
The Long Tail Outcomes Summarised

The 10 stories demonstrate that conferences are shared social contexts which take people away from their established routines. Within this social context, knowledge and ideas are shared and common goals are developed through such interactions. It is not surprising then that these stories demonstrate a direct connection between the staging of conferences and an extensive range of benefits and outcomes beyond the tourism spend.

In previous work we have argued that the benefits and outcomes have impact in five broad areas: intrinsic, practice, social, economic and attitudinal (Edwards et al. 2011). As indicated in Table 1, overleaf, the legacies are not mutually exclusive – a benefit or outcome may have multiple legacies.

Intrinsic legacies are the personal outcomes delegates gain to develop their knowledge and skills. In the collaborative environment of the business event they are able to express and share their knowledge, skills and practices with a broad range of people including peers, colleagues, and others who may come from industry, government and not-for-profit organisations. Related to this are social legacies, which represent the camaraderie that develops around the conference, the appeal of engaging with other like-minded people, the relationships that are enhanced and developed, and the broader benefits that accrue to the communities in which the conference is held. Business events develop a social space that is important as it facilitates and reinforces social interaction and, in turn, influences the effectiveness of collaborative learning. Tacit knowledge can be spread through informal interactions with current and new colleagues.

Professional and practice legacies result from the skills and knowledge that delegates gain – such as attaining new insights, learning surgical techniques, sharing new ideas and identifying solutions to solving problems – being directly integrated into their professional practices and organisations. Professional legacies also arise for the delegate from gaining business partners, building research networks and obtaining knowledge that can solve research and business problems.

Attitudinal legacies arise from the reactions of delegates to their experiences at the conference, and from governments, the private sector and individuals who become aware of important issues that are communicated through the international and local media.

Economic legacies are realised as social networks affect the flow and the quality of information. Moving in different circles from one's own group connects people to a wider world and therefore any new acquaintances can be better sources of information as delegates go beyond what their own group knows. As conferences are intense periods during which social interaction is fostered, they lead to benefits and outcomes that have both intangible and tangible economic effects, such as building knowledge and capabilities, identifying business partners, improved workforce practices, better education, new investments, enhanced funding and better industry sector policies.

TABLE 1 BENEFIT AND OUTCOME LEGACIES ARISING FROM BUSINESS EVENTS



INTRINSIC



PROFESSIONAL PRACTICE

	DURING EVENT	<ul style="list-style-type: none"> New ideas & 'aha' moments Deep learning New/enhanced relationships Exposure to latest advancements Intellectual support 	<ul style="list-style-type: none"> New knowledge & skills Access to new technologies International standing Cross cultural awareness
	POST EVENT	<ul style="list-style-type: none"> Expanded networks Energy & momentum Holistic understanding of the field 	<ul style="list-style-type: none"> Research collaborations Advanced medical trials Knowledge/skill/technologies in workplaces Thought leadership
	LONG TAIL	<ul style="list-style-type: none"> Communities of friendship & practice Enhanced careers Mastery of field Future research 	<ul style="list-style-type: none"> Multiplier effect of knowledge & skills crossing organisational borders Organisational innovation
<p>Benefits to delegates & their workplaces</p>			



ATTITUDINAL

ECONOMIC

Media/publicity Enhanced destination reputation Making science relevant Influence on public perception	Tourism contribution Academia & industry partnerships/investment
Energised industry sectors Raised awareness of sector Government/community support	New/enhanced avenues of investment & trade Community benefit from enhanced business practice
Positive social change Policy development	Industry innovation Product development Medical breakthroughs Scientific discovery Thriving economies

Benefits to communities,
industry sectors & economies