

# BUILDING A REPUTATION THROUGH HIGH PROFILE CONFERENCES

# PROGRAMME

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- Presentation: Who am I?
- What do we know about conferences and reputation?
- What did we do?
- Results
- Discussion







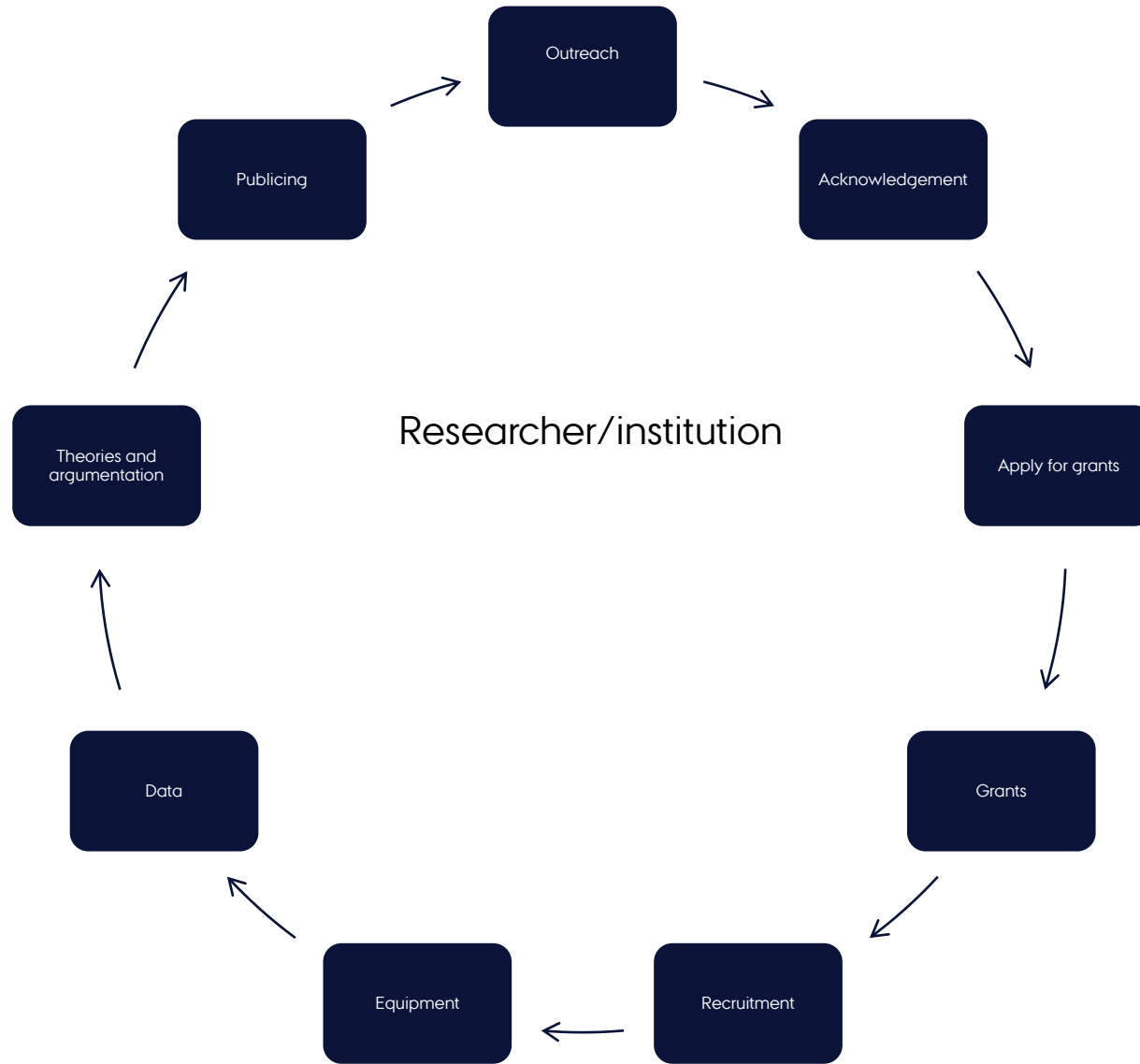


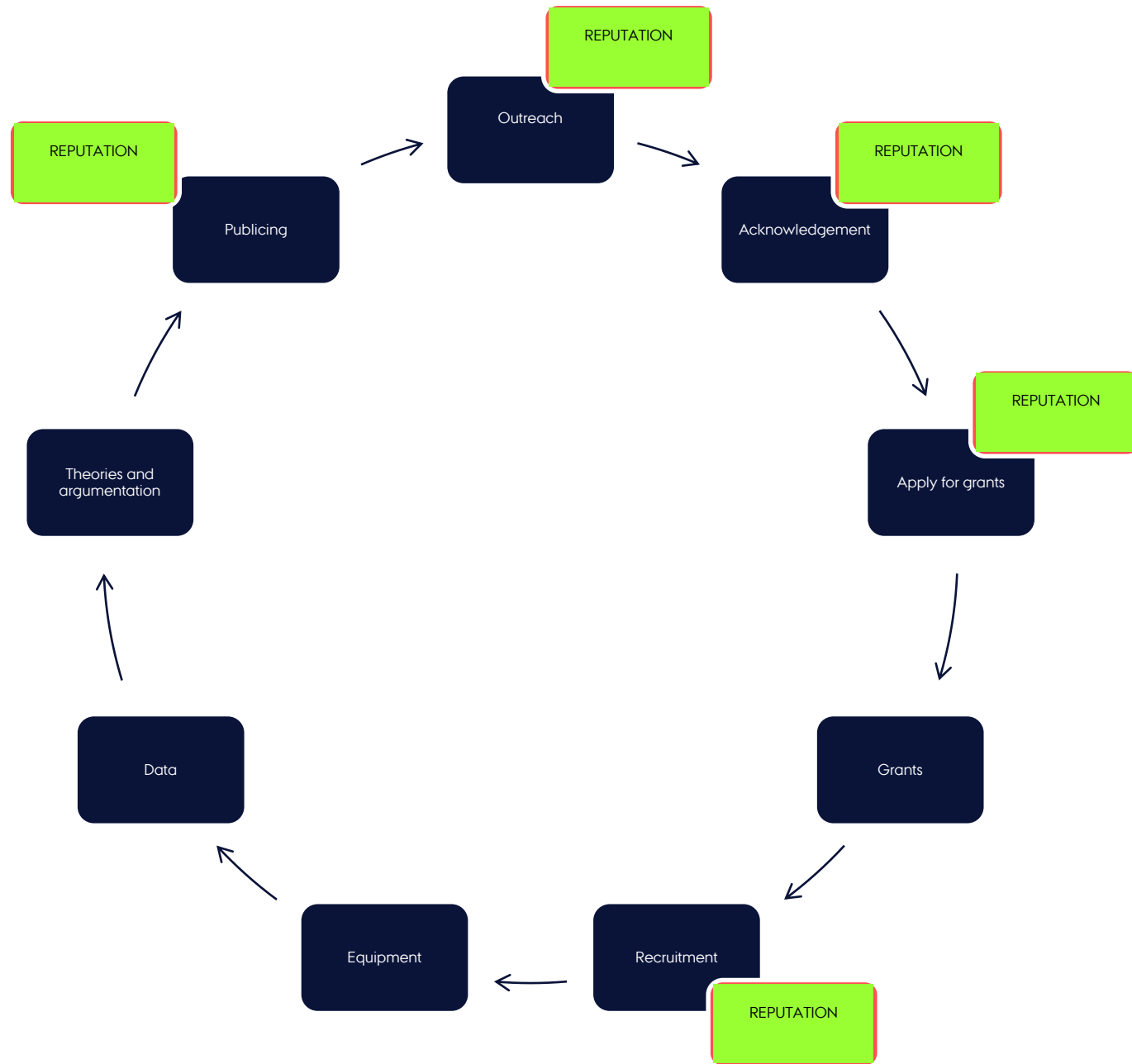
# WHAT DO WE KNOW?

