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# Preaching for Innovation

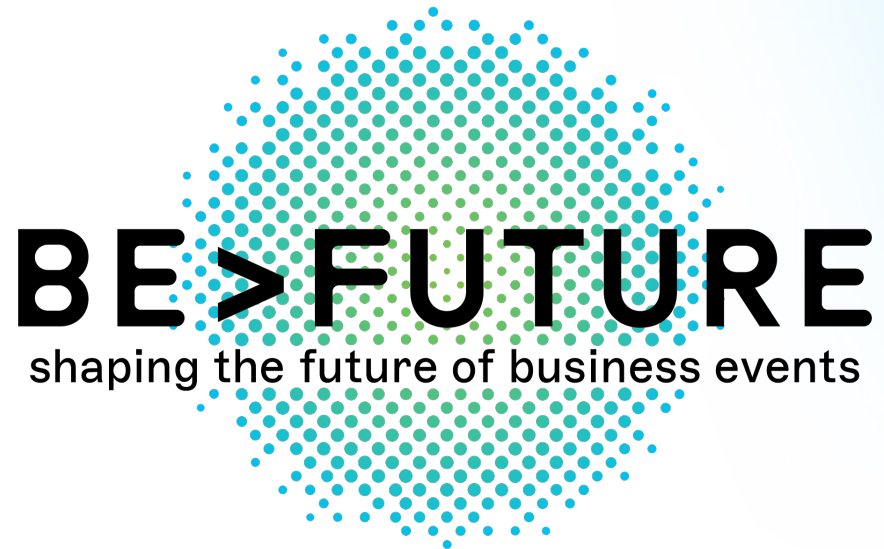


**Montserrat Guàrdia**

Chief People &  
Culture IDEADED

**GLOBAL  
INNOVATION  
FORUM**

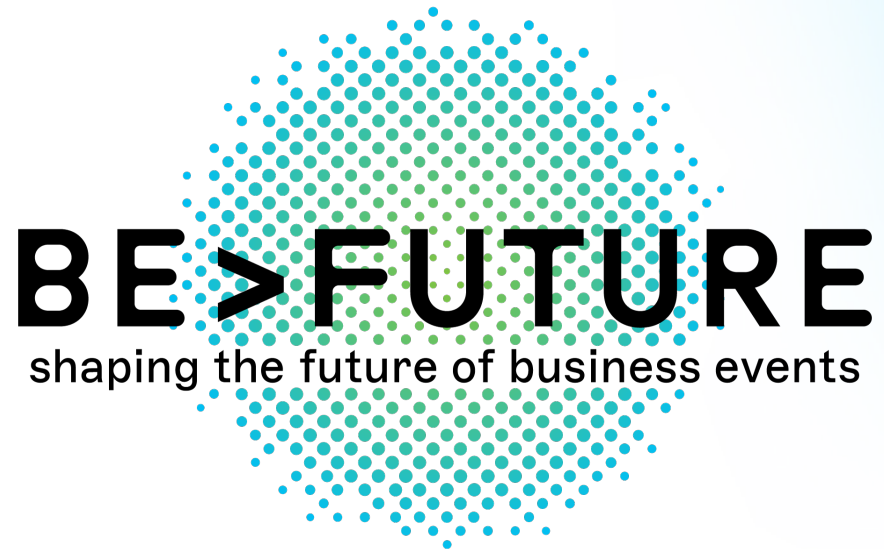
18th of November 2024, Barcelona



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# Shaping the Future of Europe's Business Events sector through a regenerative, resilient and sustainable tourism industry transformation



