

# rcfms

## RESEARCH CENTRE FOR FUTURE MEETING STUDIES

Next-Level Business Events Powered By Strategic Insight

● A collaboration between

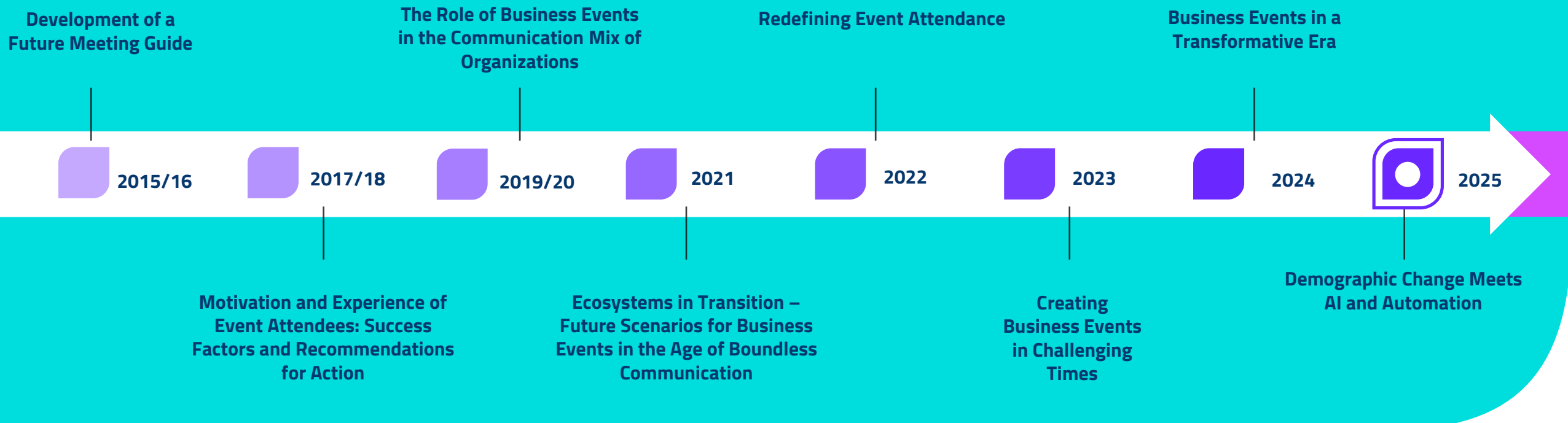
**GCB**  
Meetings made in Germany  
German Convention Bureau

 **Fraunhofer**  
IAO



# Where we come from ...

- 2015: Start of Future Meeting Space (GCB & Fraunhofer IAO)
- 10 years of research, impulses, and practical relevance
- Close cooperation with stakeholders around business events



# Joint research with over 40 partners

## Initiators



## Research partners since 2015



# The Evolution or: Why a Research Centre?



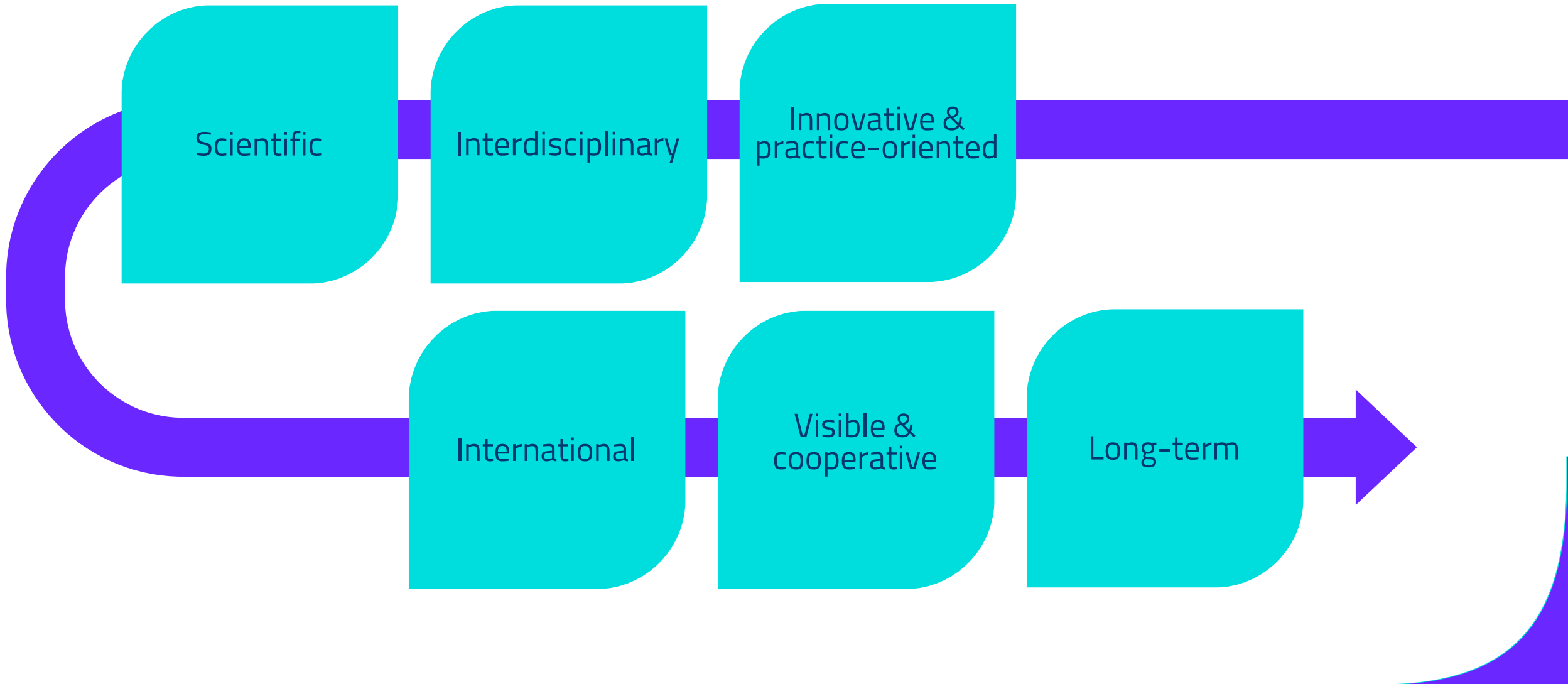
2015-  
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# The Research Centre for Future Meeting Studies is



