

MADRID, CREATING LEGACY THROUGH YOUR MEETING

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Madrid, donde las reuniones cobran vida



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In the meeting's and events industry, the concept of legacy refers to the positive and lasting impact that a congress, conference or event can have on the local community, participants and the relevant sector, extending far beyond its immediate benefits. Traditionally, conferences and events have been valued mainly for their direct economic impact, such as generating revenue and boosting tourism. In recent years, however, it has become increasingly clear that they can act as catalysts for social, economic and environmental change, creating a lasting impact long after the event has finished.

This shift in how legacy is viewed has gained significant traction among meeting planners and host destinations, who now consider legacy not just an added benefit, but a core component of strategic planning. Organising an event with a focus on legacy means developing activities and projects that address key issues for the

THE LEGACY CONCEPT

Legacy refers to the long-term impact that a conference or event can have on the host city, the local and global community, and the relevant industry or sector. This concept aims not only to mitigate negative impacts, such as the event's carbon footprint, but also to address social, economic and environmental challenges, thereby positioning the event as a catalyst for positive change.

local community, promote sustainability, foster interdisciplinary collaboration and bridge gaps in knowledge and talent. The change is also closely aligned with the United Nations Sustainable Development Goals (SDGs), further solidifying the role of legacy in international event planning.

The growing importance of legacy reflects an evolution in the meeting's and events industry. Organisers and destinations are now striving to ensure that conferences and events

are not merely a source of short-term revenue, but also a strategic tool for creating a positive, transformative impact. By adopting a legacy-based approach, events are better able to tackle global challenges, promote innovation and leave a lasting impact that benefits society in the long term. This shift is ushering in a new era for the industry, where the creation of sustainable value has become a key objective for all stakeholders.

PHASES OF THE LEGACY PROJECT CYCLE

The legacy project cycle consists of seven steps, following the Copenhagen Legacy Lab's 7-step model. These phases, which facilitate the strategic and coordinated planning, execution and evaluation of legacy activities, include:



PLANNING BEFORE THE EVENT

- 1 Identify goals and needs:** The strategic goals and needs of the association and the local destination should be identified before the event. They should be aligned with the SDGs and any other relevant social and economic impact targets.
- 2 Select the activities:** Activities to be implemented during the event should be carefully chosen in order to generate the desired legacy.

EXECUTION DURING THE EVENT

- 3 Implement the activities:** Legacy activities should be carried out during the event, with an emphasis on co-creation and collaboration between organisers, participants and local stakeholders.
- 4 Initial data gathering:** Data should be collected during the event to evaluate the initial reactions and the outcomes of the legacy activities.



EVALUATION AFTER THE EVENT

- 5 Evaluate impact and outcomes:** The direct and indirect impacts of the activities should be assessed after the event, measuring their social impact and how well they have contributed to the strategic goals.
- 6 Monitor and obtain feedback:** The medium and long-term outcomes should be monitored, with information gathered on behavioural changes or sustainable impacts as a result of the event.

ONGOING IMPACT

- 7 Ensure a sustainable legacy:** The legacy activities should continue to be monitored and developed to ensure a lasting impact long after the event. This may include securing additional funding, conducting further research or establishing new collaborations.