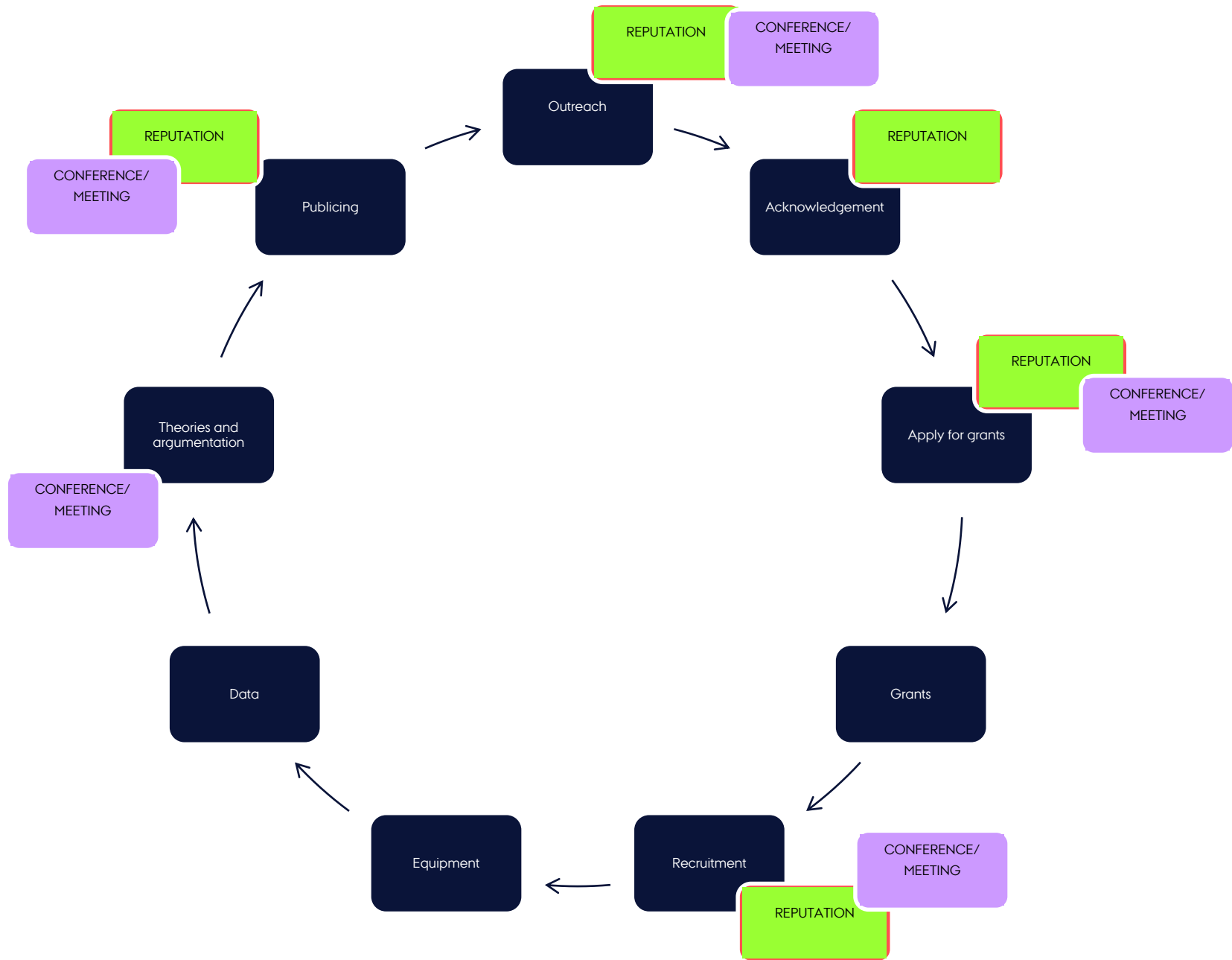
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- Ranking influencers:
  - 85%: Reputation is important
  - 68%: Reputation means something when establishing collaboration
  - 85%: Reputation is important when recruiting staff
  - Hosting international academic conferences is one of the important influencers on university reputation
  - Hosting a conference is often one of few possibilities to show the physical surroundings of the university









# WHAT DID WE DO?

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- Vice-chancellor:
  - Improve quality of conferences
  - Attract more international conferences to build reputation
  - Establish a few high profile events/conferences
- Events department
  - Support researchers
  - Build up corporate services
  - Cooperation with VisitAarhus (city destination service)





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- Do you work strategic with professionalising conferences, attracting international conferences and support the researchers as hosts? (5 min.)



# INITIATIVES

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- At Aarhus University
  - Professionalize the conference set-up
  - Free conference material (20.000 pcs/year)
  - Corporate contracts with suppliers
  - Extended website with A-Z-help
  - Counseling to researchers (100+/year)
- With the city of Aarhus
  - Yearly "Conference Day" + special tours
  - VisitAarhus: Free help with bidding process, site visits etc.
  - Joint programme for extended collaboration in meeting industry
  - Political focus in local government: Infrastructure, city support

## THE UNIVERSITY (RESEARCHER)

**Tasks:** To promote research results to colleagues, form and develop network, attract new researchers and PhD students

**Question:**

How to make a good conference and where do I get help?