## Goal



To further develop events as a means of communication in organizations based on evidence, making them sustainable, inclusive, and user-centered – and to support stakeholders along the entire value chain in aligning their offerings for the future.

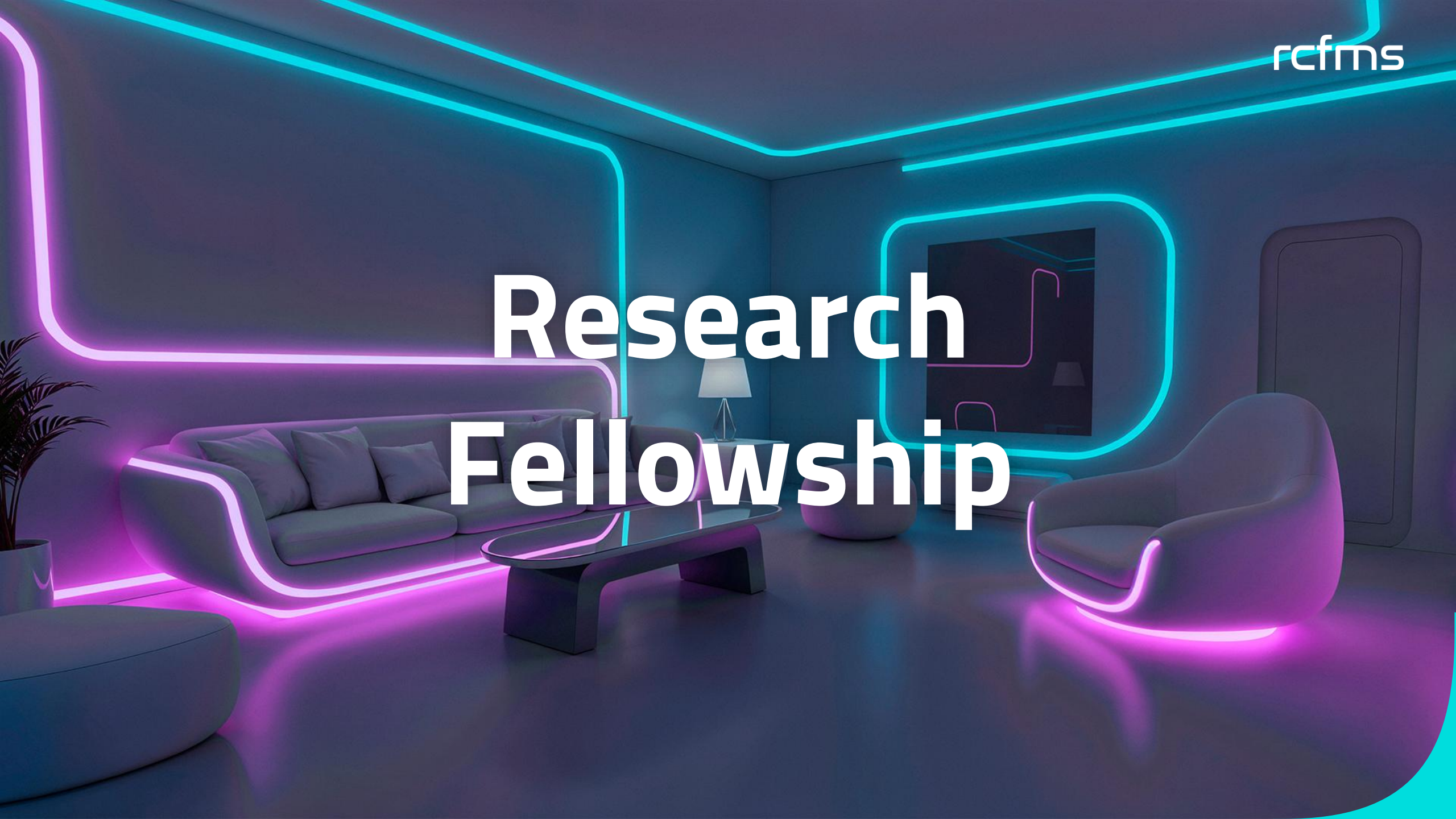


# Invitation to Participate

The background image is a futuristic, high-tech interior space. It features large, curved, white architectural elements and large windows that look out onto a city skyline. The ceiling is dark with several large, glowing pink circular rings. The floor is dark and reflective. Several people in business attire are scattered throughout the space, some standing in groups and others walking. The overall atmosphere is modern and professional.



# Research Fellowship





## As a **Research Fellow**, you will benefit from:

- **Positioning as an innovation leader:**  
You will gain visibility as a thought leader – both nationally and internationally.
- **Low-threshold access to research:**  
Time- and cost-effective
- **Early access to exclusive knowledge:**  
You will gain insights into current studies, trend analyses and recommendations for action – before they are published. This enables you to react more quickly and position yourself strategically.
- **Co-creation instead of reaction:**  
You actively influence research questions, topic priorities and transfer formats.
- **Participation in a growing research community**



# Advanced Research Tracks





## In **Advanced Research Tracks** you additionally benefit from:

- **Targeted knowledge transfer:**  
Deepening the research topic with a focus on the needs of a specific target group.
- **Collaboration at eye level:**  
Exchange in a circle of colleagues with comparable expertise.
- **Impulses from experts:**  
Professional input and dialogue with leading minds from science and practice.
- **Best practices & inspiration:**  
Insights into successful approaches and innovative ideas at research meetings.
- **Exclusive findings:**  
Access to research results reserved exclusively for this participant group.

# Services and Costs

## Research Fellowship

Organizations from the event ecosystem receive exclusive access to studies, insights, and networks.

