

The **definitive** information resource highlighting the world's **knowledge hubs**



Places to Meet, Invest, Work, Learn and Live....

Intellectual Capitals is the definitive information resource highlighting the world's knowledge hubs. Using digital rich and print media to introduce meeting planners, institutions, investors, professionals and businesses to leading scientific and professional communities.

What are the benefits for the destination?

Intellectual Capitals enables destinations to attract inward investment, conferences, business events and talent by promoting their capacity and capability in scientific and business sectors. Intellectual Capitals also provides ammunition and assistance to existing ambassador programmes and provides credible collateral material to destination marketing organisations.

What are its benefits for the user?

To reveal opportunities provided by business clusters, research and educational establishments. To be connected with the world's leading experts in their fields.

What does it include?

Intellectual Capitals provides all the information needed to persuade the user to choose the destination for relocation, work, business event or investment, using online video and digital print modules on all iOS and Android platforms. Each edition of Intellectual Capitals is commissioned by the destination, outlines its sector strength and capability within those sectors identified through the prism of its ambassadors, thought leaders, ministries, research institutions, economic development agencies and case stories.

How is distribution managed?

Each launch of a new Intellectual Capitals edition is initially promoted by email to CAT's Association Meetings International database and is hosted on the www.intellectualcapitals.com website for a 12-month digital contract period. It is also featured on the websites and weekly newsletters of CAT Media - www.amimagazine.global and www.mitmagazine.co.uk - to an audience of international and European association planners across all knowledge hub sectors. It is also promoted on the Iceberg newsletter, distributed twice a month to more than 30 business event industry associations, regional publishers and event partners for sharing with their respective communities - a potential reach of over 350,000 business and professional event planners and professionals worldwide. Intellectual Capitals can also be promoted by destinations via their own ambassadors to potential investors and to other relevant audiences via their own online and social media campaigns.



INTELLECTUAL CAPITALS
www.intellectualcapitals.com

KNOWLEDGE HUB success stories....



"IC has been a powerful way for us to demonstrate Dubai's rising sectors and the innovation taking place in this growing knowledge hub, enabling us to showcase the significant innovation and future focus to those who are not familiar with these aspects of Dubai. It has also allowed us to tap into key sectors and reinforce our relationships with key stakeholders across the city."

Steen Jakobsen, Dubai Business Events and City Operations

"Intellectual Capitals converged exactly with the strategy of Monaco Convention Bureau and above all allowed us to present new arguments of legitimacy. Monaco needs more than any destination to capitalise on its knowledge, experts and industries to be relevant for congresses because those assets are unknown and unexpected from the Principality. We have had many initiatives to promote Intellectual Capitals including an official launch, press conferences and presentations to a large audience of clients. Feedback from customers and the press has been unanimous. IC has helped to overcome negative stereotypes of Monaco, and boosted its image for the MICE market."

Sandrine Camia, Director Convention Bureau Monaco Government Tourist and Convention Authority



....and what the industry's leading professionals are saying



"As we are an international association of innovation professionals, when it comes to deciding on a destination for our events, we are primarily concerned with identifying cities that are considered to be innovative, and where we can engage with the local innovation community, rather than being good event cities or cities that are popular with tourists."

Iain Bitran, Executive Director, ISPIIM - International Society for Professional Innovation Management

"For our team who researches and evaluates future destinations for our annual Urology Congress, focused information on the destination's scientific/academic/medical strengths and capabilities would constitute a definite advantage; one that could make a difference in the final shortlist and selection. In addition, looking at the attendee benefits, strategic clusters could facilitate the organisation of technical visits, to hospitals for example, and incubate international exchanges of knowledge and research."

Martine Coutu, Executive Director, Société Internationale d'Urologie



Key Benefits

Raising the profile and reputation of a destination as an international 'knowledge hub' within high-growth and innovation sectors

Supporting ambassadors, local associations and public-private bodies responsible for attracting business events, inward investment and talent

Providing rich content support for digital and social media engagement to key communities and investors

Reaching out to the connected societies of science, medicine, technology, education and business

Connecting local education and research institutions to the world's investment and professional communities

Encouraging priority sector professionals and communities to meet, invest, work, learn and live in the destination



RATES PER ONLINE EDITION (12-MONTH DIGITAL CONTRACT)			YEAR 2 RENEWAL
Size (pages)	Number of embedded videos	Cost (€)	12-month contract (€)
12	6	39,950	6,950
8	4	29,950	6,950
4	2	19,950	6,950

All Rates in € Euros

CONTENT

Each edition includes in-depth interviews with local experts on specialist subjects and detailed coverage of sub-sections relating to investment, living, business relocation and meetings - in digital version and on video.

OPTIONAL PRINT EDITION

10,000+ copies of an Intellectual Capitals edition can be printed and inserted into an issue of Association Meetings International, including 1,000 copies for the client's own use - prices on application.

TIMINGS

Go live date will be a minimum of 4 months from booking confirmation. The initial 12-month digital contract starts when the Intellectual Capitals edition is live on the website. The Year 2 renewal contract starts immediately when the initial 12-month period has expired.

NOW LIVE – Sydney, Dubai, Oman, Calgary, Wales, Monaco, Auckland and Geneva

