



AIPC Economic Impact Program Requirements

Please read the following for more information on the key stages of the process and what will be required of participating centres. If interested, please complete and submit the form on page 5 - 6 to Marianne de Raay.

Measuring Economic Impact: What's Involved

Pre-Study Preparation/Research

1. Interested centres will need to send the AIPC a completed Project Specs Form (see next page) to indicate key specifications for their study.
2. Center will need to determine where their region's IO model is maintained, and what the requirements are for the data inputs (e.g. format, spending categories). This is very important as this may impact how we collect the data.
3. Centres should appoint a dedicated project manager (preferably someone at the management level) who will act as the single point of contact for all communication and coordination with Ipsos.

Project Set-up

4. The centre and Ipsos have a kick-off meeting to confirm the project specs, timeline and approach for the study.
5. The centre provides Ipsos with complete listings of their events booked during the survey period. The information will need to be formatted in a specific way for Ipsos to work with. Ipsos will develop the sampling plan and surveying schedule for the year.
6. The centre develops a communication plan to inform their clients of the survey. Ipsos will provide a sample notification letter that can be modified and sent to clients, but centre staff may need to follow-up with clients prior to each event.
7. Ipsos and the centre work together to modify the questionnaire templates for their particular centre. The centre is responsible for the translation of questionnaires into other languages, if required.
8. Ipsos programs and checks the online survey. The online survey is used to collect the data electronically (i.e. with tablets that can access the centre's Wi-Fi internet connection). All centres must be equipped with Wi-Fi and is responsible for obtaining any tablets needed to conduct the surveys.
9. The centre project manager briefs centre staff on their responsibilities prior to surveying at each selected event (i.e. coordinating with centre clients, organizing the interviewing team, etc.). Ipsos will provide guidelines on the key points that need to be communicated and attend the session if the centre wishes.
10. The centre assembles a team of on-site interviewers. Centres can either enlist an outside survey company to conduct the interviewing, or use their own personnel.

11. Ipsos trains and briefs the on-site interviewers on all procedures and protocols (in English only).

On-site Surveying

12. On-site surveys are conducted over the course of a calendar year (approx. 1000 to 1500 surveys). The centre will be responsible for coordinating all aspects of the on-site surveying. This includes:

- Pre-event coordination: Obtaining details from the client on best places/times to survey, coordinating interviewing staff, ensuring iPads/tablets are available and fully charged, and organizing incentives to give to respondents for participating (incentives are optional, but highly recommended).
- Ongoing quota management: Tracking the centre's progress over the course of the year and adjusting quotas where necessary.

13. Ipsos checks in with the centre once every quarter to ensure everything is on track.

Event data

14. If the survey period overlaps with the fiscal period of interest, the centre may want to begin compiling data on the fiscal year's events during the survey period. *(Note: This file will differ from the event listings provided at the start of the project).* The data file will need to be formatted in a specific way and include information on each event, such as event type, show days, delegate and exhibitor counts broken down by origin and event production costs (both convention centre and off-site expenses).

Analysis & Summary Report

15. Once the surveying is complete, the centre finalizes the data compiled on the events held during the centre's fiscal year of interest and submits them to Ipsos.

16. Ipsos reviews and vets the data submission form, applies survey expansion factors to the survey data, and calculates the total direct spending calculations using the Direct Spending Calculator.

17. Ipsos reviews and vets the final results and centres are emailed a summary output report.

18. The centre can then take the output to their region's IO model for further analysis.

Timing

The following outlines key timelines for running an economic impact study. Centres will be responsible for meeting all deadlines and keeping their project on track.

Task	Timeline	Responsibility of
Pre-Study Preparation/Research		
Project Specs Form completed and sent to AIPC & Ipsos	-	Centre
IO Model Investigation	By Week 0	Centre
Appointing a dedicated project manager	By Week 0	Centre
Project Set-Up		
Kick-off meeting	Week 0	Centre & Ipsos
Event listings for survey period provided to Ipsos	Week 1	Centre
Customized sampling plan and surveying schedule designed	Weeks 1-2	Ipsos
Communication plan developed and rolled-out to clients	Weeks 1-2	Centre
Questionnaire refined and finalized (and translated, if necessary)	Week 2	Centre & Ipsos
Online survey programmed, tested and finalized	Weeks 2-3	Ipsos
On-site interviewers recruited	Week 3	Centre
Centre briefed and trained on field coordination	Week 3-4	Centre & Ipsos
On-site interviewers trained and briefed	Week 4	Centre & Ipsos
On-site Surveying		
On-site surveying at convention centre events	Weeks 5-56	Centre
Progress check-ins with Ipsos (after first 2-3 events, and then once every quarter until the end of surveying)	Ongoing	Centre & Ipsos
Analysis & Summary Report		
Event data compiled for input into Direct Spending Calculator	Weeks 58-60	Centre
Data submission form reviewed and validated	Weeks 60-61	Ipsos
Survey data expansion & calculation of total direct spending by Ipsos (using the Direct Spending Calculator)	Weeks 61-62	Ipsos
Final summary output of results (total direct spending) delivered to the centre.	Week 62	Ipsos
Centre takes the data to their region's IO model for further analysis	-	Centre

