



JOINT MEETINGS INDUSTRY COUNCIL

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JMIC Summit Identifies Key Issues, Actions

The Joint Meetings Industry Council (JMIC) completed an industry issues review as part of its recent summit discussion at EIBTM in Barcelona and is now proceeding to develop a strategy to address key industry issues in the coming year.

The summit was organized to give member organizations an opportunity to review current industry issues, determine what member associations were doing to address them and identify any opportunities that existed for either sharing strategies and materials or taking collective action as an industry. Along with an agreement that members would be willing to share all relevant information about how each is addressing key issues was a decision to develop a strategic plan that would address the need for an overall industry initiative in areas of common interest and concern.

“JMIC now has the greatest strength of membership in our history, but also the highest expectations from those members,” said JMIC President Barbara Maple. “The current and anticipated challenges we face as an industry means that the need to work together on overall industry profile and positioning has never been greater. However, we also need good mechanisms for sharing information and taking a collective approach to addressing issues that represent the common concerns of all industry sectors”.

As expected, members identified the current global economic crisis as being the top shared priority. However, there was also recognition that as this crisis resolves itself other challenges will emerge that again require a concerted effort by all members. These were identified as labour and training issues, increasing expectations for demonstrable actions on sustainability and CSR as well as transportation concerns. In each case, members were able to identify both specific actions that individual associations had or intended to take as well as overall industry-wide activities that would help create a more efficient and unified approach where appropriate.



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Overall, members acknowledged that while current global conditions presented challenges, they also offered an opportunity for the industry to distinguish itself as an economic driver and an important vehicle for economic recovery. The plan now under development will address both opportunities and is expected to be complete early in the new year.

JMIC - the Joint Meetings Industry Council - 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 Meetings Industry. It has met semi annually and served as a link between its member organizations as well as a means of reviewing industry conditions and strategies.

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).