## VisitAarhus CVB

**Tasks:** To support the city's wish to attract more international conferences in order to generate more income to the city in general

**Question:**

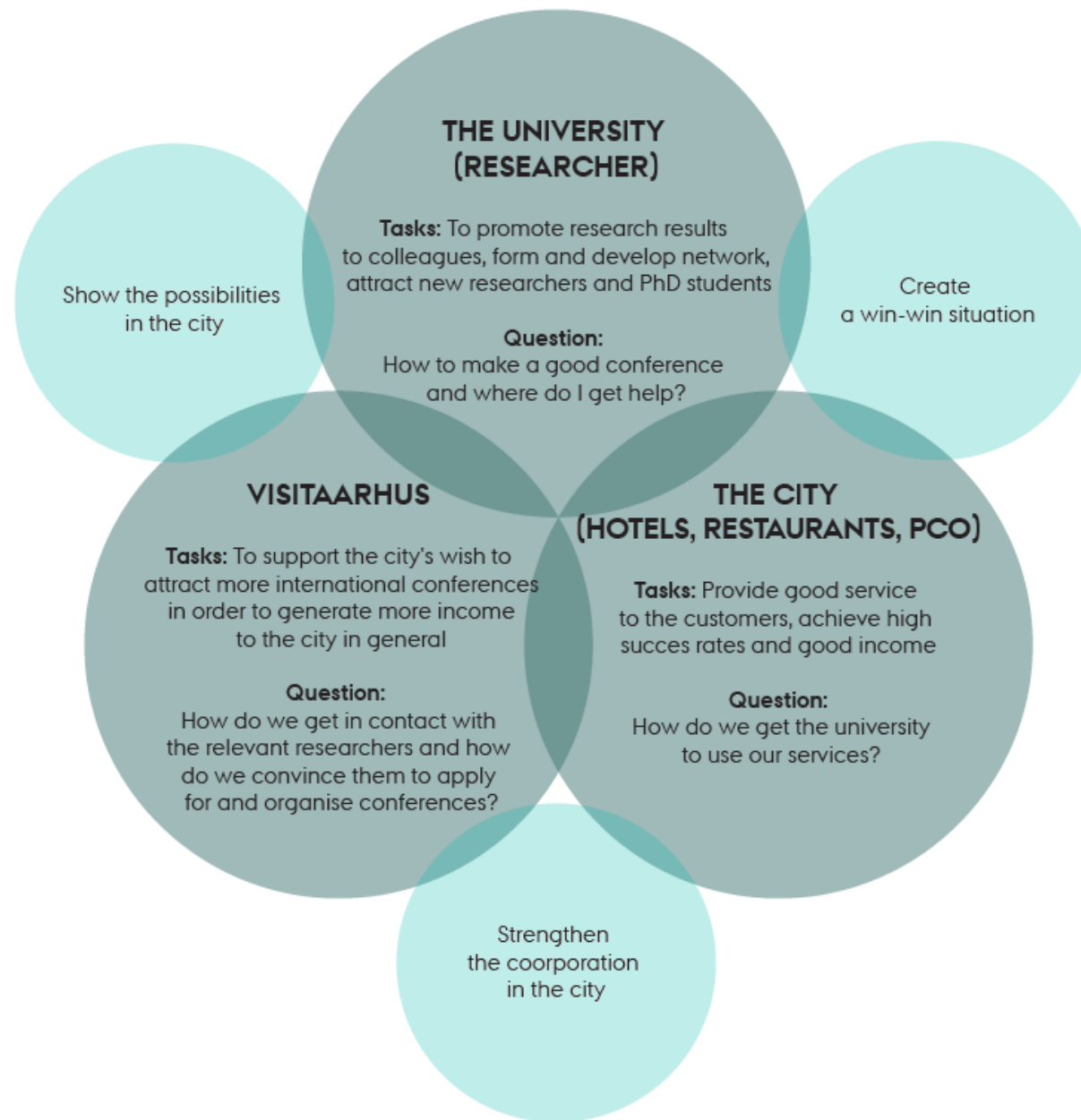
How do we get in contact with the relevant researchers and how do we convince them to apply for and organise conferences?

## THE MEETING INDUSTRY (HOTELS, RESTAURANTS, PCO)

**Tasks:** Provide good service to the customers, achieve high succes rates and good income

**Question:**

How do we get the university to use our services?





# RESULTS

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- International conferences:
  - 2006: 7
  - 2011: 11
  - 2015: 19
  - 2017: 38 (Aarhus no. 72 in the World ICCA-ranking)
- Hotel rooms
  - 2011: 1622 rooms
  - 2017: 2509 rooms
  - 2020: 3500 rooms
- Meetings at Aarhus University
  - 2011: 100+
  - 2015: 250
  - 2017: 410

# DISCUSSION

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- Experiences from your university
  - Do you attract enough conferences?
  - Is the quality good enough?
- Do you see perspectives in this approach?



AARHUS  
UNIVERSITY