



**JMIC Media Release
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Joint Meetings Industry Council Advances Role as Industry Advocate

Leigh Harry, President of the Joint Meetings Industry Council (JMIC) today announced the beginning of a new initiative that will see it moving into a new and more aggressive role as a representative of the global Meetings Industry. At the heart of the plan is the decision to establish the Council as an independent organization with a permanent presence and an ongoing program of industry advocacy.

"We now have the major international industry organizations around one table, and are using that momentum to create a program that truly addresses our collective concerns", said Harry. "While we are an industry with many sectors and specialties, it is also important that we can present a strong and united front when the need arises, and our sense is that given the challenges we are currently facing as an industry, that time is now".

Harry noted that for much of its history JMIC has been a vehicle for information exchange amongst member associations, but it began to take on a more active role several years ago with the development of the "Profile and Power" program, which provided resources designed to help build industry profile, as well as an awards program to recognize those who exemplified industry best practices.

"JMIC is a well established forum for the industry; however, its potential has always been limited by the lack of an ongoing program and an independent administration to ensure consistent action", said Harry. "Now, in the face of some significant challenges to the overall industry, we see a need to make JMIC a more effective representative, and we are addressing this by creating a structure and a program that will provide continuity of action and increase the effectiveness of its programming".

The new initiative is being supported by a combination of Council members and partnerships with the two major industry exhibition organizations, IMEX and Reed Travel Exhibitions. "We are very pleased that the two most important trade show organizers in our industry have partnered in this initiative and we believe this will make the program even stronger and more effective", said Harry.

The initial focus of the new program will be the staging of an industry Summit with the objective of identifying and clarifying major industry issues and initiatives, selecting areas for collective action and generating a new level of attention to the role of the industry in global economic and professional development. It is expected that the Summit will create a forum for initiating more productive cooperation and coordination amongst members as well as addressing gaps in the overall mix of activities such as research and standards.

At the same time, the Council will be working to encourage a greater exchange of information and resources amongst members and preparing unified positions in areas that impact the industry as a whole. It will also be developing new resources for individual organizations to use in delivering a more powerful message about the industry.

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);

SITE (the Society of Incentive & Travel Executives) and

UFI (the Global Association of the Exhibition Industry).

It is also supported by the **CIC** (Convention Industry Council).



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