

# MEETING ROOM OF THE FUTURE



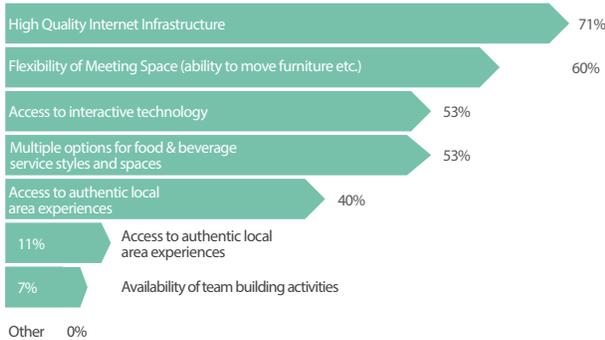
Exceptional meetings. Powerful connections.

IACC, a collection of 300 venues in 26 countries. The top 1% of meeting and conference venues globally



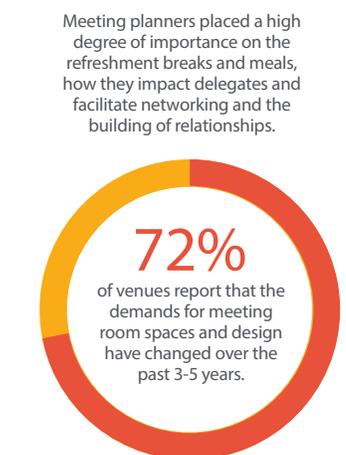
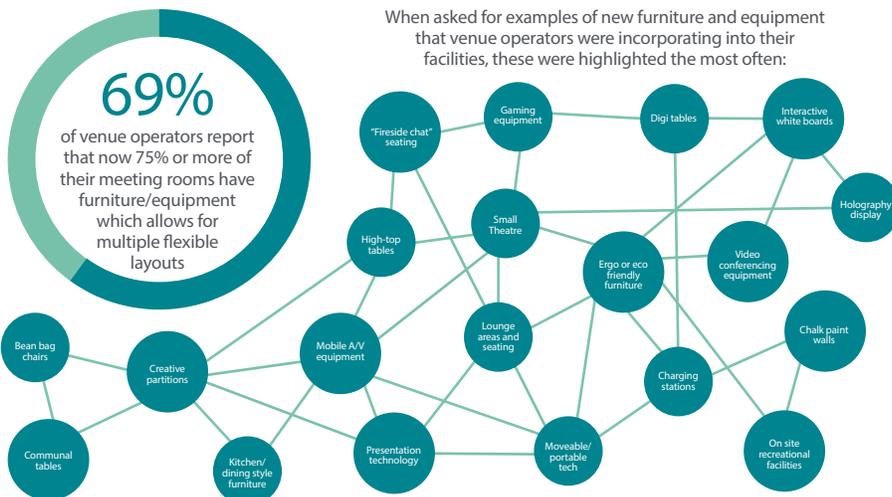
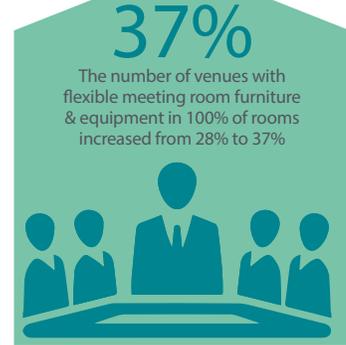
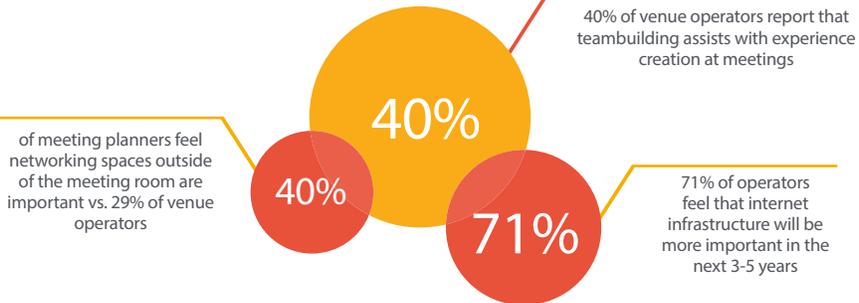
Over 50 venues across 4 continents took part in the research.

