

The background is a blue-toned graphic. It features a faint world map on the left side. On the right side, there is a prominent globe with white grid lines. The entire background is overlaid with various digital and data-related elements, including binary code (0s and 1s), circular patterns, and abstract lines. The text 'DESTINATION MARKETING, WHAT'S NEXT?' is positioned on the left side of the image.

DESTINATION MARKETING, WHAT'S NEXT?

Ranked No.2 Worldwide
(2014, ICCA)

Ranked No.1
in 2003, 2005-2012
Top 5 past 15 years
(ICCA)

International Conventions
No. 2 Worldwide, 2014
(UIA)

Quality Living Survey
No. 1 Worldwide

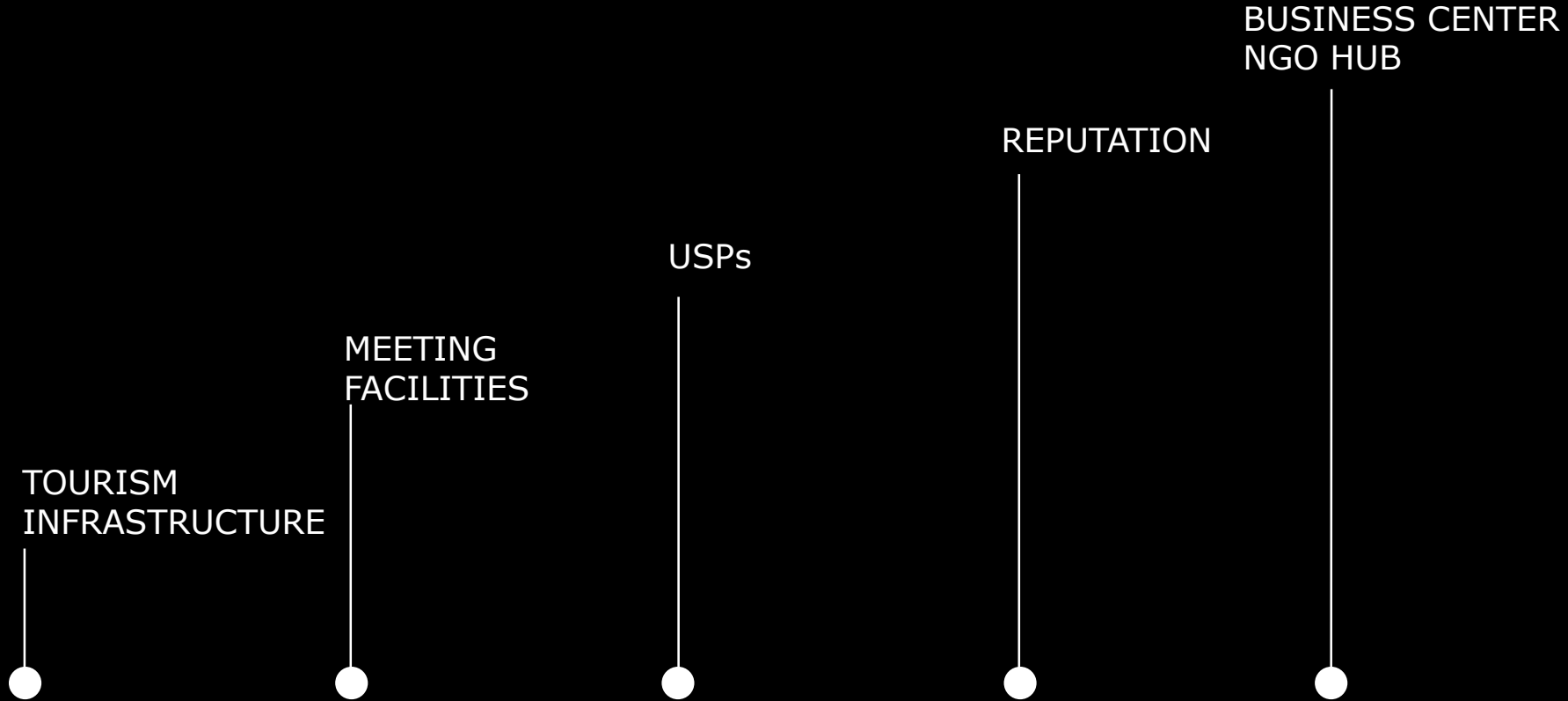
The World's Most
Reputable Cities No. 1

"Smart Cities"
No. 1 Worldwide



VIENNA, A
BUSINESS
EVENTS
DESTINATION

VIENNA, A BUSINESS EVENTS DESTINATION



WALKABLE CITIES



www.TheMeetingMagazines.com
ASSOCIATION
CONVENTIONS & FACILITIES
THE SOURCE FOR ASSOCIATION MEETING PLANNING MANAGEMENT

WALKABILITY

1. Cost to having to bus attendees
2. Pollution awareness
3. The new generation is keen on walking and using the public transportation.

