



JOINT MEETINGS INDUSTRY COUNCIL

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2008 JMIC "Profile and Power" Award Announced

The Joint Meetings Industry Council (JMIC) announced the winner of the **2008 JMIC Profile and Power Award as Ms. Tuula Lindberg, Managing Director of the Finland Convention Bureau**. The award was made in recognition of her lengthy and highly effective service in both raising the profile of the industry and helping to develop tools such as economic evaluation procedures that assisted in the quantification of industry benefits.

"We are very pleased to be making the Profile and Power Award to Tuula as she exemplifies the kind of long term, dedicated effort we all believe is required to effect a better appreciation of our industry and the benefits it generates", said JMIC President Barbara Maple. "Her work has been highly effective in raising industry profile amongst communities and governments in her own country as well as in other parts of the world where she has worked and supported industry development. At the same time, her influential work on industry economic measures has given us all the ability to deliver more credible metrics as an industry".

The JMIC Profile and Power Award was established by the Council as a way of recognizing individuals and organizations who have made significant contributions to advancing the awareness and influence of the Meetings Industry in their respective communities. The winner is selected each year based on criteria which evaluate the efforts of an individual or organization in increasing industry profile and bringing about structural or policy changes that reflect that better appreciation.

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.



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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).