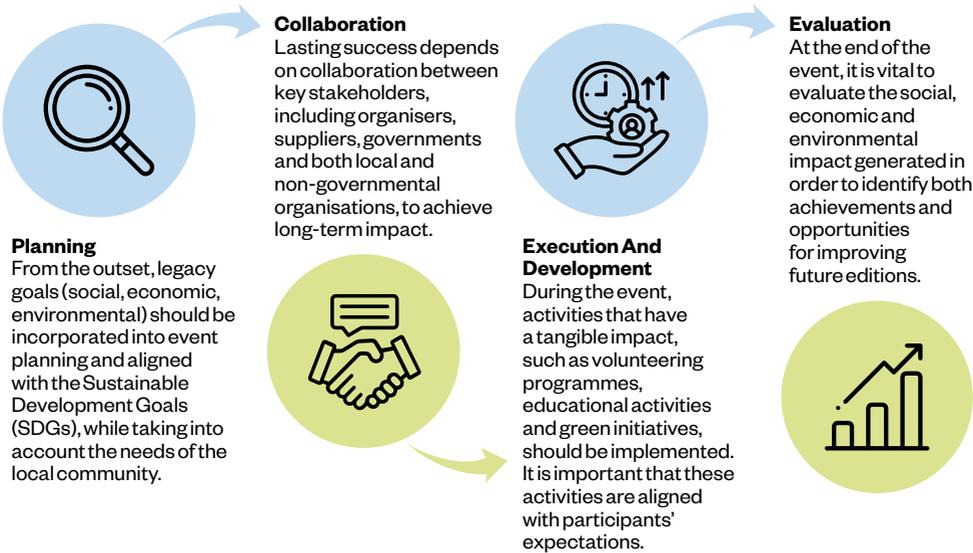


This continuous planning and evaluation process helps to transform the legacy of an event from a mere aspiration into a tangible, measurable process that leaves a lasting effect on the local community, the sector involved and society as a whole.

LEGACY FROM THE DESTINATION'S PERSPECTIVE

In the meetings sector, legacy refers to the lasting impact of an event that extends far beyond the duration of the event itself. This impact can be social, economic, environmental and cultural, with the aim of creating long-term benefits for both the local and global community.

PROCESSES OF A LEGACY PROJECT



KEY STAKEHOLDERS INVOLVED IN A LEGACY PROJECT

Local and regional governments	Event organisers	Companies and sponsors	The local community and NGOs	Universities and research centres
Responsible for establishing policies, providing resources and infrastructure, and ensuring that projects are aligned with regional and national development goals.	Responsible for integrating legacy into the event's design and execution, ensuring that the programmes benefit the community and promote sustainability.	Contribute financially and provide experience and contacts, supporting initiatives that promote the event's legacy, particularly in the business and technological sectors.	Their collaboration is essential for ensuring that the legacy of an event is sustainable and leaves a lasting positive impact. They help to identify needs and ensure that benefits are distributed equitably.	Help to create knowledge, foster innovation and provide training for staff, collaborating on research and technology development projects.



IMPLEMENTING A LEGACY PROJECT FROM THE DESTINATION'S PERSPECTIVE

Identify goals and priorities

The destination establishes its goals (economic, cultural, social, environmental) and aligns them with the SDGs, helping to focus efforts and mobilise the relevant stakeholders.

Develop a comprehensive strategy

An inclusive strategy involving all relevant parties is established, ensuring the active participation of the local community and stakeholders.

Build infrastructure and training

The destination must develop the necessary infrastructure and train its personnel in key areas such as sustainability, waste management and the circular economy.

Implement initiatives during the event

Specific activities (volunteering, workshops, educational and innovative initiatives) that are visible and accessible to both participants and the community are implemented during the event in order to generate the desired legacy.

Ongoing monitoring and adjustments

Progress is continuously monitored and strategies are adjusted based on results and changes in the environment.

Communication and visibility

The legacy is communicated effectively to the local community, ensuring recognition and long-term sustainability.

 Legacy in the meeting's and events industry is therefore a comprehensive and collaborative process that requires planning, execution, monitoring and evaluation to ensure the lasting impact of the event.

LEGACY FROM THE ORGANISER'S PERSPECTIVE

To create a legacy through an event, it is essential to follow strategic steps that ensure success not only in terms of participation and logistics but also in generating a positive, lasting impact on the community. Aligning the vision and mission of the organiser with the legacy goals is crucial for long-term consistency and sustainability.

9 STEPS FOR GENERATING A LEGACY FROM THE CLIENT OR ORGANISER'S PERSPECTIVE

1 Define the legacy vision

Outline the type of legacy to be created and establish a clear vision of its impact (social, economic, cultural, or environmental), ensuring alignment with the SDGs and the event's long-term goals.

2 Align the organiser with the legacy goals

The organiser (association, company, etc.) must align its legacy goals with its mission and vision to ensure the greatest possible impact from its events, providing long-term value while strengthening its commitment to the community, sustainability and development.

