

11/12/19


19-1332




**IASP Conference**

City Manager's Report  
City Council Meeting

November 12, 2019



**What is IASP?**  **IASP**

**International Association of Science Parks and Areas of Innovation**

- Created in 1984, IASP is an international membership based private non-profit association with a world-wide network.
- Members represent a network of professionals that manage areas of innovation and science/technology parks in more than 400 science parks and innovation districts in 75 countries.
- IASP has not held its world conference in the United States in more than 10 years.



## **Why Santa Clara?**

- IASP has had a strong interest in having a conference in the United States.
- The planning and execution of the annual IASP world conference is a collaborative effort between the host community/country and IASP staff.
- IASP Board President, Paul Krutko, has strong ties to the South Bay and reached out to the City, Joint Venture Silicon Valley and UC Santa Cruz to assist in bringing the conference to Santa Clara.
- Also, the Santa Clara Convention Center & Destination Marketing Organization (DMO) expressed their desire to attract science and technology conferences on a local, regional, national, international level, such as IASP. This was recently reaffirmed at the DMO meeting on Oct. 28.



## **Partnerships**

### **Joint Venture Silicon Valley**

- Already held preliminary meetings with key business partners to build the requisite support network to plan and execute the conference schedule.
- Early discussions have centered around how burgeoning businesses in science and technology parks around the world can build relationships with Silicon Valley businesses and how Silicon Valley companies might be able to reach out to key business/technology leaders around the world. Discussions around strategies to keep conference attendees in Santa Clara/Silicon Valley before and after the conference with tours and other events have also commenced.

### **Meeting of the Minds**

- Brings together urban sustainability and technology leaders to share knowledge and build alliances through person-to-person and city-to-city learning.





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The Center of What's Possible

## Nantes, France 2019

- IASP President invited staff to attend the 2019 world conference in Nantes, France to begin promoting Santa Clara and the 2021 conference.
- The booth featured a backdrop display to promote awareness of Santa Clara and a video to welcome potential conference attendees.
- Attending allowed the City to meet with conference officials and do some early promotion for the 2021 Santa Clara conference and to better understand the meeting attendees, areas of interest, opportunity areas and the like so we can build the conference focus and messaging for full promotion at the 2020 conference.



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## Nantes, France 2019

- During the promotional visit, staff spoke to many 2019 attendees that indicated a strong interest in coming to Silicon Valley and California.
  - Insights into what is the “secret sauce” that has made Silicon Valley successful
  - Insights on how to promote themselves to Silicon Valley venture capitalists
- Many attendees expressed interest in bringing their families for an extended trip in the area.






## Banner Displays



## 2021 Obligations & Next Steps

- The 2021 World Conference creates a tremendous opportunity to build Santa Clara and the Convention Center as a fitting destination for high level international meetings and conferences.
- Promotion at the 2020 Seville conference will be a key outreach vehicle to promote Santa Clara – and for us to gauge the interest level of the conference topics and any additive business tours (such as to local technology facilities in the Valley) or cultural trips to determine overall appeal.
- Our goal is to make this conference the most successful and the most meaningful conference for the attendees which will generate additional recognition for Santa Clara internationally and meaningful (and profitable) business for our convention center and hoteliers.





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