A Year of COVID-19 Response June 2021

The onset of the COVID-19 pandemic and accompanying industry impacts re-directed JMIC’s resources as of early 2020. In this period, a number of actions were completed, including:

A new COVID-19 section was established on the JMIC website

- All available COVID-19 resources were posted, along with links to the resource sections of member organizations
- A series of COVID-specific Operating Guides were created via members AIPC, ICCA and UFI and made available to all industry members
- Pandemic-related media relations and responses were ongoing, including the preparation and distribution of COVID-19-related articles and materials
The JMIC / Iceberg Global Consultation Webcast

- This two-part session was assembled from over 30 interviews with industry leaders interacting with global cities commentator Greg Clark and facilitator Robert Coren as part of a process for strategy exchange and soliciting input for the JMIC Global Manifesto (see below).

- The final product was aired simultaneously in 4 locations around the world in order to address a wide range of time zones and in collaboration with JMIC and Iceberg trade show partners AIME, IBTM, IMEX and Meetings Africa. Each partner undertook to attach a local interactive panel component that was supported by JMIC participation in order to promote further exchange and promote the Manifesto under development.

- The webcast itself was subsequently posted for general industry use and been utilized by various JMIC members as a vehicle to support their own COVID-related communications.

- Participants included representatives of AIPC, GCB, UFI, MCI, IFP, SA Tourism, BE Sydney, Best Cities, ICC Sydney, EMECA (both President and CEO), ESTRO, IPM, IAPCO, ICCA (both President and CEO), GAHP, GE, GCM, FIEXPO, ACCLATAM, TMG,ESA, AC Forum, CCH, CAT Media, Maritz BE, IMEX,IBTM, AIME, Meetings Africa, HSBC and EVVC.
Release of the JMIC UNSDG Sustainable Development Report

The final report of the JMIC Global UNSDG study and summary was released and distributed to encourage industry adoption of sustainable development principles in industry recovery planning. The report documents a series of examples of how various members have addressed the UN Sustainable Development Goals (UNSDG’s) in order to demonstrate practical approaches that can be taken, and details of these are now available for review again on the JMIC web site.
The JMIC Guide to Local Communications and Advocacy

As the “bookend” to the COVID Guide series that began with the initial health and safety guides and continued through the development of the Global Manifesto, a Guide to Local Communications and Advocacy is now in development based on recognition of the fact that most re-opening decisions are local or regional and must therefore be argued by local industry interests that may or may not have the required experience and expertise. Release of the Guide will be accompanied by related webinars (see above) explaining its application and illustrating principles via the practical experiences of industry members in various parts of the world.

Member / Partner Interactions

Throughout this period JMIC participated in the planning and / or execution of a range of member and partner initiatives, largely online via interactive webinars and several based on extended activities associated with the JMIC Global Manifesto. These included IAPCO, SWIFT, UFI, AIPC, ICCA, IMEX, IBTM, AIME, Meetings Africa and FiEXPO.

JMIC is supported by its member associations, as well as by industry partners IMEX and IBTM World: