

Scoreboard for Sustainable Event Performance Measurement

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Introduction

This poster introduces a research project aiming at the development of a scoreboard for **sustainable event performance measurement**. It has to be assumed that neither event nor meeting will be without influences in social and environmental sectors.

It has to be aimed that these **impacts** will be at least as **minimal as possible**, or, in return, as **positive as possible**. Successful sustainable meeting management can **change behaviour**, create awareness, shift clients' demands and leave a positive legacy. Therefore, potential **barriers** of meeting managers and their clients towards sustainable meeting management should be diminished. Often, a **gap** between sustainability **awareness** and **behaviour** can be a barrier.

In order to use events further strategically with respect to sustainable management, it is recommendable to steer these effects. This requires on the one hand a comprehensive analysis of the impacts showing the economic, social and ecological influences of such meetings. On the other hand it is possible, based on the results of such an impact analysis, to develop **strategic measures** for the amendment of event impacts for the different operational fields.

Aim

- To develop a conceptual framework for sustainable performance measurement

Objective 1

- To discuss the terminology of sustainability in the context of meetings management in the German meetings industry

Objective 2

- To examine the status quo of acceptance, implementation and implications of sustainable event management in the meetings industry

Objective 3

- To identify organization's objectives (motivation / drivers) for sustainable event management approaches (discrepancy sustainability awareness and behaviour)

Objective 4

- To determine the factors associated with effectiveness criteria for sustainable event management (indicators)

Objective 5

- To use the findings in order to develop a conceptual framework for impact measurement and optimization

Methodology

Objectives 1, 2, 3 & 4

- Secondary research

Objectives 2, 3 & 4

- Primary research:
 - Semi-structured expert interviews
 - Delphi technique
 - Surveys during event (German Scout Association)

Objectives 4 & 5

- Findings of primary and secondary research
- Empirical study:
 - Case Study Research:
 - Application to an event

Discussion

Is the present consciousness on sustainable meetings corresponding to the behaviour? If not, how can this gap be minimized?

Literature research shows several studies concentrating on the economic benefits of events and, in terms of sustainability, a growing focus on environmental impacts. But according to a triple bottom line-approach, a balanced and holistic method (i. e. multi dimensional impact analysis) is necessary.

- How to determine indicators?
- How sustainable is the event?
- How to increase the holistic planning in sustainable event management?

The scoreboard shall ease this procedure and support the willingness to turn sustainability awareness into practice.

