



# JOINT MEETINGS INDUSTRY COUNCIL

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## Leigh Harry New President of JMIC

Leigh Harry, Chief Executive of the Melbourne Convention and Exhibition Centre and President of the International Congress and Convention Association (ICCA) has assumed the Presidency of the Joint Meetings Industry Council (JMIC) as of the beginning of 2009. JMIC is an organization representing the collective interests of major associations engaged in the convention, meetings, exhibitions and incentive travel sectors which are collectively defined as the Meetings Industry. It was established in 1978 as a vehicle for creating a forum for the exchange of information and perspectives amongst international associations engaged in various aspects of the industry and has since taken on the role of enhancing the profile of the role of the industry and the benefits it creates.

“We’re at a particularly important time for our industry as there are a number of issues ranging from global economic concerns to transportation concerns that are challenging our members”, said Harry. “However, we believe that meetings, conventions and exhibitions are critical elements in building international relations and helping stimulate economic growth, so there is more reason than ever to ensure the role of our industry is well understood and our issues are addressed. We intend to be more aggressive in advancing understanding of our industry and ensuring our concerns are addressed as part of the overall strategy for economic recovery”.

Harry’s appointment comes following a recently completed industry summit held in Barcelona to identify key industry issues and consider options for addressing them more effectively. The Council is now proceeding to develop a strategy for how JMIC can better respond to overall industry concerns and facilitate interactions between different components of the industry. “Our members have indicated clearly that they are prepared to share all relevant information about how they are addressing key issues and cooperate on initiatives which deliver a coordinated industry response” said Harry. “Our challenge now is to develop a strategy that will do that”.



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JMIC members include

AIPC (the International Association of Congress Centres);  
COCAL (the Latin American Confederation of PCO and Related Companies);  
DMAI (Destination Marketing Association International);  
ECM (European Cities Marketing);  
EVVC (the European Association of Event Centres);  
IAPCO (the International Association of Professional Congress Organizers);  
ICCA (the International Congress and Convention Association);  
MPI (Meeting Professionals International);  
PCMA (the Professional Convention Association Management Association), and  
SITE (the Society of Incentive & Travel Executives).

It is also supported by UFI (the Global Association of the Exhibition Industry) and the CIC (Convention Industry Council).