributions beyond the tourism spend made by business events hosted in Sydney during the period 2002–2008.

This activity has been in response to the current status of the business events industry. Australia's international business events performance has been decreasing in recent years and Australia has been losing market share (Business Events Council of Australia, 2010) as a result of an increasingly competitive environment in part fuelled by a growth in large convention and exhibition spaces nationally and internationally. At BECA's 2009 Business Events Summit, there was a call for a new paradigm to respond to the changing environment, one which considered the positive impact of business events beyond the direct tourism spend. The post-summit report called for more evidence-based information to be gathered to provide a richer understanding of the full potential of business events (BECA, 2009b).

Examining the benefits and outcomes of business event beyond the traditional tourism parameters allows a more extensive understanding of business events and their contributions. Such an examination can also provide knowledge to direct marketing strategies, encourage public and private investment, support policy development and enable planning for growth.

Furthermore, the knowledge can be used to educate national associations on the benefits and opportunities of hosting business events with an aim to encourage an increase in the number of major business events being held. Such a strategy has the added benefit of growing the national and global business events market and reducing the focus on competition. Driving demand is vital to the ongoing sustainability of the business events sector both nationally and internationally. In the absence of a focus on increasing demand, the business event sector within Australia must continue to compete for a limited market.

To address the need to understand the benefits of business events beyond the tourism spend there has been a flurry of simultaneous activity with a small number of studies beginning to explore the broader value of business events using a range of methods (Foley, Schlenker & Edwards, 2010; Jago & Deery, 2010, 2011; Business Events Council of Australia, 2010; Business Events Council of Australia, 2009a; Business Events Council of Australia, 2009b; The Business Events Industry Strategy Group, 2008).

In 2010, BESydney, the organisation responsible for identifying and delivering congresses, events, meetings and incentives to Australia's largest city, commissioned UTS to conduct inaugural research into the range and impact of contributions made by business events, beyond the tourism dimension (Foley, Schlenker & Edwards, 2010). As little was empirically known Foley et al. (2010) decided to adopt a two stage approach – "grounded theory" and quantitative assessment.

Stage 1

Grounded theory is an "inductive theory discovery methodology that allows the researcher to develop a theoretical account of the general features of the topic while simultaneously grounding the account in empirical observations of data" (Martin & Turner, 1986, p. 141). Grounded theory is particularly useful for examining social interactional processes in a specific context. In this case the benefits and outcomes realised from attending a business event.

Using the grounded theory approach *A scoping study of business events: Beyond tourism benefits* (2010) established that the benefits derived from business events extend well beyond the tourism contribution. The range of legacies identified in this study is presented in Figure 1.

Stage 2

Beyond Tourism Benefits – Measuring the social legacies of business events – represents Stage 2 of this project. Stage 2 was commissioned on behalf and with the co-operation of Business Events Sydney (BESydney). The purpose of Stage 2 was to verify and extend the findings of Stage 1 through the quantitative assessment of the legacies identified in Stage 1. An online survey instrument was developed for this purpose. The instrument measures the legacies identified in the 2010 study as well as the investment opportunities generated by business events.

Figure 1__Business event legacies beyond tourism benefits

Knowledge expansion	
	• Growing local knowledge
	• Knowledge improving education
	• Knowledge improving professional practice
Networking, relationships and collaboration	
	• Access to networking opportunities for local practitioners and researchers
	• Networking fosters creation of long-term relationships
	• Networking as a catalyst for knowledge expansion and research development
	• Networking as a catalyst for research collaborations
	• Research collaborations lead to development of new products and technologies
Educational outcomes	
	• Opportunities for local postgraduate research students
	• Increased attractiveness of education sector
Fundraising and future research capacity	
	• Fundraising opportunities
	• Greater access to government and/or private sector funding sources
Raising awareness and profiling	
	• Generating awareness of sector-specific issues
	• Raising awareness of broader societal issues
	• Profiling local organisations, associations, and/or centres
	• A catalyst for government support
Showcasing and destination reputation	
	• Showcasing local talent
	• Enhancing Sydney's reputation as a leader

2 Methodology

Data collection method for this study was an online survey distributed to the membership base of five national congresses held in Sydney between January 2009 and April 2011: the HUPO 9th Annual World Congress 2010; the 12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009; the 7th International Orthodontics Congress 2010; the Asia Pacific Ophthalmology Congress 2011 and the FIG Congress 2010.

2.1 Instrument

The survey instrument extends the work conducted in Stage 1. The survey was compiled by the UTS project team in consultation with BESydney. The survey has three main sections.

Section one examines the reasons why exhibitors and sponsors support congresses and the estimated investment they may have received as a result of their support.

In section two the benefits and outcomes identified in Stage 1 were drafted into attribute items and grouped under the following questions:

- general benefits and outcomes
- individual benefits and outcomes gained
- host destination benefits and outcomes
- how individuals used benefits and outcomes gained
- how individual shared benefits and outcomes gained.

Section three asked some general questions about the occurrence of benefits and outcomes, Sydney as a world-class congress destination, respondents' overall satisfaction and basic demographic questions.

The survey was piloted for clarity, length etc. in March 2011, with 20 responses being received (these were subsequently excluded from the final sample). Minor amendments were made to the final version of the survey.

2.2 Administration

The survey was an online poll of approximately 13,200 attendees – comprising delegates, sponsors, exhibitors and members of the organising committee – to five international congresses held in Sydney over the past two years (Table 2.1). A survey link, embedded into an introductory email, was distributed by BESydney to attendees of the five congresses progressively from Wednesday 30 March 2011.

As an incentive for response, respondents had the chance to win prizes including a return QANTAS airfare from any domestic or international port to Sydney, and an Apple iPad. Surveying closed on Friday 13 May 2011. By this deadline 1441 surveys had been commenced. Of these 1090 were deemed valid, in that they had been completed to the demographic section or beyond. Some respondents chose not to identify themselves, however this did not invalidate their response.

Table 2.1 List of congresses surveyed*

Congress	Date	Attendees (approx*)	Duration (including pre and post event activities)
12th World Congress of the World Federation for Ultrasound in Medicine and Biology	Aug/Sept 2009	1400[a]	5 days
7th International Orthodontics Congress 2010	February 2010	3600[b]	4 days
FIG (International Federation of Surveyors) Congress 2010	April 2010	2200[b]	8 days
HUPO 9th Annual World Congress 2010	September 2010	994[a]	5 days
Asia Pacific Academy of Ophthalmology 2011	March 2011	5006[a]	5 days

[a]Actual number distributed excluding bounce backs; [b]Attendee estimates taken from individual congress websites

Table 2.2 displays the distribution of valid responses by congress and role. The highest percentage of respondents came from the Asia Pacific Academy of Ophthalmology (27 per cent), followed by the FIG Congress 2010 (23 per cent), 7th International Orthodontics Congress (22 per cent), 12th World Congress of the World Federation for Ultrasound in Medicine and Biology (17 per cent) and the HUPO 9th Annual World Congress 2010 (11 per cent).

Table 2.2_Breakdown of responses by congress and role (n=1090)

	12th World Congress of the World Federation for Ultrasound 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011	**Total**
Member of the organising committee	14 7.4%	22 9.2%	11 4.4%	7 6.0%	4 1.4%	58 5.3%
Delegate - academic	59 31%	52 21.8%	77 31.0%	90 76.9%	119 40.5%	399 36.6%
Delegate - practitioner	112 59%	152 63.9%	138 55.6%	9 7.7%	163 55.4%	574 52.7%
Sponsor	0 0%	0 0%	3 1.2%	1 0.9%	3 1.0%	8 0.7%
Exhibitor	5 2.6%	12 5.0%	19 7.7%	10 8.5%	5 1.7%	51 4.7%
Total	**190** **100.0%**	**238** **100.0%**	**248** **100.0%**	**117** **100.0%**	**294** **100.0%**	**1090** **100.0%**

N.B table excludes three respondents who attended multiple conferences

Due to the nature of the survey, not all respondents answered every question. The number of respondents answering each question is marked as "n = XXX" in the graph accompanying that question. Caution should be taken in analysing some questions due to the small sample size.

Survey data were analysed in SPSS. Using independent sample T-Test and ANOVA, the data was analysed for any significant differences between agreement scores in terms of age, gender, years of employment, delegate or practitioner role and origin. Statistical significance is based on SPSS-calculated independent sample t-scores or analysis of variation (ANOVA) calculations. In statistical terms, differences termed "significant" are considered unlikely to have been caused by chance alone. Tables that summarise significant differences between gender, age, length of employment, delegate role and origin are included where relevant.

Content analysis was used to analyse responses to open-ended questions.

2.3 Sampling error

For a sample of 1090 congress attendees (out of an estimated survey population of approximately 13,200)[1], random sampling error would be +/- 2.9 per cent at the 95 per cent confidence level. This effectively means that were the survey to be repeated 20 times, results should be representative of the overall survey population to within +/- 2.9 per cent in 19 of those 20 surveys. Sampling error rises with lower sample sizes, hence care needs to be taken in interpreting sub-groups within the overall survey sample (Appendix 1).

Finally, it is important to acknowledge that the online methodology used for this survey, being self-selecting (i.e. "opt-in") in nature[2], is not strictly considered random. In a self-selecting sample it is difficult to assess the presence of bias i.e. whether the opinions or characteristics of the participants deviate from those of the target population. Participants may differ from the rest of the target population, e.g. those who take part may have a strong opinion about the subject matter and hence complete the survey.

However, there is no evidence in either the quantitative or qualitative data that such bias exists in this survey, nor that the overall results have been affected by any special interest groups. We believe that in this instance, the robust sample size makes the survey findings effectively representative of the survey population – in this case being attendees at the five congresses surveyed.

[1] Based on the estimate by each congress of its attendee numbers: see Table 1
[2] While all attendees had the opportunity to complete a survey, results are reliant on those who chose to do so rather than those who had been randomly selected to participate. Those who chose to take part may or may not be representative of congress delegates as a whole.

3 Findings and discussion

This section presents the aggregate data for the five congresses. Firstly, respondent characteristics are presented, followed by the findings for exhibitors and sponsors. The findings for general delegates are presented next and, where applicable, a breakdown by academic and practitioner responses. The final section reports on the general questions asked in section three of the survey.

3.1 Respondent characteristics

63 per cent of attendees were male and 37 per cent were female. While there were significant differences between the congresses, females made up 59 per cent of respondents from the Ultrasound congress, while males accounted for almost 90 per cent of FIG respondents (Table 3.1).

Age distribution (Graph 3.1) was skewed slightly towards older delegates, with 42 per cent of all respondents aged 50-plus. However, as with gender, this varied significantly between congresses. Almost six in ten FIG attendees were aged 50 or more, compared with just 16 per cent of HUPO respondents (Appendix 2).

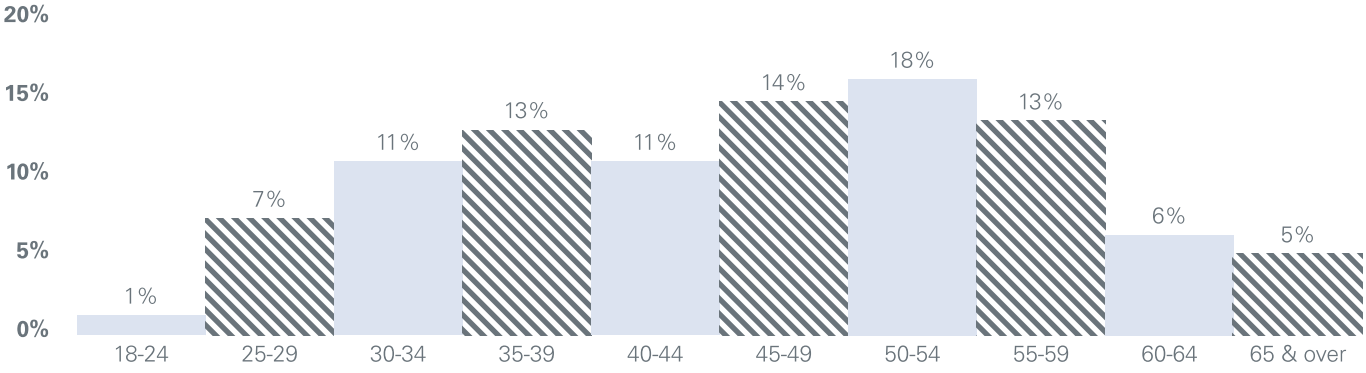
53 per cent attended their congress as practitioner delegates, while academic delegates comprised a further 37 per cent. The exception is the HUPO World Congress, to where 77 per cent of respondents were academic delegates. Organising committee members made up 5 per cent of the sample, with exhibitors and sponsors comprising the balance.

A detailed breakdown of attendees' role at the congress by attendee characteristics can be found in Appendix 3. Overall, academic delegates were more likely to be international in origin, in the 18 - 34 age group and employed less than five years. Practitioner delegates were more likely to be domestic in origin, in the 50+ age group and employed for more than five years.

Table 3.1 Gender by congress

	12th World Congress of the World Federation for Ultrasound 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
Male	41%	64%	88%	73%	52%
Female	59%	36%	12%	27%	48%

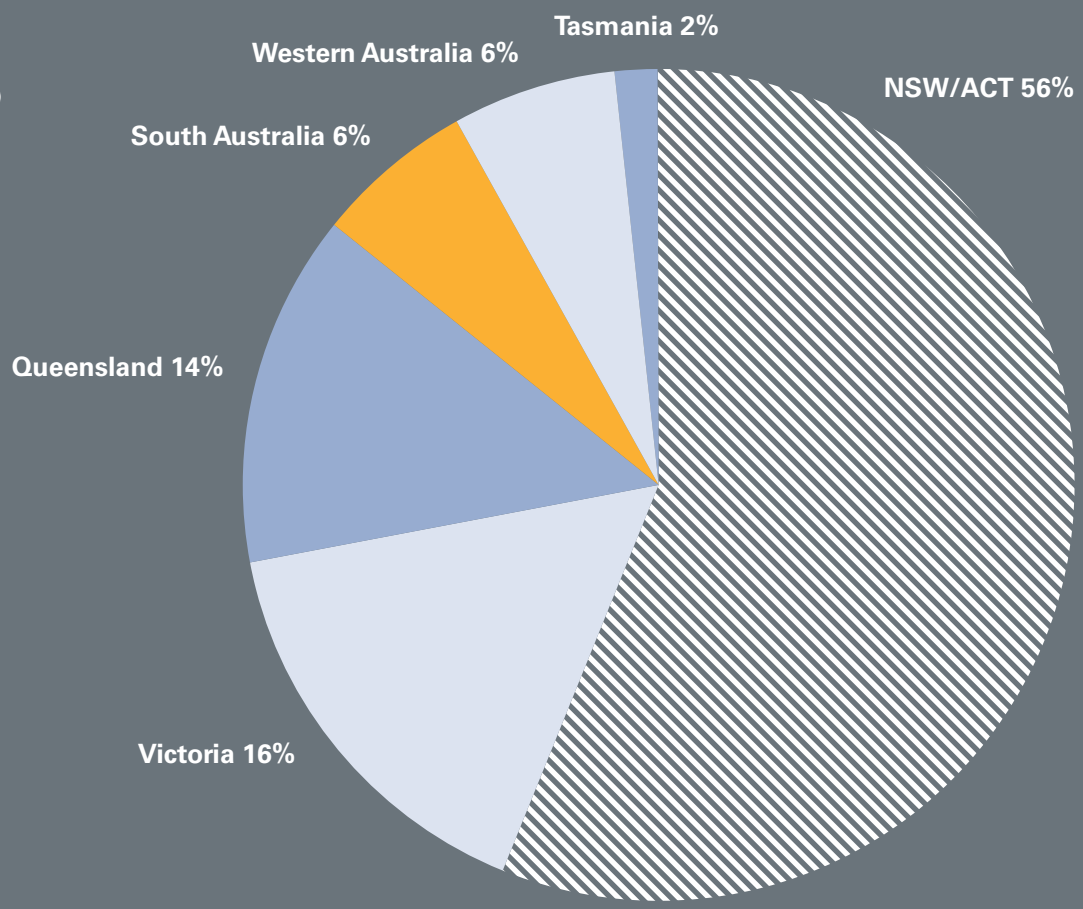
Graph 3.1 Respondent age group (n=1090)



The split of domestic and international delegates was relatively even, with 46 per cent of respondents based in Australia at the time of their congress, and 54 per cent visiting from other countries. Of the domestic attendees, 56 per cent came from New South Wales or the ACT, with Victoria and Queensland accounting for 16 and 14 per cent respectively. Six per cent were from Western Australia, six from South Australia/NT, and the balance from Tasmania (Graph 3.2). A high attendance (geographically and financially) by local delegates can lead to a concentration of benefits and outcomes for the host destination. Respondent breakdown by place of residence and respondent characteristics can be found in Appendix 4.