### Venue Operator Perceptions of the Meeting Venue Elements that will be MORE Important in the Next Three to Five Years



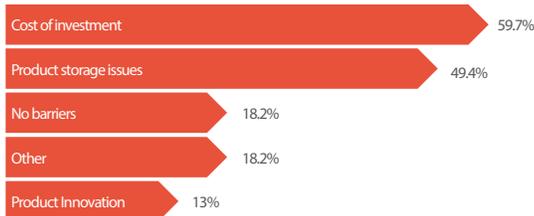
### Suppliers to the venues were separately surveyed and these included:

- global meeting space designers
- architects
- technology companies
- food & beverage experts
- furniture manufacturers



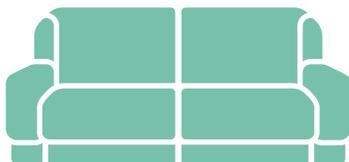
Meeting planners placed a high degree of importance on the refreshment breaks and meals, how they impact delegates and facilitate networking and the building of relationships.

When venues were asked what barriers are there, if any, to providing more flexible meeting spaces they answered...

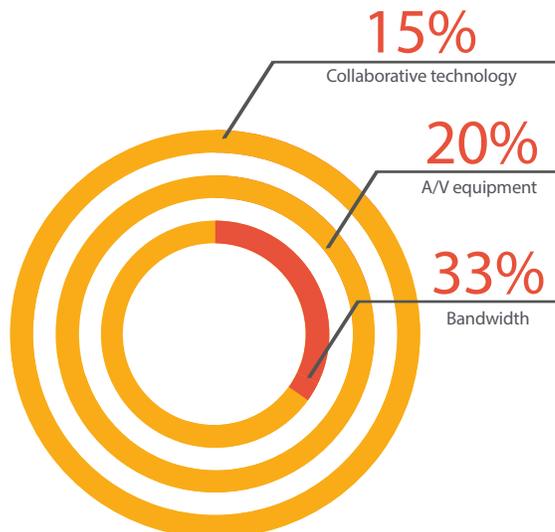


Venue operators and suppliers are implementing more initiatives around health and wellness

IACC members continue to adapt to the demand for more homely settings, using sofas, easy chairs and other furniture to create this effect



According to operators, the top three technology-related items being invested in more this year based on feedback from clients includes:



78%

of operators in 2018 purchase their technology outright compared to 14% that acquire their equipment via a lease/rental agreement. An increase from 61% in 2017.



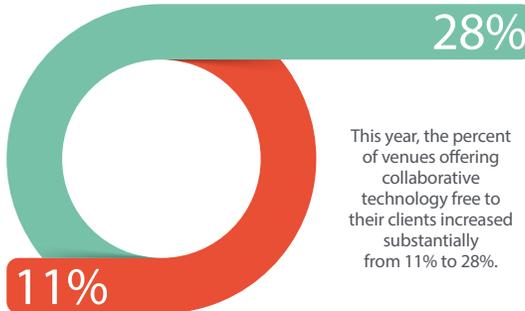
'High quality broadband is critical in meeting venues'



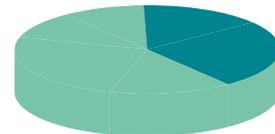
Venue operators continue to depend on their on-site staff for evaluating potential technology and new equipment

78%

78% of venues feel they offer sufficient bandwidth for their clients. Up 10% on 2017.



This year, the percent of venues offering collaborative technology free to their clients increased substantially from 11% to 28%.



41%

This year, 41% of venues offering bandwidth of 150+ MB in their meeting rooms



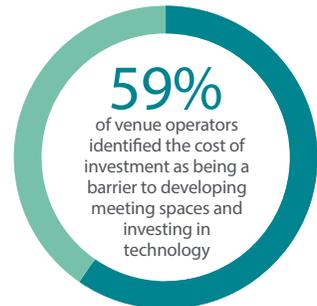
The top collaborative technologies provided by operators and suppliers also include Smart phone audience participation and screen sharing software



Venue suppliers also view collaborative technology as a premium product offering to clients



These extra costs are creating barriers to greater collaborative technology use from clients



59%

of venue operators identified the cost of investment as being a barrier to developing meeting spaces and investing in technology