

Impact Insights

business
events
sydney

Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC) 2023

Introduction

Conferences are catalysts for the growth of knowledge economies and the development of industry innovations, benefitting local and global communities. Business Events Sydney (BESydney) in conjunction with the University of Technology Sydney, Business School surveyed delegates attending the Annual International Conference of the IEEE Engineering in Medicine and Biology Society (EMBC) 2023, to measure and understand some of these impacts on delegates and the flow-on effects to the community at large.

Overall, respondents reported that the conference accelerated the development of scientific advancements and implementation of innovative solutions to complex challenges, with industry and academia coming together to drive applied innovations that help advance change for global communities.

550
survey responses

3% practitioners
74% academics
14% exhibitors
9% other

9% Sydneysiders
1% regional NSW
5% interstate
85% international

BEYOND TOURISM IMPACTS

98%

agreed that EMBC enabled/contributed to scientific advancement (new knowledge / ideas / technology / collaboration)

91%

agreed that EMBC enabled/contributed to industry innovation (new knowledge / ideas / technology / practice)

90%

agreed that EMBC enabled/contributed to attraction of global talent to Sydney

73%

agreed that EMBC enabled/contributed to improved social policy

65%

agreed that EMBC enabled/contributed to support of vulnerable communities

55%

agreed that EMBC enabled/contributed to trade and investment

Percentage of respondents rating 3 or more out of 5

What EMBC delegates had to say...

“The EMBC conference stands as a beacon of excellence in the realm of medical and biological engineering. EMBC’s platform not only showcases cutting-edge research but also provides a nurturing environment for professionals to connect and evolve. The conference’s impact in advancing medical technology and healthcare solutions is remarkable, and its dedication to pushing the boundaries of knowledge is an inspiration to all in the field. EMBC’s legacy as a premier conference continues to shape the future of medical engineering.”

About scientific advancement

“An awareness of current advancements in technology can be obtained by attending these events. This also promote more collaboration opportunities and a place

to showcase our works. For students, it gives an opportunity to understand current demands of technology and create an industry readiness thinking.”

About industry innovation

“The conference facilitates the exchange of cutting-edge research, methodologies, and technologies among professionals, fostering collaboration and cross-disciplinary problem-solving. This congregation of minds accelerates the development and implementation of innovative solutions to complex medical challenges. The conference provided industry professionals with insights into emerging technologies and applications. This interaction between academia and industry paves the way for the translation of academic research into marketable products and solutions, propelling industry innovation and growth.”

About attracting global talent

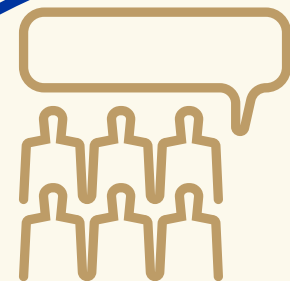
“As a research professor at one of the world’s top universities, I am drawn to the idea of relocating to this wonderful country. Events like this certainly contribute to making the decision easier.”

“It was a fantastic conference gathering prominent scientists and students from recognized institutions. The showcase of Sydney institutions was evident.”

About support of vulnerable communities

“Business event focused on engineering in medicine and biology, with a focus on health care for all, which allowed for ample discussion on how innovations could help address health inequities in underserved communities across the world.”

“By promoting the interaction between investors and new talents, the pathway is opened to find new solutions and ideas to improve the conditions of vulnerable communities and overall social policy.”

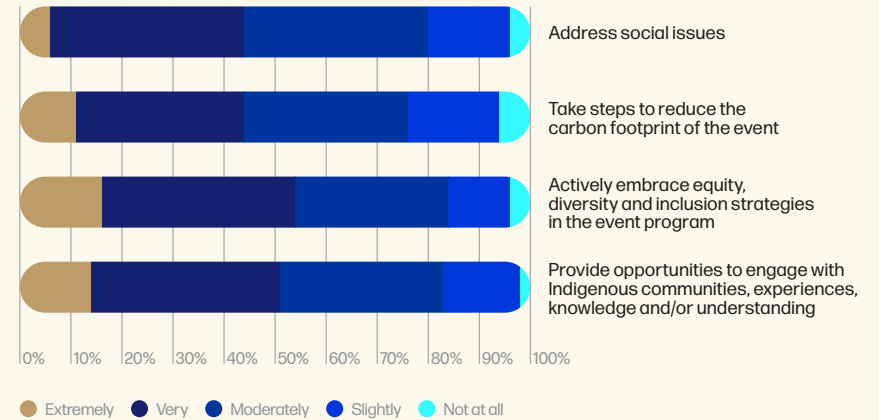


What EMBC delegates think...

“Business events should fully embrace and promote EDI strategies to create impactful innovation that can enable all individuals to benefit, regardless of their identities, qualities and characteristics. These innovations and knowledge can be further enriched by engaging with Indigenous communities, which can help broaden our perspectives and understanding of local and global challenges.”

About the importance of Social and Environmental Sustainability

Over **80%** of delegates said it is **moderately to extremely important** to them that business events engage in social and environmental sustainability activities, with close to 50% saying it is **very to extremely important** to them:



TOURISM IMPACTS



Top 3 flight booking leadtimes

- 27%** 3-6 months
- 57%** 1-3 months
- 13%** < 1 month



Top 3 types of accommodation used

- 46%** 4-5 star
- 23%** 3 star
- 10%** Airbnb



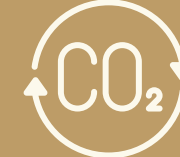
Top 3 booking channels used

- 31%** Booking engine
- 23%** Travel agent
- 19%** Hotel website



Did you duty free shop at Sydney Airport?

- 45%** Yes
- 55%** No



Did you buy carbon offsets for your flight?

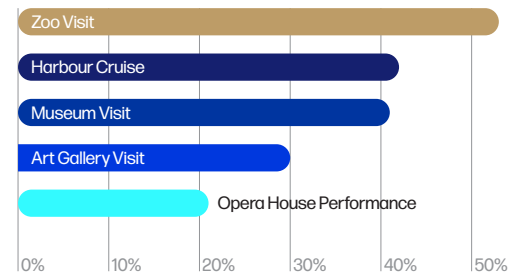
- 15%** Yes
- 85%** No



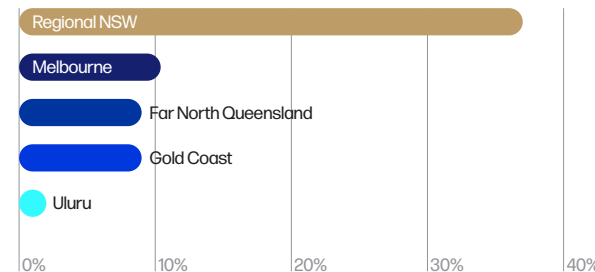
Happy with the Australian visa application process?

- 91%** Rated 4 or 5 out of 5

Percentage of delegates visiting top 5 tourist attractions



Percentage of international delegates visiting top 5 areas outside Sydney



77%

think they will visit Sydney again in the future

80%

would highly recommend Sydney as both a conference and tourist destination (based on scores of 8+ out of 10)