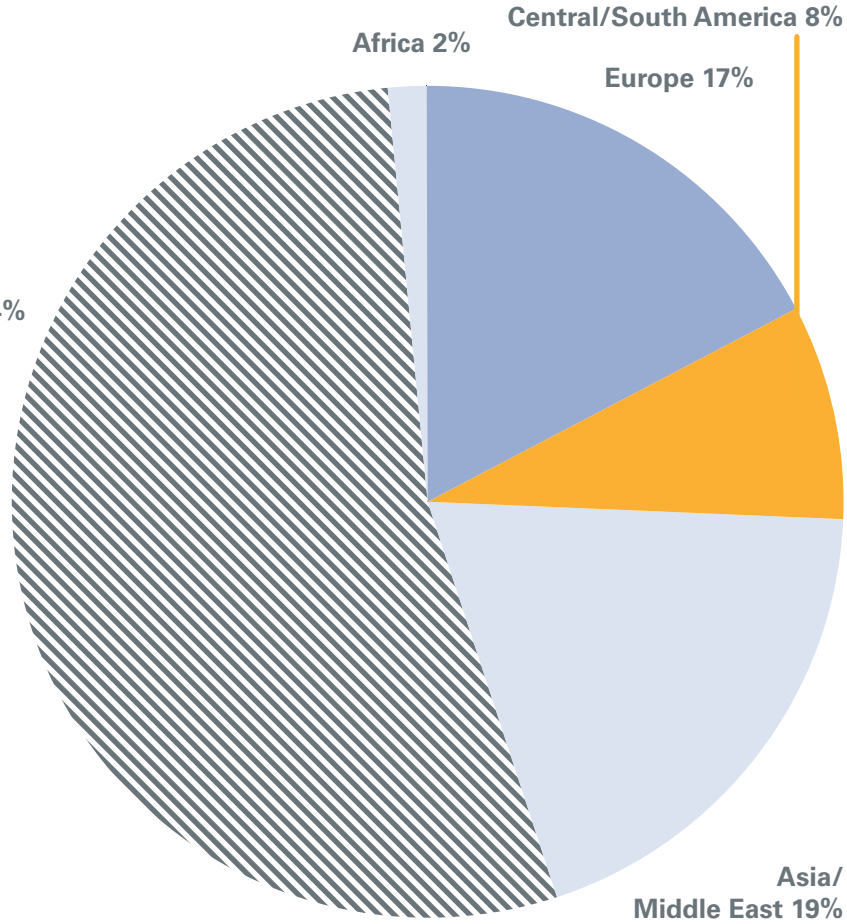
Graph 3.2_

Where was your usual place of residence at the time you attended this congress? (Australian residents, n=504)



Graph 3.3_

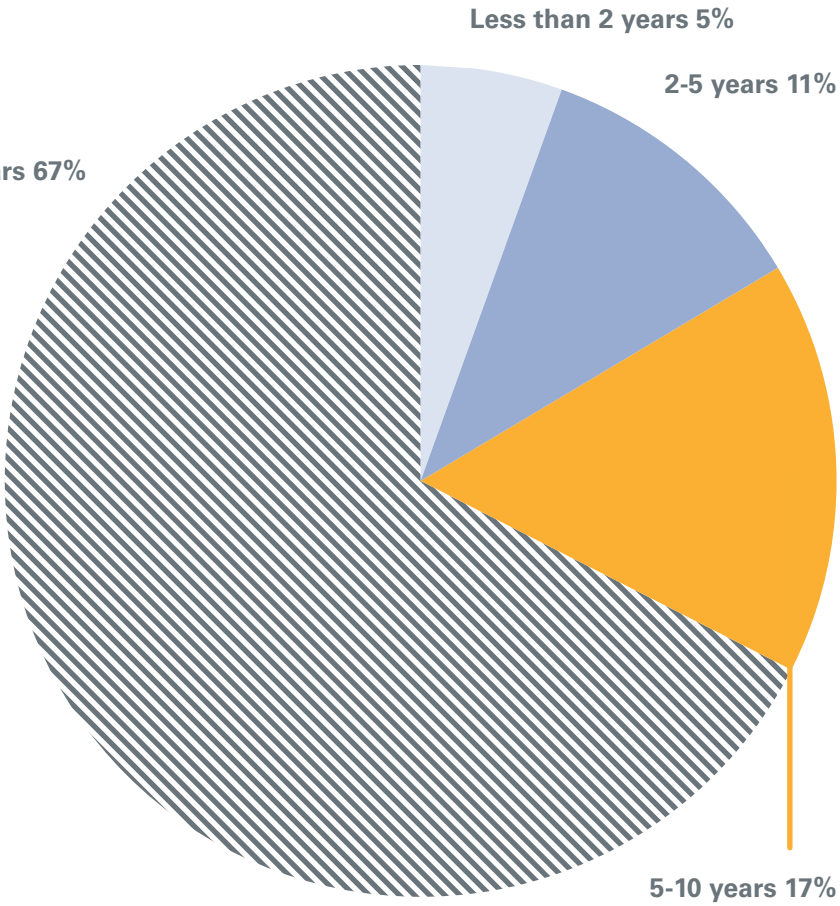
Overall composition of respondent place of residence, by region (n=1,090)



The diversity of international delegates is highlighted in Graph 3.3, which breaks down respondents' place of residence by region. While New Zealand, the USA and UK made up the largest proportion of overseas delegates, even these three countries combined, comprised only a quarter of all overseas-based attendees (Appendix 5).

Graph 3.4_

At the time of your congress, for how many years had you worked in your main occupation? (n=1090)

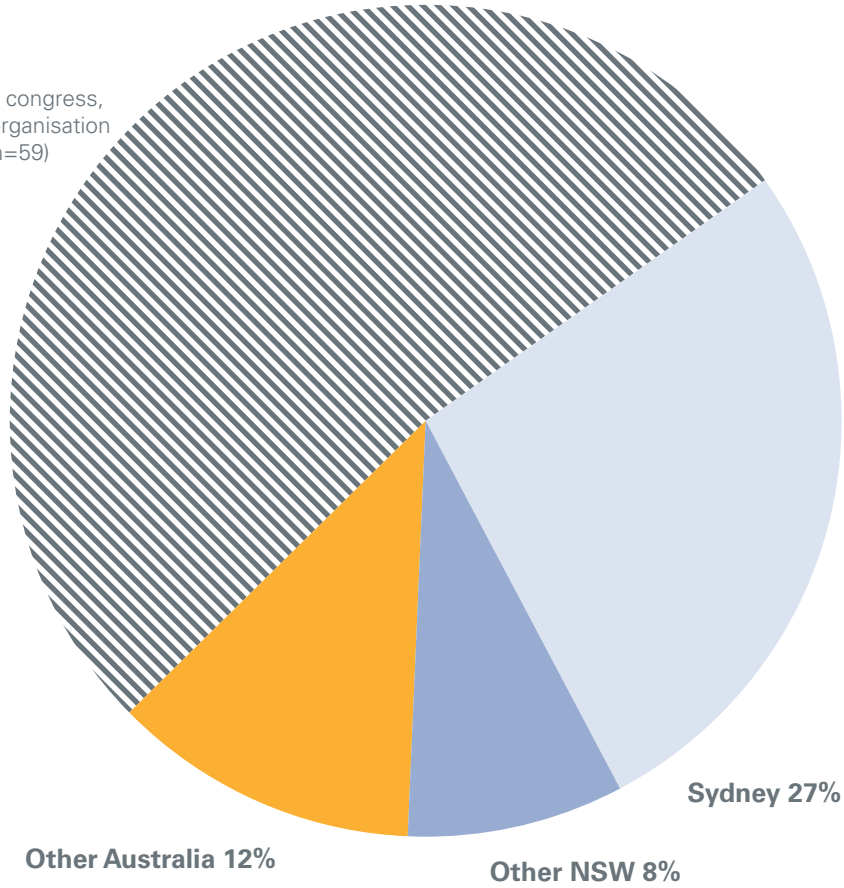


Two-thirds of respondents had worked in their main occupation for ten years or more (Graph 3.4). Just 16 per cent had worked in their main occupation for five years or less.

Again the exception to this was HUPO, where just 30 per cent of respondents had worked in the human proteome field for ten years or more. This almost certainly reflects the younger age demographic of this congress, together (presumably) with the relatively recent existence of proteomes as a field of study. See Appendix 5 for more detailed breakdowns of survey respondents.

Graph 3.5_

At the time of the congress, where was your organisation headquartered? (n=59)



3.2 Exhibitors and sponsors

Due to the low number of sponsor respondents, the exhibitor and sponsor data has been aggregated. Fifty-nine exhibitors and sponsors completed the online questionnaire. Fifty-four per cent of exhibitors and sponsors lived in Sydney at the time of the congress, 29 per cent lived overseas, 9 per cent lived in other NSW and 8 per cent lived in other Australia.

Fifty-three percent of exhibiting and sponsoring organisations were headquartered overseas (Graph 3.5). Of the local exhibitors and sponsors headquartered in Australia, 27 per cent were from Sydney, 8 per cent were from New South Wales (NSW) and 12 per cent were from the rest of Australia.

3.2.1 Reason for exhibiting/ sponsoring the congress

Graph 3.6 summarises the intent of 59 exhibitors and sponsors at the five congresses. Major objectives for supporting their congress included gaining product exposure and awareness, networking with clients and key industry figures and gaining leads (all 90 per cent), raising the organisation's profile (88 per cent), improving brand awareness (78 per cent), reaching an identified target market (76 per cent), increasing the recognition of the organisation as a contributor to the community (75 per cent) and contributing to the development of the sector (73 per cent).

Exhibitor and sponsor success in achieving these objectives is shown in Graph 3.7. Major achievements included networking with clients and key industry figures (85 per cent), obtaining leads for future business (80 per cent), improving brand awareness (74 per cent) and raising the organisation's profile amongst delegates and peers (71 per cent).

Graph 3.6_

My organisation exhibited or sponsored at this congress to (n=59)

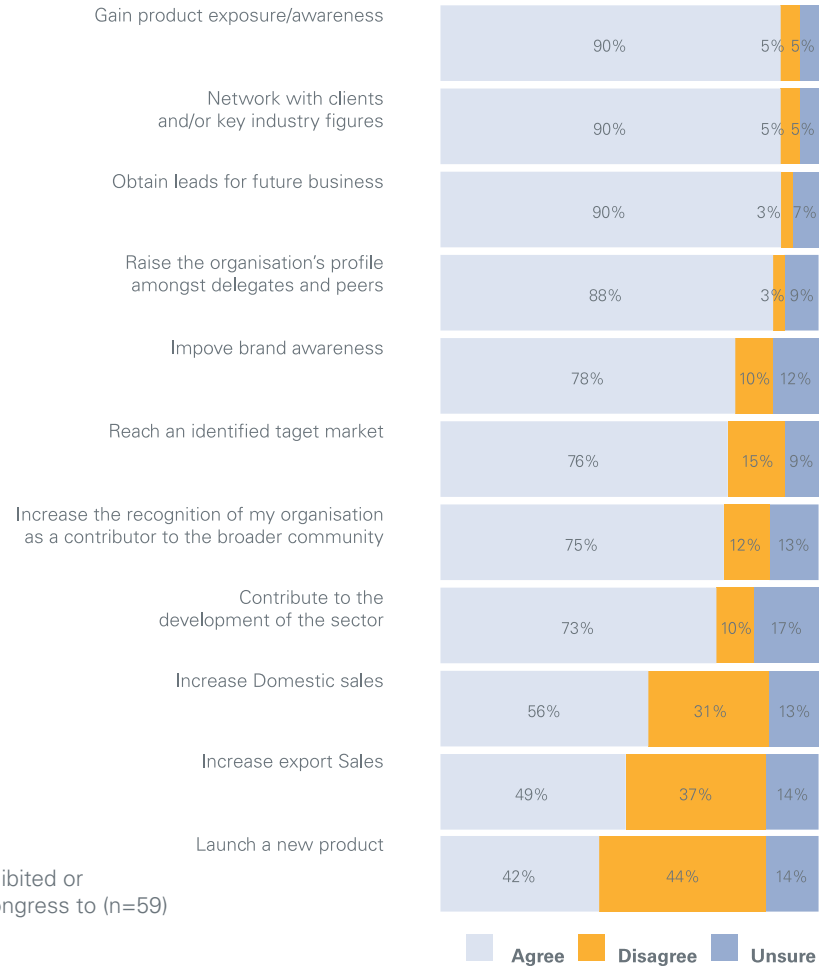


Table 3.2 compares exhibitor and sponsor objectives with stated achievements. The success ratio is presented in column four. Overall, the majority of sponsors were satisfied with what they achieved from supporting the congress. The highest success rate was for "improving brand awareness" with a 95 per cent "success" rating[3]. The success rate for major objectives included 94 per cent for networking with clients and key industry figures, 89 per cent for obtaining leads for future business, 81 percent gaining new product awareness and 81 per cent for raising the organisation's profile.

Of interest is the opportunity that a congress affords exhibitors and sponsors to launch new products. While only 42 per cent had this as an objective, 90% achieved the objective. Whilst the congresses collectively are doing an excellent job in meeting a number of sponsor and exhibitor objectives, there are areas that require improvement. These include increasing domestic and export sales (61 per cent success rate) and contributing to the development of the sector (79 per cent success rate).

Graph 3.7_

As a result of exhibiting at this congress, my organisation (n=59)

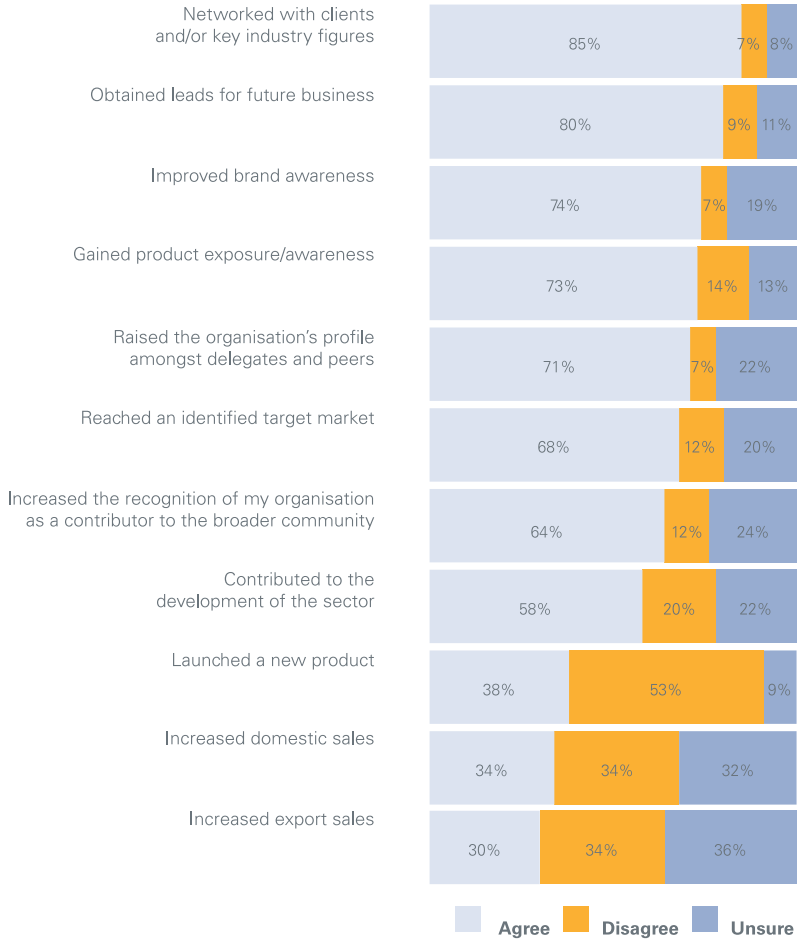


Table 3.2_ Intent v achievement of attendance objectives (n=59)

Objective	(A) Intent	(B) Achieved	Success ratio (B)/(A)
Network with clients and/or key industry figures	90%	85%	94%
Obtain leads for future business	90%	80%	89%
Gain product exposure/ awareness	90%	73%	81%
Raise the organisation's profile amongst delegates and peers	88%	71%	81%
Improve brand awareness	78%	74%	95%
Reach an identified target market	76%	68%	89%
Increase the recognition of my organisation as a contributor to the broader community	75%	64%	85%
Contribute to the development of the sector	73%	58%	79%
Increase domestic sales	56%	34%	61%
Increase export sales	49%	30%	61%
Launch a new product	42%	38%	90%

[3] N.B. However this does not necessarily imply that 95 per cent of those seeking brand awareness achieved it, as some sponsors/exhibitors may have achieved a result they did not initially seek.

