

Busy year for DMAI



Tony Rogers, BACD, Paul Flackett, IMEX and David Hornby, DMAI European Advisory Council at the CEO Forum

The European Advisory Council of the Destination Marketing Association International (DMAI) met in Brussels in October, just prior to the CEO Forum – Europe. The group heard from industry experts, explored expansion outside the United States and emphasised the association's professional development programme plans for 2008.

"2008 will be the year of Destination Marketing Education of DMAI in Europe", said David Hornby, European Advisory Council Chair. DMAI plans to offer six Destination Marketing training programmes this year, including two new elements - the CEO Forum Europe and Destination Positioning & Branding Course.

The CEO Forum in Brussels was moderated by IMEX Managing Director, Paul Flackett, and provided an opportunity to explore the issues affecting DMOs and how these impact the travel industry today.

A Certified Destination Management Executive (CDME) course, Destination Positioning and Branding, was recently presented by DMAI in the UK, exclusively for the British Association of Convention Destinations (BACD). The course was held outside North America for the first time and focused on branding, destination imagery research, positioning strategy and roles in brand communications.

"We are delighted with the success of the course," said Tony Rogers, BACD Chief Executive. "It's one of the first practical benefits deriving from our new partnership with DMAI, and we look forward to offering other professional development opportunities for BACD members jointly with DMAI."



■ Titta Rosvall, Managing Director, DMAI European Office
www.destinationmarketing.org

No end to learning for CIC

The Convention Industry Council (CIC) will again demonstrate their commitment to professional development by sponsoring the Professional Development Pavilion at IMEX.

The Professional Development Pavilion will showcase over 30 exhibitors, including industry associations, universities, specialist training companies and consultants. All provide a variety of educational and training services to the meetings industry.

"obtaining the CMP designation indicates a high level of dedication to the industry"

CIC has also partnered with IMEX to create opportunities for international candidates to become CMP-certified. In its ongoing efforts to enhance the CMP (Certified Meeting Professional) programme, CIC will use IMEX as

its key international venue beginning with the April 2008 CMP examination. Obtaining the CMP designation indicates a high level of dedication to the industry giving industry professionals the competitive advantage required when soliciting business worldwide.

In association with MCI, CIC will also provide additional support for international CMPs. MCI will serve as the call centre and marketing support to develop and expand the understanding of the CMP programme. MCI intends to target Singapore, where a strong programme is already in place, and build the European programme to achieve a critical mass of individuals. Over 12,157 individuals in more than 35 countries and territories have now earned the CMP designation.

www.conventionindustry.org

Congress centres respond to green debate

Mark Twain once said, "Everybody talks about the weather, but nobody does anything about it". The same might be said about sustainability where the level of discussion appears to exceed action.

However, a recent survey of AIPC congress centres has clearly demonstrated that centres are well in front on this one. 68% of centres indicated that they already had comprehensive environmental policies in place and an amazing 71% indicated that they had put new sustainability measures in place within the past three years!

"Actively encourage and support clients in holding more sustainable events"

Clearly, the recent spike in environmental concern has yet to translate itself into action for many organisations. But equally clear is the fact that it is only a matter of time before this shift occurs. In fact, the same survey showed that over 90% of centres anticipate a rise in environmental interest amongst clients.



The next big wave in centre programming will be to develop programmes that actually support clients in holding more sustainable events. By putting waste management, recycling, paper reduction and energy management in place, clients will have all the resources they need to meet their environmental goals.

Sustainability has long been a hot topic at IMEX and we hope this continues in the future. Keeping the issue in the spotlight helps create demand amongst planners – and when that happens, congress centres will be ready!

■ Edgar Hirt, President, AIPC
www.aipc.org

