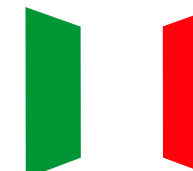




ITALIA.IT



MINISTERO
DEL TURISMO
REPUBBLICA ITALIANA

ITALIAN KNOWLEDGE LEADERS

Leveraging Italy's Intellectual Capital



www.conventionbureauitalia/italianknowledgeleaders.com



WHAT IS ITALIAN KNOWLEDGE LEADERS?

Italian Knowledge Leaders (IKL) is Convention Bureau Italia's **Association & Congress division**.



MISSION

Its mission is the **growth and betterment of Italy's congress industry**. We work to bring more scientific congress to Italy by promoting our country as a '**knowledge destination**'.



VISION

Its vision is to achieve this by working in synergy with the country's **brightest minds**: Italy's Knowledge Leaders.

HOW WE DO WHAT WE DO

We organize **events and communication campaigns** that celebrate our intellectual capital and that foster international relations.

We **identify** today's Knowledge Leaders and **engage** them.

We provide **business leads** to Italy's local Convention Bureaux and assist them to grow more competitive on the European association market.

We are a **hub** for collaborations and exchanges for the many stakeholders of the congress industry.

We invest on the **next generation** of Knowledge Leaders.

We promote and encourage **sustainability, inclusivity, legacy, and impact initiatives** across the Italian congress industry.



WHAT WE MEAN WHEN WE TALK ABOUT KNOWLEDGE LEADERS

Who are the they?

Academics, researchers and professionals elected **Presidents of international associations** or that have organized a major international conference in Italy.

Why involve them?

Because they can **push for the organization of conferences in Italy**, and because their prestige brings **prestige to Italy as a country of knowledge and culture**.

Why is it important to identify them?

We have constructed a **database** of Italy's Knowledge Leaders. We use it to understand how Italy and every destination and local Convention Bureaux is performing by comparing the number of local leaders active in said destination and the number of congresses that have been organized there. We call this proportion **Harnessing Ration**.

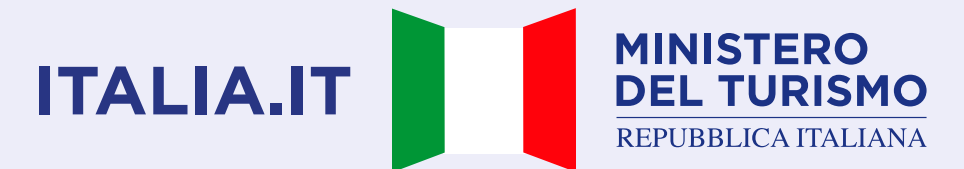
WHO WE DO THIS WITH



The Italian Conference of University Presidents
To work in sync with Italian Universities and make use of their network, because **universities are the place where Knowledge Leaders are made.**



The Italian Tourist Board
To promote our work on an international level and in line with our very **pro-active business development approach.**



A key institution for the development of congress based tourism.
Its **institutional value** strengthens our work and brings value to our efforts.

The Italian Intellectual Capital

Harnessing Ratio | 2019-2023

200 - 499 pax Congresses

Total # of
Congresses

628

of IKL

1.417

HARNESSING RATIO

44,3%

+500 pax congresses

Total # of
Congresses

469

of IKL

1.007

HARNESSING RATIO

46,6%

OUR KNOWLEDGE LEADERS

After three years of research, we have built a database of more than 200 names of Italian Knowledge Leaders which includes Past Presidents, Presidents, and Chairpersons of the most important international associations and conferences.

Size of the congress	Knowledge Leaders
2000 + participants	39
1000 – 1999	49
500 – 699	88
400 - 499	28
TOTAL	204

Scientific field/industry sector	Knowledge Leaders
Medical Sciences	101
Sciences	25
Technology	16
Social Sciences & Humanities	9
Agriculture	8
Management & Commerce	7
Sports & Leisure	7
Others	31

A BRIEF HISTORY OF ITALIAN KNOWLEDGE LEADERS



Italian Knowledge Leaders is born: CB Italia identifies the first 100 knowledge leaders

Jul. – Oct. 2021

First edition our **annual event** in Rome

24 Nov. 2021

The **Ministry of Tourism** begins to fund the project

September 2022

Launch of **Destination Development Program**

Jan.–Sep. 2023

Italy is third globally in ICCA rankings and second in Europe

April 2023

First edition of **the Exchange by IKL**, a b2b event dedicated to the associative world

December 2023

Sep. – Nov. 2021

Start of the **partnership** with ENIT



Jul. – Sep. 2022

Start of partnership with **CRUI - Conference of Italian Rectors**



December 2022

The **second edition** of the annual event

June 2023

"IKL **Bookmarks**" is born, a communication campaign focused on interviews with IKL