3.2.2 Investment opportunities

Exhibitors and sponsors were asked if they gained any investments as a result of supporting the congress (Table 3.3). Fifty-nine exhibitors and sponsors indicated that they gained investment opportunities. Of these 14 per cent gained investment from within NSW, 24 per cent from within Australia and 31 per cent from overseas. A further 25 per cent were unsure if they received investments from NSW or Australia and 32 per cent were unsure if they received investments from overseas. Despite the small sample size, this appears to be an excellent result.

Table 3.3_Did you gain any investment opportunities within…

Region	n	Yes	No	Unsure
NSW	59	14%	61%	25%
Australia	59	24%	51%	25%
Overseas	59	31%	37%	32%

Business events play a valuable role in facilitating business investment. Exhibitors and sponsors to these congresses realised significant investment opportunities, receiving investments that range from $1500 to more than $10m (Table 3.4). They also made a significant economic contribution to the host destination, spending on average $16,238 per respondent. Additionally, they report realising business-related opportunities such as increased product exposure and awareness, new leads, improved organisational profile, access to target markets and improving their brand.

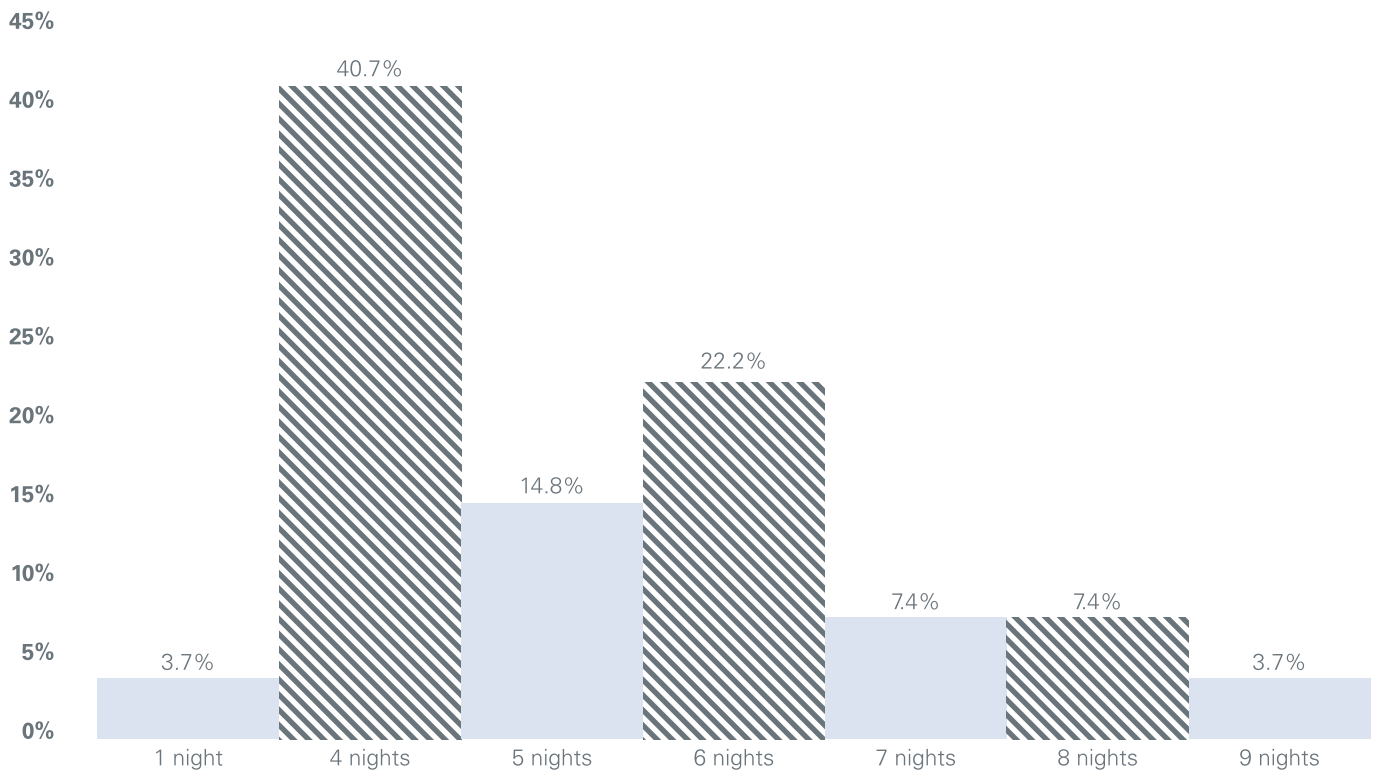
Table 3.4_Investment gained (n=27)

Origin of exhibitors' HQ	Investment from:			$ Total
	$ NSW (n = 6)	$ Aust (n = 10)	$ Overseas (n = 11)	
Sydney (n = 2)	$ 3000	$ 270,000	$ 1,050,000	$ 1,323,000
Other Aust (n = 4)	$ 1500	$ 710,000	$ 4,290,000	$ 5,001,500
Overseas (n = 10)	$ 2800	$ 100,000	$ 10,985,000	$ 11,087,800
TOTAL	$ 7300	$ 1,080,000	$ 16,325,000	$ 17,412,300

3.2.3 Exhibitor and sponsor expenditure

Exhibitors and sponsors who came from outside the destination varied in the time they spent in the destination (Graph 3.8) with the majority staying between four and six nights (78 per cent). Length of stay is comparable with the length of the congresses.

Graph 3.8__Number of nights spent in destination by exhibitor and sponsor attendees who come from outside the destination (n=27)



The question of exhibitor and sponsor expenditure (Table 3.5) was also not well answered, with only 25 of the 59 respondents providing valid answers. Hence the data below should be treated with some caution. Expenditure does not include the cost of travel to the destination.

Table 3.5__Exhibitor and sponsor expenditure (n=25):

	Minimum	Maximum	Median	Ave/person
Number of nights stayed	1	9	5	5.2
Cost of accommodation (including pre-paid accommodation and meals, food and drink)	$150	$215,000	$2000	$2,489
Meals, food and drink not included in your accommodation bill	$200	$50,000	$500	$728
Conference registration fees	$300	$11,000	$1438	$1768
Exhibition entry fees	$500	$10,000	$4500	$798
Set up costs (cost of stand, equipment hire, power, etc)	$200	$70,000	$2500	$1643
Any marketing costs in the destination	$100	$8000	$1500	$561
Salaries and wages paid over normal salaries and wages for organisational staff	$1,000	$50,000	$1600	$418
Freight costs	$11	$6000	$800	$256
Transport costs (i.e. taxi fares, petrol, vehicle repairs, car hire, etc)	$100	$15,000	$400	$343
Other entertainment costs (shows, movies, galleries etc, not connected with the conference)	$60	$3000	$500	$185
Personal services (i.e. hairdressing, laundry, medical)	$100	$500	$300	$55
Any other costs (i.e films, gifts, books, wine, souvenirs, clothing, toiletries, etc)	$100	$2000	$200	$107
How many people (including yourself) does this expenditure cover?	1	50	3	5.3

The minimal data supplied confirms that congresses, such as the five surveyed, can be extremely lucrative to the host city and its business community. Extrapolating the median total spend of $16,238 per respondent[4] across all sponsors and exhibitors gives some idea of the scale of this benefit. The data also confirm previous research that finds that the levels of expenditure and investment received vary depending on the type of congress being held.

3.3 Delegates

Organising committee members, academic and practitioner delegates were asked a series of questions about the congress they had attended, including:

- general benefits and outcomes arising from the congress
- individual benefits and outcomes gained from attending the congress
- benefits and outcomes to the host destination
- how delegates used the benefits and outcomes they gained
- how delegates shared the benefits and outcomes they gained.

The next section presents the findings for each of these questions.

[4]Keeping in mind that this covers the organisational rather than individual expenditure.

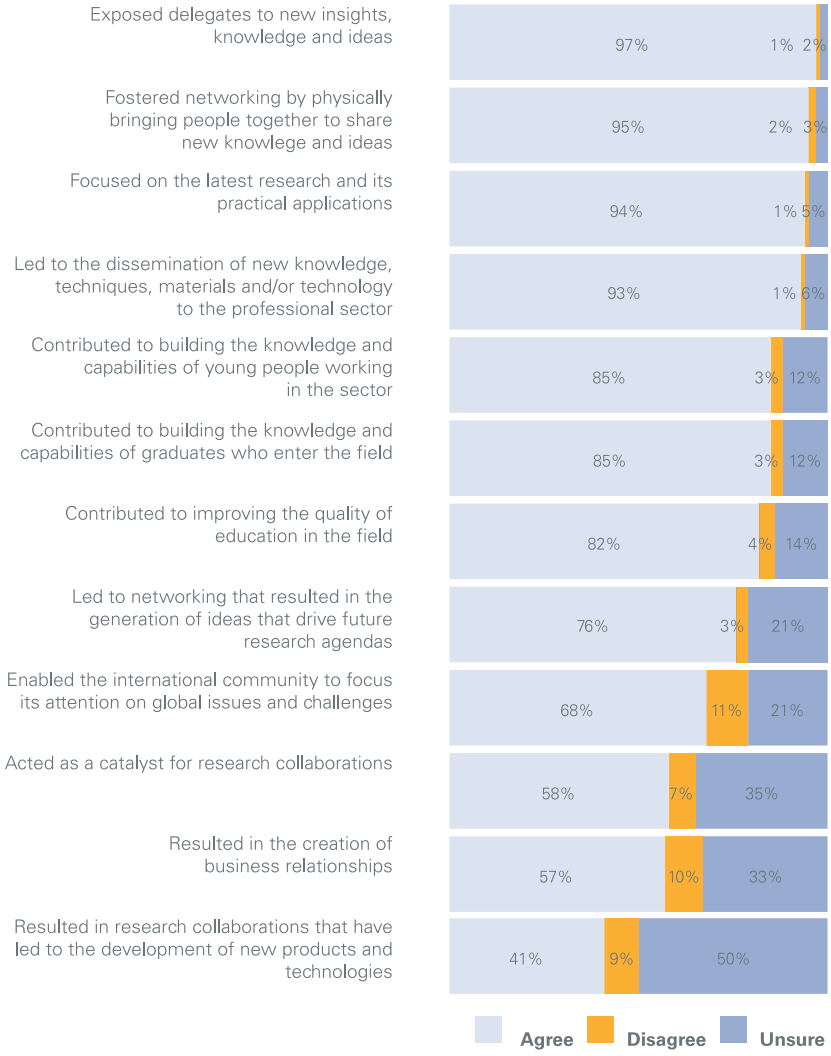
3.3.1 General benefits and outcomes arising from the congresses

Respondents were asked if they agreed or disagreed with each of 12 statements relating to congress benefits and outcomes. The majority of the 12 statements were broadly agreed to by respondents, with seven enjoying agreement scores of more than 80 per cent (Graph 3.9). These included "exposing delegates to new insights, knowledge and ideas" (97 per cent agreement), "fostering networking by physically bringing people together to share new knowledge and ideas" (95 per cent), "focusing on the latest research and its practical applications" (94 per cent), and "leading to the dissemination of new knowledge, techniques, materials and/or technology to the professional sector" (93 per cent).

Conversely, only three statements received less than 60 per cent agreement: "acting as a catalyst for research collaborations" (58 per cent agreement), "resulting in the creation of business relationships" (57 per cent) and "resulting in research collaborations that have led to the development of new products and technologies" (41 per cent). The lower agreements for research related outcomes can be expected given that academics comprised only 36 per cent of all attendees.

Graph 3.9_

General benefits and outcomes arising from the congress (n=1031)



General benefits and outcomes were broken down by congress (Appendix 7). Agreement scores of >80 per cent are highlighted in light blue, with those <60 per cent shown in orange. Results are generally consistent between the five congresses. One exception is "enabling the international community to focus its attention on global issues and challenges", with the Ultrasound and Orthodontics expressing relatively low agreement, and the remaining three indicating high levels of agreement. Likewise, "acting as a catalyst for research collaborations" varied from 87 per cent for HUPO to 50 per cent for Ultrasound and Orthodontics. This is, however, reflective of the higher level of academic attendees at these two congresses.

Appendix 8 shows how results for this question varied by age, gender, origin, length of employment and type of delegate and presents the significant differences between each of these categories. Table 3.6 summarises the significant differences between gender, age, length of employment, delegate role and origin for the general benefit and outcome variables.

The data indicates that:

- **Females** agree more than males that congresses build the knowledge and capabilities of young people in the sector.
- **Males** agree more than females that the congress is a catalyst for research collaborations that lead to the development of new products and technologies.
- Those in the **50+** age group agree more than other age groups that research collaborations lead to the development of new products and technologies and are less likely than other age groups to agree that a congress focuses on the latest research and practical applications. However, it must be noted that all response rates for this question were high (see Appendix 8).
- **Younger** age groups in particular see congresses as building the knowledge and capabilities of graduates who enter the field and providing catalyst for research collaborations.

  Example comments by younger delegates:

  "[the conference] was a good platform for me to discuss my research with giants in the field. All in all, it was a great opportunity for a young ophthalmologist like me to have a good insight into current global ophthalmological trends and concepts."

  "I gained a critical opportunity to discuss the possible cooperation with a few individuals working at Melbourne University towards my success to be nominated for a PhD Degree which I will start as of April 29, 2011. I am hoping that the visa process will have been completed."

- **Academics** agree more than practitioners that congresses:
  - result in the generation of ideas that drive future research agendas;
  - enable the international community to focus attention on global issues and challenges;
  - act as a catalyst for research collaborations;
  - result in the creation of business relationships; and
  - result in research collaborations that lead to the development of new products and technologies.
- **International** delegates agree more than domestic delegates that congresses:
  - result in the generation of ideas that drive future research agendas;
  - enable the international community to focus attention on global issues and challenges;
  - act as a catalyst for research collaborations; and
  - result in research collaborations that lead to the development of new products and technologies.

  Example comments by delegates on these aspects of the congresses include:

  "Networking with orthodontists from a part of the world I hadn't been previously familiar with."

  "Have formed a number of new collaborations, some of which are already productive."

  "Several collaborations were established. Key new contacts were established."

  "As I am a member of the Foundation for Research and Education, it was useful to collaborate with national and international members on how to further research financial support and member education in Australia and New Zealand."

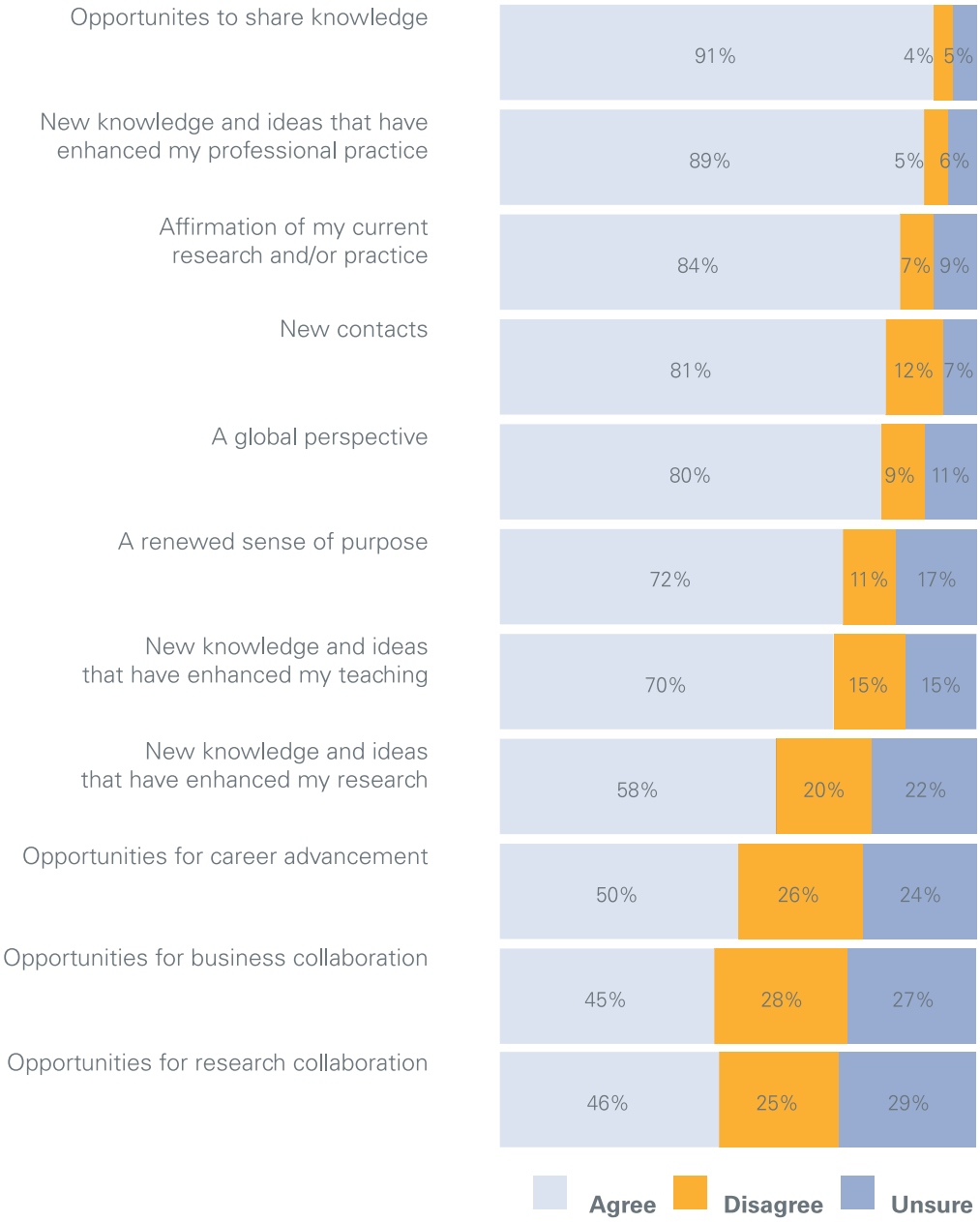
  "The venue and structure of the event fostered various collaborations on intellectual and scientific endeavours in clinical proteomics."

