

## AIPC Innovation Award 2009 Application Form



The AIPC Innovation Award is intended to reflect AIPC's mission of "Encouraging and recognizing excellence in congress centre management". As a result, it will be made for specific projects or initiatives that represent the development of a new, more creative or more effective approach to any aspect of congress centre management, operations or marketing.

Participation in the AIPC Innovation Award program is only open to AIPC members in good standing. In order to apply for the Innovation Award, members must respond to each of the following areas and submit the completed form to the AIPC Secretariat Office no later than April 30, 2009.

All completed submissions will be supplied to the President's Panel for rating according to the evaluation criteria. The Panel reserves the right to pose follow up questions to applicants if they feel they need further information to complete their evaluation.

The Panel will select a short list of applicants from which the final award winner will be selected. Short-listed applicants may be asked to present a description of their innovation as part of the Annual Conference program.

Please complete the following sections. Further details or supplementary material may be attached to support the information provided in the form.

### **1. Description of the innovation:**

The proposed innovation provides leading edge solutions for effectively capturing, archiving and searching the information contained in multimedia digital recordings of presentations and conferences.

An effective combination of hardware and software performs, without human intervention, the three key tasks of knowledge capitalization: multimedia capture, knowledge extraction and interactive web delivery.

The technology constantly improves in collaboration with the convention centre and academic institutions involved in international projects.

The convention center is developing the new concept in cooperation with the Klewel company.

### **2. Primary area to which the innovation applies:**

This section should explain which functional area(s) of centre operations the innovation applies to; i.e., marketing, operations, security, finance etc.

**Operations:** This innovation simplifies the techniques, processes and workflow to publish online and webcast conferences. The Klewel system is a tool that enables the convention center to provide a new type of original and highly-efficient service and demonstrate an aspect that differs from other convention centres.

**Marketing:** This innovation applies indirectly to marketing since these are new products to propose for conferences, conventions. The convention centers becomes the source of innovative projects resulting in a dynamic image and using the latest technologies.

### **3. Intended purpose:**

This section should explain what process / issue / opportunity the innovation was intended to address.

Tremendous amounts of knowledge are shared everyday through oral presentations held in congress and convention centers. However, the biggest part of such an invaluable asset is irremediably lost in absence of effective technologies for knowledge capture, extraction and access.

Even after the most brilliant presentation, all it remains is usually some personal notes and some slide printouts. This innovation was intended to address knowledge management issue.

### **4. Application:**

This section should explain how and to what processes or systems the innovation will be applied to.

The innovation will be applied to the process of knowledge management.

Klewel has the best solution for this knowledge management issue: an effective combination of hardware and software capable of performing, without human intervention, the three key tasks necessary for knowledge capitalization:

\* Multimedia capture: Klewel records the whole information delivered during a presentation without requiring any effort to the speaker and by simply pressing a button. The capture infrastructure is non-intrusive.

\* Knowledge extraction: Klewel distillates automatically the core messages of the speaker from data as raw as audio and video streams thanks to fast indexing technologies developed at IDIAP Research Institute. (<http://www.idiap.ch/>)

\* Interactive web access Klewel makes the knowledge of the speakers available to anybody through natural language queries as simple as those that everybody uses to find web pages with Google (visible on <http://www.klewel.com>).

### **5. Development process:**

This section should outline the process by which the innovation was conceived and developed.

This innovation was conceived thanks to a user centred development in the congress center. It was observed that there is a need to capture and search for content regarding events held in congress centers. The need came from discussions with staff from the convention center. The innovation (Klewel) answers all these needs.

We choose an Agile\* development for which the congress center technicians were very involved in all steps of the processes. A lot of pilot tests were conducted. A strong collaboration between Klewel and the congress center leads to useful feedbacks and suggestions for improvements.

