



MEDIA RELEASE June 30th 2020

Unique Global Collaboration Creating Joint Messaging for the Meetings Industry

1 | JMIC, together with AIME, IBTM, IMEX and Meetings Africa, to release a 2-part webinar showcasing the industry speaking with one voice

2 | Input from industry leaders and commentators being used to complete an Industry Manifesto delivering joint messaging for our sector

The COVID-19 pandemic is challenging businesses, economies, and societies around the world. The business event industry is no exception, with many elements of our sector being grouped into generic “mass gathering” terminology. While some sectors of our industry have managed to successfully advocate for their businesses around the world, others struggle to be heard – emphasizing the need for the business events sector to align behind common messaging and speak with a united voice.

In a collaboration never before seen in our industry, the Joint Meetings Industry Council (JMIC), with the support of the four leading global industry trade events – AIME, IBTM, IMEX, and Meetings Africa – has brought together dozens of leading industry voices from around the world to help shape this messaging. The initial result is a two-part seminar that will be rolled out over multiple time zones this coming Thursday July 2 in order to share these various perspectives and invite further input.

“We are pleased to see this unprecedented and coordinated effort by four major industry trade shows – IBTM, IMEX, AIME and Meetings Africa – to run these interactive events with their respective audiences and enable us to reach the whole of our global industry community at once” says JMIC President Kai Hattendorf. “In the biggest crisis we have ever experienced in our industry, it is very encouraging to see that we are also seeing the most inclusive collaboration.”

Produced by *The Iceberg*, the seminar combines more than 25 industry perspectives in an interactive conversation with renowned global cities authority Professor Greg Clark who provides advice on how to deliver out key messages to local governments most effectively and in ways that address their top priorities. At the same time, Clark also explores what factors are most likely to emerge as industry drivers and competitive issues in a post-COVID-19 world in order to support industry members with their own planning and communications. Following the online events by the trade shows, the seminar will be made available online for any in the global community who wish to access it for viewing or use it in other forums that are expected to follow.

On completion, the Manifesto will set out a series of arguments as to why business events such as meetings, conventions and exhibitions are best positioned to drive recovery and innovation across a broad spectrum of business and professional in the safest ways now available. It is intended to serve as a resource to industry members around the world who are having to engage with local and regional governments – those who have the power right now to decide over the re-opening of events.

“Both the seminar and the Manifesto will be powerful tools for all of us to use in defining our sector’s future”, says JMIC President Kai Hattendorf. “I want to thank everyone who responded to JMIC’s call to be involved, and I want to especially thank our partners from AIME, IBTM, IMEX, and Meetings Africa for helping us launch this first product”.

“Here, we come together as one industry to sharpen the value proposition of our industry – to make it easy to understand the critical role that business events have to play in the post-COVID recovery – and combine this with the best available advice on how to successfully deliver this message to government and community decision-makers”, says JMIC Executive Director Rod Cameron.

The current schedule for the webinars is;

0700 BST: 1600 – Melbourne / 1400 HK – via AIME

1000 BST: 1100 – Johannesburg / 1300 Dubai – via Meetings Africa

1400 BST: 1500 – Paris / 1600 Moscow via IBTM

1700 BST: 1200 – NYC / 1100 Chicago / 1100 Mexico City / 0900 Vancouver via IMEX

Details for each are being made available via their sponsor’s respective platforms.

ABOUT JMIC | The Joint Meetings Industry Council

JMIC is an organisation that represents the combined interests of some 18 international meetings industry associations and events. 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 and communicating the value of the industry in terms of economic, academic, professional and social advancement.

www.themeetingsindustry.org | jmic@themeetingsindustry.org

JMIC MEMBERS INCLUDE:

AACVB | the Asian Association of Convention and Visitor Bureaus

ACCLATAM | the Association of Convention Centres of the Caribbean and Latin America

AIPC | the International Association of Convention Centres

ASAE | the American Society of Association Executives

COCAL | the Latin American Confederation of PCO and Related Companies

ECM | European Cities Marketing

EMECA | the European Major Exhibition Centres Association

EVVC | European Association of Event Centres

IAEE | the International Association of Exhibitions and Events

IAPCO | the International Association of Professional Congress Organizers

ICCA | the International Congress and Convention Association

MPI | Meeting Professionals International

PCMA | the Professional Convention Management Association

SACEOS | the Singapore Association of Convention and Exhibition Organisers and Suppliers

SISO | the Society of Independent Show Organizers

SITE | Society for Incentive Travel Excellence

UFI | the Global Association of the Exhibition Industry

UIA | the Union of International Associations