THE KEY MARKET SEGMENTS



ASSOCIATION



CORPORATE



ASSOCIATION

STABLE

TRANSPARENT

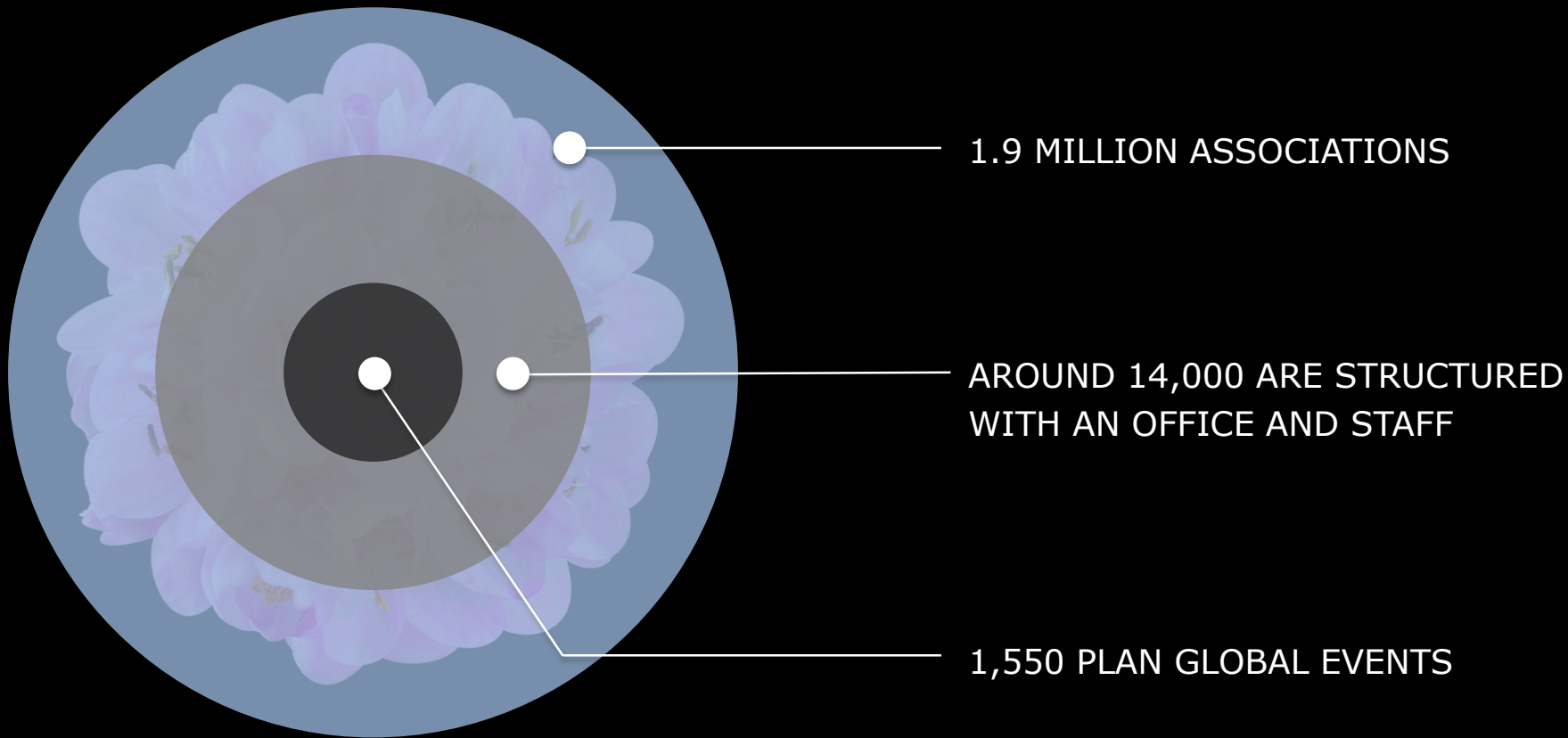
CLEAR AND WELL PUBLICIZED

- Grow Membership
- Market New Services
- Reach Out to New Market

CONVENTIONS ARE CRITICAL TO THE
FINANCIAL STABILITY OF ASSOCIATIONS

CONVENTION BUREAUS PLAY A KEY ROLE

MID TO LONG TERM MARKET



ASSOCIATION

MEETINGS

IT'S ALL ABOUT BUSINESS

DECISIONS RATIONAL AND
DICTATED BY ROI

MANY DECISION MAKERS

MANY POTENTIAL INTERMEDIARIES

DIRECT BOOKING FOR SMALL
GROUP BUSINESS MEETINGS

SHORT TO MID-TERM BUSINESS



CORPORATE



ONLINE
MEETING
MNGT. FIRMS
CVENT

CORPORATION

IND. MEETING
PLANNERS

10 PERCENTERS
HELMS BRISCOE
CONFERENCE
DIRECT

MEETING
MANAGEMENT
FIRMS
DBE M&I
MARITZ

INCENTIVES

EVOLVED TREMENDOUSLY

INCENTIVES ARE ALSO PART
OF CORPORATE BUSINESS
STRATEGIES

QUESTIONED DURING
THE FINANCIAL CRISIS

INCORPORATE MEETINGS TO
LEGITIMIZE VALUE TO
CORPORATIONS



CORPORATE

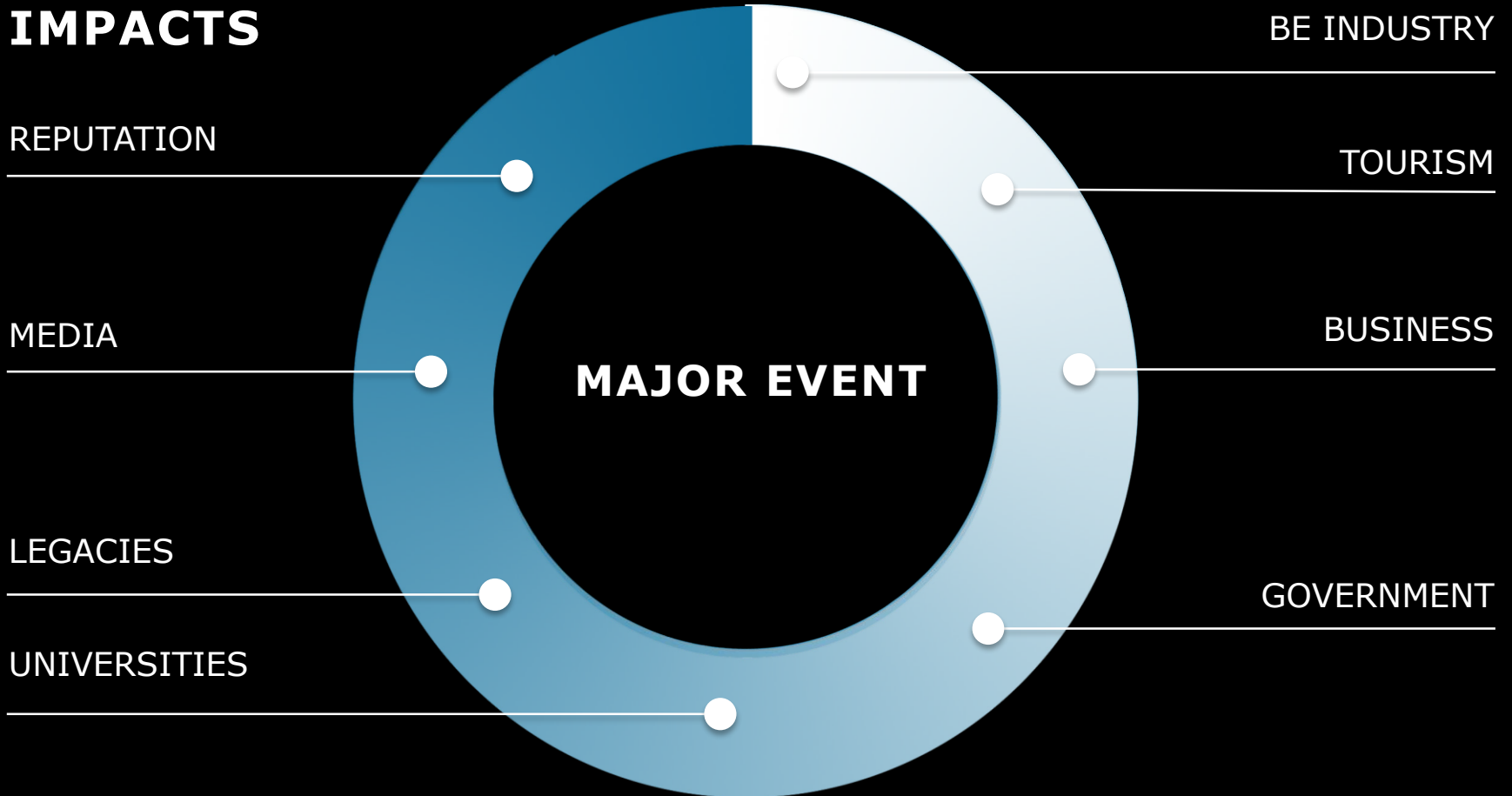


ASSOCIATION



CORPORATE

KEY POSITIVE IMPACTS



THE MAJOR MARKETS



ASIA



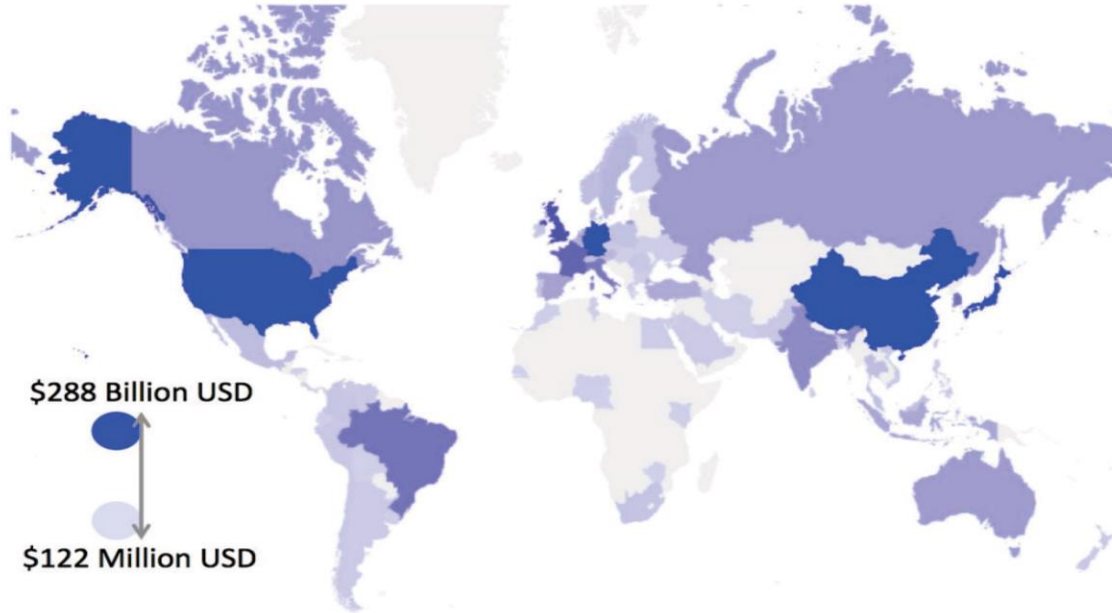
EUROPE



AMERICA

FUTURE

Global Distribution of 2014 Business Travel Spend



Source: GBTA Foundation, Rockport Analytics



ASIA

ON THE ASSOCIATION SIDE, ASIA IS DISCOVERING THIS NEW INDUSTRY.

TREMENDOUS GROWTH IN CORPORATE MEETINGS AND INCENTIVES

THE SLOWDOWN IN CHINA WILL AFFECT THE PLANNING OF INCENTIVE PROGRAMS OVERSEAS.