  "On the latest congress (HUPO 2010) we negotiated a business collaboration with Agilent and Bruker and also continued our collaboration with BioRad. Moreover, we have got some new ideas in quantitative biology and perspective of Human Proteome Initiative which is the mainstream of our research focus."

Table 3.6 Significant differences between attendee characteristics and general benefit and outcome variables

General benefits and outcomes	Gender	Age range	Length of employment	Delegate	Origin
Focused on the latest research and its practical applications	No differences	50+ agree less than those in other age groups	No differences	No differences	No differences
Contributed to building the knowledge and capabilities of young people working in the sector	Females agree more than males	No differences	No differences	No differences	No differences
Contributed to building the knowledge and capabilities of graduates who enter the field	No differences	35–49 year olds agree more than other age groups	No differences	No differences	No differences
Contributed to improving the quality of education in the field	Females agree more than males	No differences	Employed > 5 years agree more than those in employment for < 5 years	No differences	No differences
Led to networking that resulted in the generation of ideas which drive future research agendas	No differences	50+ agree more than other age groups	No differences	Academics agree more than practitioners	International delegates agree more than domestic delegates
Enabled the international community to focus its attention on global issues and challenges	No differences	No differences	No differences	Academics agree more than practitioners	International attendees agree more than domestic attendees
Acted as a catalyst for research collaborations	Males agree more than females	18–34 year olds agree more than other age groups	No differences	Academics agree more than practitioners	International delegates agree more than domestic delegates
Resulted in the creation of business relationships	No differences	No differences	No differences	No differences	No differences
Resulted in research collaborations that have led to the development of new products and technologies	Males agree more than females	50+ agree with this less than those in other age groups	Employed < 5 years agree more than those in employment for > 5 years	Academics agree more than practitioners	International attendees agree more than domestic attendees

Graph 3.10_ Individual benefits and outcomes gained from attending the congress (n=1031)



3.3.2 Individual benefits and outcomes

Delegates were asked what they gained personally from the congress, via agreement or disagreement with a series of 11 prompted statements.

Five of the 11 "benefits gained" statements enjoyed >80 per cent agreement by delegates. "Opportunities to share knowledge" received the highest agreement (91 per cent), followed by "new knowledge and ideas that have enhanced my professional practice" (89 per cent), "affirmation of current research and/or practice" (84 per cent) and "new contacts" and "global perspective" (both 81 per cent) (Graph 3.10).

Only three of the prompted statements had agreement scores of 50 per cent or less: "opportunities for career advancement" (50 per cent), "opportunities for research collaboration" (46 per cent) and "opportunities for business collaboration" (45 per cent). As one would expect, the research collaboration result is significantly different between research delegates (62 per cent agreement) and their practitioner colleagues (32 per cent).

Again, these results have been broken down by congress in Table 3.7, right, with the results colour coded by agreement level. Results were generally consistent between congresses. The main exception was that HUPO delegates, with their higher proportion of academics (see Appendix 9), naturally exhibited greater benefits from the research-related outcomes. Appendix 9 shows how results for this question varied by age, gender, origin, length of employment and type of delegate and presents the significant differences between each of these categories.

Table 3.7 Individual benefits and outcomes gained by congress attended (n=1025)

From attending this congress I have gained...	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
New knowledge and ideas that have enhanced my professional practice	94%	89%	85%	74%	93%
Opportunities to share knowledge	89%	89%	92%	91%	94%
Affirmation of my current research and/or practice	87%	79%	76%	90%	89%
New knowledge and ideas that have enhanced my teaching	87%	68%	47%	49%	87%
A renewed sense of purpose	81%	66%	69%	61%	76%
A global perspective	74%	74%	88%	81%	84%
New contacts	72%	81%	87%	86%	82%
New knowledge and ideas that have enhanced my research	49%	48%	50%	93%	65%
Opportunities for career advancement	44%	44%	45%	57%	60%
Opportunities for research collaboration	40%	35%	43%	79%	49%
Opportunities for business collaboration	36%	42%	54%	33%	49%

KEY 80+% agree 60–80% agree <60% agree

Table 3.8 summarises the significant differences between gender, age, length of employment, delegate role and origin for individual benefit and outcome variables. The data indicates:

- **Females** agree more than males that their current research and/or practice is affirmed, they have a renewed sense of purpose, and have gained new knowledge and ideas to enhance their teaching.
- Delegates who have been **employed for less than five years** agree more that congresses result in new knowledge and ideas that enhance their research, opportunities for career advancement and opportunities for research collaboration. Delegates employed >5 years agree more that congresses result in new knowledge and ideas that enhance their professional practice.
- **Academics** agree more than practitioners that they have made new contacts and realised opportunities for career advancement and research collaboration.
- **Practitioners** agree more than academics that their professional practice is enhanced by new knowledge and ideas and they have a renewed sense of purpose as result of attending the congress.
- **International** delegates agree more than domestic delegates that congresses provide opportunities for career advancement, research collaboration, to share knowledge, make new contacts and gain new knowledge and ideas that enhance their research.

Table 3.8_Significant differences between attendee characteristics and individual benefit and outcome variables

Individual benefits and outcomes gained	Gender	Age range	Length of employment	Delegate	Location
Opportunities to share knowledge	No differences	No differences	No differences	No differences	International delegates agree more than domestic delegates
New knowledge and ideas that have enhanced my professional practice	No differences	No differences	Employed > 5 years agree more than those in employment for < 5 years	Practitioners agree more than academics	No differences
Affirmation of my current research and/or practice	Females agree more than males	No differences	No differences	No differences	No differences
New contacts	No differences	No differences	No differences	Academics agree more than practitioners	International delegates agree more than domestic delegates
A global perspective	No differences	No differences	No differences	No differences	No differences
A renewed sense of purpose	Females agree more than males	No differences	No differences	Practitioners agree more than academics	No differences
New knowledge and ideas that have enhanced my teaching	Females agree more than males	35–49 age group agree more than other age groups	No differences	No differences	No differences
New knowledge and ideas that have enhanced my research	No differences	18–34 age group agree more than other age groups	Employed < 5 years agree more than those in employment for > 5 years	No differences	International delegates agree more than domestic delegates
Opportunities for career advancement	No differences	18–34 age group agree more than other age groups	Employed < 5 years agree more than those in employment for > 5 years	Academics agree more than practitioners	International delegates agree more than domestic delegates
Opportunities for research collaboration	Males agree more than females	18–34 age group agree more than other age groups	Employed < 5 years agree more than those in employment for > 5 years	Academics agree more than practitioners	International delegates agree more than domestic delegates

Examples of a range of instrumental benefits such as exposure to new techniques, products and technologies to enhance practice, are reported below:

"[I learned] new surgical techniques."

"Work processes, method of data acquisition and processing improved tremendously in my company due to the software and skills I acquired from the conference."

"[I gained] an awareness of the latest technologies and analytical tools in proteomics research and applications."

"Solved software issues with one of sponsors and fostered international contacts with programmers would otherwise not have been able to have access to."

"I learned more on various case problems and the way to solve those problems, I now know more about the latest development in ortho/dental materials/products and the way to source them."

"Aspiring young scientists and students were both given the chance to give their oral presentations on international level, gaining technical support and direct feedback from experienced researchers."

"In-depth presentations by various speakers provided me with new methods and techniques in hydrographic surveying and allied areas."

"My skills in the field have been sharpened."

"I was updated with the latest technical issues, tools and developments not yet available in our country while meeting new friends and partners in the profession to keep abreast with the continuous technological developments."

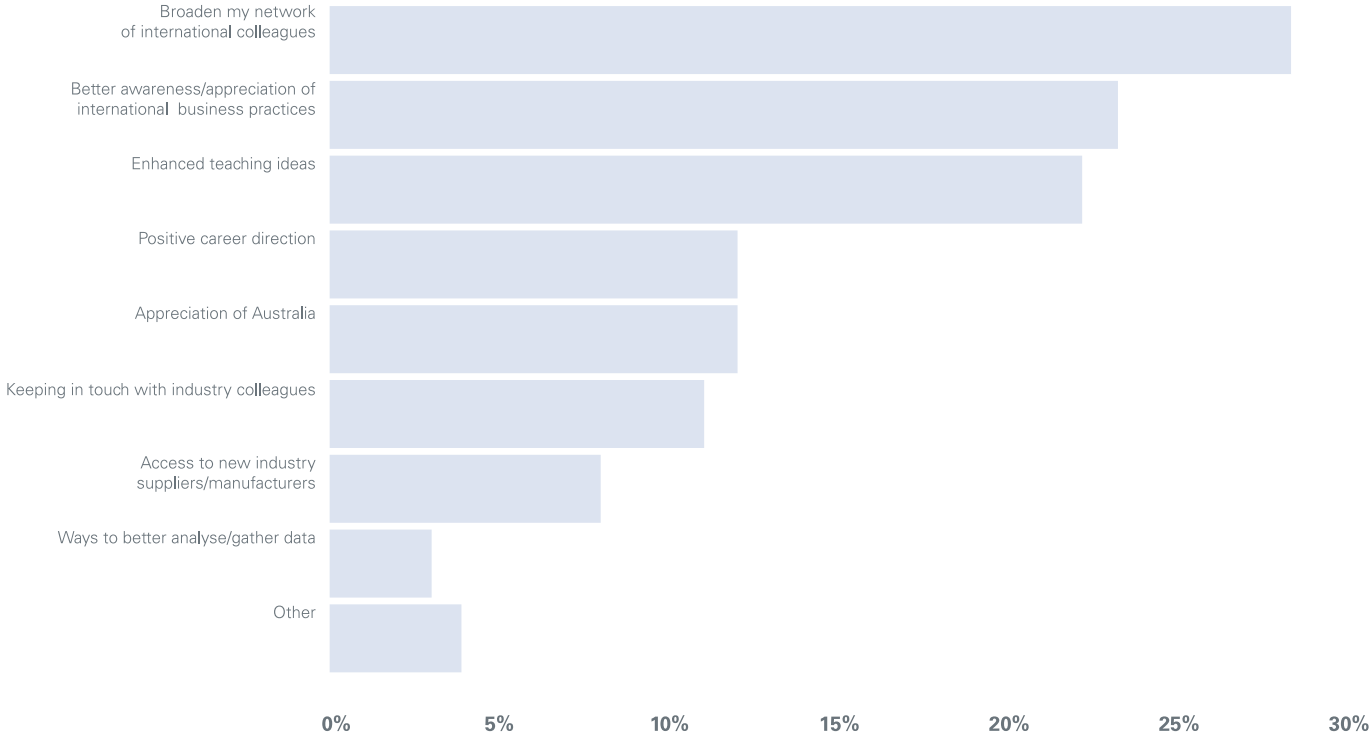
Other individual benefits and outcomes

In an open-ended follow-up question, respondents were asked if they had received any other individual benefits or outcomes from attending their chosen congress. Some 305 delegates chose to answer this question, and their coded (i.e. themed) responses are shown in Graph 3.11, below.

The most common themes included "broadening my network of international colleagues" (28 per cent), "better awareness and/or appreciation of international business practices" (23 per cent) and "enhanced teaching ideas" 22 per cent). Twelve per cent each took the opportunity to comment that the congress had provided a positive contribution to their career, while the same proportion noted how attendance had raised their appreciation of Sydney and/or Australia.

Graph 3.11_

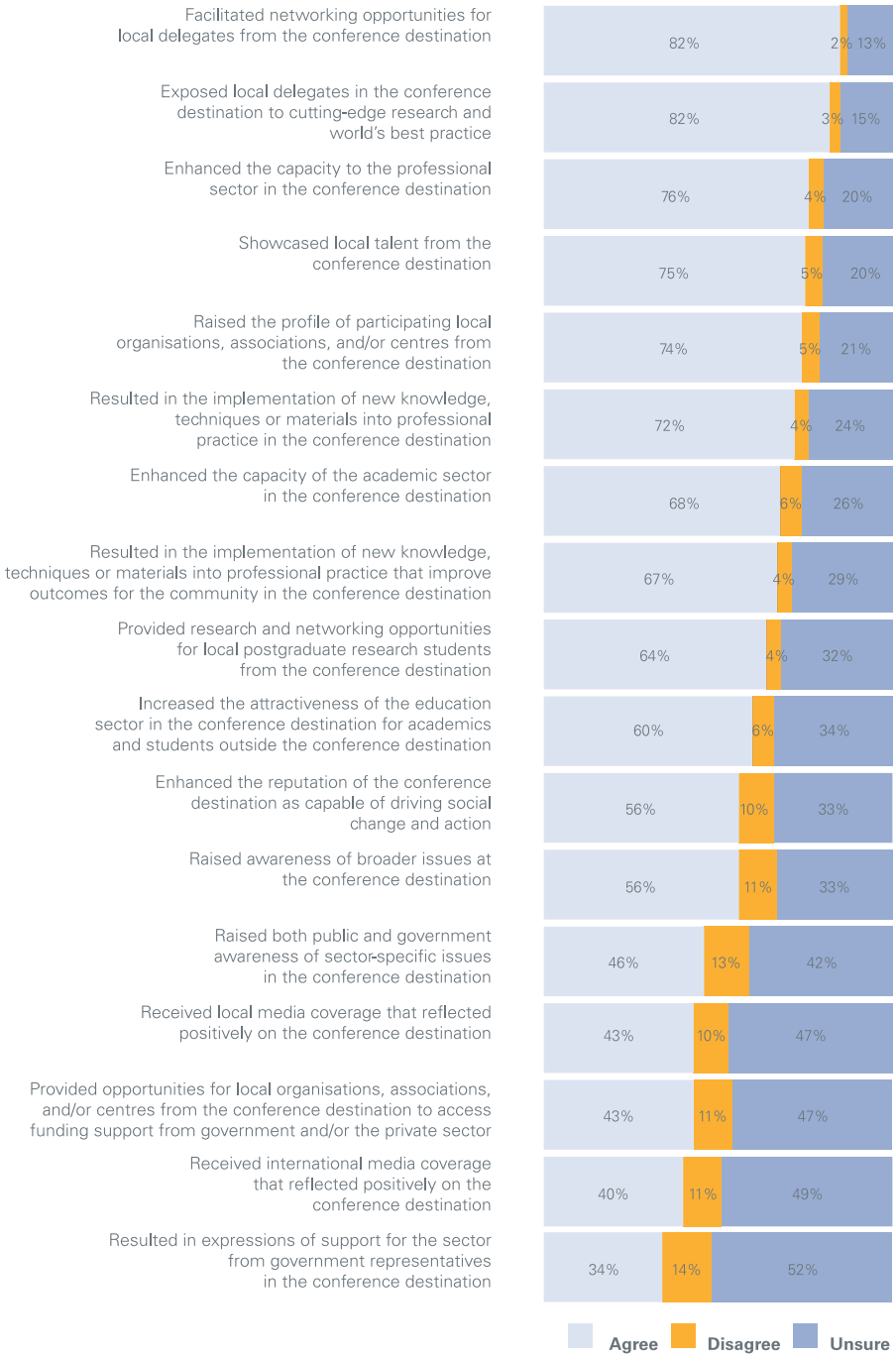
Please tell us about any other benefits and outcomes you may have gained from attending this congress? (Unprompted, n=305)



3.3.3 Benefits and outcomes to the host destination

Survey respondents were asked to state their agreement or disagreement with 17 different statements relating to the potential benefits that Sydney, as a congress destination, may have realised. A majority of respondents agreed with 12 of the 17 statements (Graph 3.12). This ranged from 85 per cent agreeing that their congress "facilitated networking opportunities for local delegates from the congress destination", 82 per cent concurring that it "exposed local delegates in the congress destination to cutting-edge research and world's best practice", 76 per cent stating that their congress "enhanced the capacity of the professional sector in the congress destination" to 74 per cent believing it "raised the profile of participating local organisations and or centres from the congress destination" and others agreeing that it "enhanced the reputation of the congress destination as capable of driving social change and action" and "raised awareness of broader issues at the congress destination".