3 Collaborate with local stakeholders

Work closely with governments, communities and organisations to unite efforts and achieve a shared impact.

4 Design specific initiatives

Create initiatives that generate a lasting impact on both the community and the participants, including areas such as education and training, volunteering and social participation, sustainability and the environment, and innovation and technology.

5 Adopt a communications plan

Develop a communications strategy to showcase your commitment to sustainability, ensuring the legacy is visible both internally and externally while also attracting participants and sponsors.

6 Implementation during the event

Ensure that all activities, such as volunteering programmes, seminars and events, and the promotion of local products, are aligned with the legacy goals.

7 Real-time monitoring and adjustment

Evaluate progress and make adjustments during the event to optimise impact, using surveys and other indicators.

8 Post-event evaluation

Measure the tangible outcomes of the legacy, such as jobs created and community projects. Ensure transparency in communicating these outcomes and compile reports for future events.

9 Long-term sustainability

Companies must ensure that the legacy extends beyond the event itself by monitoring projects, promoting new editions and collaborating with local NGOs and institutions.



A client or company that wants to contribute to creating a legacy through their event should think in terms of long-term impact, involving all relevant stakeholders from the planning phase, through execution, to post-event evaluation.



KEY STAKEHOLDERS INVOLVED IN A LEGACY PROJECT FROM THE COMPANY'S PERSPECTIVE

To create a meaningful legacy, associations and companies must align their vision and mission with the legacy goals. This requires strategic planning, collaboration with key stakeholders and ongoing evaluation to ensure a lasting, positive impact on the community.



Local and regional governments

Facilitate permits, align the project with local policies and can help with funding and infrastructure.

Event organisers and suppliers

Responsible for implementing the legacy strategy and ensuring that the initiatives are sustainable and measurable.

Sponsors and partners

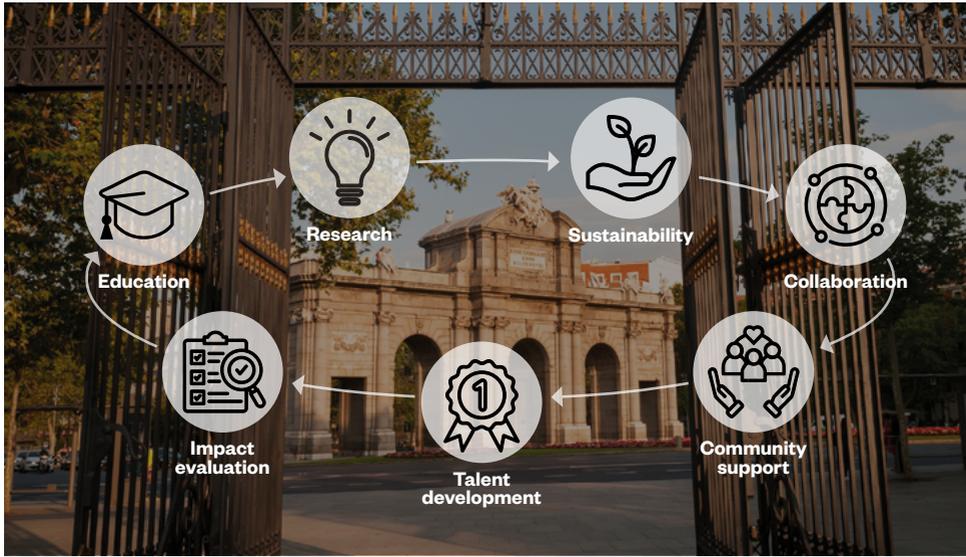
Provide funding and resources and collaborate to create projects with long-term value.

Event participants and attendees

Play an active role in activities such as volunteering and sharing their experience and knowledge.

The local community and NGOs

Their involvement is essential to ensure that the legacy meets local needs and remains sustainable in the long term.



TYPES OF HIGH-IMPACT ACTIONS

According to the Copenhagen Legacy Lab, a conference can generate a positive legacy through a number of actions. These actions are designed to have an impact on both the event and the local and global community. Some key types of impact actions include:

Educational actions

Focus on sharing knowledge and developing skills, for both event participants and the local community and can include talent workshops, interactive exhibitions and educational activities for patients and families.

