



## 2017 Research Priorities Request for Proposal

### Objective

The PCMA Education Foundation is seeking responses to the 2017 Research Priorities Request for Proposals.

The PCMA Education Foundation supports PCMA by driving innovation and learning for the business events community through grants that fund research for innovation, education, and scholarships. These projects align with the Foundation's Strategic Plan, have a broad impact, and have the potential to advance the meetings and conventions industry. We are committed to the professional development of the business events industry and shaping tomorrow's leaders.

Main principles of PCMA Education Foundation Strategic Plan:

***Industry Transformation:*** *The Foundation will serve as a catalyst for fostering fundamental change for the advancement of the industry*

***Leading Edge Research and Education:*** *The Foundation will foster industry innovation through funding research and education initiatives*

***Organization Optimization and Alignment:*** *The Foundation's resources (human, financial, time) will be fully aligned to allow optimal support of PCMA's and the Foundation's strategic priorities*

More information on the PCMA Education Foundation and PCMA can be found at [foundation.pcma.org](http://foundation.pcma.org) and [pcma.org](http://pcma.org).

## 2017 Research Topics

Research priorities were driven by the PCMA education strategy, senior business events industry leaders, and a research needs assessment.

### Emerging Business Event Models

What are the emerging business event models by region and what will the impact be on event strategies and host organizations? How is globalization impacting business event models and their execution?

*Consideration:* Region-specific business nuances (North America, Middle East and Western Europe, Asia/Pacific).

*Suggested Outputs:*

- Best Practices for Navigating Emerging Business Event Models
- Case Study on Emerging Business Event Models and Impact on Business Event Strategy

### Adult Education Delivery Trends

What are the new trends for adult education delivery? How can business event strategists capitalize on these trends to enhance the attendee experience? How is education delivery perceived in various parts of the world? What are the content themes?

*Consideration:* Regionalization (content, delivery methods, and nuances)

*Suggested Output:*

- Guide to Adult Education Delivery Trends

### Business Case for Event Attendance

What specific elements of business events do attendees value the most and how does that impact their decision to participate in the future? How can meeting attendees quantify and measure the value of face to face interaction to their organizations? How can event strategists and host organizations help identify and articulate these metrics? How can business event strategists best showcase the case for participation to retain and attract new attendees?

*Consideration:* Gathering benchmarking data to monitor over time.

*Suggested Outputs:*

- Tool for Measuring Event Return on Investment (Time and Financial)
- Key Factors in Acquiring and Retaining Event Attendees

## Response Requirements

### Step One: Letter of Intent (LOI)

- Submit brief LOI via email with 1 page overview of project concept: description, output and funds requested
- Foundation staff and Volunteer leadership to review LOI and send Grant Application if project aligns with strategic plan and research focus areas identified above

### Step Two: Grant Application

- By request of the PCMA Education Foundation, based on the Letter of Inquiry (above), submit Grant Application to include: cover letter, project overview, phases and timeline, funding request, submitter background information and qualifications, references, any multimedia components
- A 10 minute presentation (via Skype or other) and 5 minute Q&A with Foundation Grants Committee may be scheduled

## Deadlines

Grant LOI and Application deadlines and approval timeline posted on [PCMA Education Foundation website](#)

## PCMA Education Foundation Contact

Questions, intentions to bid and proposals should be sent to:  
Stacey Shafer  
Senior Director, Operations, PCMA Education Foundation  
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*Thank you for considering a research project with the Education Foundation of the Professional Convention Management Association.*