Graph 3.12__Benefits and outcomes to the host destination (n=1031)



Appendix 10 indicates that results were largely consistent by congress. Once again the more academically focused HUPO provided an exception, with 85 per cent of its respondents agreeing that it "provided research and networking opportunities for local post-graduate students from the congress" (against 64 per cent overall).

Appendix 11 shows how results for this question varied by age, gender, origin, length of employment and type of delegate and presents the significant differences between each of these categories. Table 3.9 summarises the significant differences between gender, age, length of employment, delegate role and origin for host destination benefit and outcome variables.

The data indicates:

- **Males** agree more than females that the awareness of public and government sector-specific issues in the congress destination are raised.
- Those aged **50+** agree more than other age groups that the congress enhances the capacity of the academic sector in the congress destination, provides research and networking opportunities for local postgraduate research students from the congress destination and increases the attractiveness of the education sector in the congress destination for academics and students who come from outside the congress destination.
- **Practitioners** agree more than academics that the congress showcases local talent from the congress destination.
- **Academic** delegates agree more than practitioners that the congress enhances the capacity of the academic sector; provides research and networking opportunities for local postgraduate research students; increases the attractiveness of the education sector; increases the reputation of the congress destination as a driver of social change and action; provides opportunities for local organisations, associations and/or centres to access funding support and receives positive international media coverage.
- **International** delegates agree more than domestic delegates that the congress results in research and networking opportunities for local postgraduate research students; increases the attractiveness of the education sector; raises awareness of broader issues; raising both public and government awareness of sector specific issues; generates positive local and international media coverage; offers opportunities for local organisations, associations and/or centres to access funding support from government and/or the private sector; and leads to expressions of support for the sector from government representatives in the congress destination.

Examples of benefits and outcomes expressed by delegates include:

"The congress bought together over 1900 delegates from more than 100 countries; a wonderful meeting of like-minded people."

"Australia was a constructive place to discuss global issues."

"[The congress has improved my] understanding of new cultures."

"[The congress provided] an opportunity for collaboration with people from a different culture and to practise foreign languages."

"[The congress allowed me to compare] the style of professional practice in Australia with Asia."

"It was a great achievement for me to attend this congress and learn many new things that will help my country."

"[It provided me with] enormous satisfaction that over half the delegates came from developing nations where the needs are greatest."

"It has motivated me to attend further conferences around the world as it provides a fantastic opportunity to gain a global understanding of what is happening in my specialty field."

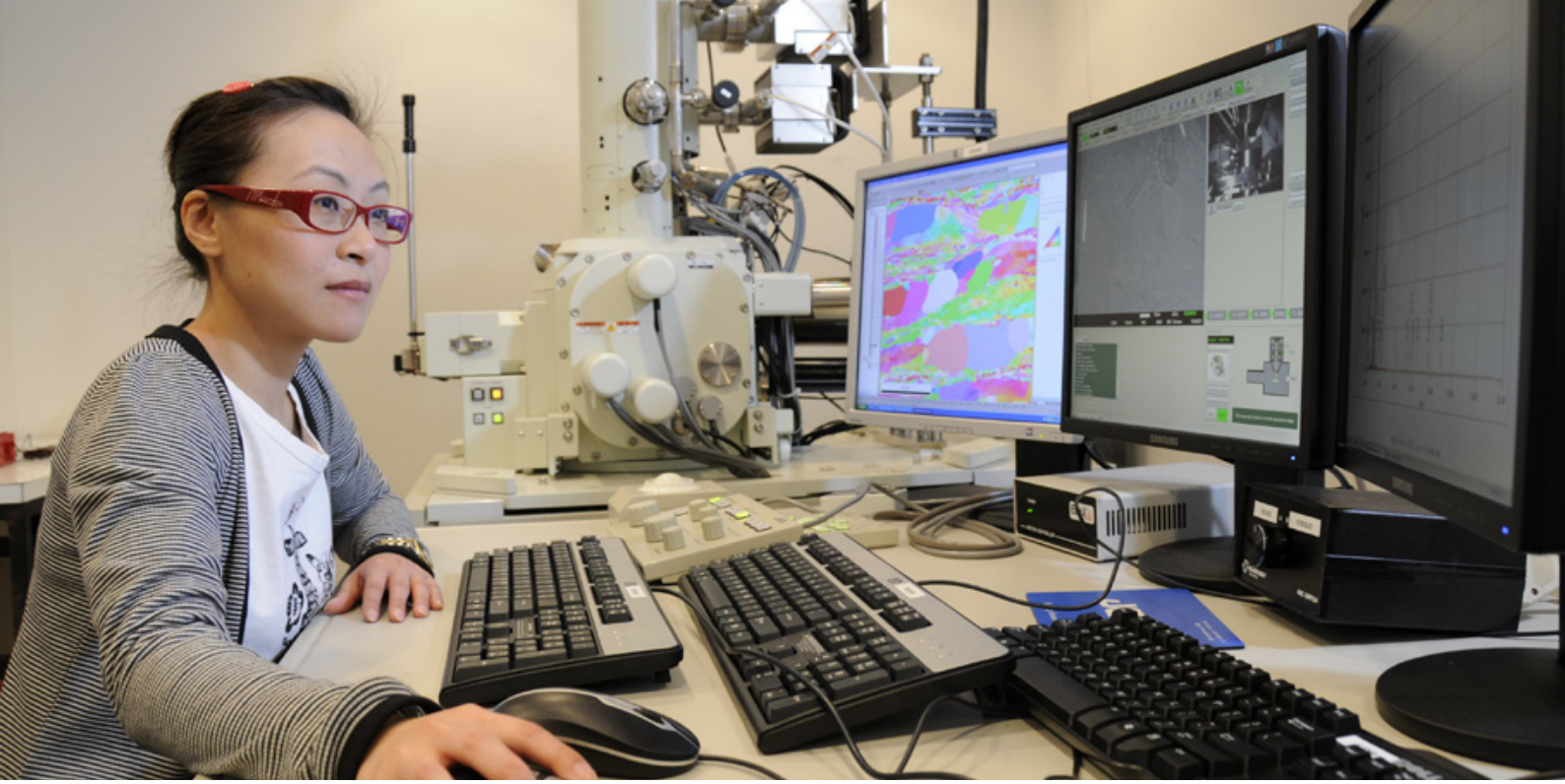
Table 3.9 Significant differences between attendee characteristics and host destination benefits and outcomes

Benefits and outcomes to the host destination	Gender	Age range	Length of employment	Delegate	Location
Showcased local talent from the congress destination	No differences	No differences	No differences	Practitioners agree more than academics	No differences
Enhanced the capacity of the academic sector in the congress destination	No differences	50+ agree more than other age groups	No differences	Academics agree more than practitioners	No differences
Provided research and networking opportunities for local postgraduate research students from the congress destination	No differences	50+ agree more than other age groups	Employed < 5 years agree more than those in employment for > 5 years	Academics agree more than practitioners	International delegates agree more than domestic delegates
Increased the attractiveness of the education sector in the congress destination for academics and students outside the congress destination	No differences	50+ agree more than other age groups	Employed < 5 years agree more than those in employment for > 5 years	Academics agree more than practitioners	International delegates agree more than domestic delegates

Continued on the next page

Table 3.9 (continued)__Significant differences between attendee characteristics and host destination benefits and outcomes

Benefits and outcomes to the host destination	Gender	Age range	Length of employment	Delegate	Location
Enhanced the reputation of the congress destination as capable of driving social change and action	No differences	18-34 age groups agree more than other age groups	Employed < 5 years agree more than those in employment for > 5 years	Academics agree more than practitioners.	No differences
Raised awareness of broader issues at the congress destination	No differences	No differences	No differences	No differences	International delegates agree more than domestic delegates
Raised both public and government awareness of sector specific issues in the congress destination	Males agree more than females	No differences	No differences	No differences	International delegates agree more than domestic delegates
Received local media coverage that reflected positively on the congress destination	No differences	No differences	No differences	No differences	International delegates agree more than domestic delegates
Provided opportunities for local organisations, associations, and/or centres from the congress destination to access funding support from government and/or the private sector	No differences	18-34 age groups agree more than other age groups	Employed < 5 years agree more than those in employment for > 5 years	Academics agree more than practitioners	International delegates agree more than domestic delegates
Received international media coverage that reflected positively on the congress destination	No differences	No differences	No differences	Academics agree more than practitioners	International delegates agree more than domestic delegates
Resulted in expressions of support for the sector from government representatives in the congress destination	No differences	18-34 age groups agree more than other age groups	No differences	No differences	International delegates agree more than domestic delegates



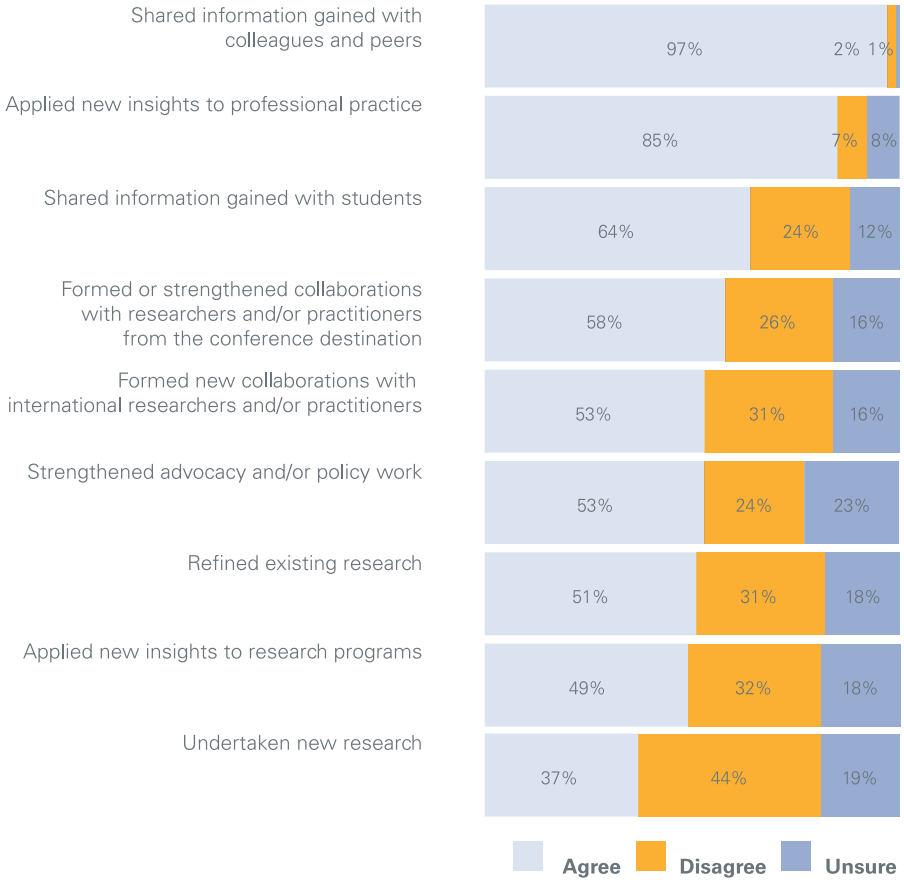
3.3.4 How delegates used the benefits and outcomes they gained

Delegates were asked to rate their agreement or disagreement with how they utilised nine different potential congress benefits and outcomes. These are shown in Graph 3.13, and broken down by congress in Appendix 12.

Some 97 per cent of delegates agreed that they had "shared (congress) information with colleagues and peers", while 85 per cent had "applied new insights to (their) professional practice". Almost two-thirds (64 per cent) had "shared information gained with students".

Graph 3.13_

How delegates used the benefits and outcomes they gained (n=1073)



Results were similar between congresses (Appendix 12), though again, HUPO typically exhibited higher agreement scores for the research-oriented statements. Appendix 13 summarises the significant differences between gender, age, length of employment, delegate role and origin to assess how individuals used the benefits and outcomes.Table 3.10 summarises the significant differences between gender, age, length of employment, delegate role and origin for host destination benefit and outcome variables.

The data indicates:

- **Female** delegates agree more than male delegates that they share the information they gain with students.
- **50+** agree more than other age groups that they share the information they gain with students.
- **18-34** age group agree more than other age groups that they refine existing research, apply new insights to research programs and undertake new research
- Delegates **employed < 5 years** agree more than those in employment for > 5 years that they refine existing research and apply new insights to research programs.
- **Practitioners** agree more than academics that they apply new insights to professional practice and share information gained with students.
- **Academics** agree more than practitioners that they form or strengthen collaborations with researchers and/or practitioners from the congress destination; form new collaborations with international researchers and/or practitioners; refine existing research; apply new insights to research programs and undertake new research.
- **International** delegates agree more than domestic delegates that they form new collaborations with international researchers and/or practitioners; refine existing research; apply new insights to research programs and undertake new research.

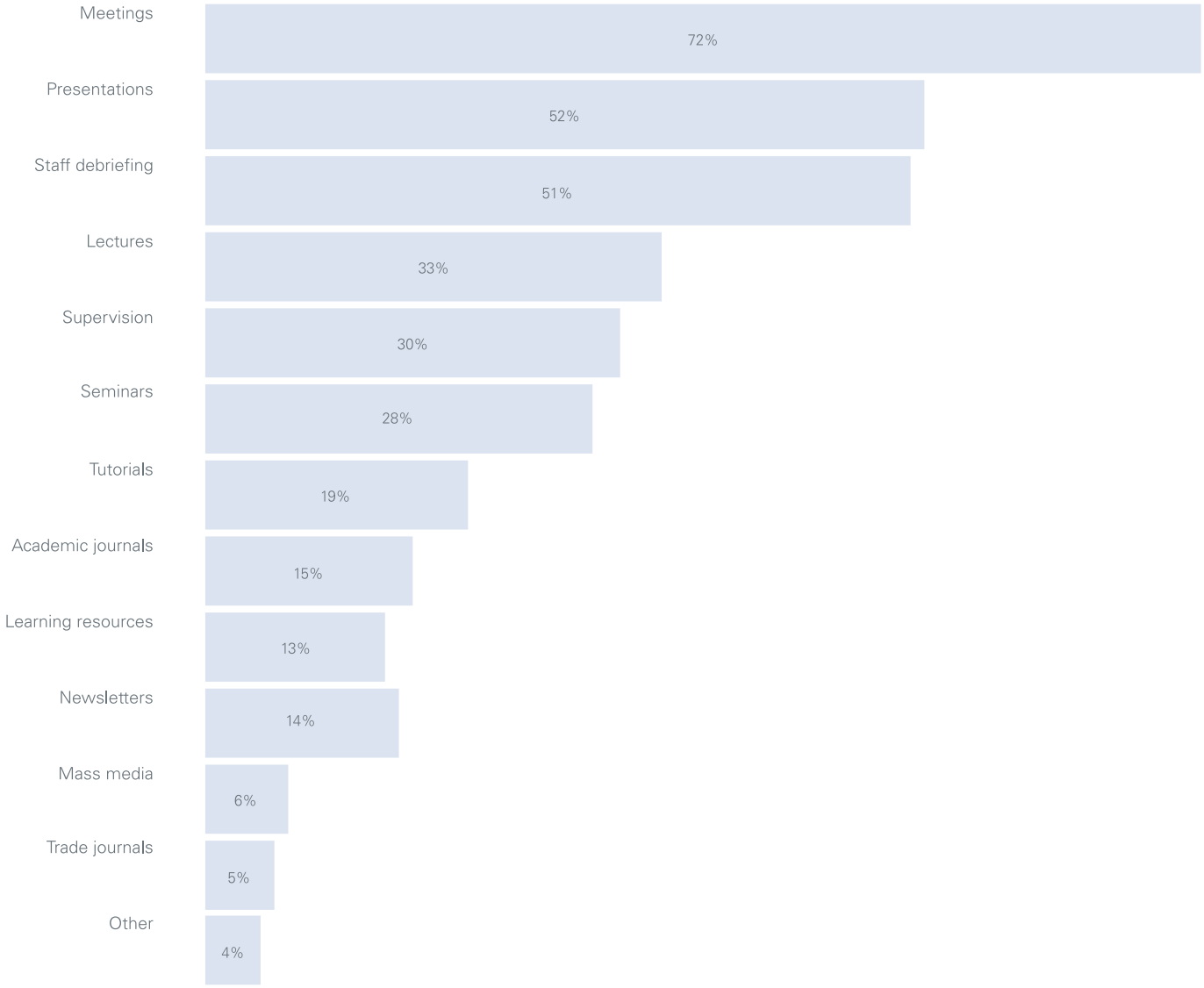
Table 3.10_Significant differences between attendee characteristics and how individuals used benefits and outcomes variables

How individuals used benefits and outcomes	Gender	Age range	Length of employment	Delegate	Location
Shared information gained with colleagues and peers	No differences	No differences	No differences	No differences	No differences
Applied new insights to professional practice	No differences	No differences	No differences	Practitioners agree more than academics	No differences
Shared information gained with students	Females agree more than males	50+ agree more than other age groups	No differences	Practitioners agree more than academics	No differences
Formed or strengthened collaborations with researchers and/or practitioners from the congress destination	No differences	No differences	No differences	Academics agree more than practitioners	No differences
Formed new collaborations with international researchers and/or practitioners	No differences	No differences	No differences	Academics agree more than practitioners	International delegates agree more than domestic delegates
Strengthened advocacy and/or policy work	No differences	No differences	No differences	No differences	No differences
Refined existing research	No differences	18-34 age group agree more than other age groups	Employed < 5 years agree more than those in employment for > 5 years	Academics agree more than practitioners	International delegates agree more than domestic delegates
Applied new insights to research programs	No differences	18-34 age group agree more than other age groups	Employed < 5 years agree more than those in employment for > 5 years	Academics agree more than practitioners	International delegates agree more than domestic delegates
Undertaken new research	No differences	18-34 age group agree more than other age groups	No differences	Academics agree more than practitioners	International delegates agree more than domestic delegates

3.3.5 How delegates shared information and knowledge they gained

Respondents were asked how they had shared the information and knowledge they gained at their congress (Graph 3.14). Meetings (72 per cent), presentations (52 per cent) and staff debriefings (51 per cent) were highest on the information transfer list, followed by lectures (33 per cent), supervision (30 per cent) and seminars (28 per cent). At the other end of the scale, newsletters (6 per cent), mass media (5 per cent) and trade journals (4 per cent) were the least popular methods of sharing information or insights gathered at these congresses.

