



Corporate responsibility at IMEX



If you've been inspired by the articles on environmental and social responsibility in this issue of the Briefing, visit the Corporate Responsibility Centre at IMEX to find out how to conduct your business in a more environmentally and socially responsible way. Experts from the following IMEX environmental and CSR partners will be on hand to give advice:

- ◆ Give Instead of Take
- ◆ Green Global Village
- ◆ Green Meeting Industry Council
- ◆ Louise Hall Reider Co
- ◆ Wuppertal Institute
- ◆ Positive Impact

See www.imex-frankfurt.com/crc.html for more information.

Call for Wild Card entries

Destinations interested in applying for a sought after Wild Card place at IMEX 2008 can download an application form at www.imex-frankfurt.com/wildcard.html. Applications are invited from destinations who have not exhibited at a major industry tradeshow before, but who can justify their potential as a new meetings and incentive travel destination. The Wild Card package includes free exhibition space, access to discounted airfares and complimentary hotel accommodation at IMEX 2008.

Contact Dale Hudson, dale@imex-frankfurt.com for more information.



How committed are you?

Meeting planners who want to demonstrate their commitment to corporate social responsibility and local community projects are invited to apply for the Commitment to the Community Award – part of the IMEX Green Awards programme.

Applications are welcome from anyone involved in the organisation of a meeting, incentive programme or conference which took place in 2006 or 2007 that demonstrated innovative efforts to benefit a charitable initiative of choice.

The 2007 Award went to Marriott International's Global Incentives and Gift Card marketing team for their community park refurbishment project in Georgia, USA.

Previous winners include:

- ◆ Computacenter Distribution (CCD) and BI, UK for their incentive trip to Mukuni village in Zambia which saw a new teacher's house for the local school being built.
- ◆ San Diego-based Los Niños for their Beehive Assembly Scheme – a joint project with a Mexican women's co-operative set up to contribute to the health and proper nutrition of local children while at the same time creating income for the local community.
- ◆ Creative Memories for the 'Day of Giving'

incentive event which saw 150 salespeople assist in refurbishing a school and playground in La Cruz de Quelitan, Mexico. The 'Day of Giving' concept is now an annual event.

- ◆ Easy Event for their 'Give Instead of Take' orphanage refurbishment programme in Malta.

To find out how you could join the roll call of Commitment to the Community Award winners go to www.imex-frankfurt.com/popaward.html for more information and to download an application form. The deadline for entries is 15 January 2008.



CCD in Zambia

Partnership will be key



Graz, AIPC Conference location

Congress centres have long been required to address the "green" agenda because they have to meet the expectations of three different groups. The first, and most obvious, are clients, who are increasingly demanding that centres have green programmes in place. The second are owners, often governments with a strong desire to demonstrate environmental leadership. The third is the community in which a centre is located, given the high visibility that many centres enjoy in their local areas.

Delegates to the recent AIPC Annual Conference in Graz saw the new environmental agenda as a high priority. A panel presentation and the discussion that followed identified three groups that need to work together more closely if further progress is to be made - facility designers, facility operations and clients. There was also general agreement that all centres will soon have to

have clear 'green meetings' policies and programmes in place to satisfy future demand.

"greater degree of participation by client groups"

AIPC supports the role that IMEX has played in highlighting green issues in the meetings industry. At the same time, the organisation wants to see new initiatives that encourage a greater degree of participation by client groups as well. In AIPC's view, centres can't operate in isolation from other parts of the industry. It's only by working together on common environmental objectives that the industry will make the kind of progress needed to satisfy all its key audiences.



■ Barbara Maple, President, AIPC
www.aipc.org