



Expanding advocacy

FOR a truly global industry, ours is one that ironically has very few opportunities to get together with our wide variety of constituent organizations. And, as our working environment becomes even more challenging (as it has over the past year or more), the need to get together is becoming absolutely critical to our future success.

At the same time, it's becoming increasingly clear that it's not enough to just continue the discourse amongst ourselves. Instead, we need to be having the discussion with other business, academic and government groups that share an interest in what meetings, conventions and exhibitions accomplish in today's global economy. It's for that reason that JMIC - the Joint Meetings Industry Council - has been an enthusiastic participant in the IMEX Politicians Forum since its inception.

JMIC was established in 1978 as a vehicle for creating a forum amongst international associations engaged in various

aspects of the meetings industry. It has met annually since and served as a link between member organizations as well as a means of reviewing industry conditions and strategies and, more recently, taking action to address some of the most urgent industry issues. JMIC is well positioned to do this, with a wide range of members that currently includes 12 major international industry associations and a mission to advance awareness of the overall industry and the wide variety of benefits it generates.

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But as effective as we may be in communicating within our own circle, the real key is how we interact with the outside world - and particularly the elements of that world that are, or should be, concerned with what we do as an industry. A big part of that world involves government, because it is not only a major investor in the industry - via convention facilities, for example - but it also includes

those whose policies determine our collective future.

IMEX has played a pioneering role here by developing and maintaining what is the single most influential forum for government interaction - the Politicians Forum. IMEX America will extend this opportunity to another region - and serve to link up with extensive advocacy efforts already underway in the US.

As a global community we are all in this together and the success or failure to achieve the required level of industry recognition will ultimately affect everyone. For that reason, we are pleased to see the opportunity IMEX America creates in spreading the global meetings message even more broadly.



■ Leigh Harry,
Chief Executive,
Melbourne
Convention &
Exhibition Centre
and President, JMIC

www.themeetingsindustry.org

Great anticipation at Site

AS the industry well knows, Site was thrilled at the announcement of IMEX America. This is why Site is placing its International Conference 2011 in Las Vegas immediately after the show. Timing the start of the Site International Conference with the close of IMEX America is a great way to maximize attendees' time. In one trip members and friends can gain the benefits of two remarkable events. This timing also works well with our conference schedule. We have made this announcement public and begun sharing the information with our members so that they can plan ahead.

"the timing couldn't be better"

Site will also be making some exciting updates to its Crystal Awards and the first of these new awards will be presented during the first IMEX America. We are also supportive of IMEX replicating the Politicians Forum in the US. Again, the timing couldn't be better to continue forging meaningful conversations between the motivational events industry and leaders of public policy.

Site's community has long been fully integrated with the IMEX community and we collaborate and support each other where we can. Site intends to work with IMEX America to attract the right motivational event professionals to the show and, as always, Site is committed to helping our members extend their business connections.



■ Brenda Anderson,
CEO, Site

www.siteglobal.com

