

Places to Meet, Invest, Work 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 the destination marketing organisation.

How is distribution managed?

Intellectual Capitals will reach an audience of institutions, corporations, professional business event organisers, investors and ambassadors and their communities. CAT Publications will employ its www.meetpie.com and www.ami-magazine.eu web sites and all engagement channels including International Meetings Review. Intellectual Capitals can also be promoted by destinations to their own chosen relevant audiences via online and social media.



What the industry's leading professionals are saying about Intellectual Capitals

"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, ISPIM – International Society for Professional Innovation Management



"We are growing our future by investing in education, innovation and infrastructure. We invest in education as our calling card to the whole world and are home to nearly 300 universities like MIT and Harvard, research institutions, and teaching hospitals. We invest in innovation because there are a number of high growth industries like biotech, clean tech, life sciences, IT, precision manufacturing and financial services that depend upon the concentration of brain power that we have here."

And we invest in infrastructure, what I call the unglamorous side of government, because that supports everything else and is the platform that the public builds for private investment and personal ambition.

That strategy for growth is at work here today and why we are first in the nation for student achievement, healthcare coverage, entrepreneurial activity, economic competitiveness, veteran services, energy efficiency, biotech and life sciences and so much more."

Deval Patrick, Governor of Massachusetts, US. (Speaking at the PCMA Convening Leaders Conference, January 2014)

"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 organization of technical visits, to hospitals for example, and incubate international exchanges of knowledge and research."

Martine Coutu, Executive Director, Société Internationale d'Urologie



"We've aligned our convention bureau strategy with that of our trade investments strategy. So by going after the same businesses in the same sectors we can link our universities and research base with the congresses coming into London. But we're also working to bring more investment into the city using those conventions and congresses as a showcase and a tool to bring in more investors."

Gordon Innes, CEO, London & Partners.

"Intellectual Capitals sounds like a great idea. As the director of a medical association it would be useful to know the host city, or bureau, has established a good relationship with local hospitals, universities, and the medical authorities, both to raise the profile of our meeting and help us fulfil any compliance requirements. This is just as important to EASL as the weather or the restaurants."

Grégoire Pavillon, Executive Director, European Society for the Study of the Liver



INTELLECTUAL CAPITALS
 KNOWLEDGE HUBS ► MEET • INVEST • WORK • LIVE



Key Benefits

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

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

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

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

Enabling personal ambition through relocation incentives associated with the creation of 'talent hubs'

Facilitating global reach through the digital tablet form over iOS and Android platforms supported by specialist EDM distribution and SEO strategies

An invitation to priority sector professionals and communities to meet, invest, work and live in the destination

WHAT DOES IT COST?

Basic entry price is Euros 35,000 for an 8-page digital version including 2 video interviews

Content:

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 print and on video

Extra rates for:

Additional 4 pages: Euros 9,500
Additional Video interviews = Euros 1200 per interview
Print: TBC based on pagination, paper quality, print run

The first editions of Intellectual Capitals will be released at IMEX America in Las Vegas, October 2014. To secure a subsequent edition please contact: sales@cat-publications.com.

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