EUROPE

A MATURE MARKET WITH A
LARGE ASSOCIATION BUSINESS

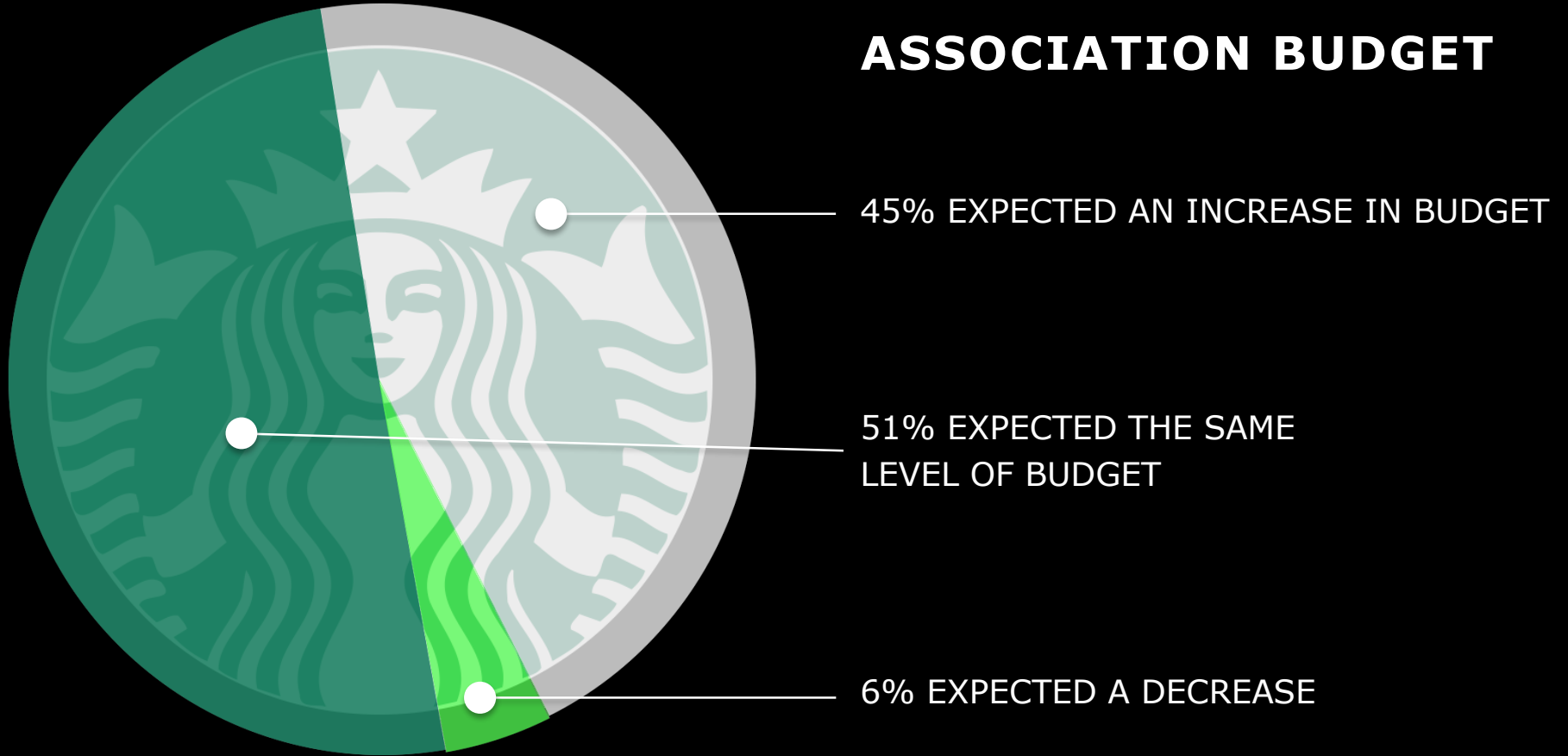
54% OF INTERNATIONAL ASSOCIATIONS
ARE BASED IN EUROPE

THE INCENTIVE MARKET HAS WEAKENED



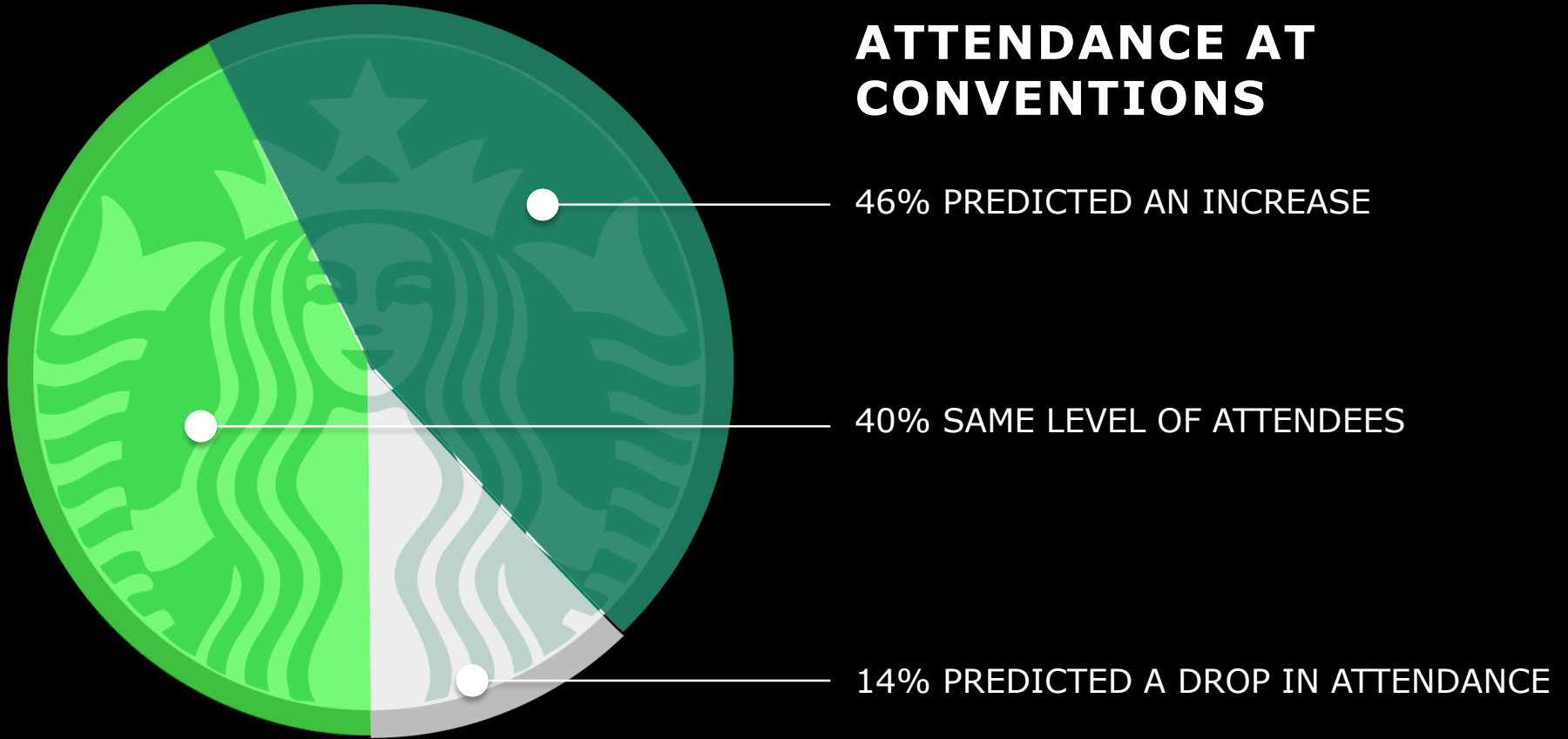
AMERICA

ASSOCIATION BUDGET



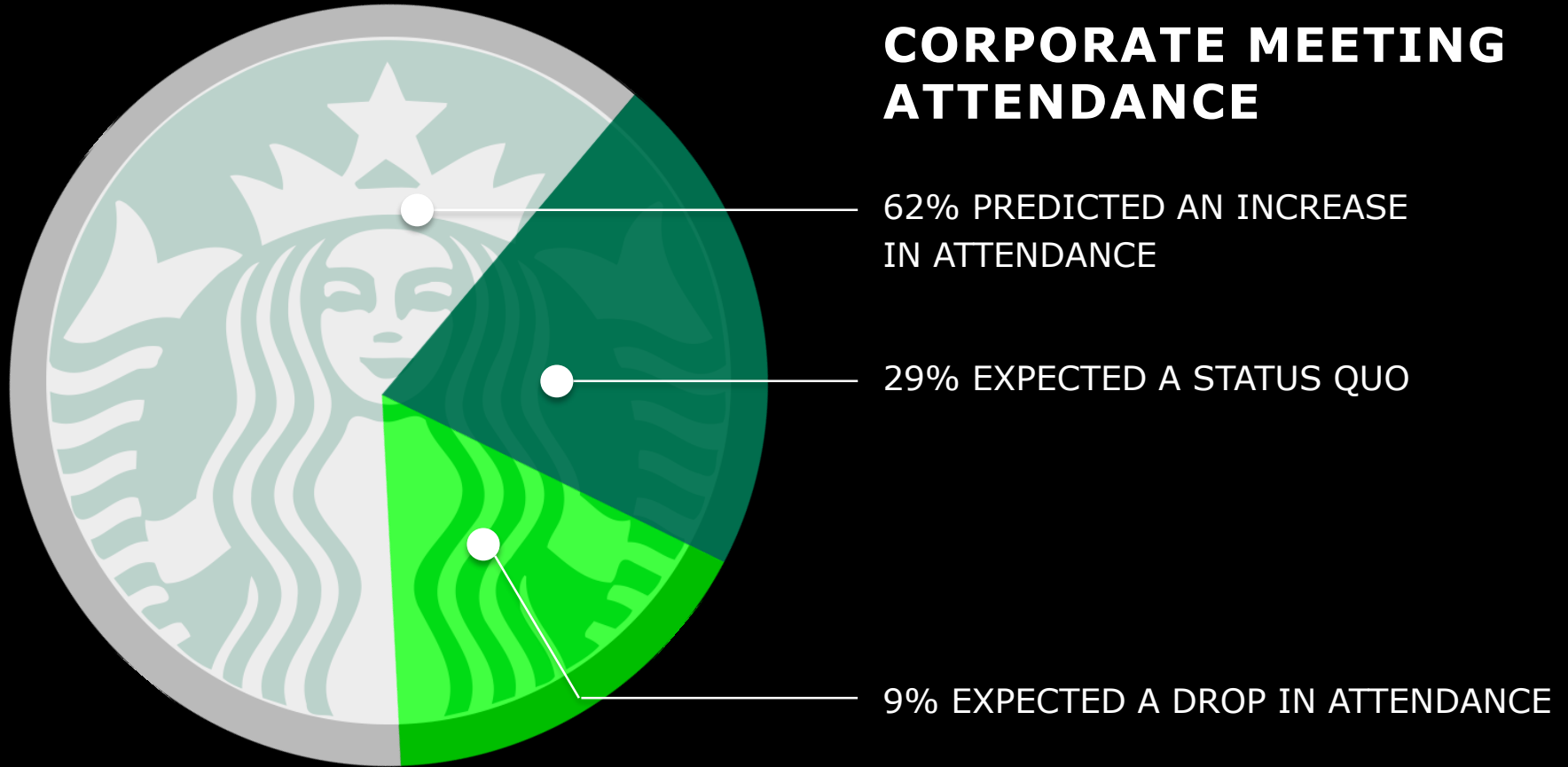
AMERICA

ATTENDANCE AT CONVENTIONS



AMERICA

CORPORATE MEETING ATTENDANCE



62% PREDICTED AN INCREASE
IN ATTENDANCE

29% EXPECTED A STATUS QUO

9% EXPECTED A DROP IN ATTENDANCE

AMERICA

CORPORATE BUSINESS ENVIRONMENT



72% OF THE PLANNERS DESCRIBED IT AS "BETTER"

18% AS "EQUAL"

10% QUALIFIED IT AS "WORST"

AMERICA

DEVELOPED IN
PARTNERSHIP WITH



MEETING PROFESSIONALS INTERNATIONAL

MEETINGS OUTLOOK™



With continued intelligent growth in the industry, meeting professionals are showing a renewed focus on attendee “wants”—big-name speakers, entertainment and shoulder days—and going beyond “needs” as they strive to do much more with just a little more.

