

Instruction

Explorative Exercise

Explore the impact that each of the four scenarios will have on associations, destinations and the meeting concept. Feel free to design your own questions for investigating other future aspects that you find relevant to explore.

Participants

Groups of 3-5

Time

60+ minutes

How

- 1. Download and print one Explorative Exercise poster to each group. A large print in A3 or A2 format is better.*
- 2. Listen to the four scenarios and preferably complete the reflection exercise before starting the Explorative Exercise.*
- 3. Discuss and write your answers to each question on the poster. Answer all the questions for one scenario before continuing with the next scenario. The questions are:*
 - What are the implications of the scenario for the strategic direction of your association?*
 - What is the value proposition of the association in the scenario?*
 - What is the value proposition of the congress in the scenario?*
 - Who are the members/stakeholders in the scenario? Are there any implications for the membership model?*
 - What meaning or value does the congress have for the association in the scenario?*
- 4. If you would like different questions for your group work. Feel free to print new ones and put them on top of the poster.*