Duration: 12 months

### SERVICES FOR PARTNERS

- Onboarding webinar
- Webinar presenting interim results
- Exclusive final event for presentation and discussion of results
- Study in advance
- Ongoing communication

### CONDITIONS

- Fellowship Standard: € 8,900
- **Fellowship Trust Rate:** € 5,900\*
- Fellowship GCB Member, Organisers and Start-ups : € 3,500

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\* Trust Rate: Former "Future Meeting Space" partners who cannot become GCB members



# Services and Costs

## Advanced Research Track

Deep dive within the annual research topic (e.g., afterwards)  
or independent topic

### SERVICES FOR PARTNERS

- Online Kick-off
- 1 working meeting / project meeting
- 1 research trip
- 1 results paper exclusively for ART partners

### CONDITIONS

- ART Standard: € 12,000
- **ART Trust Rate:** € 10, 000
- ART GCB Member, Organizers and Start-ups : € 8,000

#### Advanced Research Tracks:

Participation in Advanced Research Tracks requires being a **Fellow at the Research Centre for Future Meeting Studies**

# REGISTRATION / PARTICIPATION / CONTRACT PARTNER

Contract partner for research partners is the GCB German Convention Bureau e. V. It issues a binding offer document.

Participation in a Fellowship becomes effective via an online booking form and is generally intended as permanent participation. Termination can be made at the end of June each year for the following year.

Participation in an Advanced Research Track is commissioned independently and once.

## PARTICIPATION CONDITIONS

- Organisations must be legal entities
- Marketing associations without their own legal form are excluded from participation
- Graduated conditions for different categories of participants
- Participation in Advanced Research Track requires participation in a Research Fellowship at the Research Centre for Future Meeting Studies

## CATEGORIES

- **Fellowship Standard:**  
Providers in the business events ecosystem, non-GCB members, other organisations
- **Fellowship Trust Rate:**  
Former Future Meeting Space partners who cannot become GCB members
- **Fellowship Preferred:**  
GCB members, organisers/planners

# Your Contact Person



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