Third edition of our annual event in Rome



OUR 2024 TIMELINE SO FAR

Launch of a
**communication
campaign in
partnership with GEDI**
editorial group

April 2024

Presentation of IKL
at **ICCA Med Chapter**

June 2024

Fourth edition of
our **annual event**
in Rome

November 2024

May 2024

Launch of the new
Advisory Board

July 2024

Second edition of
**The Exchange by
IKL** in Bologna

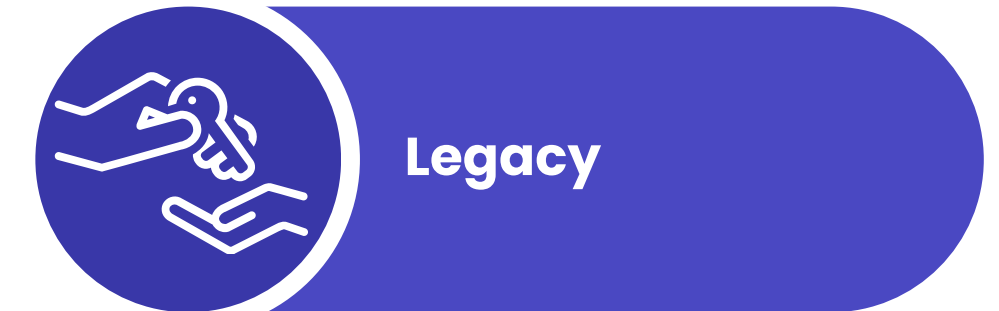


AFTER THREE YEARS OF :

- Working in close partnership with the industry
- Lead generation
- Weaving relationships with Universities
- Raising awareness with national institutions
- Developing new methods to record the performance of destinations
- Assisting Convention Bureaux in their growth

**ITALY WAS 3RD IN THE WORLD IN 2023 FOR
NUMBERS OF MEETINGS HELD
AND THE BEST IS YET TO COME!**

THE THINGS WE DO



Italian Knowledge Leaders, The Event

A national Ambassador Event

IV EDITION

26th November 2024

Location: Campidoglio, Rome

Our annual event involves institutional figures, Knowledge Leaders, destinations, and other stakeholders of the MICE industry.

A half day full of **speeches, roundtables and networking opportunities** which ends with the presentation of an **award to the IKLs to thank them for their work and the prestige they bring Italy.**

During the 2023 edition we also started our **Legacy Project**, which sees the involvement in IKL of students and researchers, the future of the Italian conference industry.



Italian Knowledge Leaders

4TH EDITION

THE EXCHANGE

By Italian Knowledge
Leaders B2B

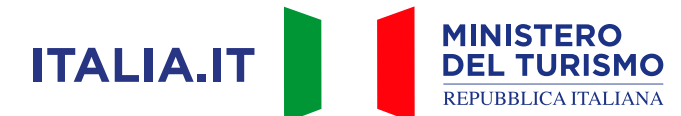
II EDITION

Bologna, 2-4 July 2024



This exclusive B2B is open to international scientific associations, Italian destinations, and Congress Centers, while also hosting a number of formative and networking sessions involving the top Italian PCOs.

If the B2B appointments aim to secure more congresses for Italy, the sessions that include PCOs delve into the most current issues facing the congress industry and discuss ways to stay competitive on the European market.



- **15 International associations**
- **12 Italian destinations**
- **100 pre-scheduled Appointments**
- **Main Italian PCOs**
- **Networking and Formative Sessions**

DESTINATION DEVELOPMENT PROGRAM

The natural evolution of Italian Knowledge Leaders, this **business development project** sees the Convention Bureau Italia staff working closely with **individual destinations and local Convention Bureaux** through the production of **leads**.

Engagement

Involve not only IKL who are Presidents of their Associations but also Italian Board members

Destination support

Development of specific growth strategies for each destination, based on an in-depth study of the state of the destinations at a conference-association level

Growth

Provide new hot leads to destinations

Italian Destinations Advancing Together

Working all together for structural growth of the Italian associative market.

COMMUNICATION STRATEGY

Communicating what we do it key to raise awareness about our work within the academic community and the Italian MICE industry:

IKL BOOKMARKS

This social media campaign is based on **interviews** conducted by Knowledge Leaders who share insights from their professional experience and expertise.

GEDI PARTNESHIP

Bookmarks has now evolved also into a partnership with Gruppo **GEDI**, Italy's first editorial group.

We publish monthly interviews with Knowledge Leaders on Le Scienze, the **Italian edition of Scientific American**.

IKL Advisory Board

We will be soon be launching our new Advisory Board!

A mix of academics and industry professionals, the Advisory board brings together a variety of perspectives and experiences that guide us, **to ensure IKL stays on track with the needs and transformations with the academic and MICE communities.**

PRESIDENT: Alaide Chieffo – President Elect EAPCI and Professor in Cardiology at Università Vita-Salute San Raffaele, Milan.

WORKING GROUPS



Later in the year we will start our first ***Working Group on INCLUSIVITY.***

We will bring together ***academics and MICE stakeholders*** to tackle issues on inclusivity in the Italian congress industry and thus ensure we stay ***competitive*** and ***in line*** with the rest of Europe.

We plan to organize two more working groups on **SUSTAINABILITY** and **LEGACY.**

