FOR IMMEDIATE RELEASE

Ben Goedegebuure Announced as Recipient of the 2025 JMIC Profile & Power Award at the IBTM World in Barcelona

Barcelona, 17 November 2025 - The Joint Meetings Industry Council (JMIC) is pleased to announce that Ben Goedegebuure, Chief Global Strategy Officer at Maritz, has been selected as the recipient of the 2025 JMIC Profile & Power Award, recognising his exceptional leadership, strategic influence, and long-standing contributions to the global business events sector.

With an extensive career covering venues, associations, international conferences, and global corporate strategy, Goedegebuure has established himself as one of the industry's most respected voices. His work reflects a deep commitment to positioning business events as powerful enablers of economic development, knowledge exchange, societal progress, and global collaboration.

In his current role at Maritz, Goedegebuure leads key initiatives across global strategy, sustainability, diversity, equity and inclusion (DEI), accessibility, and international client engagement. His ability to translate strategic priorities into practical frameworks has significantly advanced industry understanding of sustainability and inclusive event design.

Throughout his career, he has held numerous leadership and advisory positions within major global associations, including ICCA, PCMA, MPI, ICE, Eventia, and the Events Industry Council. "Ben's impact on our industry extends far beyond organisational boundaries," said James Rees, President of JMIC. "His vision for a more sustainable, inclusive, and strategically aligned events ecosystem has been felt globally. This award recognises both his outstanding professional achievements and his unwavering commitment to advancing the role of business events as catalysts for innovation and positive societal change."

About JMIC
The Joint Meetings Industry Council represents the combined interests of international meetings, conventions, exhibitions, and business events organisations. JMIC's mission is to advocate for and enhance the Meetings Industry's role as a key driver of global economic, social, and environmental progress.

About the JMIC Profile & Power Award
The Profile & Power Award was established to honour individuals whose leadership and innovation have significantly elevated the Meetings Industry's profile and influence. Recipients are selected by the JMIC Council based on their contributions to industry leadership, impactful initiatives, and roles in major organisations. This award highlights those who inspire change and progress within the industry and beyond.

For more information on JMIC, visit www.themeetingsindustry.org.
For more information on Maritz, visit www.maritz.com.