

JMIC broadens the value equation

The meetings industry must continue to make the case for its economic contribution, says JMIC president Leigh Harry



There are a lot of different ways to look at the value of meetings and JMIC (Joint Meetings Industry Council) wants to capture them all. The conference which took place in London last weekend drew together industry leaders, academics, event organisers and financial professionals in an effort to define the current status with respect to meetings, and to determine the best course of action for the future.

This time of post-recessionary restraint means that everyone needs

all the arguments they can muster in order to prevail in the battle for government and community attention – and for investment.

For years, the industry only measured the impacts of delegate spending, and this most certainly remains a critical and imminently measurable component of the value equation. In fact, as the recent US economic impact study carried out by the Convention Industry Council shows, it can demonstrate a level of economic importance well beyond what any casual observer might imagine.

But in a time when stable economic growth is everyone's priority, the role that meetings, conventions and exhibitions play in driving overall economic and professional development is critical to demonstrating our broader relevance as an industry. The problem is, no-one yet knows or understands how to adequately measure and present that to a global audience.

Events such as the JMIC conference will move everyone in the right direction. And with the support of industry partners such as IMEX, the hope is to be able not only to talk about these broader benefits but also to demonstrate them in a credible way.

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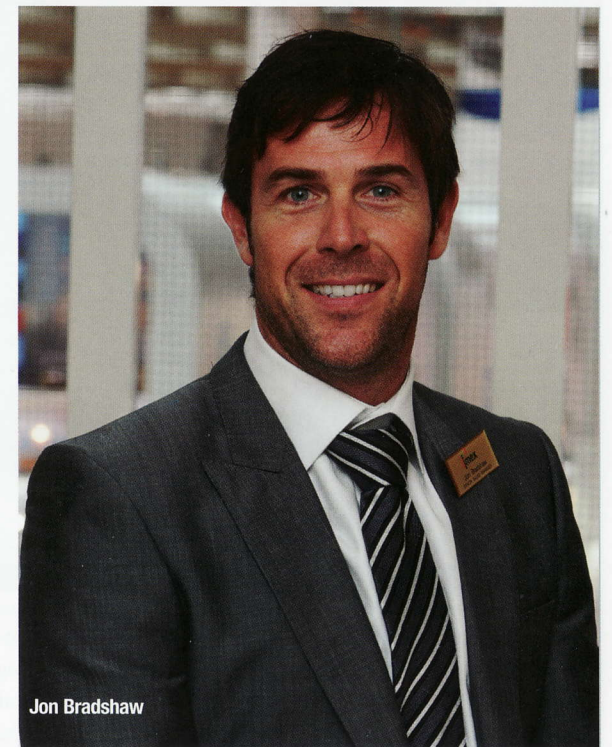
Improving IMEX performance with Meetings Mindset toolbox



Meetings Mindset believes delegate performance lies at the heart of great meetings and events, and the key to improving meeting ROI is to focus on the practical, physical and mental performance of the meeting participant. This year IMEX has teamed up with Meetings Mindset to provide IMEX participants with a whole host of additional services and opportunities to help maximise their show experience.

IMEX is proud to be the first show anywhere in the world to provide participants exclusive access to the Meetings Mindset Online Performance Center. Since the beginning of April registered visitors, exhibitors and hosted buyers have been logging into the web-based platform through the IMEX website to set specific and measurable goals for the show, and receive a personalised toolbox of tips and advice on how to prepare mentally, physically and practically. After the show, the Center will help them assess their results.

Jon Bradshaw, business development director, IMEX Group and founder and CEO of Meetings Mindset, said: "Having launched the brand at IMEX 2010, we are delighted to have



exhibition. There will be nutritional information available at each food outlet on the show floor.

Bradshaw will also be presenting a session entitled 'Are you in the Meetings Mindset?' in the Professional Development and Innovation Pavilion tomorrow at 14:30. This will be an interactive, humorous and powerful session with links to the foundation of practical, mental and physical meetings performance.

IMEX project manager, Debbie Woodbridge who has been

Germany meetings chiefs make their case to government