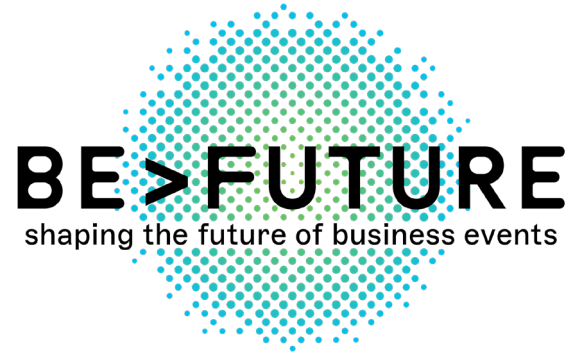


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# Preaching for Innovation

**Montserrat Guàrdia Güell**





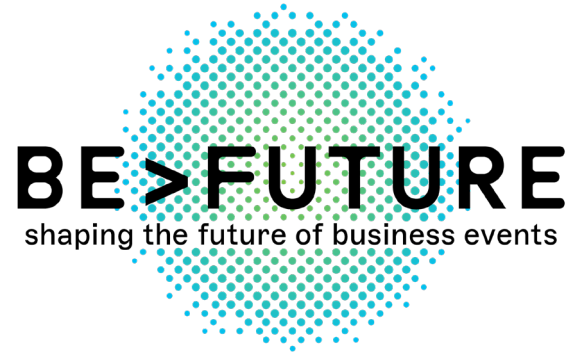
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**Why  
innovation to  
BE > FUTURE?**



**Age Of Transition**





## What spark our creativity & motivation?



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**Nature:** A walk in the park or a hike to clear mind & provide fresh perspectives.

**Books & Movies:** Stories of triumph, adventure, or even a good mystery

**Music:** Listening to tunes or dis genres that uplift our spirits.

**Art:** Visiting a gallery or creating our own art

**People:**  
**Conversations with friends, family, or strangers offer new insights and ideas.**



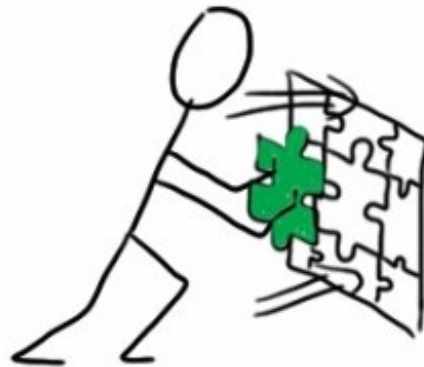
# How do you drive to innovation?



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Kline and Rosenberg (1986) advocated a shift from linear models of technology and demand to a **more interactive model between these two potential sources of innovation**

