

Briefing

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

IMEX
AWARD
WINNERS
Page 13

Knowledge and innovation

The next few years are going to see a lot of change in the meetings industry, not the least of which will be a real turnover in management. Lots of people who have helped define and sustain the industry for many years are now reaching the stage when they will be looking at moving on and others will take their places, bringing new perspectives but also looking for ways to get many of the insights that have been developed over many years of industry growth and change.

Under these conditions, good professional development programmes become not just opportunities for learning but key elements in the process of transition. Like many other industry organisations, AIPC (International Association of Congress Centres) is taking this need and opportunity very seriously.

The cornerstone of AIPC professional development is the AIPC Academy, an intense week-long experience that has utilised member experience and expertise to train next-generation

managers for the past six years. Now, this successful programme is about to be enhanced with a second level management symposium, which will offer higher level opportunities for strategic problem solving and network development amongst existing managers. What these both have in common is the value of combining existing knowledge with the adaptation and innovation of new ideas and relationships.

And the education doesn't end here.

Programmes such as the AIPC seminar series and summits at events like IMEX make sure that the opportunities for learning and exchange continue well beyond the more formal courses and into the ongoing engagements.



Edgar Hirt
President, AIPC
and Managing Director
CCH, Congress Center Hamburg.
www.aipc.org

US cities' enormous growth potential

According to ICCA's latest rankings, the US is the leading country measured by the number of international association meetings organised per year. However, when looking at individual city rankings, the US has a lot to gain.

With 623 association meetings in 2010, the US comes out on top followed by Germany, Spain, the UK and France. In contrast the ICCA city ranking shows that US cities are ranked relatively low in the worldwide charts.

The strong national rankings are primarily due to two factors: the sheer size of the US economy, and the large numbers of US volunteer leaders in leadership positions within their associations who are launching successful bids. This means that US cities have an opportunity to make huge progress in the growing market of international association business.



Despite economic turbulence the number of international association meetings continues to increase significantly. This year the ICCA Data researchers have identified 9,120 events which took place in 2010, 826 events more than were identified last year and an all-time record! Partly this reflects the strength of the association meetings market despite the recent economic downturn; partly it is thanks to a record number of ICCA members sending us their calendar information to help identify new events.

ICCA CEO Martin Sirk says: "Some of this significant increase in numbers of association meetings in 2010 is certainly due to our continued investment in research and the great feedback from ICCA members, but it seems clear to me that we're in the midst of an extended period of astonishing dynamism: 2009 and 2008 were similarly buoyant in terms of new association event creation. This has been driven by the acceleration of new scientific and technological developments, and the need to discuss these complex changes face-to-face. Anyone who wants to understand what the Information Revolution really looks like just needs to consider how the international association meetings sector is evolving."

The ICCA rankings cover meetings organised by international associations which take place on a regular basis and which rotate between a minimum of three countries. The data represents a 'snapshot' of qualifying events in the ICCA Association Database as sampled on 9 May 2011.

www.iccaworld.com

The roll call of excellence



Outstanding contributions to the meetings industry were recognised at the IMEX Gala Dinner in Frankfurt. The winners were:

IMEX Academy Awards

Asia Pacific - Samuel Koo, Seoul Convention Bureau

The Americas - Rick Antonson, Tourism Vancouver

Europe - Trudi Wagner, Marriott Hotels

Africa & the Middle East - Rick Taylor, The Business Tourism Company

Recognising Service to the Industry at Large - Jon Hutchison, Business Events Sydney

JMIC (Joint Meetings Industry Council) Unity Award - Luc Maene, International Fertilizer Industry Association

IMEX-MPI Foundation Student Scholarship Award - Michal Maziarczyk, Vistula University, Warsaw

IMEX Green Exhibitor Award - Frankfurt Convention Bureau

IMEX Green Meetings Award for Large Meetings - International AIDS Society

IMEX Green Meetings Award for Small/Medium Meetings - Canada Media Marketplace

IMEX Commitment to the Community Award - Connect Travel

IMEX AACB (Association of Australian Convention Bureau)

Vin Barron Award - Melissa Reilly, Adelaide Convention Bureau

IMEX Green Supplier Gold Award - DoubleTree Hotel Portland

IMEX Green Supplier Silver Award - Vancouver Convention Centre

Site Master Motivator Award - Annamaria Ruffini CMP, President