

## QUALITY QUEST

Client: Forum for the Future

Industry: Finance

Forum For the Future (FFF) is the largest congress in Belgium for finance experts, attended by over 4.500 participants and featuring +10.000 m<sup>2</sup> exhibition space and +100 exhibitors every year.

### Background

The FFF annual congress has seen significant growth since its first edition in 2009. Forward-looking into the future of the industry but also of the association and of its main event, FFF approached Connected Concepts to receive external advice leading to improved event performance (qualitative and quantitative).

### Quality assessment & strategic review

We were requested to assess the FFF Congress' performance in respect to both organisers and participants' present and future expectations.

In particular, the strategic review report aimed to anticipate on technological developments and trends in meeting format, content and service to participants.

Through SWOT analysis, benchmark and market investigation and onsite interviews with participants and exhibitors, we highlighted the areas that could be developed and identified a series of specific actions and recommendations.

### Outside experts with inside knowledge

Our congress assessment methodology ensured an external, objective approach designed to add value and improve our client's operations. Based on our strategic review report, the FFF prepared a work plan and timetable to put the new ideas into place starting with the next FFF Congress in 2014.



**Top:** Keynote speaker at the 5<sup>th</sup> FFF Congress in Brussels, Dec 2013  
**Middle:** Exhibition visitors  
**Bottom:** Plenary session

"After 5 successful editions, it was time to review and consolidate our strategy for the annual FFF Congress. Connected Concepts delivered a complete, professional report addressing our main pain points: congress location, new income opportunities, more interactivity with our delegates and a different conference programme management approach. We are extremely pleased with the variety of novel ideas and tools included in their analysis, which already help us redefining the concept of our future congresses. We will certainly contact their enthusiastic team again to help us implement some of the suggested actions."

**Sabine Vandebroek,**  
General Secretary Forum for the Future (FFF)

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