

EMIF CELEBRATES 5TH BIRTHDAY IN BRUSSELS!



BENOÎT FROMENT, CÉCILE KOCH,
FABIENNE COPPEY, MARGEL VIISERS



ROUND TABLE DISCUSSIONS

It is Thursday 16 February and the time is 17:30 hours. We find ourselves at the main entrance to hall 11 of Brussels Expo (Heisel). The founders of EMIF, Fabienne Coppey and Benoît Froment, bring an end to the 5th edition of 'The European Meetings Industry Fair' wearing broad smiles. A small snippet of information tells us that the EMIF movement has become a success story: 296 exhibitors and 3951 visitors at the first event, in 2002. And in 2006, the fair can boast 607 exhibitors and 6148 visitors - impressive figures. This year, the Association Day was particularly

special! In excess of 100 attendees played an active role in the Round Table sessions, which were dynamically led by Robin Lokerman from MCI Brussels. This can also be called a success story: EMIF's Association Day is not to be overshadowed by greats such as IMEX and EIBTM. In 2007, it plans to address the sector in a very surprising manner! Keep your eyes peeled!

An 'EMIF Association Day 2006 Report' can be requested via: info@meetingmedia.be
Rendez-vous in 2007 on 14 and 15 February in Hall 1 of Brussels Expo!



ROBIN LOKERMAN (MCI)

WWW.ABOUTEMIF.COM

HeadQuarters magazine is offering a birthday present to its readership and EMIF: a photo report taking a unique look at the fair!

For the full series of photos, surf to:

WWW.HEADQUARTERSMAGAZINE.COM
(see gallery)

AIPC COLUMN: MEMBERS SPEAK HUMAN RESOURCES: A CRISIS IN THE MAKING!

BY MARCIA LYONS, CALGARY TELUS CONVENTION CENTRE



Over the past few years, the Meetings Industry has understandably devoted a lot of its energy to dealing with visible crises such as the impacts of war and terrorism and the economic slump. But during this same period, there has been another, more subtle crisis developing which we (in common with most other industries) have largely ignored.

That issue is the fact that our human resources, a key commodity we all count on to carry out our business activities, are in increasingly short supply. Something we've taken for granted for many years - a continuing source of competent, qualified people to perform key functions - may well become the weakest link in the supply chain, and our greatest challenge as business managers.

And this is not a passing issue - it is one that will present a major challenge for decades to come.

The signs have been with us for a number of years,

and we should have seen them coming. Demographics are the biggest factor, as years of aging populations combined with low birth-rates have in many countries created a population heavily weighted toward older workers now contemplating retirement. At the same time, there have been fundamental changes in work place dynamics and expectations.

As this situation evolves, we will face the tightest labour market in more than 50 years. And we're simply not prepared. Here are only a few of the tough questions that need to be answered:

First, how do we address a "seller's market" in the labour force? Do we offer more money? More benefits? More flexibility? In fact, do we really even know what a new generation of workers are looking for and how we can respond to their demands?

Secondly, what does this situation mean to our industry and the organizations we represent? More cost? Less

experience, and thus reduced consistency in servicing? And how does this square with a market with increasingly higher service expectations?

And finally, what does it mean to us? Where will we be forced to concentrate our energies to ensure success? Developing retention strategies? Creating attractive career paths to attract new recruits? Putting more time and attention into training and development?

These questions will require innovation; we will have to explore new areas such as non-traditional partnerships and rethink what constitutes a work force. But none of these things will happen without taking that first step - and recognizing there is an issue we need to deal with now!

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