Joint Meetings Industry Council

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JMIC unveils new identity and leadership, launches the Global Industry Calendar and honours Joyce Leveston with the 2026 Profile + Power Award

Maurits van der Sluis elected President as James Rees steps down after four years

Barcelona, 17 November 2026 - At IBTM World, the Joint Meetings Industry Council (JMIC), the global federation of the meetings & business events industry, today presented its new strategy, visual identity and website, and introduced its new leadership team.

A clearer identity for the industry's global voice

JMIC now presents itself as *the Global Federation of the Meetings & Business Events Industry*. This is not a new name, but a clearer description of what JMIC already is: the place where the world's business events associations collaborate and speak with a united voice.

The new strategy was developed in 2026 by a Task Force of Board members, building on consultation with JMIC's members, and was approved by the Board in September. It rests on four pillars:

- ↘ **Connect** - bringing the industry's associations together
- ↘ **Share** - insight, data and expertise across the whole value chain
- ↘ **Align** - a shared industry line on global challenges
- ↘ **Amplify** - one clear voice towards governments, international institutions and the media

A three-year roadmap to 2028 will turn the strategy into concrete tools and results for the industry.

“Our members asked for a stronger, clearer voice. Today we are not changing who we are - we are saying clearly what we are, and giving the industry the tools to act on it. The new website and the Global Industry Calendar are open to everyone: this is the industry's front door,” said Dorian Kronenwerth, JMIC Executive Director.

themeetingsindustry.org: the industry's front door

The new website is designed to develop into a one-stop shop for everyone who works in, with or for business events: tools for industry players, the basics for newcomers, and facts and factsheets for policymakers and media.

Live from today are the Glossary, the Global Manifesto, the first version of the Research Index, the Impact Sheet and the **Global Industry Calendar**: a single public calendar of the industry's major events, from IBTM and IMEX to global and regional association meetings, so organisers can spot date clashes and plan with confidence. A Who's Who of industry organisations, shared industry numbers and the first JMIC Advocacy Report will follow in 2027.

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New leadership

JMIC thanks **James Rees** for his four years as President. Under his leadership, JMIC grew in members, strengthened the Net Zero Carbon Events Initiative and laid strong foundations for its next chapter, expanding the JMIC team and starting a process of structuring the federation's way of working.

"It has been an honour and a privilege to serve as JMIC President over the past four years. During such a period of immense change for the business events industry, our global federation's strength has grown through true collaboration and the desire of its members to speak together with one voice. JMIC now has a clear identity, a clear strategy and a Board that represents the whole value chain. I hand over with great confidence," said James Rees, outgoing JMIC President.

The new JMIC Board:

- **President:** Maurits van der Sluis, Chief Executive, RAI Amsterdam, representing EMECA
- **Vice-President:** Senthil Gopinath, CEO, ICCA
- **Treasurer:** Martin Boyle, CEO, IAPCO
- **Board member:** Chris Skeith, CEO, UFI
- **Board member:** Flavie du Bueil, Chief Operating Officer, CityDNA

With venues, exhibitions, professional congress organisers, destinations and association meetings all represented, the Board brings the whole value chain to one table.

"It is an honour to lead JMIC at this moment. Business events drive trade, knowledge and innovation, yet our industry is still too often overlooked by policymakers. With a clear strategy and a strong Board that brings the different sectors together, we will make sure our industry speaks with one voice - and is heard," said Maurits van der Sluis, JMIC President.

2026 JMIC Profile + Power Award: Joyce Leveston

On 16 November, at the IBTM World reception, JMIC presented the 2026 Profile + Power Award to **Joyce Leveston**, President and CEO of the Javits Center, New York. The award recognises her work in raising the profile of the meetings industry's economic, social and environmental value, including:

- the "Javits on the Hudson" campaign, marking the Center's 40th anniversary;
- JavitsCares, which turns event move-out into community impact and earned the 2026 Convene 4 Climate Trailblazer Award;
- a people-first agenda investing in the workforce behind business events.

"Joyce Leveston shows what happens when a venue becomes a voice for the whole industry. Through Javits on the Hudson, JavitsCares and her investment in people, she has made the value of business events visible far beyond our sector: to business leaders, to policymakers and to the communities around us," said James Rees, outgoing JMIC President.

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About JMIC

JMIC is the front door to the world's business events industry, connecting its leading associations so they can collaborate and speak with a united voice. Founded in 1978, JMIC is today the global federation of the meetings & business events industry, bringing together the sector's leading international associations and representing the industry's interests to governments and international institutions. JMIC hosts Net Zero Carbon Events, the industry's climate initiative, and publishes the Global Manifesto for the Business Events Industry. www.themeetingsindustry.org

Press kit: press section of www.themeetingsindustry.org