

JMIC Conference sets new directions

Recent years have brought concern around whether the meetings industry is taken seriously as a player in the big league of global economic development and, faced with more urgent priorities relating to economic growth and stability, decision makers have paid a lot less attention to industry sectors that do not seem to directly address these – this industry included.

One explanation is that industry performance measures typically used often focus on visitor spend rather than the purpose meetings serve across business, academic and professional development.

In response to this, industry leaders met with professional and academic advisors at a conference organised by JMIC (Joint Meetings Industry Council) and supported by IMEX to review the state of industry value measurement. A wide range of participants reviewed both current and potential value estimation models, including economic impact measures and those associated with meetings outcomes.

We achieved our aim for this conference, which was to get a broad-based assessment of current value-measurement methods and identify the steps to make them more effective and compelling to our key audiences. We can use this information to move forward in a coordinated way to advance our global value proposition.



Leigh Harry
President, JMIC

www.themeetingsindustry.org

DMAI members shine



Michael Gehrish with (left to right) Rick Taylor, Jon Hutchison, Samuel Koo and Rick Antonson.

It was a shining moment for official destination marketing organisations (DMOs) around the world at the IMEX award ceremony in Frankfurt when four of our own member destination marketing executives were acknowledged for their contributions to the industry.

Rick Taylor, CEO at the Business Tourism Company, South Africa, and former head of the South African Tourism Convention Bureau won the Africa & Middle East Academy Award for "his effervescence in both business and in life [and] a career that has spanned advertising, hotels, destination management and entrepreneurship."

Rick Antonson, President and CEO of Tourism Vancouver and past chair of the DMAI (Destination Marketing Association International) Board, was presented with the IMEX Academy Award for The Americas for his pivotal role in organising the Vancouver 2010 Winter Olympics.

Samuel Koo, President and CEO of the Seoul Tourism Organisation & Seoul Convention Bureau, was the much-acclaimed winner of the Asia-Pacific Academy Award for the integral role he has played in the development of South Korea as an

international destination, raising its perceptions both regionally and globally.

Additionally, a special Award was included for 2011 to recognise the career of Jon Hutchison, CEO of Business Events Sydney, also a former chair of DMAI, who has worked across airlines, tourism bureaus, and convention bureaus and has been the creator and instigator of many national programmes.

"The contributions of these gentlemen have collectively and individually been enormous," said Michael Gehrish, President & CEO, DMAI. "It is an ongoing honour to engage with them on the global forefront of the destination marketing industry."

Gehrish will spearhead an in-depth session at IMEX America, reviewing the new DMO industry standard, DMAI's Event Impact Calculator, which accesses the value of individual events at the local level to demonstrate the ROI of a DMO to its community.



Michael Gehrish
President & CEO, DMAI
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Education all the way for IAEE

IAEE's participation at IMEX in Frankfurt proved to be extremely beneficial with IAEE (International Association of Exhibitions and Events) hosted buyers impressed by the wide selection of exhibitors to visit and conduct business with. IAEE staff reported a large number of visitors to the stand on all three days of the exhibition, with enormous interest shown by visitors in information about its programmes and initiatives.

Staff and buyers also appreciated and applauded the exhibition's overall level of

organisation, the comprehensive hosted buyer services such as the hosted buyer lounge and the Association Day programme.

Looking forward to the second half of 2011, IAEE's professional development calendar is full of opportunities to take Certified in Exhibition Management (CEM) course modules, with CEM week being hosted by McCormick Place in Chicago, USA, 15-19 August 2011 and CEM courses scheduled at IMEX America on 9-10 October. www.iaee.com