Program Support & Additional Program Components

As part of the AIPC Economic Impact Toolkit, centres will be provided with the “How-To” Guidebook, study materials, and basic program support/guidance from Ipsos as detailed below.

Basic Program Components (Provided complimentary through the AIPC)
Program Materials
Economic Impact Research Guidebook
Study guide materials (survey program, sampling form, interviewer guidelines, etc.)
Data submission form for event and production data (fiscal year)
Basic Program Support and Direct Spending Analysis (\$7,000 USD Ipsos fee. Partial coverage up to 25% may be offered through the AIPC)
Program Support/Services (provided by Ipsos)
Project Set-up Meeting
Questionnaire refinement and online survey programming
Customized sampling plan and survey schedule spreadsheet
Training sessions with centre staff and the interviewing team by conference call
Quarterly check-ins with the centre during survey period
CENTRE EVENT & PRODUCTION DATA: Validation of data submission form for calculation of direct spending
DELEGATE/EXHIBITOR SURVEY DATA: Validation and expansion of survey data for calculation of direct spending
Calculation of total direct spending summary output – see example in Appendix in program guide
Support for additional questions (4 hours)*

*Centres are encouraged to submit all questions to Ipsos via email.

If the centre wishes, they may obtain additional services and support from Ipsos. Estimated costs for these optional program components are detailed below. A detailed quote for additional services and support will be provided by Ipsos based on the centre’s requirements.

Optional Program Components (Paid by Convention Centre)	Cost (USD)
Project field coordination (with centre staff and interviewers)	\$7,000
On-site surveying, conducted over the year	Approx. \$17,500 to \$29,000
Programming online survey in another language	\$850 per language
Extra questions added to the survey (e.g. plans to return, opinions on centre/destination). This includes design, programming, tabulation of the results.	\$1,300 per question
PowerPoint Report. This report would provide a profile of attendees and exhibitors in terms of spending, demographics, and visit duration.	\$3,500
IO Model coordination and consultation	\$2,300
Additional hours of support (above the allotted 4 hours)	\$160/hour

AIPC Economic Impact Program Project Specs Form		
Centre Information		
Convention Centre:		
Contact Name:		
Email:		
Phone Number:		
Designated Project Manager (if different from above)		
Contact Name:		
Email:		
Phone Number:		
Project Scope		
<i>Region(s) of interest (e.g. city, state/province, country)</i>	<i>Region 1</i>	<i>Region 2 (optional)</i>
I'm interested in measuring the economic impact of my centre to... (please specify <u>up to 2</u> regions)		
Estimated total # of delegates/attendees from outside of the region that visit the centre each year:		
Estimated total # of exhibitors from outside of the region that exhibit at the centre each year:		
<i>Fiscal Year</i>		
Start/end dates of your centre's fiscal year:		
<i>Input-Output (IO) Model</i>		<i>Yes/No</i>
Will you be running the total direct spending through an Input-Output Model?		
Data Collection		
Are your delegate counts based on the number of unique delegates, or the number of visits a delegate makes (e.g. a delegate attending 3 days of an event is counted as 3 delegates)?		
Do you anticipate needing to conduct surveys in other languages aside from English? If yes, please specify:		
Do you expect to conduct interviews using internal staff or are you likely to contract with an external survey company?		



Participants in this program will benefit from a significant investment by AIPC in its funding of support services which will not be generally available to subsequent users. While this is being done in the interests of ensuring that any required program refinements are addressed prior to it being put into general use, it is important for participants to recognize this investment by carefully considering their participation and agreeing in advance to both observing the timelines as set out and to see the project through to completion. By completing this application, you are acknowledging this commitment.

Signed by: _____

Date: _____

Signature: _____