The present circumstances have led to a reduction of participants at the conferences organised by the convention center, which receives frequent requests from clients requiring a system that would record the meeting for those who were unable to attend. In addition, this system would enable the clients to have a complete file of their conferences by means of video, sound and power point.

\* [http://fixedreference.org/en/20040424/wikipedia/Agile\\_Methods](http://fixedreference.org/en/20040424/wikipedia/Agile_Methods): "In software engineering, Agile Methods are low-overhead methods that accept that software is difficult to control. They minimize risk by ensuring that software engineers focus on smaller units of work.

One way in which Agile software development is generally distinguished from "heavier", more process-centric methodologies, for example the waterfall model, is by its emphasis on values and principles, rather than on processes.

Typical cycles are one week or one month, and at the end of each cycle they reevaluate the project priorities - a feature it shares with incremental engineering methodologies, and most modern theories of project management."

### **6. Results of the innovation:**

This section should describe the overall results; i.e., what the innovation accomplished relative to its intended purpose.

We received positive answers from customers, it is effectively a revolutionary tool for participants and non-participants to view, share, browse, search for conference content.

In a couple of months, the following leads were acquired: Nestlé executive staff conference, Montreux city political assembly, conference by the World Business Council for Sustainable Development. These key clients are extremely satisfied; this innovation answers a real need.

The convention center is receptive to the needs of its clients and can provide direct and efficient answers to their requirements.

**7. Measurable outcomes:**

This section should describe and quantify in more specific terms what measurable time / financial / effectiveness benefits you have been able to actually measure? (i.e., cost savings; value of increased effectiveness; value of new business realized etc.)

Compared to traditional approaches: it saves time and cost. Since this innovation is all automatic, it increases effectiveness and allows to realize new business. In terms of finance: we received income and positive feedback from customers and conference organizers in general despite the economic crisis.

Cost saving : The number of personnel is reduced considerably and the results represent a greater improvement in comparison with what existed previously. Using only two technicians, this new concept can operate a system combining video recording, audio and power point, the display of the conference directly on-line and the activation of the research and filing process. In normal circumstances, 4 technicians would have been required for the job.

Time saving: With the new Klewel device, time can be gained when installing the technical equipment and the planning operations of the team. The convention center becomes proactive and reactive with a result obtained in 1 day. The on-line action can be carried out in 1 day instead of 1 week which would have been necessary with the conventional equipment.

New business: The convention center offers a new and high-performing service for its clients. It also fills a need since it did not exist before. The convention center places itself in the position of an avant-gardiste and a pioneer by proposing this system in the world of convention centres.

**8. Lessons learned:**

This section should identify what you and / or your staff have learned through the development of this innovation (i.e., teambuilding, new approaches to problem solving etc.).

The convention center allow Klewel to gain the technical knowledge in the organisation of the conference, in terms of management, volume, quality, and references.  
The most important is that the convention center and Klewel learnt the importance of pilot testing in real conditions during the development of the product.  
Many new ideas arised from discussions: multi lingual management for translations, multi-room capture management, remotely manageable, remix audio, no more video cables, everything should be captured in native format, in IP network, all digital.

**9. Broader implications:**

This section should describe any other areas of your operation you think the innovation may be applicable to.

For concert and music festival purpose, this innovation could lead into having a better video network through IP and video content management within the convention centre.

The new concept can be used during all the types of event: staff meeting, General Assembly etc and can be applied internationally.

**10. Comments:**

Use this section to present any other information that would support your application.

**Participation terms and conditions:**

- All submissions and supplementary material are to be sent by email only ;
- Participating centres agree to AIPC promoting their innovations via articles, conference presentations, AIPC website etc ;
- Only the winner and two runners-up will be identified, scores will not be release to any participating centre and there will be no further reporting or correspondence on the results;
- Submissions to the Panel will be not identify the name of the centre ;
- Finalist will be assessed a participation fee of € 125

**Participating centre:**

Innovation Award contact person and business title:

E-mail

Direct telephone