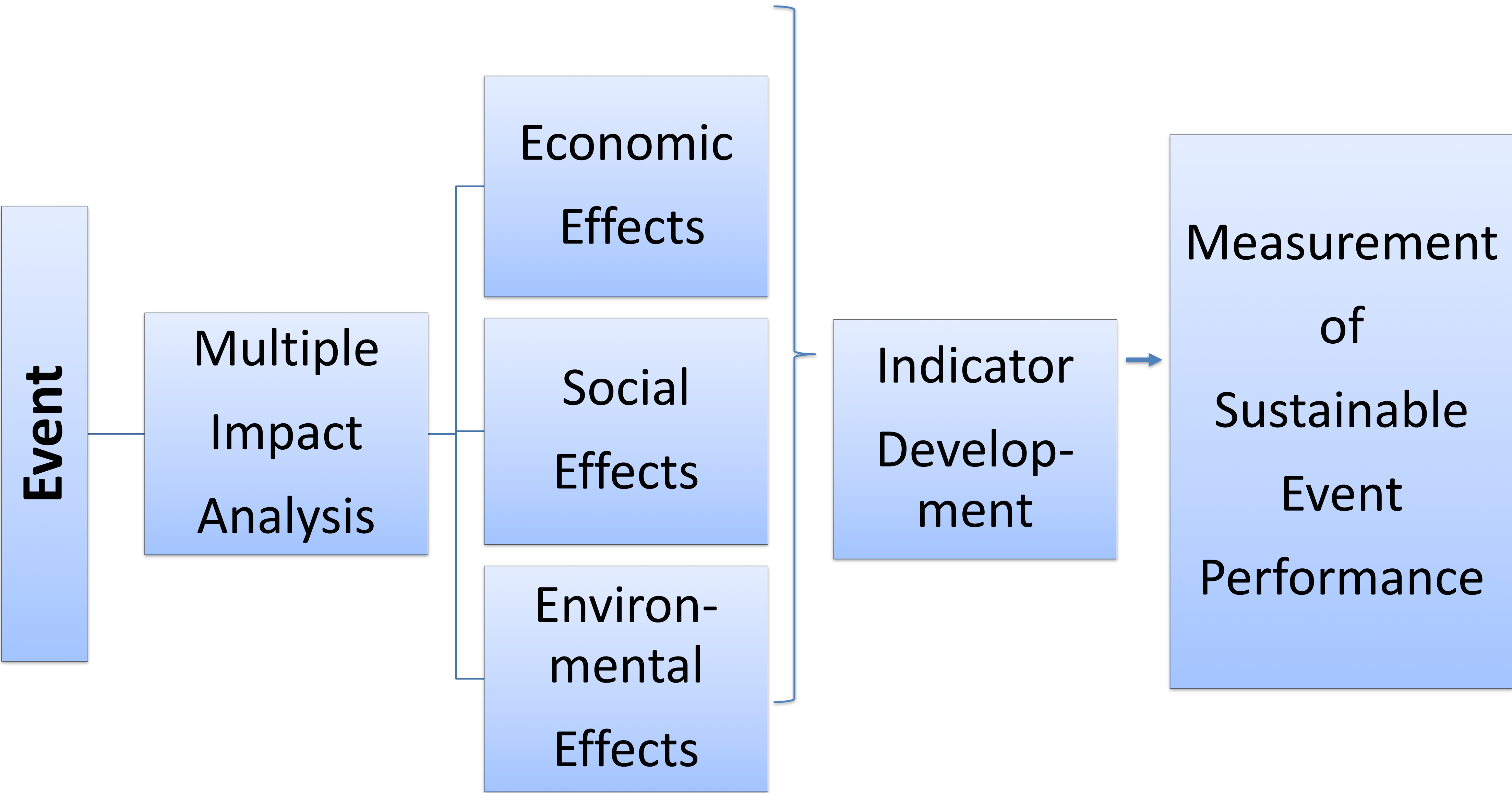


Figure 1:
First Draft of the Scoreboard for Sustainable Event Performance Measurement

References

International Congress and Convention Association - ICCA (2013). *The International Meetings Market Statistics Report 2000 - 2013*. Amsterdam : ICCA. Dwyer, L. and Wickens, E. (2013). *Event & Cultural Tourism. Issues and Debates*. London: Routledge. Henderson, S. (2011). The development of competitive advantage through sustainable event management. *Worldwide Hospitality and Tourism Themes*. 3 (3), p. 245 – 257. Jones, M. (2014). *Sustainable Event Management*. London: Earthscan. Koehler, J. (2014) Events als Intrstrumente im Regionalmarketing. Wiesbaden: Springer. Raj, R. and Musgrave,J. (2009) . *Event Management and Sustainability*. Oxford: Cab International.

Outlook

The Identification of the various impacts occuring through an event is essential to change the way events are organised. **Strategic optimisation** based on a methodical instrument can support that. To develop the model and illustrate the application of the framework, it will be applied in an **empirical study** to a real event (→ German Scout Association, Westernohe, Pentecost 2017).

The aim of this assessment tool is to encourage the **holistic consideration of sustainability** in strategy, decision-making and event planning while driving improvement in all three areas of sustainability. It shall be able to highlight **cause-and-effects-relationships** throughout all perspectives instead of summarizing a loose collection of indicators only.

The development of the instrument from performance measurement into a strategic management concept allows the use of the sustainable event scoreboard to communicate the strategy and **bridge the gap** between **strategic** and **operative planning**. It can not only measure sustainable event performance, but also identify and realize opportunities for simultaneous improvements in all three dimensions of sustainability. Easy application to individual events helps to **turn sustainability awareness into action**.

If you like to share your views on this topic or participate in the primary research, you are encouraged to do so. Please contact me at v.jansen-meinen@hochschule-rhein-waal.de. This work is supported by the *Startstipendium Promotion* of the Rhine-Waal University of Applied Sciences, Kleve.