2015 SUMMER EDITION

“The sizzle is back.
It’s about having
meetings and
making them
more interesting”

CHRISTIAN SAVELLI

MPI CAROLINAS CHAPTER
FORMER SENIOR DIRECTOR OF
BUSINESS INTELLIGENCE FOR MPI

CORPORATE MEETINGS & INCENTIVES COMPANIES

2012

2014

MEETINGS

36,022 IN 2012

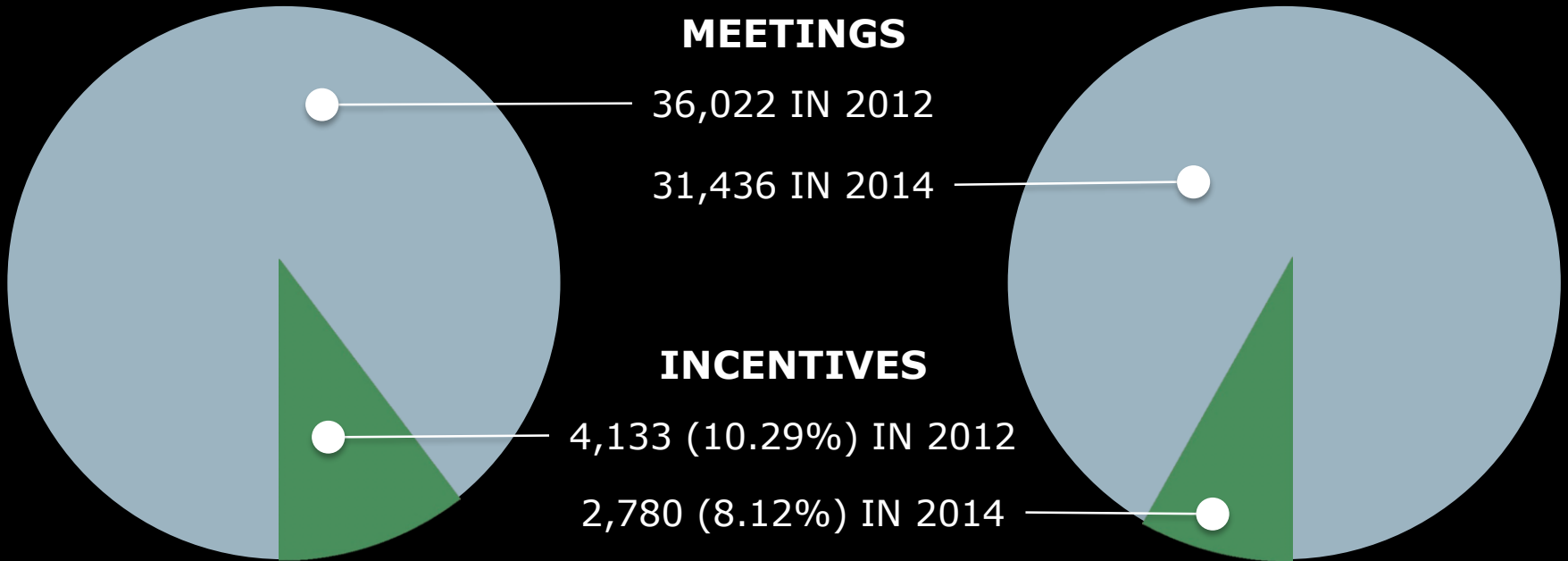
31,436 IN 2014

INCENTIVES

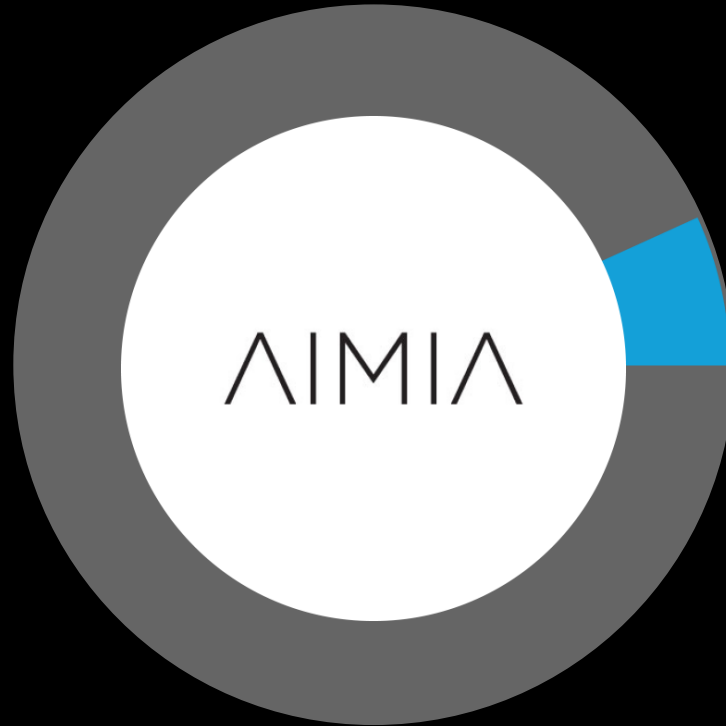
4,133 (10.29%) IN 2012

2,780 (8.12%) IN 2014

AN AVERAGE 22% TO 23% ARE PLANNED INTERNATIONALLY



2014
TOTAL MEETINGS
AND INCENTIVES
2,311



125 (5.15%)
WERE INCENTIVES

2014
TOTAL MEETINGS
AND INCENTIVES
7,033



312 (4.25%)
WERE INCENTIVES

2014
TOTAL MEETINGS
AND INCENTIVES
1,340



111 (8.35%)
WERE INCENTIVES

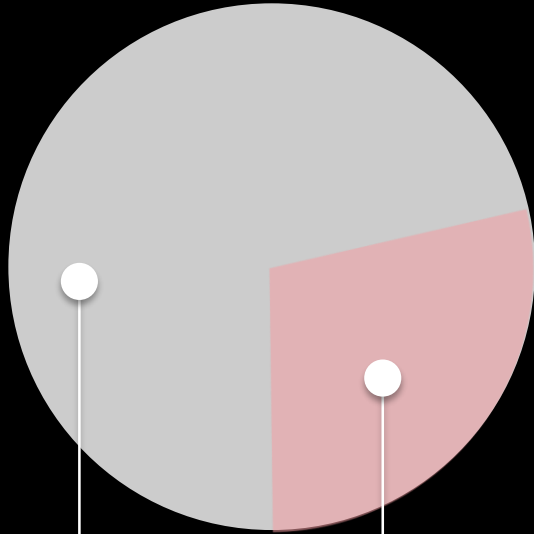
cvent



8/1/12 - 7/31/13

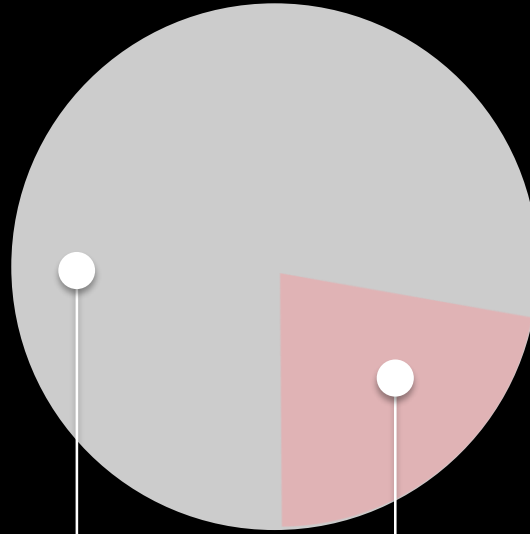
8/1/13 - 7/31/14

8/1/14 - 7/31/15



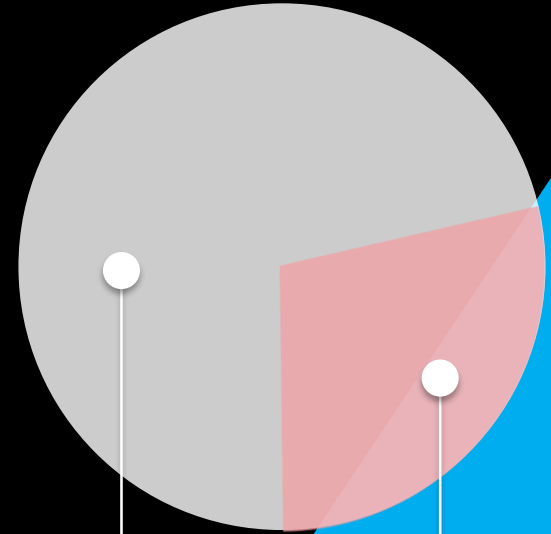
TOTAL RFP: 330
ROOM NIGHTS: 12,875

95 CONFIRMED
AVERAGE ROOM NIGHTS: 135



TOTAL RFP: 337
ROOM NIGHTS: 8,317

75 CONFIRMED
AVERAGE ROOM NIGHTS: 110



TOTAL RFP: 473
ROOM NIGHTS: 12,575

136 CONFIRMED
AVERAGE ROOM NIGHTS: 92

ON THE AVERAGE THE CONVERSION RATE VARIED FROM 22% TO 29%

WHAT IS KEEPING THE PLANNERS UP AT NIGHT?