Graph 3.14_How individuals shared information and knowledge gained from the congress (n=1031)



The results by congress (Appendix 14) and respondent characteristics (Appendix 15) indicate there are differences between congresses. For example, supervision was a far more widely practised knowledge-sharing technique for Ultrasound delegates than for those of other congresses; and practitioners are more likely to undertake a staff debriefing, whereas academics are more likely to share information via presentations.

3.4 General questions

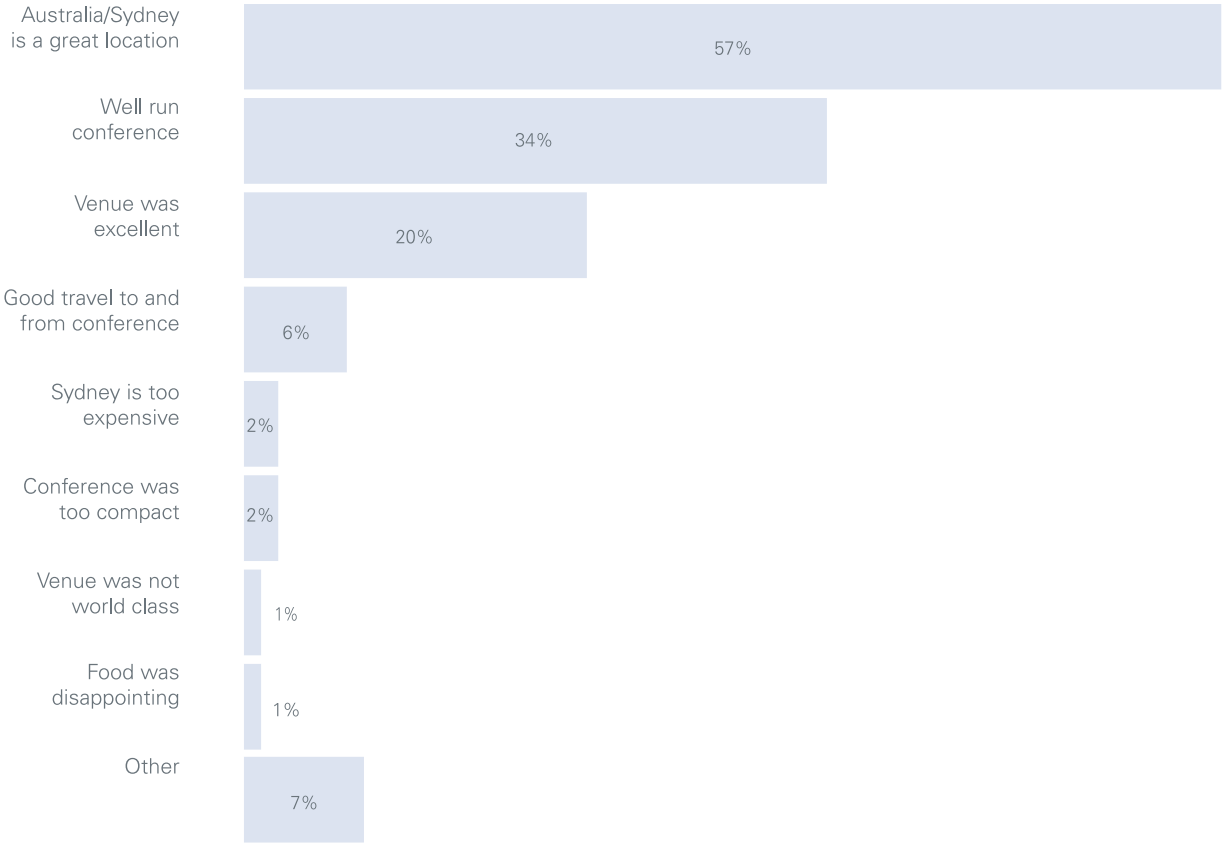
The survey concluded with all respondents being asked if they were aware of anyone relocating as a result from attending the congress they had attended, and their overall perceptions of Sydney as a venue for global events and congresses.

Four per cent of respondents stated that they knew of people who had relocated to Sydney as a result of participating at their congress. On first glance, this may not seem impressive. However, it represents some 40 respondents and, even excluding the "unsures", this extrapolates to at least 145 people who had moved to Sydney as a result of one of these five congresses[5].

The majority of respondents (87 per cent) agreed with the proposition that the congress destination was suitable for hosting global, world-class business events, congresses and meetings. Just 5 per cent disagreed, with the balance unsure.

Four hundred and twenty-five delegates commented as to why they agreed with this statement (Graph 3.15). More than half of these (57 per cent) stated this was because Sydney and/or Australia was a great location for such meetings, while 34 per cent took the opportunity to praise congress organisers for a job well done. Meanwhile, 20 per cent praised the congress venue itself.

Graph 3.15_Please comment briefly on your response (Unprompted)



Criticisms of Sydney as a congress destination were: it's too expensive, the congress venue was too compact, and disappointment with the food. While, the food and venue criticisms are small in number, they are a reminder of how important these variables can be to the overall congress experience.

[5]i.e. 4 per cent, less 2.9 per cent random sampling error, multiplied by 13,200 attendees.

3.4.1 Destination reputation

Delegate comments provide strong indications that the congresses have enhanced Sydney's reputation – showcasing many aspects of the city. Examples included:

"Sydney was a global showcase for surveying best practice and cutting-edge research and innovation. Delegates have expressed very positive feedback on their experience immediately afterwards to myself as Congress Director and our reputation as a global city capable of world class events has been enhanced by FIG 2010."

"It is a metropolitan city which has an ideal framework for an international congress and gathering and a conducive climate and environment."

"The convention was located conveniently in Darling Harbour which was accessible by Monorail, tram and had lots of parking nearby. It's also close to the CBD where a great variety of food was available. It was a great experience for the locals as well as the international delegates."

"I like the lifestyle over Sydney and also appreciate the high achievements released in the domain of geomatics at the Australian level."

"The mental stimulation from being in the company of so many eminent practitioners in such an open environment."

"Sydney is a magnificent, world-class city. The facilities within 15 minutes of Darling Harbour are significant."

"Sydney, where business, education and tourism meet in one place."

"Being my first trip to Sydney, I was delighted to be located central to all the attractions the city has to offer."

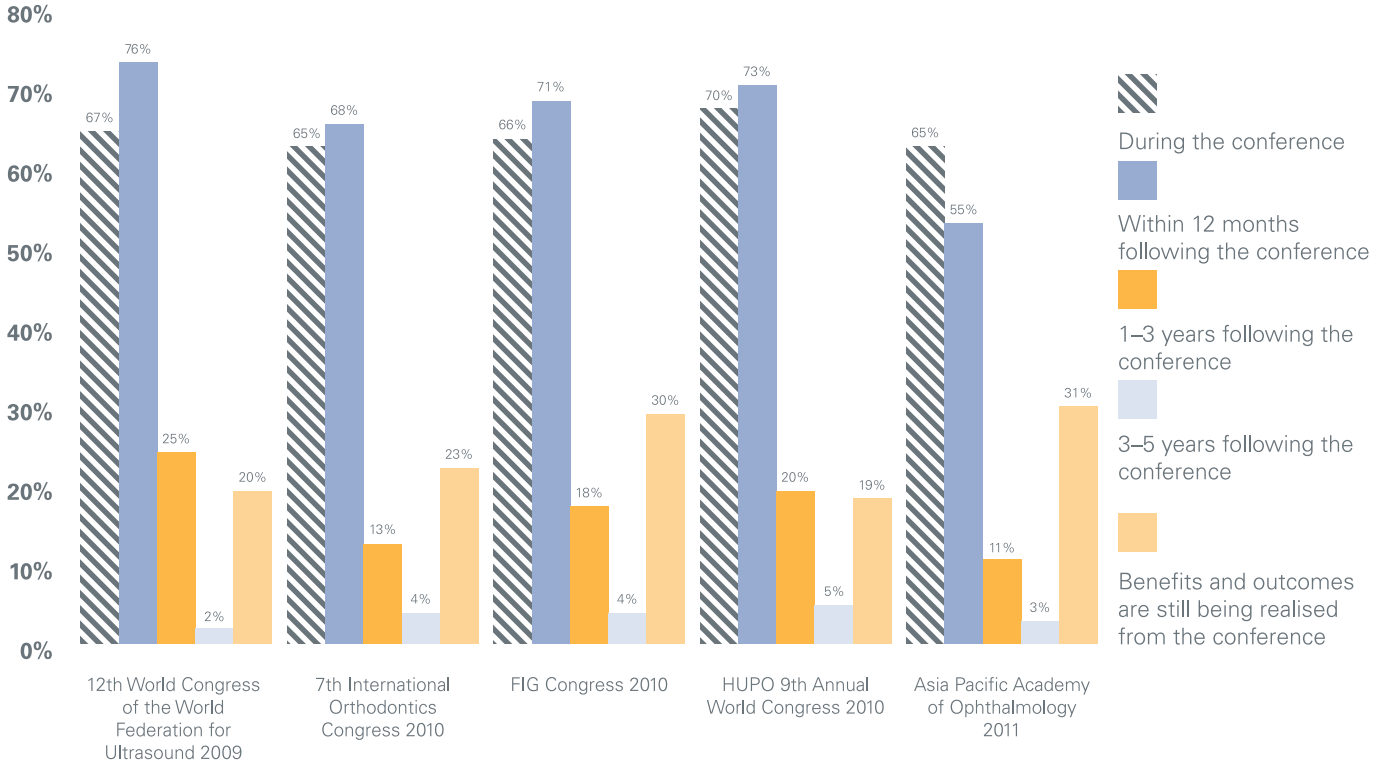
"Sydney is a world-class city with many tourism attractions and congress facilities. It is easy to combine official duties and leisure."

3.4.2 When the benefits and outcomes from the congress occurred

Respondents were asked to indicate when they thought these benefits and outcomes occurred. Importantly, the majority believe that the benefits and outcomes are realised during the congress and within 12 months following the conference (Graph 3.16).

Of delegates who attended the earliest congress (the 12th World Congress of the Federation for Ultrasound Medicine and Biology 2009), 25 per cent believed that the benefits and outcomes were occurring 1–3 years following the congress, while 20 per cent considered they were still being realised, and 2-4 per cent believed they will be realised 3–5 years after the conference. This can be referred to as the long-tail of business event benefits and outcome legacies. However, more needs to be known about the long-tail of the benefits and outcomes to understand their full impact.

Graph 3.16_When the benefits and outcomes from the congress occurred (n=988, multiple responses allowed)



Congresses are shared social contexts that take people away from their established routines. Through this social context the sharing of knowledge and creative ideas occur and common meanings are developed through the interactions.

3.5 Summary

Congress attendees are not a homogenous group. Significant differences have been identified between: males and females; younger age groups and older age groups; delegates with less than five years experience in the field and those with greater experience; academics and practitioners; and international and domestic delegates.

For example,

- Delegates who have been employed for less than five years are using congresses to gain new knowledge and ideas that enhance their research, opportunities for career advancement and opportunities for research collaboration, while delegates employed for greater than five years gain new knowledge and ideas that enhance their professional practises.
- Female delegates are using congresses to affirm their current research and/or practises, have a renewed sense of purpose and are gaining new knowledge and ideas that enhance their teaching.
- Male delegates are using the congresses as a catalyst for research collaborations that lead to the development of new products and technologies.
- Academics are using congresses to make new contacts and realising opportunities for career advancement and research collaboration, while practitioners are using congresses to enhance their professional practice, knowledge and ideas and gaining a renewed sense of purpose.
- International delegates are using congresses to realise opportunities for career advancement, research collaboration, share knowledge, make new contacts and gain new knowledge and ideas that enhance their research.

Congresses are shared social contexts that take people away from their established routines. Through this social context the sharing of knowledge and creative ideas occur and common meanings are developed through the interactions. It is not surprising then that this research has found a direct connection between the staging of business events and an extensive range of benefits and outcomes beyond the tourism spend. These benefits and outcomes can be considered as leaving legacies in five different areas: intrinsic, practice, social, economic and attitudinal (Table 3.11).

As indicated in Table 3.11, the effects of these benefits and outcomes are not mutually exclusive – one benefit and outcome may have multiple effects.

Intrinsic legacies are the opportunities, afforded by congresses to delegates to develop their knowledge, skills and practises to fulfill part of their potential to work within the chosen industry sector. The ability to express, and share in a collaborative environment their knowledge, skills and practises, to the extent that they have already been developed, is an additional benefit.

Practice legacies result from the skills and knowledge that delegates gain – such as learning new insights, surgical techniques, sharing new ideas and identifying solutions to solving problems – being directly integrated into their professional practises and organizations.

Social legacies represent the camaraderie that develops around the congress, the appeal of engaging with other like-minded people, the relationships that are enhanced and developed and the broader benefits that accrue to the communities in which the congress is held. Business events develop a social space that is important as it facilitates and reinforces social interaction and, in turn, influences the effectiveness of collaborative learning.

Economic legacies are realised for three reasons. First, social networks affect the flow and the quality of information. Moving in different circles from one's own group connects people to a wider world. Therefore, any new acquaintances can be better sources when we need to go beyond what our own group knows. Secondly trust is built as people come to know and understand others. As information is often subtle, nuanced and difficult to verify, people will rely on people they know. Congresses are intense periods during which social interaction is fostered, resulting in benefits and outcomes that have both intangible and tangible economic legacies, such as dissemination of new knowledge, building knowledge and capabilities, improved workforce practices, better education, new investments, enhanced funding and better industry sector policies.

Attitudinal legacies arise from the reactions of delegates through their experiences at the congress, and from governments, the private sector and other individuals who become aware of important issues that are communicated through the international and local media.

