

FULL AGENDA MEANS MORE EFFICIENCY



Leigh Harry, president of the Joint Meetings Industry Council says it still makes sense to make the annual pilgrimage to Frankfurt

While we all know that the primary purpose of IMEX is to bring together clients and suppliers in a market context, few of us think of it in such narrow terms anymore.

It has become an industry gathering place, where a whole range of requirements can be addressed at one time and in one location. We do business, certainly, but we also engage in forums and educational sessions, arrange to pull our respective organisations together, carry out collective initiatives and even educate our politicians as to what our industry is all about.

It's easy to take all this for granted – but that would be a big mistake. Without so many things being accomplished in one place, we'd all have to be engaged in many more meetings, much more travel and generally operating in a less efficient manner. The sheer momentum of having so many industry players conveniently assembled at the same time is hugely valuable, and serves us all very well.

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