INDUSTRY STUDY:

One Third of Group
Rooms Are Booked
Outside the Block

THREE DISRUPTIONS AFFECTING MEETINGS AND CONTRACTS



now
associations

TECHNOLOGY ADVANCEMENT

ALTERNATIVE AND NEXT
GENERATION LODGING

ATTENDANCE BEHAVIOR

3 SIMPLE FACTS ABOUT THE FUTURE OF VENUE SOURCING



PRICE TAG

TECHNOLOGY DRIVES THE
TRANSACTION

SOURCING RELIES ON SOCIAL BUZZ

THE

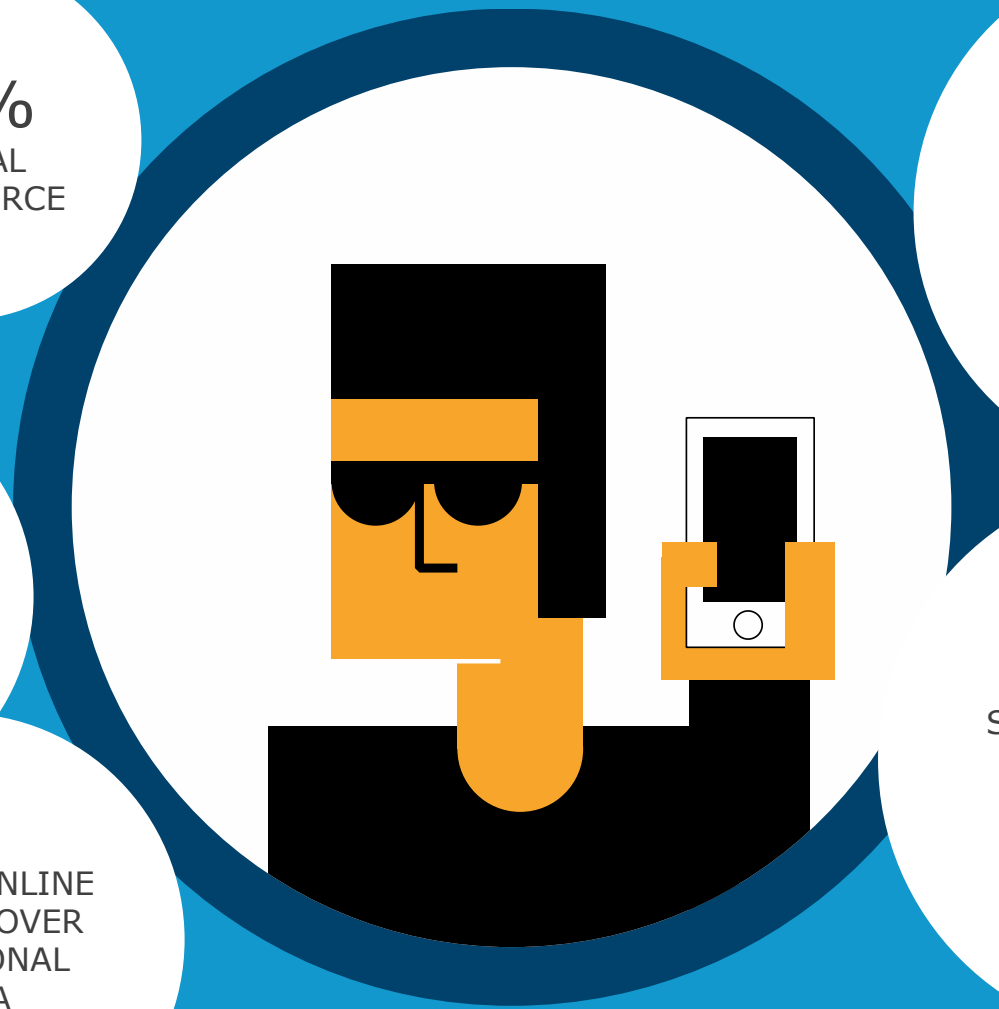
MILLENNIALS

75%
GLOBAL
WORKFORCE

NEW
ATTITUDE

NEW
EXPECTATIONS

RELY ON ONLINE
REVIEWS OVER
TRADITIONAL
MEDIA



THE PRIMARY
DECISION FACTORS
HAVEN'T CHANGED

SHARE A NUMBER OF
VALUES WITH PAST
GENERATIONS.

MILLENNIAL MINDSET



#1 WHEN WE ACCESS INFORMATION IT SHOULD BE IMMEDIATE, SIMPLE, AND WORK ACROSS ALL MY DEVICES.

MARKETING STRATEGY

RETHINK YOUR DESTINATION'S DIGITAL PRESENCE.

MILLENNIAL MINDSET



#2 WE DON'T CONSUME DIGITAL MEDIA PASSIVELY, WE WANT TO ENGAGE WITH IT.

MARKETING STRATEGY

PROVIDE SOCIAL MEDIA AND DIGITAL TOOLS TO HELP PLANNERS CREATE ENGAGEMENT WITH THEIR MEETING ATTENDEES.

MILLENNIAL MINDSET



#3 WE STILL VALUE TRUSTED
RELATIONSHIPS IMMENSELY.

MARKETING STRATEGY

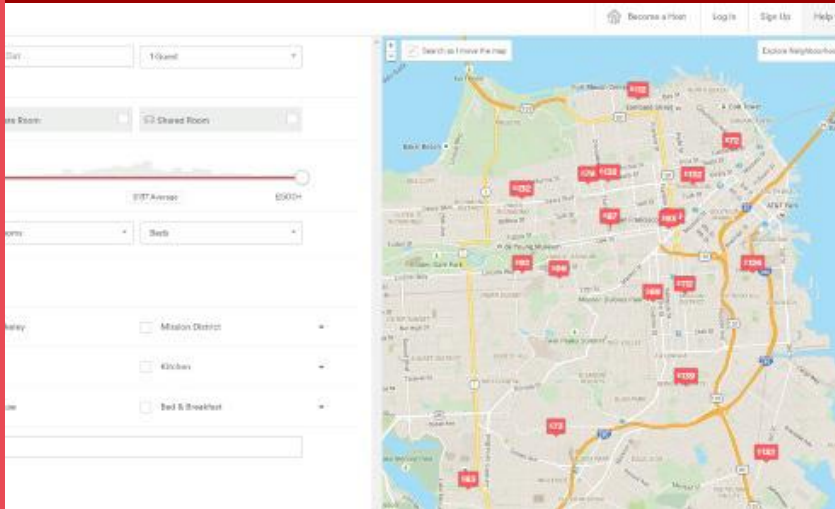
USE DIGITAL MEDIA TO HELP
FOSTER TRUST WITH PLANNERS

LET'S TALK
ABOUT
DISRUPTORS





AIRBNB QUIETLY STARTS A PILOT FOR LISTINGS EXCLUSIVELY FOR BUSINESS TRAVELLERS



AIRBNB WANTS TO HOST YOUR NEXT MEETING



SUCCESSFUL
MEETINGS

AIRBNB REPORTS RECORD CORPORATE SIGNUPS



SUCCESSFUL
MEETINGS

EXPERIENT TEAMS WITH AIRBNB: EXPANDS EVENT LODGING OPTIONS FOR CLIENTS

experient
A Maritz Travel Company



HILTON, UBER TEAM UP TO DRIVE VALUE FOR HOTEL GUESTS

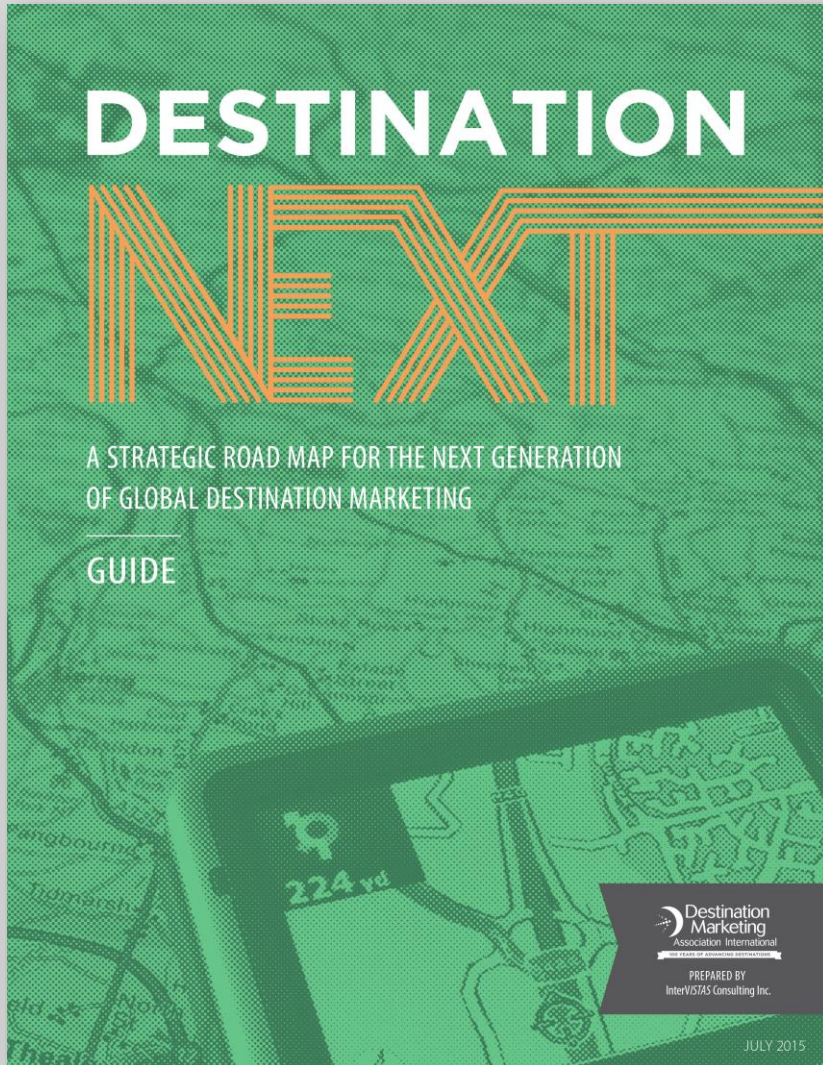


SUCCESSFUL
MEETINGS





WHAT'S NEW
TODAY?