Table 3.11 Benefit and outcome legacies arising from business events

General benefits and outcomes	Intrinsic	Practice	Social	Economic	Attitudinal
Exposed delegates to new insights, knowledge and ideas	•	•		•	
Fostered networking to bring people together to share new knowledge and ideas			•		
Focused on the latest research and its practical applications		•			
Led to the dissemination of new knowledge, techniques, materials and/or technology to the professional sector		•		•	
Contributed to building the knowledge and capabilities of young people working in the sector	•	•		•	
Contributed to building the knowledge and capabilities of graduates who enter the field				•	
Contributed to improving the quality of education in the field				•	
Led to networking that resulted in the generation of ideas which drive future research agendas			•		
Enabled the international community to focus its attention on global issues and challenges		•			
Acted as a catalyst for research collaborations		•	•		
Resulted in the creation of business relationships			•		
Resulted in research collaborations that have led to the development of new products and technologies				•	
Individual benefits and outcomes gained	**Intrinsic**	**Practice**	**Social**	**Economic**	**Attitudinal**
Opportunities to share knowledge		•	•		
New knowledge and ideas that have enhanced my professional practice	•	•			
Affirmation of my current research and/or practice	•	•			
New contacts			•		
A global perspective	•				•
A renewed sense of purpose	•				•
New knowledge and ideas that have enhanced my teaching	•	•			
New knowledge and ideas that have enhanced my research	•	•			
Opportunities for career advancement	•				
Opportunities for research collaboration		•			
Opportunities for business collaboration		•		•	
Benefits and outcomes to the host destination	**Intrinsic**	**Practice**	**Social**	**Economic**	**Attitudinal**
Facilitated networking opportunities for local delegates			•		
Exposed local delegates in the congress destination to cutting edge research and world's best practice		•			
Enhanced the capacity of the professional sector in the congress destination		•		•	
Showcased local talent from the congress destination					•
Raised the profile of participating local organisations, associations, and/or centres from the congress destination					•

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Table 3.11 (continued)__Benefit and outcome legacies arising from business events

Benefits and outcomes to the host destination	Intrinsic	Practice	Social	Economic	Attitudinal
Resulted in the implementation of new knowledge, techniques or materials into professional practice in the congress destination		•			
Enhanced the capacity of the academic sector in the congress destination		•		•	
Implementation of new knowledge, techniques or materials into professional practice that have improved outcomes for the community in the congress destination		•	•	•	
Provided research and networking opportunities for local postgraduate research students from the congress destination		•	•		
Increased the attractiveness of the education sector in the congress destination for academics and students outside the congress destination				•	
Enhanced the reputation of the congress destination as capable of driving social change and action			•		•
Raised awareness of broader issues at the congress destination			•		•
Raised both public and Government awareness of sector specific issues in the congress destination					•
Received local and international media coverage which reflected positively on the congress destination					•
Provided opportunities for local organisations, associations, and/or centres from the congress destination to access funding support from Government and/or the private sector				•	
Resulted in expressions of support for the sector from Government representatives in the congress destination					•
How individuals used benefits and outcomes	**Intrinsic**	**Practice**	**Social**	**Economic**	**Attitudinal**
Shared information gained with colleagues and peers		•			
Applied new insights to professional practice		•			
Shared information gained with students		•			
Formed or strengthened collaborations with researchers and/or practitioners from the congress destination			•		
Formed new collaborations with international researchers and/or practitioners			•		
Strengthened advocacy and/or policy work				•	•
Refined existing research		•			
Applied new insights to research programs		•			
Undertaken new research		•			

Business events play a valuable role in facilitating business investment. Exhibitors and sponsors realised significant investment opportunities receiving investments that range from $1,500 to >$10m. They also made a significant economic contribution to the host destination, spending on average $16,238 per respondent. Additionally, they report realising business related opportunities such as increased product exposure and awareness, new leads, improved organisational profile, access to target markets and improving their brand.

The findings confirm that business events deliver world's best practice and international knowledge to local sector researchers and practitioners. Academics incorporate this new knowledge into educational offerings. Growing Australian knowledge supports capacity building within the industry sectors.

Business events have allowed the dissemination of new knowledge, techniques, materials, and technologies in each of the sectors represented by these congresses, providing Sydney/New South Wales (NSW) based educators, practitioners and researchers with access to a network of international colleagues. This networking has provided local delegates with new business and research collaborations, and will generate innovation, ideas and research agendas for many years to come.

Significantly, for the continued health and growth of each of the sectors, attendance at these business events has delivered all of these benefits to emerging leaders working in each of the sectors, including Australian postgraduate research students.

International delegates are exposed to local knowledge, research capacity, sites and facilities, which increases the attractiveness of Sydney's education sector. This growth in the education sector has wider benefits for increasing the future capacity of NSW in the various sectors.

The events have contributed to the growth of intercultural understandings and international friendships, which can improve Australia's capacity for success in global markets in business and education. Sydney's capacities are showcased through the staging of international business events, putting the destination 'on the map', fostering Sydney's reputation as a place of highly skilled, capable, world-leading researchers. Successful hosting of business events has enhanced Sydney's reputation as a business events destination.

Many of the benefits and outcomes are immediate, occurring during the congress or within 12 months following the conference. However, the study has identified a 'long-tail' effect. The long tail suggests that more needs to be known about the benefits and outcomes that occur more than a year after the congress is held, to understand their full impacts.

Data presented in this report indicates that business events can equip the local sector workforce with skills, cutting-edge knowledge, global networks and collaborative projects to drive innovation.

A number of recommendations arise from this research.

1. Leveraging benefits and outcomes – There is scope for convention bureaux, national associations and event organisers to better leverage the benefits and outcomes of business events. The knowledge contained in this report can be used by stakeholders to set objectives and plan congresses that provide opportunities for a range of attendee needs. For example, local delegates can be prepared to better leverage global collaborative opportunities.

2. Innovation and product development – Innovation lies at the heart of every successful industry sector. Successful innovation relies on collaboration between researchers, practitioners and investors. Congress organisers can contribute to successful innovation by improving the dialogue between exhibitors and sponsors and other business event delegates.

3. Educating national associations – BESydney can use the results to educate local and national associations about the full range of benefits of hosting congresses in Sydney and NSW with an aim to encourage an increase in the number of major business events being held.

   Congresses should be evaluated not only for the financial return on investment but also the beyond tourism benefits. The development of goal setting and evaluation templates that reflect beyond tourism benefits can assist national associations to clarify business event objectives and measure the full range of event legacies.

4. Further research – This survey can be used to monitor the ongoing performance of business events in Sydney. Repeating Stage 2 over regular periods will facilitate comparisons, identify changes and provide a deeper understanding of the dynamic processes that underlie the benefits and outcomes that accrue from business events. Such information will be useful for a variety of stakeholders including government, industry, national and international associations, sponsors, exhibitors and delegates.

   Further research is required to better understand the long tail of business events legacies and the full extent of their impact.

   The research lends itself to a global study that can compare and build the international case and discourse on the significance of business events legacies beyond tourism benefits.

5. Planning future events – Business event organisers and national association representatives can use the information contained in this report in a variety of ways, from marketing to goal setting and to leading change. For example, promotional material targeting international delegates might focus on opportunities for career advancement, research collaboration, knowledge sharing, making new contacts and gaining new knowledge and ideas that enhance their research.

   To enhance outcomes for local delegates, organisers might develop strategies to increase local delegate awareness of the opportunities in these same areas.

4_ Conclusion

This study sought to measure the impacts of a broad range of 'beyond tourism spend' benefits identified in Stage 1 of the research – knowledge expansion, networking, relationships and collaboration, educational outcomes, fundraising and future research capacity, raising awareness and profiling, showcasing and destination reputation.

Results from Stage 2 are strong and conclusive. Not only has the study confirmed that these benefits and outcomes are being realised, but they can be considered as having an effect in five different ways: intrinsic, practice, social, economic and attitudinal.

The benefits and outcomes mentioned above have implications for the Australian economy. Building human capital in the form of knowledge competencies in local sector employees has become increasingly important. There is a growing appreciation in the community that our economic future lies within the knowledge economy and that the extent to which we tackle the challenges that this raises, will determine our prosperity (Florida and Kenney, 1991; Houghton and Sheehan, 2000; Australian Government, 2009; The Australian, 2011).

Making innovation work requires a workforce with sophisticated skills of all kinds. Few organisations command all the skills needed to innovate successfully on their own. They must network and collaborate – locally and globally (Australian Government, 2009).

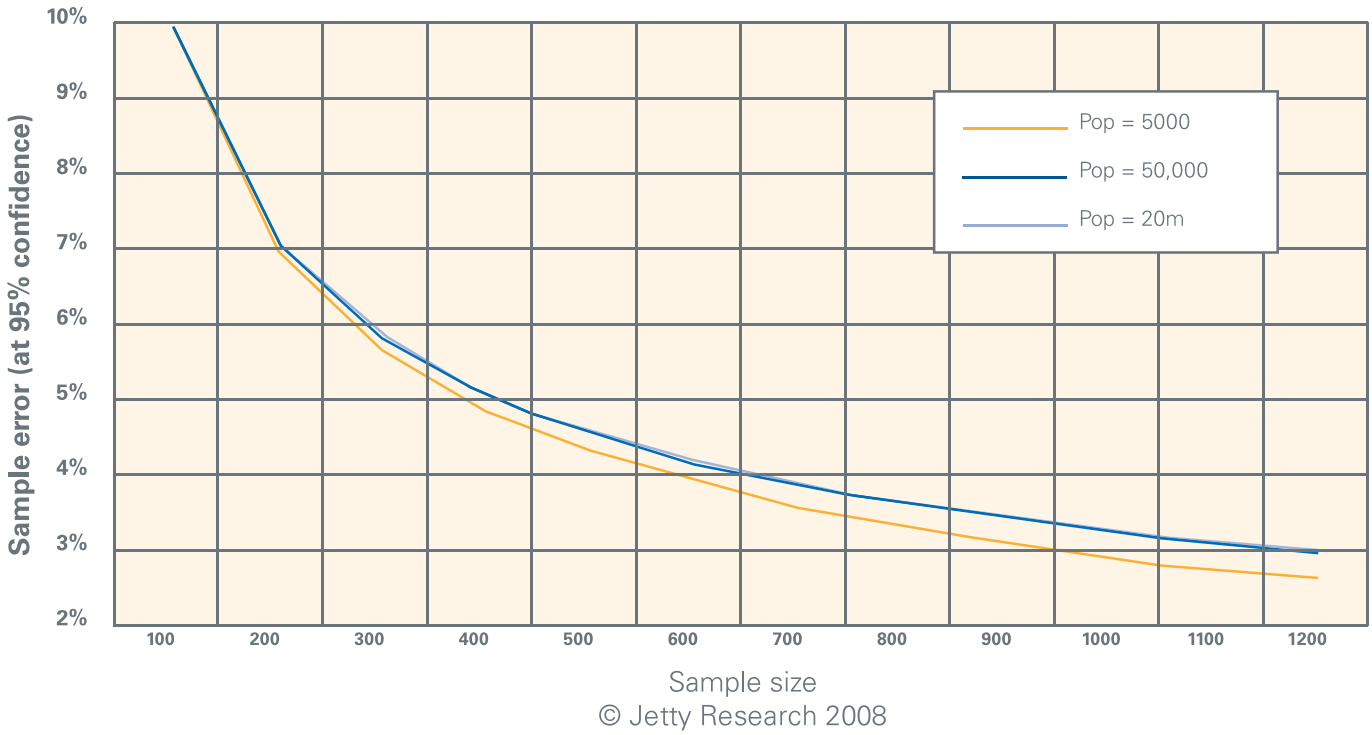
Business events can provide the platform for Australia to operate at the cutting edge of research and development. In a recent speech entitled "Collaborating to create Sydney's knowledge-based future", the Dean of the UTS Business School, called upon the economic community to "Invest in capabilities and skills for innovation… invest in collaboration, including meetings and events" (Green, 2011). Business events must be part of any strategy for building Australia's knowledge and innovation capacities – the keys to success in the global economy.

Strong results throughout this report indicate that business events in New South Wales are making significant contributions to their various industry sectors. Specific insights provided by the findings contained within the report can be leveraged by business event bureaus, professional conference organisers and national associations to enhance benefits and outcomes from future business events.

5

Appendices

Appendix 1_How sampling error varies with sample and population size



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Appendix 2_Age summary, by congress (n=1090)

	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
18 - 34	8%	21%	15%	40%	20%
35 - 49	42%	37%	28%	40%	44%
50+	50%	42%	57%	20%	36%

Appendix 3_Breakdown by role at congress and respondent characteristics (n=1025)

		Gender		Age range			Length of employment		Delegate			Origin	
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Other	Domestic	International
Member of the organising committee	**5%**	6%	5%	3%	4%	8%	4%	6%	0%	0%	50%	6%	4%
Delegate - academic	**37%**	37%	36%	59%	36%	28%	53%	34%	100%	0%	0%	26%	45%
Delegate - practitioner	**53%**	52%	54%	30%	54%	61%	34%	56%	0%	100%	0%	62%	45%
Sponsor	**1%**	1%	1%	1%	1%	1%	0%	1%	0%	0%	7%	0%	1%
Exhibitor	**5%**	5%	5%	7%	5%	3%	9%	4%	0%	0%	44%	5%	4%
Grand total %	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
% within Demographic		**63%**	**37%**	**19%**	**38%**	**43%**	**16%**	**85%**	**37%**	**53%**	**11%**	**47%**	**53%**

KEY significant at the <.001

Appendix 4_Domestic breakdown by place of residence and respondent characteristics (Australian residents, n=504)

		Gender		Age range			Length of employment		Delegate		
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Other
NSW/ACT	**56%**	60%	52%	66%	51%	56%	68%	54%	60%	52%	73%
Victoria	**16%**	13%	19%	18%	17%	14%	16%	16%	16%	16%	13%
Queensland	**14%**	12%	15%	10%	17%	13%	7%	15%	13%	15%	7%
South Australia	**6%**	7%	6%	2%	6%	8%	3%	7%	5%	8%	2%
Western Australia	**7%**	6%	7%	4%	9%	6%	7%	7%	5%	8%	5%
Tasmania	**2%**	2%	1%	0%	1%	3%	0%	2%	2%	2%	0%
Grand total %	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**
% within Demographic		**63%**	**37%**	**19%**	**38%**	**43%**	**16%**	**85%**	**37%**	**53%**	**11%**

Appendix 5__Breakdown by country of origin and respondent characteristics (International residents, n=585)

		Gender		Age range			Length of employment		Delegate			Origin	
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Other	Domestic	International
Other	**19%**	18%	20%	12%	24%	15%	20%	18%	15%	21%	23%	0%	16%
USA	**10%**	12%	7%	3%	10%	14%	8%	11%	9%	10%	16%	0%	11%
New Zealand	**10%**	7%	18%	4%	9%	14%	7%	11%	4%	18%	4%	0%	10%
UK	**7%**	7%	6%	8%	3%	10%	2%	7%	5%	8%	5%	0%	7%
India	**4%**	5%	1%	3%	5%	3%	3%	4%	6%	2%	2%	0%	4%
Indonesia	**4%**	2%	7%	6%	3%	4%	5%	4%	3%	5%	2%	0%	4%
Sweden	**3%**	4%	3%	6%	2%	4%	7%	3%	5%	2%	2%	0%	4%
Germany	**3%**	4%	1%	3%	3%	3%	4%	3%	5%	2%	4%	0%	3%
China	**3%**	2%	6%	7%	3%	1%	1%	3%	3%	2%	9%	0%	3%
Malaysia	**3%**	2%	6%	3%	5%	1%	1%	3%	4%	2%	2%	0%	3%
Denmark	**3%**	3%	1%	3%	3%	3%	3%	3%	4%	2%	2%	0%	3%
Canada	**2%**	2%	1%	4%	1%	3%	2%	2%	2%	2%	4%	0%	2%
Japan	**2%**	2%	1%	1%	3%	1%	1%	2%	2%	0%	11%	0%	2%
Philippines	**2%**	2%	2%	2%	2%	2%	2%	2%	1%	3%	0%	0%	2%
Taiwan	**2%**	2%	1%	3%	2%	2%	4%	2%	3%	0%	4%	0%	2%
Bangladesh	**2%**	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	0%	2%
Hong Kong	**2%**	2%	1%	2%	1%	3%	3%	2%	2%	2%	4%	0%	2%
South Korea	**2%**	2%	1%	2%	3%	1%	1%	2%	3%	1%	2%	0%	2%
Singapore	**2%**	2%	2%	6%	2%	0%	3%	2%	2%	2%	2%	0%	2%
Turkey	**2%**	2%	2%	4%	2%	1%	1%	2%	3%	1%	0%	0%	2%
Brazil	**2%**	1%	2%	6%	0%	1%	2%	1%	2%	1%	0%	0%	2%
Italy	**2%**	2%	1%	3%	2%	1%	1%	2%	2%	2%	0%	0%	2%
Finland	**1%**	1%	2%	2%	2%	0%	3%	1%	2%	1%	0%	0%	1%
Nigeria	**1%**	1%	2%	0%	2%	1%	0%	2%	1%	2%	0%	0%	1%
Thailand	**1%**	1%	3%	2%	1%	1%	1%	1%	2%	0%	4%	0%	1%
Iran	**1%**	2%	0%	2%	1%	1%	2%	1%	2%	1%	0%	0%	1%
Netherlands	**1%**	1%	1%	2%	1%	1%	4%	1%	2%	1%	0%	0%	1%
France	**1%**	1%	0%	0%	1%	2%	0%	1%	1%	2%	0%	0%	1%
Norway	**1%**	1%	1%	1%	0%	2%	1%	1%	2%	1%	0%	0%	1%
Switzerland	**1%**	1%	0%	1%	0%	2%	2%	1%	2%	1%	0%	0%	1%
Russia	**1%**	1%	1%	2%	0%	1%	1%	1%	1%	1%	0%	0%	1%
Belgium	**1%**	1%	1%	1%	1%	0%	1%	1%	0%	1%	0%	0%	1%
Grand total %	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**0%**	**100%**
% within Demographic		**63%**	**37%**	**19%**	**38%**	**43%**	**16%**	**85%**	**37%**	**53%**	**11%**	**47%**	**53%**

