

First Protocol appoint Kay for German market

Specialist communications and international events agency, First Protocol, has expanded into Europe with the appointment of Kay Schning as account manager. Kay, based in Germany, will be looking to increase sales from this important market as well as having responsibility for bringing together 'on the ground' elements of the events and customer relationship programme surrounding

MasterCard's sponsorship of the FIFA World Cup.

With almost ten years of international conference and event management experience, Kay has worked for both corporate and non-profit clients, organising numerous mid to large size conferences, meetings and events. Her experience spans a variety of areas, including pharmaceuticals, technology and business.

Mark Riches, managing director, First Protocol comments – 'Kay is an excellent addition to our team, bringing extremely strong German market knowledge combined with understanding the needs of a global clientele. Kays appointment is part of our ongoing strategic plan to ensure that client requirements and expectations are satisfied and exceeded at every opportunity'.



Kay is also Regional Director for the MPI German chapter. ■

For further information:
mark.riches@firstprotocol.com

Rosemarie Sama promoted to AIME Event Director

Reed Travel Exhibitions (RTE) has announced the promotion of Rosemarie Sama to the position of AIME Event Director. Ms Sama, who is based in RTE's Sydney office, has been Exhibition Manager of AIME - AsiaPacific Incentives and Meetings Expo - since April 2003.



▲ Rosemarie of AIME

Ms Sama has more than 12 years experience in the business travel, incentive and meetings industry, having held senior sales and marketing positions with leading venues. She held the position of Business Development Manager for the Sydney Convention and Visitors Bureau from 1993 -1996. She has also worked as a consultant to the industry including to leading hotel groups, a luxury cruise line and venues. ■

For further info: www.aime.com.au

HBAA Appoints Loraine

The Hotel Booking Agents Association (HBAA) is reinforcing its role with the immediate appointment of Loraine Holdcroft as Executive Director.



▲ Loraine Holdcroft

The Association consists of more than 60 accommodation & conference venue finding agencies, over 70 Charter Partners (hotel chains, independent hotels, training centres and venues), and annually places over £500 millions worth of accommodation and

JMIC Unity Award for Laure

Joint Meetings Industry Council (JMIC) President Barbara Maple recently announced the winner of the 2005 JMIC Unity



Award as Laure Mouton of the Palais des Congrès de Paris. Ms. Mouton formally received the award at the IMEX Awards Banquet in Frankfurt, Germany in April.

"We are delighted to be making this award to Ms. Mouton as a result of her more than 30 years in the Meetings Industry", said Maple. "She represents a high level of commitment to the industry, backed by years of service in organizing activities that have benefited many different sectors. We all know what a challenge it is to meet the needs of our own business activities, so someone who takes

▲ Laure receives her award from Barbara Maple with Ray Bloom.

on a major industry role as well is most deserving of our thanks and our recognition".

The JMIC Unity Award was established by the Council as a way of recognizing individuals who have made significant contributions to the advancement of the Meetings Industry and the level of professionalism it represents. The Award is made each year based on criteria which evaluate industry leadership and initiative. ■

For further information:
www.themeetingsindustry.org

conference business into hotels and venues in the UK and overseas.

Loraine was previously Executive Director at the Inst. of Travel Management and she will now be responsible for the HBAA's main office in Macclesfield. ■