

JMIC SUMMIT IDENTIFIES KEY ISSUES AND ACTIONS

The Joint Meetings Industry Council (JMJC) completed an industry issues review as part of its recent summit discussion at EIBTM in Barcelona and is now proceeding to develop a strategy to address key industry issues in the coming year.

The summit was organised to give member organisations an opportunity to review current industry issues, determine what member associations were doing to address them and identify any opportunities that existed for either sharing strategies and materials or taking collective action as an industry. Along with an agreement that members would be willing to share all relevant information about how each is addressing key issues was a decision to develop a strategic plan that would address the need for an overall industry initiative in areas of common interest and concern.

"JMJC now has the greatest strength of membership in our history, but also the highest expectations from those members," said JMJC president Barbara Maple. "The current and anticipated challenges we face as an industry means that the need to work together on overall industry profile and positioning has never been greater. However, we also need good mechanisms for sharing information and taking a collective approach to addressing issues that represent the common concerns of all industry sectors."

As expected, members identified the current global economic crisis as being the top shared priority. However, there was also recognition that as this crisis resolves itself, other challenges will emerge that again require a concerted effort by all members. These were identified as labour and training issues, increasing expectations for demonstrable actions on sustainability and CSR as well as transportation concerns. In each case, members were able to identify both specific actions that individual associations had or intended to take as well as overall industry-wide activities that would help create a more efficient and unified approach where appropriate.

Overall, members acknowledged that, while current global conditions presented challenges, they also offered an opportunity for the industry to distinguish itself as an economic driver and an important vehicle for economic recovery. The plan now under development will address both opportunities and is expected to be complete early 2009.

JMJC was established in 1978 as a vehicle for creating a forum for the exchange of information and perspectives amongst international associations engaged in various aspects of the meetings industry. It has met semi annually and served as a link between its member organisations as well as a means of reviewing industry conditions and strategies.

JMJC members include:

- AIPC (the International Association of Congress Centres)
- COCAL (the Latin American Confederation of PCO & Related Companies)
- DMAI (Destination Marketing Association International)
- ECM (European Cities Marketing)
- EVVC (the European Association of Event Centres)
- IAPCO (the International Association of Professional Congress Organisers);
- ICCA (the International Congress and Convention Association)
- MPI (Meeting Professionals International)
- PCMA (the Professional Convention Association Management Association)
- SITE (the Society of Incentive & Travel Executives).

It is also supported by UFI (the Global Association of the Exhibition Industry) and the CIC (Convention Industry Council). ●



MPI EXTENDS GLOBAL FOOTPRINT

Meeting Professionals International (MPI) continues its global expansion with the announcement of two new chapters - Korea and Brazil.

The creation of the new chapters culminates a year of efforts by meetings and events industry leaders in both countries who recognised the need for local professionals to access the best in industry education to advance their professional development.

Bruce MacMillan, president and CEO of MPI, commented: "These new chapters expand MPI's global footprint to South America and extends its presence in Asia. Building strong chapters is a key driver to growing our global community marketplace as well as activating our Global Knowledge Plan."

Currently, Korea has 62 members with expectations to increase that number to 112 by July 2009. Educational activities such as seminars, workshops and the newly created Global Certificate in Meetings Operations 1 (GMCO) will soon be deployed in the region. Furthermore, discussions are underway for member exchange programmes between Korean schools and the University of Nevada Las Vegas Singapore Campus and Hong Kong Polytechnic University.

Since the opening of its Singapore office last July MPI has confirmed the first five members of its new Asian Partners Programme. InterContinental Hotels Group Asia Pacific, Starwood Asia Pacific Hotels & Resorts, MCI, CIBTM and the Seoul Tourism Organisation will support MPI's efforts in the Asia Pacific region in the upcoming years.

The Brazil Chapter, with a membership of 53, was a club prior to receiving official chapter status. Events organised thusfar have concentrated on ROI, Planning and Strategies in Corporate Events, and Meeting Planning for Pharmaceutical Companies. The Brazil Chapter is projected to increase membership to 108 in 2009 and then to 198 in 2010. ●