TWO CRITICAL DRIVERS OF DMO SUCCESS

DESTINATION STRENGTH

COMMUNITY SUPPORT AND ENGAGEMENT.

TRANSFORMATIONAL OPPORTUNITIES

SHIFT FROM BROADCAST TO ENGAGEMENT

BUILDING AND PROTECTING THE DESTINATION BRAND STRATEGY

NEW COLLABORATION AND PARTNERSHIPS

WHAT'S NEW?

CONTENT

MARKETING



MARRIOTT HOTELS & RESORTS

ORLANDO WORLD CENTER MARRIOTT



ADDRESS:
8701 World Center Drive
Orlando, FL
United States 32821

Quick Look

Experience a world of possibilities at the Orlando World Center Marriott. With unparalleled offerings and incredible renovations, our meeting and convention spaces is a planner's dream come true. From grand ballrooms and intimate conference rooms to outdoor spaces with stunning vistas in every direction, your guests just might not want the workday to end.

THE DETAILS

PHONE: 1-407-238-8777

SALES DEPARTMENT: 1-407-238-8821

WEB ADDRESS: <http://www.marriott.com/MCDWC>MEETING SPACES (FT²): 450,000 ft²

AVAILABLE ROOMS: 1,890

AVAILABLE SUITES: 110

VIEW MORE ▾

SELECT A MEETING PURPOSE TO SEE OUR FAVORITE IDEAS BASED ON EVENT TYPE



IDEATE

 IDEA STARTER: **IDEATE**

Let images selected by this hotel inspire your planning. Below you can browse ideas — sorted by our four planning essentials — that are ideal for an Ideate meeting, when you want to generate new ideas and promote new ways of thinking.



MENU

MY SETS ▾

WELCOME, KELLY ▾



want to generate new ideas and promote new ways of thinking.

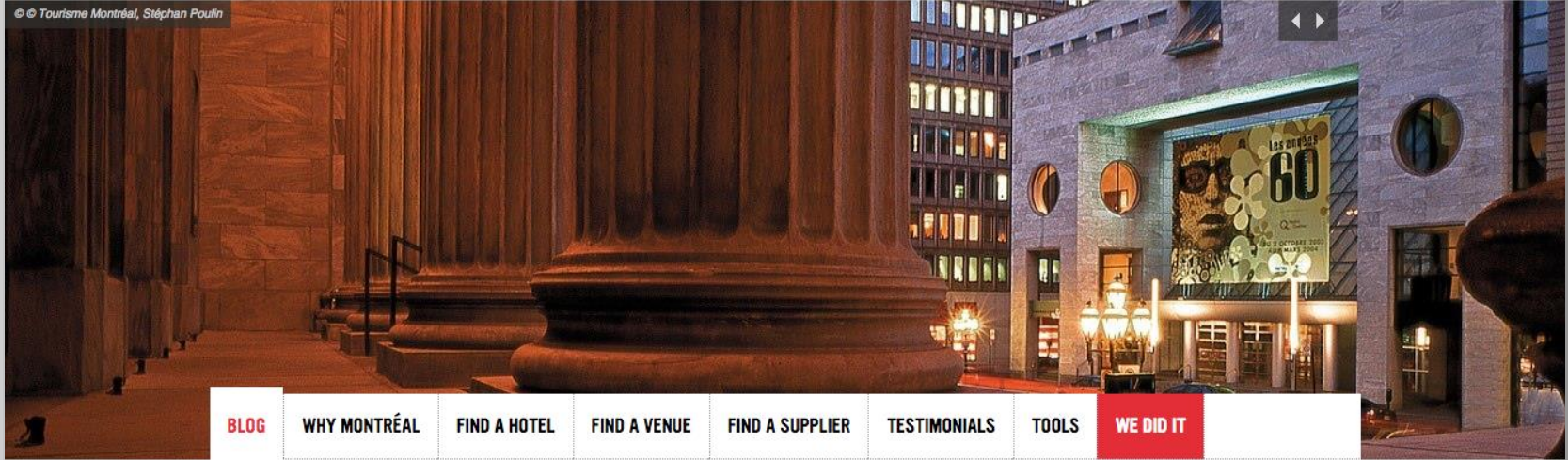


MONTREAL

MONTtréal

→ Subscribe to our newsletter

© © Tourisme Montréal, Stéphan Poulin



BLOG

WHY MONTREAL

FIND A HOTEL

FIND A VENUE

FIND A SUPPLIER

TESTIMONIALS

TOOLS

WE DID IT



CONFERENCE MANAGEMENT IN MONTREAL

Welcome to Meetings à la Montréal, where we bring together the best of the meetings and conventions industry. In conjunction with the Palais des congrès de Montréal, our convention centre, and the city's best hotels, we work hard to help you — the busy event management professional — organize successful and meaningful events. From large-scale conference planning to intimate corporate events, you'll find meeting venues, planning resources and the most up-to-date news!

HOW TO MAKE CANADIAN CUSTOMS EASIER? A RESOURCE FOR EVENT PLANNERS & EXHIBITORS

Posted on September 17, 2015 | → [Leave a Comment](#)

One of the biggest concerns from American meeting planners considering

SUBSCRIBE TO OUR NEWSLETTER

First name

Last name

Organization

Email

English French

I want to subscribe to Meetings à la Montréal



THE LATEST ARTICLES



17
SEP

Things To Do in Montréal: September 18 to 24

It's a pre-fall frenzy, with the cultural season on the cusp of busting open while Pop Montréal and Mois de la Photo alone are...

[Read more](#) →

ADVERTISING



Indoor family activities in Montréal

No matter what the weather – but especially in winter – indoor activities are a must for kids and



Extreme Films, Extreme Parties at iF3



WHAT'S NEW?
SOCIAL MEDIA
SERVICES



AUSTIN

SXSW
MUSIC 2016
MARCH 11-20 **FILM**
INTERACTIVE
AUSTIN, TX

Music

Film

Interactive

Exhibitions

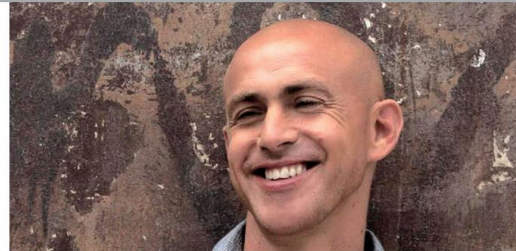
Attend

Schedule

Register Today 



ANGELIQUE KIDJO, JOHN OATES, JESSICA HOPPER & MORE TO SPEAK AT SXSW MUSIC



ANDY PUDDICOMBE
CONFIRMED AS INTERACTIVE
CLOSING KEYNOTE



REGISTER TO ATTEND: YOUR
SXSW 2016 ADVENTURE
STARTS HERE!



REPORT ON ECONOMIC
IMPACT OF SXSW 2015 ON



SXSW ALUMNI FILM

EXPERIENCE AUSTIN IN YOUR OWN WORDS:

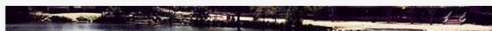
RECOMMENDATIONS JUST FOR YOU

🔍 *What should*



DISCOVER

FEATURED BUSINESSES



AUSTIN SOCIAL MEDIA LOUNGE

Want more regular Austin deals and updates? Connect with Austin on the below social media accounts. You can also find us on [Pinterest](#), [Instagram](#), [Vimeo](#) and [Foursquare](#).

FACEBOOK

TWITTER

YOUTUBE

FLICKR

Subscribe

VisitAustinTx

YouTube



Tourism Matters- Austin, Texas



Interview with Austin musicians
Tate Mayeux and Brian
Broussard



Interview with Austin musician
Dan Dyer



Interview with Austin musician
Dan Dyer



Search



Nigel



Meet in Austin

Austin's meeting spaces <http://www.austintexas.org/meet>



+ 4

45 Pins

6.1k Followers

Follow board



Palazzo Lavaca | Austin, Texas

★ 4 ♥ 1

Pinned by Visit Austin Texas



from Foursquare

Radisson Hotel & Suites Austin Downtown

♥ 1

Pinned by Visit Austin Texas



Radisson Hotel & Suites Downtown Austin

★ 2

Pinned by Visit Austin Texas



from Foursquare

Radisson Hotel & Suites Austin Downtown

Radisson Hotel & Suites Austin Downtown in Austin, TX

Pinned by Visit Austin Texas





Meeting in Austin



Created by [Austin, Texas](#) · Updated On: December 7, 2011

A list of restaurants and nightlife hot spots near the Austin Convention Center.

