

Aligning expectations

According to AIPC (International Association of Congress Centres), one of the things set to make IMEX America a unique event is the opportunity it provides for an interface between the North American and international meetings scenes.

With an increasing number of organizations and associations “going global” in pursuit of new business and membership opportunities (as well as looking to diversify their event base), AIPC believes there is a need to make sure expectations are aligned and any residual misconceptions are effectively dealt with.

AIPC’s seminar at IMEX America will be directed at just this issue, and will deal with questions such as:



Edgar Hirt, President, AIPC

“What do these two groups need to know about each other’s capabilities and expectations?” “How different is the event experience in differ-

ent parts of the world today?” “How can clients develop the comfort level they need to interact effectively with facilities around the world, and how can centers get to understand clearly what’s needed?”

“What kind of issues arise most frequently in these interactions and how can these best be anticipated and addressed?” And most important of all: “How are these factors evolving to meet the changes of the future?”

Recent research has shown that there is still a surprising number of “disconnects” in terms of how events are handled and what the greatest priorities are in different parts of the world. These perception gaps can translate into misunderstandings if there is not

a concerted effort to make sure everyone is speaking the same language in the venue interface.

As always, the solution is good dialogue—and there will be lots of that at IMEX America, particularly at the AIPC Seminar tomorrow at 8:45-9:45am, in meeting room Veronese 2405.

AIPC represents a global network of 170 leading centers in 54 countries with the active involvement of more than 750 management-level professionals worldwide. It is committed to encouraging and recognizing excellence in convention center management.

aipc.org

Get into the LearningCurve

In September, CIC (Convention Industry Council) publicly released CMP-15, its new CMP International Standards. These Standards, also known as a “body of knowledge,” define and categorize the competencies, skills and abilities a certificant must possess in order to be successful in his or her field.

CMP-IS is a cornerstone in the globalization of the CMP program, and IMEX America offers attendees



A LearningCurve session in progress.

the chance to hear more about the standards in CIC’s first public presentation on them following their Sep-

tember release. In addition, CIC’s well-known APEX initiative continues to offer planners and suppliers ways to work faster and smarter while producing more professional results. A LearningCurve Zone session on “APEX: Tools to Save You Time and Money” will present free resources that will quickly become indispensable. The session will showcase the new APEX RFP Workbook and offer an exclusive sneak preview of the new APEX Event Specification Guide.

A third session will offer attendees the chance to learn more about the recent economic impact study produced by CIC and member organizations. Beyond just the numbers, attendees will gain insight into how to use the data successfully to advocate for face-to-face gatherings, influence policymakers and garner support both within the organization and outside it.

These sessions are all part of IMEX America’s LearningCurve Zone, sponsored by CIC. The Zone is designed to showcase the best education and training available in the meetings industry, including short drop-in workshops and campfires, which will run throughout the day.

Booth 2627
conventionindustry.org

Value of CVBs and DMOs

There may still be some buyers in the industry who have not yet used or benefited from the services of a CVB or DMO. These local experts from a destination’s Convention and Visitors Bureau (CVB)—also called Destination Marketing Organizations (DMO)—guide buyers toward a perfect match for their chosen event, saving time, money and effort by leveraging their unique in-market relationships.

For those who may not be aware, a CVB is a not-for-profit organization representing hotels, meeting facilities and venues, plus a host of other meet-

ing services companies, within an individual destination. They are largely

funded by the hotel occupancy taxes in each destination so their services are provided free to meeting planners. Destination Marketing Association International (DMAI) provides an excellent platform for connecting meeting planners directly with destination experts through its Destinations Showcase. The next of these biannual trade shows is scheduled for February 28 in Washington, D.C. Offering further help is DMAI’s empowerMINT.com, where planners can search, investigate and compare destinations as well as submit RFPs direct to short-listed destinations. Just as there are no costs associated with most DMO services, using empowerMINT.com is also free.

DMAI also recently launched a new Event Impact Calculator, measuring the economic value of an event in terms of sales, jobs, wages and taxes, and comparing the total value of an event to any related incentives and hosting costs for ROI. Developed by Tourism Economics (an Oxford Economics company), the calculator provides DMOs with a dynamic and credible industry standard for event impact analysis.

Booth 1728
destinationmarketing.org



Michael Gehrisch, President & CEO, DMAI

ing services companies, within an individual destination. They are largely