



The Asia Pacific Business Events Youth Challenge 2024

DAEJEON
Tourism Organization

MICE Korea MICE Association



ICCA

Daejeon Metropolitan City, co-hosting with ICCA and Korea MICE Association, is delighted to organise the third edition of the Asia Pacific BE Youth Challenge! This competition aims to foster young professionals in the Business Events industry and provide an exclusive opportunity for participants to take centre stage in showcasing innovative and creative ideas. The objective of this challenge is to exercise the ability to adhere to the requirements and criteria outlined in a client's bid document / brief.

Challenge A (Student)

To provide strategies for DEI (Diversity, Equity & Inclusion) implementation in international Business Events.

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Challenge B (Young Professional)

To enhance participants' satisfaction and experience in successful international Business Events.

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Terms and conditions:

- Name your team. 2 persons per team.
- Challenge A - for students only.
- Challenge B - for young professionals only.
- Proposals up to max 6 pages.
- All proposals must be submitted with the application form.
- All submissions must be in English.



Please submit the proposal on topic with the online application form before 10 July 2024, Wednesday (2400h KST).



Announcement of preliminary round result on the week of 30 July 2024, via email notification to short-listed teams.



Finalists (short-listed teams) will be:

- **Invited to Daejeon.**

Travel expenses include economy round-trip international flight tickets (excluding domestic flights and transfer outside of the Republic of Korea) and 2 nights of accommodation (twin sharing) to Daejeon, covered by Daejeon Tourism Organization.

- **Required to prepare an in-person oral presentation at the event on August 19.**

Please refer to the guidelines for more information.

Who should participate

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

Where to submit

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

The email subject should include:

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

Winning team rewards x 2 teams

(1 team each for Student & Young Professional)

- A Prestigious Trophy.
- Certificate of recognition.
- All-expense paid trip to attend the 63rd ICCA Congress 2024 in Abu Dhabi, United Arab Emirates from 20-23 October and meet key leaders in the Business Events industry with countless of networking and educational opportunities. The trip includes economy round-trip flight tickets, 4 nights accommodation and registration fees.

Further enquiries?

Please contact:

- Ms Yeseul Son (Daejeon Tourism Organization)
yeseul12@djto.kr
- Mr Hyunjun Kim (Daejeon Tourism Organization)
beyond7@djto.kr
- Ms Sheaufen Lee (ICCA)
Sheaufen.L@iccaworld.org

Guidelines

Challenge A (open for students only)

How to integrate DEI (Diversity, Equity & Inclusion) strategies into international Business Events best practices.

Scenario:

DEI (Diversity, Equity & Inclusion) are not just buzzwords but essential and integral elements in shaping the success of Business Events. Business Events organisers are making efforts to incorporate DEI principles into event planning using a variety of ways.

Put yourself into the shoes of an international scientific association conference organiser. Your role in this challenge is to convince stakeholders - Convention and Visitors Bureau (CVB), Professional Congress Organiser (PCO), Event Planner, Destination Management Company (DMC), Venue (e.g. convention center and hotel with meeting facilities, unique venue) in implementing DEI principles to enhance a delegate's experience. Please provide your creative ideas that could support the Business Events industry to practice DEI and create social value from it.

Key discussion points:

- Discuss the importance of DEI principles and why they should be implemented into a conference planning.
- As an international scientific association, identify top three factors that might affect your delegate's experience and propose top five DEI initiatives to enhance delegate's experience.
- Strategies to motivate meeting suppliers (e.g. Venue, PCO, DMC, and etc) to implement DEI principles into a conference.
- Propose strategy plan for effective communication to attract young professionals (conference participants).
- Propose ideas to apply DEI principles for local community engagement and to give back to the local community (connect with community using cultural festivals, social enterprises etc).

Please consider cost and operational factors on your recommendations.

Finalists' in-person oral Presentation

Date: 19 August 2024, Monday

Destination: Daejeon, Republic of Korea

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

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

Guidelines



Challenge B (open for young professionals only)

To enhance national and international association conference delegate's satisfaction and experience at non-mainstream / emerging destinations (e.g. Daejeon).

Scenario:

One of the key drivers of success as a Business Event destination is the ability to offer unique and exceptional experiences to participants. By enhancing participant satisfaction through these experiences, destinations cannot only encourage return visits but also inspire attendees to become ambassadors, advocating for the destination within their professional networks.

As a meeting supplier (e.g. PCO, venue, CVB), design creative and unique value added activities / events complementing association's scientific program to enhance delegate's experience and satisfaction.

Key discussion points:

- Identify possible top five key factors that would affect a delegate's decision to attend / sign up for an international association conference (e.g. Scientific Association Conference) at non-mainstream / emerging destinations (e.g. Daejeon).
- Identify possible five key challenges that could affect delegate experiences that cannot be changed within a short time frame (e.g. accessibility, distance from airport). Please provide solutions to ease the situation and manage delegate's expectation in order to enhance delegate's experience.
- By utilizing destination infrastructures and resources, design creative and unique, value-added activities / events to complement the association's scientific program and enhance delegate's experience and satisfaction.
 - Propose well-being initiative(s) to create a supportive and positive environment during the conference to enhance delegate's experience and why you propose so?
 - Propose technology integration to enhance delegate's engagement and satisfaction.
- Design a feedback form (maximum 10 questions) to measure delegate's satisfaction and experience to identify areas for improvement for future conferences.

Please consider cost and operational factors on your recommendations.

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Destination: Daejeon, Republic of Korea

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

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