FOLLOW



1. Austin Convention Center

Convention Center · Downtown Austin · 500 E Cesar Chavez St (btwn Trinity & Red River St), Austin, TX

MEET

▶ WHY AUSTIN

▶ SUBMIT RFP

▶ AUSTIN CONVENTION CENTER

▼ MEETING PLANNER TOOLKIT

MEETING PLANNER GUIDE

ACCOMMODATIONS

ENTERTAINMENT DISTRICTS

SPECIAL EVENT VENUES

SUPPLIER DIRECTORY

CONVENTION SERVICES

CONFERENCE STAFFING

HOUSING BUREAU

TRANSPORTATION

PROMOTIONAL TOOLS

PRE & POST CONVENTION

DEALS

MAP

▶ WIN MUSIC

▶ CONTACTS

MEETING PLANNER GUIDE

WATCH AUSTIN VIDEOS

HOME > MEET > MEETING PLANNER TOOLKIT > **PROMOTIONAL TOOLS**

PROMOTIONAL TOOLS

Promotional Tools: Building Buzz, Building Attendance

Here in the Promotional Toolkit, you'll find everything you need to create and enhance your own promotional materials. [Contact us](#) for other services such as an emarketing template, microsites and ad templates.

Download promotional copy, postcards and Austin fact sheets:

- [Austin Postcard Sample](#) (request for design file)
- [Recent and Upcoming Developments](#)
- [Austin Fact Sheet and Rankings](#)
- Visit the [Media Center](#) to download promotional images, access fact sheets and press resources

Order ready-to-use Austin brochures, maps and other promotional materials.

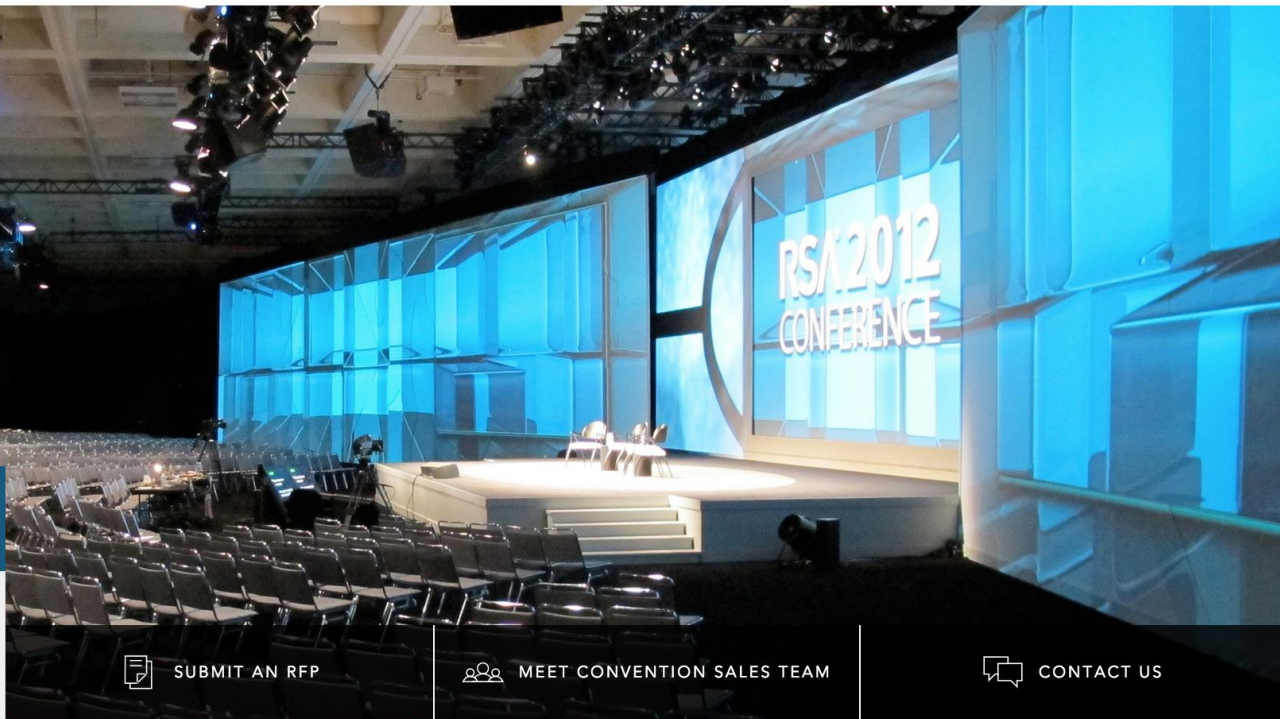
- Available by mail for meeting professionals planning events with more than 25 attendees. [Download your request form.](#)



SAN FRANCISCO

San FranciscoTravel™

64° F
11:36 AM PST



MEETING PLANNERS



PLAN A MEETING

CONVENTION CALENDAR

FACILITY SEARCH

PARTNER DIRECTORY

HOUSING &



SUBMIT AN RFP



MEET CONVENTION SALES TEAM



CONTACT US

MEETING PLANNERS

Think of the best cities in the United States to visit. San Francisco inevitably comes to mind for meeting planners and it will for conference attendees, too.





SUBMIT AN RFP



MEET CONVENTION SALES TEAM



CONTACT US



PLAN A MEETING

CONVENTION CALENDAR

FACILITY SEARCH

PARTNER DIRECTORY

HOUSING &
ACCOMMODATIONS

HOTEL AVAILABILITY

PREPARE FOR A MEETING

VIRTUAL MEETING
PLANNER'S GUIDE

MOSCONE CENTER



PROMOTE A MEETING

DIGITAL MARKETING TOOLS

MEDIA CENTER

PROMOTIONAL MATERIALS

PROMOTE LOCALLY

SOCIAL MEDIA CHECKLIST

Welcome to Social Media 101 for Meeting Planners. To better understand what social media assistance you need from San Francisco Travel, please fill out the following checklist. We look forward to working with you to better serve your meeting attendees with information about San Francisco.

*REQUIRED FIELD

MEETING START DATE



MEETING START DATE

MEETING END DATE



MEETING END DATE

Meeting Organization Name





RESTAURANT RESERVATIONS

MEETING PLANNERS



SUBMIT AN RFP



MEET CONVENTION SALES TEAM



CONTACT US



PLAN A MEETING

CONVENTION CALENDAR

FACILITY SEARCH

PARTNER DIRECTORY

HOUSING & ACCOMMODATIONS

The San Francisco Travel Association has partnered with OpenTable.com to be able to provide your attendees with on-line restaurant reservations. A **special web page** has been developed for meeting planners to link to their meeting. Attendees can make reservations at one of our restaurants prior to arrival or while in San Francisco. Reservations for up to 25 persons can be made at certain restaurants if available.

Link to this page: <http://www.opentable.com/promo.aspx?pid=181&m=4&ref=1162>



Welcome to SF - San Francisco Restaurants

2 people ▾

Sep 22, 2015 ▾

7:00 PM ▾

Find a Table

Regions ▾

Cuisine ▾

Price ▾

Sort



San Francisco is famous for its great food. Whatever your taste buds desire, there's a creative culinary answer waiting for you on every corner.

Eat at one of our member restaurants...reserve your table now. Online reservations are instant, reliable & free.

203 Restaurants Icon Text



1300 on Fillmore

★★★★☆ (1,895)

