



JOINT MEETINGS INDUSTRY COUNCIL

Founded 1978

The Joint Meetings Industry Council (JMIC) is an organisation that represents the combined interests of 17 international meetings industry associations. It has provided a forum for information exchange amongst industry groups for over 50 years and has recently become more engaged in the process of articulating and delivering industry messages to wider community and governmental audiences as well as developing better mechanisms for documenting the value of the industry.

Specifically, JMIC's objectives are: 1. To maintain a forum for the exchange of information and expertise among organisations that represent the various sectors of the meetings industry. 2. To support and carry out activities that promote the profile of the meetings industry as a distinct and important part of the global economy. 3. To provide a collective voice for the industry in areas of overall industry interface, and 4. To formally recognise the achievements of individuals who have successfully advanced the positioning and professionalism of the industry on an international basis.

The active member associations who comprise JMIC today are • AACVB, the Asian Association of Convention and Visitor Bureaus • AIPC, the International Association of Convention Centres • ASAE, the American Society of Association Executives • Cocal, the Latin American Confederation of PCO and Related Companies • DMAI, Destination Marketing Association International • ECM, European Cities Marketing • EFAPCO, the European Federation of Associations of Professional Congress Organisers • EVVC, European Association of EventCentres • IAPCO, the International Association of Professional Congress Organizers • ICCA, the International Congress and Convention Association • ICESAP, the Incentive, Conference & Event Society Asia Pacific • IFES, the International Federation of Exhibition and Event Services • MPI, Meeting Professionals International • PCMA, the Professional Convention Management Association • SITE, Society for Incentive Travel Excellence • UFI, the Global Association of the Exhibition Industry • UIA, the Union of International Associations

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DOCUMENTING EVENT OUTCOMES – A NEW PRIORITY!

In a time of ongoing economic uncertainty, everyone is trying to focus on their most urgent development priorities, whether economic, academic or professional. As a result, one of the biggest challenges we all have in the meetings industry is how to demonstrate the kind of value that will continue to make our events that kind of priority, not just for government and corporate investment but also for participating delegates.

The challenge is, and has always been, how to identify and document the value of outcomes that are as diverse as the events themselves – and that may range from knowledge transfer or enhanced medical procedures to economic expansion and new investment. For that reason, the focus for measurement has traditionally

powerful way to communicate the real impact of meetings, conventions and exhibitions may be to simply provide good, compelling stories about how these kinds of events drive outcomes – is an important one.

There are some big challenges. Many suppliers and organisers aren't even clear on what specific outcomes they expect from the events they support, let alone how to measure the extent to which those are actually delivered.

At the same time, this represents more work for groups that are already challenged to find the time to organise and deliver increasingly complex and demanding events.

In a world where accountability is increasingly required in return for the investment that successful events demand, the

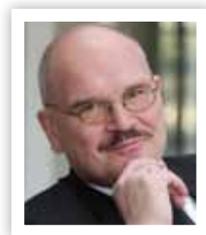
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been simply a financial one – how spending by delegates and organisers benefits the host destination, for example.

The fact remains that a broader value measurement job needs to be done, whether it's easy or not. That's why the consensus emerging from the JMIC conference on the 'Value of Meetings' in Paris this past May – that the most

ability to measure these kinds of factors more precisely is now more important than ever.

It's clear that all parts of the meetings equation need to work together to achieve the desired result. But if we are successful in delivering the kind of value proposition that ensures the ongoing relevance of meetings, we'll all benefit!



Joachim König
 President, JMIC