



The Asia-Pacific Business Events Youth Challenge 2022



ICCA

Goyang City, co-organising with ICCA and Korea MICE Association, is delighted to present the first 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 center stage in showcasing innovative and creative ideas.

Challenge A

To provide creative marketing solutions that could support emerging cities to increase their competitiveness as international business events destinations.

Open only to university & graduate students under 30 years old.

Challenge B

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

Open to all young professionals, university and graduate students under 30 years old



Terms and conditions:

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



Please submit the proposal on 1 topic with the application form before 29 July 2022, Friday (12 pm KST).



Announcement of preliminary round result week of 8 August 2022, via GDW website and email notification to short-listed teams.



6 finalists (short-listed teams) will be:

- Invited to Goyang Destination Week from 22-26 August 2022.

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

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

Please refer to the guidelines for more information.

How to apply

Please submit your proposal with the application form before 29 July 2022, Friday (12 pm KST)

Where to submit

Please submit your proposal with the application form via email to Nusheena at nusheena.s@iccaworld.org.

The email subject should include:

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

Winning team rewards

- A Prestigious Trophy
- Certificate of recognition.
- Young professional team:
A trip to attend the 61st ICCA Congress 2022 in Krakow, Poland, 6-9 November. Return economy international flight tickets and 5 nights of twin-sharing accommodation will be provided.
- University & graduate student team(s):
A trip to attend the ICCA Events or ICCA supported Events in Asia-Pacific in December 2022. Return economy international flight tickets and 5 nights twin-sharing accommodation will be provided.

Further enquiries?

Please contact:

- Ms Dora An (Goyang CVB)
dora.an@goyangcvb.com
- Ms Nusheena Mohd Shahimi (ICCA)
nusheena.s@iccaworld.org

Guidelines



Challenge A

To provide your creative marketing solutions that could support emerging cities to increase their competitiveness as a business events destinations.

Eligibility:

- University/Graduate students under age 30.

Scenario:

- As the international borders are reopening, business events industry is emerging into a new era. After two years of downtime, the majority of the international association conferences are returning to face-to-face format. As such, the competition is fierce among destinations.
- You are encouraged to select an emerging city (e.g. Goyang) as a case study to provide your suggestions.

Please provide your creative marketing solutions that could support emerging cities to increase their competitiveness as a business events destination.

Key highlights:

- The importance of Business Events to the destination.
- Actions and steps that the destination should consider or prepare to be the next International Business Events destination.
- Ideas to support the destination to position or to strengthen their positioning as an International Business Events destination.
- The suggestions of stakeholders' to work with.
- Effective products/ solutions convention Bureau or related government divisions could provide to attract international conferences.
- Communication channels.

Please include the possible challenges and propose solutions in each of your suggestions.

Challenge B

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

Eligibility:

- University/Graduate students under age 30.
- Young professionals in the Business Events industry under age 30.

Scenario:

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

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

Key highlights:

- Practical and achievable sustainability ideas (e.g. cost impact & operational factors).
- Effective set-up that is applicable for association conferences (e.g. not government, not trade exhibition and not events).
- Associations perspectives in venue selection (e.g. association conference organizers, PCO, decision-makers/influential in destination and venue selection.
- The suggestions of stakeholders to collaborate with.
- Communication channels.

Please include your rationale and consideration in each of your suggestions/solutions.

Finalists' in-person oral presentation

Date: 23 August 2022, Tuesday

Destination: Goyang, Republic of Korea

The 6 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