Appendix 6__Years worked in main occupation, by congress (n=1090)

	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
Less than 2 years	2%	6%	5%	9%	3%
Greater than 2, less than 5 years	4%	11%	6%	31%	12%
Greater than 5, less than 10 years	15%	18%	12%	27%	18%
Greater than 10 years	79%	66%	77%	33%	67%

Appendix 7_General benefits and outcomes gained, by congress (n=1031)

General benefits and outcomes	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
	% agree				
Exposed delegates to new insights, knowledge and ideas	98%	93%	98%	97%	97%
Fostered networking by bringing people together to share knowledge and ideas	95%	93%	96%	98%	95%
Focused on the latest research and its practical applications	94%	96%	93%	96%	92%
Led to the dissemination of new knowledge, techniques, materials and/or technology to the professional sector	96%	90%	91%	94%	94%
Contributed to building the knowledge and capabilities of young people working in the sector	90%	81%	84%	87%	85%
Contributed to building the knowledge and capabilities of graduates who enter the field	92%	85%	79%	82%	86%
Contributed to improving the quality of education in the field	89%	85%	70%	61%	92%
Led to networking that resulted in the generation of ideas that drive future research agendas	68%	74%	72%	86%	81%
Enabled the international community to focus its attention on global issues and challenges	55%	49%	80%	79%	77%

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Appendix 7 (continued)__General benefits and outcomes gained, by congress (n=1031)

General benefits and outcomes	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
	% agree				
Acted as a catalyst for research collaborations	50%	50%	56%	87%	61%
Resulted in the creation of business relationships	49%	52%	62%	54%	63%
Resulted in research collaborations that have led to the development of new products and technologies	28%	35%	37%	57%	50%

KEY 80+% agree | 60-80% agree | <60% agree

Appendix 8__Significant differences for general benefits and outcomes by respondent characteristics (n=973)

		Gender		Age range			Length of employment		Delegate		Location	
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Domestic	International
Exposed delegates to new insights, knowledge and ideas	**97%**	96%	98%	98%	97%	95%	99%	96%	97%	97%	97%	96%
Fostered networking by physically bringing people together to share new knowledge and ideas	**95%**	94%	96%	94%	94%	96%	92%	95%	94%	96%	96%	94%
Focused on the latest research and its practical applications	**94%**	93%	95%	96%	95%	91%	97%	93%	94%	94%	93%	95%
Led to the dissemination of new knowledge, techniques, materials and/or technology to the professional sector	**93%**	92%	94%	90%	95%	92%	94%	93%	91%	94%	94%	92%
Contributed to building the knowledge and capabilities of young people working in the sector	**85%**	84%	86%	83%	85%	85%	86%	85%	83%	86%	86%	84%
Contributed to building the knowledge and capabilities of graduates who enter the field	**84%**	82%	88%	81%	86%	84%	81%	85%	83%	85%	85%	84%
Contributed to improving the quality of education in the field	**82%**	78%	87%	74%	85%	82%	77%	82%	78%	84%	85%	79%
Led to networking that resulted in the generation of ideas that drive future research agendas	**75%**	75%	76%	78%	81%	68%	77%	75%	81%	71%	70%	79%
Enabled the international community to focus its attention on global issues and challenges	**68%**	67%	69%	72%	67%	67%	74%	67%	74%	63%	63%	72%

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Appendix 8 (continued)__Significant differences for general benefits and outcomes by respondent characteristics (n=973)

		Gender		Age range			Length of employment		Delegate		Location	
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Domestic	International
Acted as a catalyst for research collaborations	**58%**	61%	53%	72%	54%	55%	66%	56%	69%	49%	49%	65%
Resulted in the creation of business relationships	**57%**	56%	58%	56%	61%	53%	57%	57%	53%	60%	58%	55%
Resulted in research collaborations that have led to the development of new products and technologies	**40%**	41%	38%	54%	42%	32%	49%	38%	49%	33%	33%	44%
% within Demographic		**63%**	**38%**	**19%**	**39%**	**42%**	**15%**	**85%**	**39%**	**56%**	**47%**	**53%**

KEY significant at the <.05 significant at the <.001

(N.B. These results for delegates only)

Appendix 9__Significant differences for individual benefits and outcomes gained by respondent characteristics (n=1031)

		Gender		Age range			Length of employment		Delegate		Origin	
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Domestic	International
Opportunities to share knowledge	**91%**	90%	92%	92%	90%	92%	92%	91%	94%	89%	88%	93%
New knowledge and ideas that have enhanced my professional practice	**89%**	88%	91%	85%	90%	89%	83%	90%	82%	94%	91%	87%
Affirmation of my current research and/or practice	**84%**	81%	89%	87%	85%	83%	81%	85%	86%	83%	82%	86%
New contacts	**81%**	83%	78%	83%	80%	81%	84%	80%	85%	78%	75%	86%
A global perspective	**81%**	79%	83%	85%	81%	79%	85%	80%	81%	80%	78%	83%
A renewed sense of purpose	**72%**	68%	78%	75%	72%	70%	71%	72%	68%	74%	74%	70%
New knowledge and ideas that have enhanced my teaching	**70%**	66%	77%	70%	74%	66%	67%	71%	72%	69%	71%	69%
New knowledge and ideas that have enhanced my research	**58%**	56%	60%	77%	60%	47%	77%	54%	76%	44%	46%	67%
Opportunities for career advancement	**50%**	48%	52%	68%	53%	39%	65%	47%	55%	45%	44%	53%
Opportunities for research collaboration	**45%**	46%	43%	63%	44%	38%	56%	43%	62%	33%	34%	53%
Opportunities for business collaboration	**45%**	46%	42%	45%	42%	47%	41%	45%	41%	47%	45%	44%
% within Demographic		**63%**	**38%**	**19%**	**39%**	**42%**	**15%**	**85%**	**39%**	**56%**	**47%**	**53%**

KEY significant at the <.05 significant at the <.001

(N.B. These results for delegates only)

Appendix 10_Breakdown of benefits and outcomes to the host destination, by congress (n=1031)

Benefits to congress destination	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
	% agree				
Facilitated networking opportunities for local delegates from the congress destination	83%	81%	89%	88%	86%
Exposed local delegates in the congress destination to cutting edge research and world's best practice	88%	77%	81%	87%	83%
Enhanced the capacity of the professional sector in the congress destination	74%	75%	74%	63%	85%
Showcased local talent from the congress destination	80%	70%	75%	73%	78%
Raised the profile of participating local organisations, associations, and/or centres from the congress destination	72%	69%	77%	74%	75%
Resulted in the implementation of new knowledge, techniques or materials into professional practice in the congress destination	71%	74%	66%	66%	80%
Enhanced the capacity of the academic sector in the congress destination	63%	65%	58%	71%	80%

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Appendix 10 (continued)__Breakdown of benefits and outcomes to the host destination, by congress (n=1031)

Benefits to congress destination	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
	% agree				
Resulted in the implementation of new knowledge, techniques or materials into professional practice that have improved outcomes for the community in the congress destination	69%	66%	58%	60%	74%
Provided research and networking opportunities for local postgraduate research students from the congress destination	55%	65%	57%	85%	68%
Increased the attractiveness of the education sector in the congress destination for academics and students outside the congress destination	57%	61%	49%	68%	66%
Enhanced the reputation of the congress destination as capable of driving social change and action	48%	50%	62%	58%	62%
Raised awareness of broader issues at the congress destination	43%	49%	65%	54%	63%
Raised both public and government awareness of sector specific issues in the congress destination	32%	31%	68%	52%	46%
Received local media coverage that reflected positively on the congress destination	34%	36%	46%	57%	47%

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Appendix 10 (continued)__Breakdown of benefits and outcomes to the host destination, by congress (n=1031)

Benefits to congress destination	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
	% agree				
Provided opportunities for local organisations, associations, and/or centres from the congress destination to access funding support from government and/or the private sector	34%	39%	42%	46%	51%
Received international media coverage which reflected positively on the congress destination	31%	40%	40%	48%	43%
Resulted in expressions of support for the sector from government representatives in the congress destination	19%	26%	49%	46%	35%

KEY 80+% agree 60-80% agree <60% agree

Appendix 11__Significant differences for benefits and outcomes to the host destination by respondent characteristics (n=973)

		Gender		Age range			Length of employment		Delegate		Origin	
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Domestic	International
Facilitated networking opportunities for local delegates from the congress destination	**85%**	85%	86%	87%	84%	86%	86%	85%	86%	85%	86%	84%
Exposed local delegates in the congress destination to cutting edge research and world's best practice	**82%**	81%	85%	87%	81%	82%	82%	83%	80%	84%	86%	80%
Enhanced the capacity of the professional sector in the congress destination	**76%**	75%	77%	78%	76%	75%	76%	76%	74%	77%	75%	75%
Showcased local talent from the congress destination	**75%**	74%	77%	72%	72%	78%	69%	76%	70%	78%	77%	72%

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Appendix 11_(continued)

Significant differences for benefits and outcomes to the host destination by respondent characteristics (n=973)

		Gender		Age range			Length of employment		Delegate		Origin	
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Domestic	International
Raised the profile of participating local organisations, associations, and/or centres from the congress destination	**73%**	75%	70%	75%	69%	76%	74%	73%	73%	73%	72%	74%
Resulted in the implementation of new knowledge, techniques or materials into professional practice in the congress destination	**72%**	71%	74%	75%	73%	70%	71%	72%	72%	72%	72%	72%
Enhanced the capacity of the academic sector in the congress destination	**68%**	67%	69%	75%	71%	61%	69%	67%	76%	61%	65%	68%
Resulted in the implementation of new knowledge, techniques or materials into professional practice that have improved outcomes for the community in the congress destination	**66%**	64%	69%	65%	68%	65%	62%	67%	65%	66%	67%	65%
Provided research and networking opportunities for local postgraduate research students from the congress destination	**64%**	63%	65%	79%	66%	55%	75%	62%	72%	58%	59%	67%
Increased the attractiveness of the education sector in the congress destination for academics and students outside the congress destination	**60%**	59%	62%	71%	65%	51%	71%	58%	64%	57%	55%	64%
Enhanced the reputation of the congress destination as capable of driving social change and action	**57%**	57%	55%	68%	57%	51%	66%	55%	61%	52%	49%	62%
Raised awareness of broader issues at the congress destination	**55%**	56%	54%	59%	53%	56%	56%	55%	58%	52%	49%	59%
Raised both public and government awareness of sector specific issues in the congress destination	**45%**	48%	40%	51%	43%	45%	45%	45%	48%	43%	41%	49%
Received local media coverage which reflected positively on the congress destination	**42%**	45%	38%	44%	39%	45%	41%	43%	46%	40%	36%	48%
Provided opportunities for local organisations, associations, and/or centres from the congress destination to access funding support from government and/or the private sector	**42%**	42%	43%	55%	43%	36%	51%	41%	47%	38%	36%	47%
Received international media coverage which reflected positively on the congress destination	**39%**	41%	37%	42%	37%	41%	36%	40%	42%	37%	29%	47%
Resulted in expressions of support for the sector from government representatives in the congress destination	**34%**	36%	30%	43%	33%	30%	40%	33%	41%	29%	27%	39%
% within demographic		**63%**	**38%**	**19%**	**39%**	**42%**	**15%**	**85%**	**39%**	**56%**	**47%**	**53%**

KEY significant at the <.05 significant at the <.001

(N.B. These results for delegates only)

Appendix 12__Breakdown of how individuals used the benefits and outcomes gained from each congress, by congress (n=1025)

Outcomes	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
	% agree				
Shared information gained with colleagues and peers	95%	98%	97%	99%	97%
Applied new insights to professional practice	89%	86%	83%	63%	90%
Shared information gained with students	79%	58%	50%	76%	68%
Strengthened advocacy and/or policy work	52%	47%	53%	34%	63%
Formed or strengthened collaborations with researchers and/ or practitioners from the congress destination	49%	56%	59%	64%	62%
Refined existing research	40%	40%	51%	85%	55%
Applied new insights to research programs	40%	39%	43%	81%	56%
Formed new collaborations with international researchers and/or practitioners	36%	52%	59%	60%	58%
Undertaken new research	31%	30%	33%	62%	41%

KEY 80+% agree 60-80% agree <60% agree

Appendix 13_Significant differences for how individuals used the benefits and outcomes they gained by respondent characteristics (n=988)

		Gender		Age range			Length of employment		Delegate		Origin	
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Domestic	International
Shared information gained with colleagues and peers	**98%**	97%	98%	98%	98%	97%	99%	97%	97%	98%	97%	98%
Applied new insights to professional practice	**85%**	83%	88%	84%	87%	84%	83%	85%	75%	92%	86%	84%
Shared information gained with students	**64%**	60%	70%	69%	68%	58%	65%	64%	70%	59%	64%	64%
Formed or strengthened collaborations with researchers and/or practitioners from the congress destination	**58%**	59%	57%	66%	56%	56%	64%	57%	64%	53%	55%	60%
Formed new collaborations with international researchers and/or practitioners	**53%**	55%	49%	61%	52%	50%	53%	53%	64%	45%	40%	62%
Strengthened advocacy and/or policy work	**52%**	49%	57%	51%	56%	49%	49%	53%	52%	51%	51%	52%
Refined existing research	**51%**	51%	50%	71%	53%	40%	68%	48%	71%	36%	38%	61%
Applied new insights to research programs	**49%**	49%	47%	68%	48%	41%	62%	46%	67%	35%	36%	59%
Undertaken new research	**37%**	37%	37%	55%	37%	29%	43%	36%	49%	28%	27%	44%
% within Demographic		**63%**	**38%**	**19%**	**39%**	**42%**	**15%**	**85%**	**39%**	**56%**	**47%**	**53%**

KEY significant at the <.05 significant at the <.001

(N.B. These results for delegates only)

Appendix 14_How individuals shared information and knowledge gained, by congress (n=1031, multiple responses allowed)

	12th World Congress of the World Federation for Ultrasound in Medicine and Biology 2009	7th International Orthodontics Congress 2010	FIG Congress 2010	HUPO 9th Annual World Congress 2010	Asia Pacific Academy of Ophthalmology 2011
Meetings	70%	73%	83%	76%	64%
Staff debriefing	64%	50%	54%	42%	46%
Presentations	56%	44%	61%	65%	46%
Supervision	48%	18%	34%	31%	23%
Lectures	35%	43%	20%	32%	35%
Tutorials	35%	18%	8%	9%	23%
Learning resources	19%	11%	14%	8%	13%
Seminars	16%	35%	33%	40%	23%
Academic journals	12%	14%	19%	15%	14%
Newsletters	8%	13%	24%	6%	12%
Trade journals	4%	6%	8%	4%	4%
Mass media	3%	6%	6%	6%	8%
Other	0%	5%	6%	4%	4%

Appendix 15_

How individuals shared information and knowledge gained from attending the congress by respondent characteristics (n=973, multiple response allowed)

		Gender		Age range			Length of employment		Delegate		Origin	
	Total	Male	Female	18 - 34	35 - 49	50+	Less than 5 years	More than 5 years	Academic	Practitioner	Domestic	International
Meetings	72%	75%	67%	75%	69%	73%	69%	73%	73%	70%	66%	77%
Presentations	52%	55%	48%	58%	51%	51%	56%	52%	63%	44%	41%	62%
Staff debriefing	51%	48%	57%	36%	54%	56%	33%	55%	38%	61%	62%	43%
Lectures	33%	36%	28%	30%	34%	32%	28%	34%	43%	25%	22%	41%
Supervision	30%	30%	29%	23%	28%	35%	20%	32%	24%	33%	38%	23%
Seminars	28%	31%	22%	32%	24%	29%	33%	27%	36%	22%	18%	37%
Tutorials	19%	17%	23%	17%	19%	20%	17%	20%	17%	20%	21%	17%
Academic journals	15%	16%	12%	12%	14%	16%	11%	15%	21%	10%	9%	19%
Learning resources	13%	12%	15%	12%	14%	13%	11%	13%	15%	11%	11%	14%
Newsletters	12%	14%	10%	8%	11%	16%	9%	13%	12%	12%	10%	14%
Mass media	6%	6%	5%	5%	6%	6%	3%	6%	5%	6%	2%	8%
Trade journals	5%	5%	4%	2%	4%	7%	3%	5%	4%	5%	4%	5%
Other	4%	3%	4%	2%	3%	5%	3%	4%	3%	4%	4%	3%
% within Demographic		63%	38%	19%	39%	42%	15%	85%	39%	56%	47%	53%

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Notes

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Page VIII image: University of Sydney
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