



JOINT MEETINGS INDUSTRY COUNCIL

AGENDA

JMIC Conference on Industry Communications

Sunday, November 17, 2013: 09.00 – 17.00

Barcelona, Spain

Location: Fira Gran Via > Conference Centre room 5.3
South Access Entrance via Avda. Juan Carlos I, 58 - 08908 L'Hospitalet de Llobregat
(Barcelona)

Purpose of the Conference: To bring together industry representatives with those representing the various elements of the communications / advocacy process as they apply to our industry in order to review current initiatives; exchange and compare individual strategies and messaging and explore opportunities to better align and / or collectively promote key industry messaging.

09:00-09:15 **Welcome and Opening Remarks**
Philippe Fournier, President | Joint Meetings Industry Council
Rod Cameron, Executive Director | Joint Meetings Industry Council

09:15-09:45 **How the Association Congresses Change the World**
Isabel Bardinet, CEO | European Society of Cardiology

The importance of professional outcomes as key factors in the meetings value proposition and how this is particularly critical in the medical association context

09:45-10:15 **On the Receiving End: a Political Perspective**
John Greenway | Former Member of the UK Parliament and
Consultant to Brook Green UK DMC

An overview of the world of government policy making and how the industry can best access elected officials and government administrators in the face of other priorities competing for their attention.



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10:15–10:45 Break

10:45-12:00 **Communications Forum**

Communications / Advocacy Case Studies from Around the World:
4 case studies illustrate diverse approaches

- 1. Advocacy for political communication in federal structures**
Joachim König, Chair | EVVC
- 2. “Face Time It Matters”; How a Grassroots Campaign Brought the Industry Together**
Sherrif Karamat, COO | PCMA
- 3. Business Events Council Australia: Uniting the National Industry for Advocacy**
Geoff Donaghy, President | AIPC
- 4. Crises Plans: A PR Case Study**
Karen Kotowski, CEO | CIC

12:00-13:00 Lunch break

13:00-13:30 **Communications Strategy: Lessons from Other Sectors**

Charles LaRoche, Senior Advisor Public Affairs | IFRA (International Fragrance Association)

How experiences in advocacy and positioning in other industry sectors can provide some valuable lessons of value to the Meetings Industry.

13:30-14:00 **Breaking into Mainstream Media: What Does it Take?**

Martin Lewis, Managing Editor | CAT Publications

How today's media make their decisions on coverage and what it will take to achieve coverage for the Meetings Industry.

14:00-15:00 **Workshop 1: Messaging, Audiences, Measures**

- Do we have the right messaging?
- Do we know the key audiences?
- Do we have the research results and data to back up our value claims?



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15:00-15:20 Break

15:20-16:20 **Workshop 2: Strategies, Roles, Linkages**

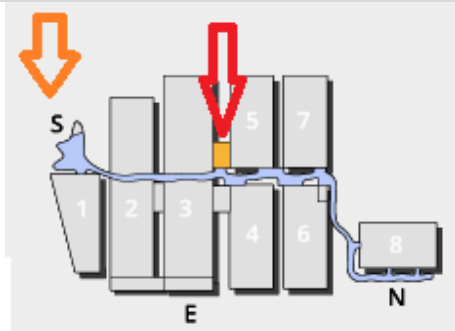
- What are the most effective communications tactics / strategies we can use?
- Who should be doing what?
- What are the best vehicles for ongoing coordination / exchange / sharing of results amongst industry organizations?

16:15-16:45 **Feedback and Conclusions: An Action Plan for the Future**

Elements of the workshop conclusions will be used to develop recommendations as what kind of actions would best support a coordinated ongoing industry communications initiative while pursuing their own objectives

* Fira Gran Via

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