## CAPABILITY PUSH



- 1 TECHNOLOGY ALREADY EXISTS
- 2 FIND DIFFERENT APPLICATIONS
- 3 FIND MARKET OPPORTUNITY

## OPPORTUNITY PULL



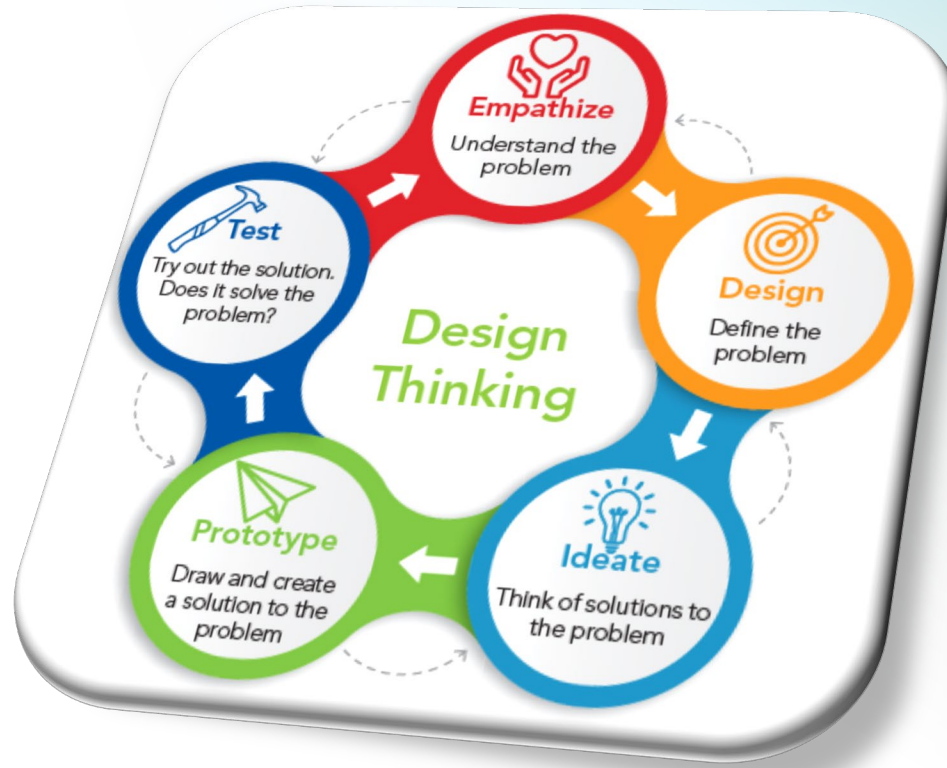
- 1 SEE NEED/PROBLEM
- 2 DEVELOP TECHNOLOGY TO FULFILL NEED/SOLVE PROBLEM

# What methodology do we apply?



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SOLUTION - INITIATIVE



PROBLEM - CHALLENGE

# BE > FUTURE

shaping the future of business events



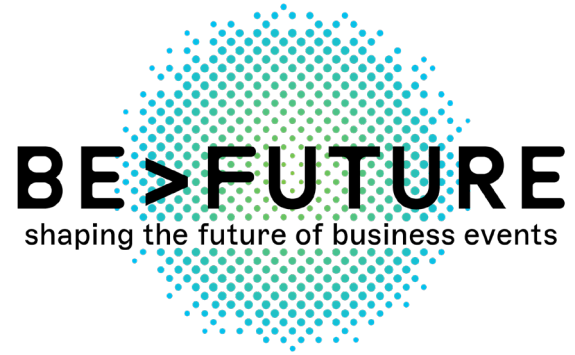
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Understand & Frame the Problem

Think, Create, Try the Solution

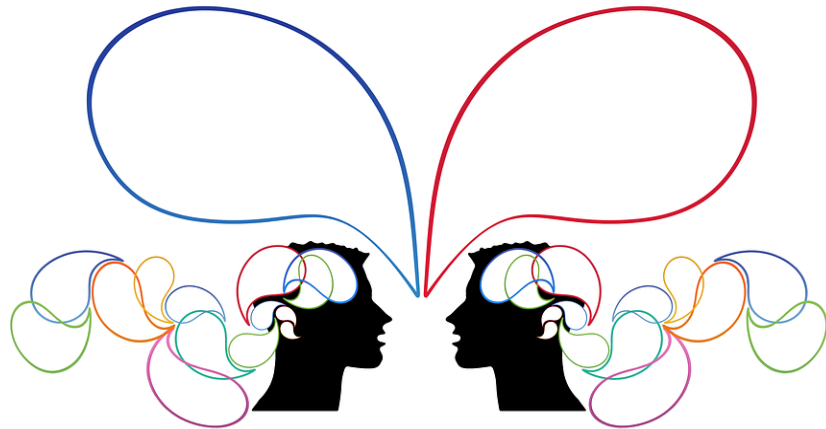




# Is ALL BE about Communication?

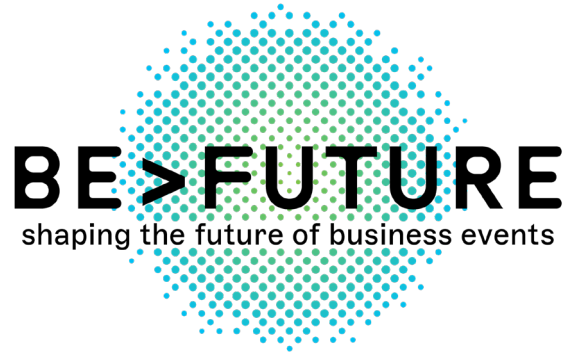


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55%  
body  
language





# How are the Information & Communication Technologies tailoring future BE to market needs?



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**Hybrid Events:** combine in-person and virtual experiences, flexible participation leveraging technology to reach a broader audience event organizers to seamlessly integrate virtual and physical attendees, enhancing accessibility & engagement

**Event Management Software** streamlines the planning process by automating tasks (ticket sales, registrations, and attendee management) to efficiently manage events while providing valuable data insights  
**Data Analytics:** understand attendee behaviour and preferences for making data-driven decisions that align with market demand.

**Live Streaming & Virtual Reality broadcast** globally, increasing reach and engagement creating immersive event experiences, making it possible for attendees to explore virtual venues and interact in real-time.

