



# Briefings

NEW INTELLIGENCE FROM THE WORLD'S LEADING EXHIBITIONS FOR MEETINGS, INCENTIVE TRAVEL AND EVENTS JANUARY 2011

the inaugural IMEX America.  
www.acte.org

## CIC Hall of Leaders inductees announced

The four latest additions to the CIC (Convention Industry Council) Hall of Leaders will be inducted at a special event this June.

Sandy Angus, nominated by IAEE (International Association of Exhibitions and Events) currently serves as Chairman of Montgomery Worldwide. Sandy has shaped the industry by establishing shows all over the world, fostering the development of an international industry.

Fay Beauchine, nominated by Site, currently serves as President, Engagement & Events, Carlson Marketing and was previously Vice President of Sales and Customer Care for Northwest Airlines. Fay has served Site, NBTA, MPI, PCMA, ICCA and ACTE, and has been named three times by Business Travel News as one of the business travel industry's top 25 most influential executives.

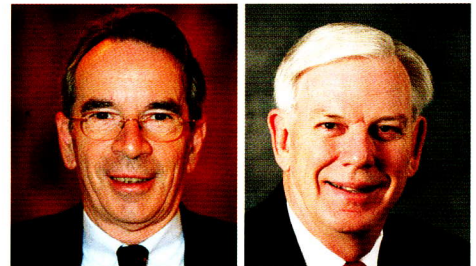
Christian Mutschlechner, nominated by ICCA, serves as Director of the Vienna Convention Bureau. He has a passion for helping educate future leaders and lectures at several universities. He also served as ICCA's lead representative to the United National World Tourism Organisation to establish a globally accepted standard for meetings industry statistics.

Cliff N. Wallace, CFE (nominated by International Association of Venue Managers) has been the Managing Director of the Hong Kong Convention & Exhibition Centre since 1995, having managed venues in the US, Canada, Europe and Asia. Cliff is a world leader in the adaptation of western business and venue management skills in



Sandy Angus

Fay Beauchine



Christian Mutschlechner Cliff N. Wallace

Asia. He was also instrumental in the introduction of private management of public facilities.

CIC is the sponsor of the IMEX Professional Development and Innovation Pavilion in Frankfurt and of IMEX America's LearningCurve Zone.

[www.conventionindustry.org](http://www.conventionindustry.org)

## A practical forum for global issues

As our members look to the future many can see that both the market and the industry as a whole are in a state of transition. We're all familiar with how factors from evolving delegate expectations to new technology and even sustainability are creating new challenges. But even the overall questions of industry finances and how risk and reward are distributed are now in question. This means that we need more opportunities for shared discussion on how to address the future.



From AIPC's perspective, shows such as IMEX play a crucial role – one that we take full advantage of. These events bring together all the players in a way that allows us to educate and inform our members while also participating in exchanges with other organisations that represent different sectors. This year's AIPC (International Association of Congress Centres) International Sales and Marketing Summit at IMEX in Frankfurt will be an example of the kind of synergy that is possible, combining centre marketing executives with expertise from other key client groups in a way that wouldn't be possible otherwise.

That's why we also feel that IMEX America will be a timely addition to the industry calendar. The scale of change is global, which means the more we can interact with colleagues from other parts of the world the better prepared we'll be to address

worldwide issues and opportunities. Together, these events will help us achieve our objectives in a more efficient way.



**Edgar Hirt** President, AIPC  
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