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Meetings Industry “Manifesto” Presents Arguments for Business Events to Lead Global Recovery and Renewal

The Joint Meetings Industry Council today released a Meetings Industry manifesto that sets out a series of arguments as to why business events such as meetings, conventions and exhibitions can and should be utilized to drive economic recovery and renewal in the post-COVID-19 era.

The manifesto was assembled with the advice and input of a broad range of industry leaders through an online forum process the results of which were captured in a two-part webinar held in 4 regions around the world last week under the auspices of 4 global industry trade shows AIME,IBTM, IMEX and Meetings Africa and supplemented with advice and commentary from global cities advisor Professor Greg Clark.

“COVID-19 has again highlighted a core weakness on the global business events industry: We struggle to share a joint message, to stand as a united industry, when it matters”, said JMIC President Kai Hattendorf. “With policymakers, this puts us at the end of the queue of industries seeking to showcase their respective roles for economies and societies”.

The manifesto is a resource for industry professionals and representatives world-wide who advocate for the re-opening of business events in their respective communities. While the industry and many business events themselves are global, the decision processes around re-opening events are typically made locally – and can be tied to local economic recovery strategies.

“The core of the document is a list of 15 reasons why business events should get priority attention from governments as a vehicle for economic recovery and renewal” said JMIC President Kai Hattendorf.

The manifesto, along with supporting materials and links to the webinar that contributed to its content are all available on either the JMIC website www.themeetingsindustry.org or The Iceberg at www.the-iceberg.org for download and use by industry members.

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

Rod Cameron | criterion@axion.net

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

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