**Sustainability Initiatives:** digital ticketing, mobile apps, and LED lighting reduce paper use and energy consumption



Flanders State of the Art



# How are we balancing market demand & technological advancements to lead to sustainable innovation & growth?



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1  
Continuously gather and analyze data on customer needs, preferences, and market trends - > **Market Research & Understand pain points and desires - > Customer Feedback**

2  
Based on market feedback - > **Agile Development:** Iterative development & quick adjustments

3  
Test new technologies with a small segment of the market before a full-scale launch - > **Pilot Programs**

4  
Foster collaboration - > **Cross-Functional Teams** (R&D, marketing, & sales teams)  
&  
Collaborate with other companies, research institutions, or startups to leverage their technological advancements and market insights - > **Strategic Partnerships**

5

6  
Maintain a mix of projects that focus on incremental improvements to existing products & breakthrough innovations - > **Balanced Portfolio**



# What are the Challenges for BE to leverage technology & to create engaging & efficient events?



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**Integration with Existing Systems:** New technologies must be compatible with existing systems and processes

**Data Security:** Protecting sensitive attendee data is crucial, to comply with data protection regulations and have robust security measures in place.

**Technical Issues:** Technical glitches can disrupt events, leading to a poor attendee experience. Reliable tech support and thorough testing are essential

**Resistance to Change:** Some stakeholders may be reluctant; **User Experience:** Technology enhances rather than detracts from the attendee experience, requires user-friendly interfaces and features that genuinely add value to the event.; **Training & Support** are necessary to ensure smooth operation and to address any issues that arise during the event



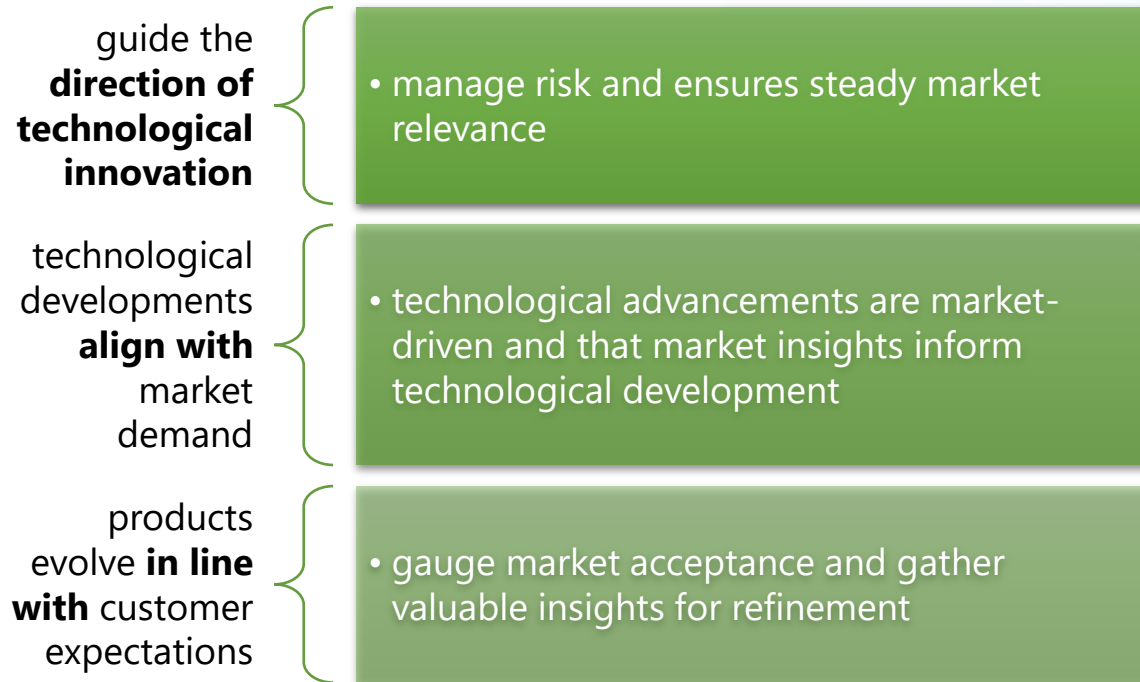
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# How are we balancing market demand & technological advancements to lead to sustainable innovation and growth?



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# How are we supposed to match innovative solution to our challenges?



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As a result of a **joint work in multiple areas**, multidisciplinary and cross-cultural work, generates **reliable KNOWLEDGE** that can improve AND **expand WISDOM** FOR **INTERNAL AND EXTERNAL CUSTOMERS** & .....

FOCUS ON Data Information Knowledge Quality Legacy





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**Are we ready to  
Empathize & Define,  
to reframe the 4  
pillars problems &  
match solutions?**



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# BE > FUTURE

shaping the future of business events



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 Generalitat de Catalunya  
Government of Catalonia  
**Catalan Tourist Board**

# THANK YOU!

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