\$\$\$

Reserve >

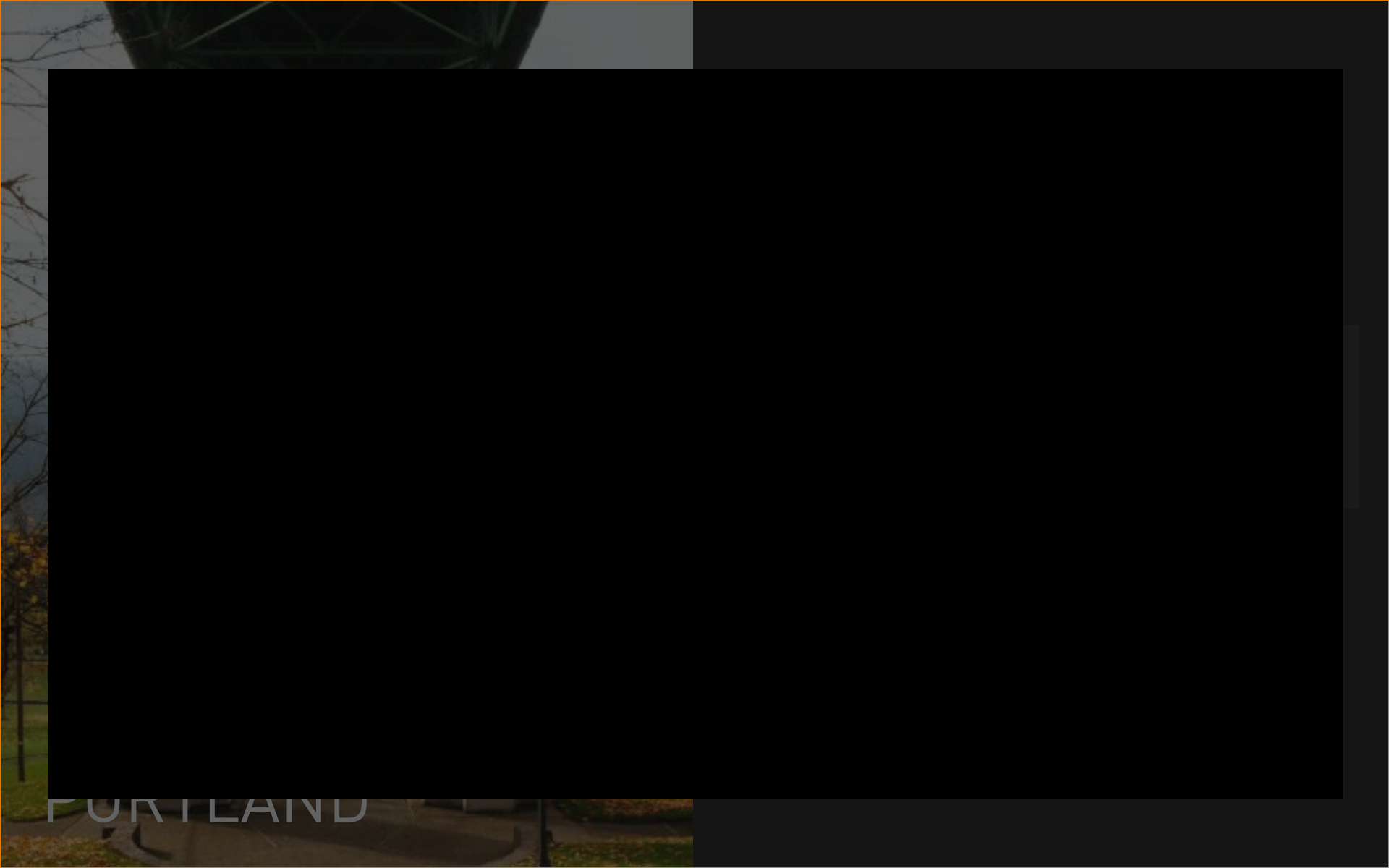


WHAT'S NEW?
COMMUNITY
ENGAGEMENT



PORTLAND

travel
PORTLAND



PORTLAND

WHAT'S NEW?

ECONOMIC SECTORS

MARKETING

DESTINATIONS

Repositioning Amsterdam as 'Holland City' to Attract More Conventions

Greg Oates, Skift - Sep 21, 2015 7:30 am

[@gregoates](#)



SPONSORED

Video: How Amsterdam is Rethinking Urban User Experience to Build the City of the Future



How Amsterdam is rethinking the urban user





Your conference in the Netherlands

Like the Dutch found new ways to control their seas and rivers, they have also managed to maintain and export their knowledge. The Dutch are very well organized when it comes to knowledge. And foreign guests who visit or organize congresses in the Netherlands automatically benefit from that trade.

When it comes to being a brainport, the Netherlands definitely belongs to the leading countries. To keep on developing our knowledge and economy the government has decided to invest in top sectors. These sectors are represented by companies and institutes with the highest of expertise and means of technology. The Netherlands are focusing on 9 top sectors.

9 top sectors, various conference options →

The 9 top sectors

Agriculture & Food

Opportunities for further developing Agriculture & Food applications are particularly strong in the Netherlands.



Chemicals

Complex challenges are what give the chemicals sector in the Netherlands its energy.



Creative Industry

There is plenty of space for design, media & entertainment, music, fashion, gaming and architecture in the Netherlands.



Energy

Top Sector Energy delivers innovations that link green and growth together.

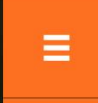
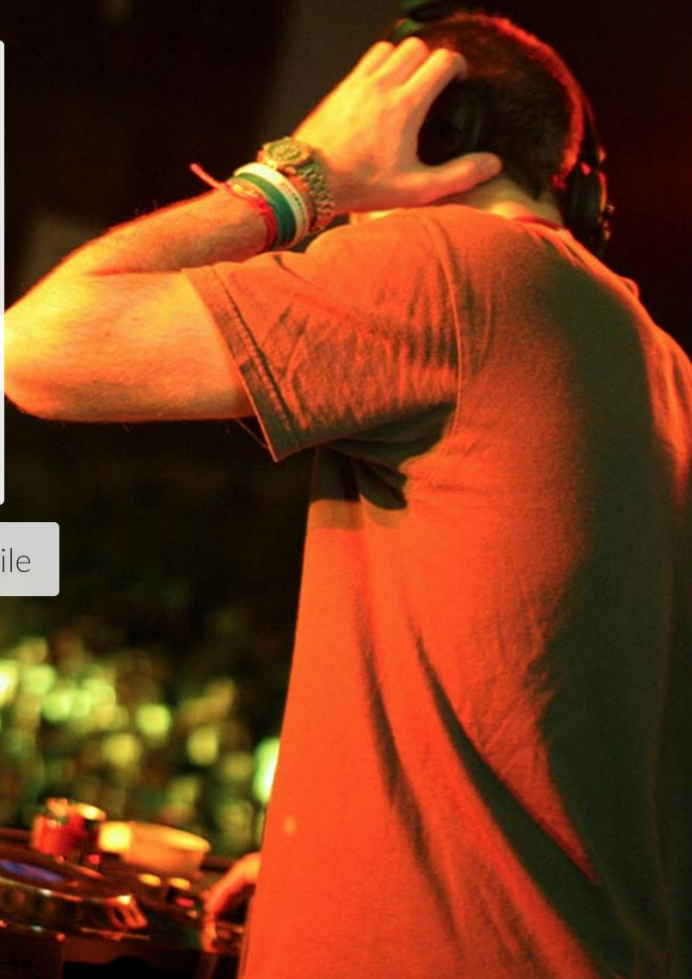


Creative Industry

Distinctive strengths turn products into trends and cities into attractions. Creativity stimulates innovation and the arrival of new companies, residents and tourists. That's why design, media & entertainment, music, fashion, gaming and architecture are given plenty of space in the Netherlands. And that is attracting notice worldwide. For this reason, the Dutch government has designated the Creative Industry as a top sector.

[Read more](#)

These Dutch congress cities have a Creative Industry profile



Share

Top Sectors

Contact

Amsterdam

cosmopolitan ambience

Amsterdam has it all and offers an intense experience; *IAmsterdam*. That charisma has found its way into the capital's Creative Industry sector. Here, creativity acquires local perspective and sets an example at an international level.

[Video →](#)



'Once you are in the capital, nearly everything is within walking distance'



Conference facilities in Amsterdam

[Facilities from a to z. →](#)



Share

Top Sectors

Contact

I Amsterdam. That charisma has found its way into the capital's Creative Industry sector. Here, creativity acquires local personality and grows into an international level.

early
stance'

dam



Share

Top Sectors

Contact

Conference facilities in Amsterdam



Key conference venues

- [Amsterdam RAI](#). This conference and events venue has a total floor area of 106,500 m2 and 64 conference and meeting rooms. The Elicium Ballroom has a floor area of 1,883 m2 and a capacity of 2,000 people.
- [Beurs van Berlage](#). This conference and events venue has a total floor area of 5,500 m2 divided among 25 halls and rooms. The Main Hall is 1,570 m2 and has a capacity of 1,275 people.
- [Westergasfabriek](#) has 18 interior spaces with a total floor area of 8,000 m2. The Gasometer hall is 2,500 m2 and has a capacity of 3,000 people.

Hotel rooms

- Number of rooms in 5* hotels in metropolitan Amsterdam: 7,521
- Number of rooms in 4* hotels in metropolitan Amsterdam: 9,810
- Number of rooms in 3* hotels in metropolitan Amsterdam: 3,237

Total in Amsterdam

- Hotels: 413
- Rooms: 25,372
- Beds: 54,857

Total in Amsterdam metropolitan region

- Hotels: 625
- Rooms: 35,971

Tour of the city
Amsterdam is Rembr
it is also canals, mus
experience.

SINGAPORE

Why Singapore

Home > Why Singapore > **The Singapore Difference**

Singapore's Key Sectors >

About Us (SECB™) >

The Singapore Difference >

What our clients say >

Awards & Accolades >

Our Green Approach >

Our Industry Initiatives >

Travel Trade News >

Downloads & Resources >

TravelRave >

The Singapore Difference

 Recommend 40

 Tweet 2

The perfect business events location

Singapore offers a world of opportunities by partnering event organizers to create winning solutions for your events, and achieve success by leveraging our extensive networks and dynamic knowledge-based economy. With a high concentration of business and leisure offerings that is accessible and customizable, you can also be assured of creating an enriching experience that's more than just business.

Five Core Reasons

**The Ideal
Business
Partner**

**A Dynamic
Business
Ecosystem**

**Customised
for Your
Success**

**User-Friendly
Accessibility**

**Focused on
Industry
Development**

WHAT
SHOULD THE
LEADER DO?

DO WHAT IT DOES BEST

Research

Face to Face

Partnership

Industry leadership

WHAT ELSE
SHOULD THE
LEADER DO?

BUSINESS EVENTS

Brand Manual

WWW.VIENNA.INFO

VIENNA
NOW OR NEVER

1.

**BRAND
VIENNA**

**CREATE NEW SOCIAL
MEDIA SERVICES**

2.

MILLENNIAL

MINDSET

**BE THE SOURCE FOR
INTERNATIONAL EVENT
PLANNING**

3.

**CONTENT
MARKETING**

**INTEGRATE NEW IDEAS
AND DISRUPTORS**

4.

**NEW MEETING
CONCEPTS**

**SHOWCASE LOCAL
BUSINESSES &
COMMUNITIES**

5.

VIDEOS

**THE GLOBAL BUSINESS
EVENTS
THOUGHT LEADER**

VIENNA

THANK YOU.

The background is a light blue gradient. It features a faint world map. On the right side, there is a 3D globe with white grid lines. Scattered throughout the background are various digital motifs, including binary code (0s and 1s), circular patterns, and abstract lines, suggesting a global or technological theme.