Research and development actions

Seek to address knowledge gaps and promote collaboration between research centres, universities and companies, including the creation of research funds.

Sustainability and social responsibility actions

Aim to reduce the environmental impact and promote sustainable practices, such as using technology in event logistics to reduce the carbon footprint, promoting industrial sustainability projects and organising sustainable tours with eco-friendly principles.

Collaborative actions

Foster partnerships between the public, private and academic sectors to promote innovation through interactive workshops and co-creation projects with the community, addressing shared challenges.

Actions to support the local community

Help to integrate the event into the community, creating opportunities for local participation and business, such as activities focused on inclusion and business development.

Talent development and empowerment actions

Promote professional training and local empowerment through mentoring and employment platforms.

Actions for measuring and evaluating impact

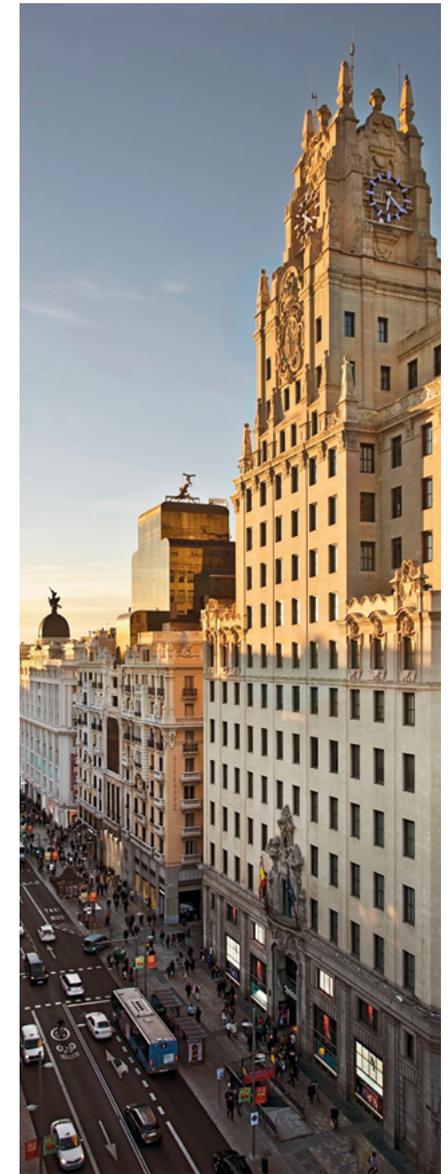
Focus on measuring the impact of the event on the community and the environment, using ongoing evaluation and tools to measure the social and environmental impact.

When implemented strategically, these actions can create a lasting legacy that not only benefits conference participants but also has a positive impact on the local community and contributes to global goals, such as the SDGs.

10 KEY RECOMMENDATIONS AND TIPS

A well-designed legacy project is crucial to ensuring that the benefits of an event leave a lasting impact. Here are 10 key recommendations:

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01 Start early Plan the desired legacy from the moment you begin organising the event.
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02 Have a clear mission and goals Establish a clear mission and well-defined goals to guide legacy-related activities.
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03 Listen to local teams Engage with local teams to understand their priorities and design events that meet the needs of the host community.
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04 Adopt an inclusive approach Ensure accessibility and provide support for full participation.
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05 Aim for gradual progress Implement small, manageable changes rather than pursuing major transformations right away.
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06 Measure and gather feedback Define measurement criteria from the outset and continuously gather feedback to evaluate and improve results.
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07 Be mindful of cultural sensitivity Adapt to local contexts and be aware of cultural differences when working internationally.
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08 Engage and enhance experience Create an engaging and exciting environment for participants to ensure the event is memorable.
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09 Encourage immersive learning Develop practical activities with high-impact experiences.
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10 Unite the community Foster exchanges within the community to build partnerships and ensure stakeholders do not become isolated.



This document has been properly created by Madrid Convention Bureau and supplemented with information from sources such as Wonderful Copenhagen and BestCities Global Alliance.



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