



# JOINT MEETINGS INDUSTRY COUNCIL

## JMIC: The Joint Meetings Industry Council

### **JMIC's History:**

JMIC was established in 1978 to provide a communications link amongst international associations engaged in the Meetings Industry and a means of collectively reviewing industry conditions and strategies and has met for this purpose twice annually since then. During this period it developed the Unity Award which is made annually at IMEX in Frankfurt to recognize individuals and/or organization that have made exemplary contributions to the advancement of the international industry.

In 2003, JMIC commissioned a review of its role and the potential for developing a more aggressive industry advocacy program to support its members in their efforts to raise overall industry awareness and appreciation. As a result, it developed a new program – the Profile and Power Program – that was designed to both encourage and recognize initiatives to enhance the overall image of the industry and the economic and professional impacts it delivers.

This program consisted primarily of establishing a consistent set of industry messaging along with "tools" such as guidebooks and promotional materials including presentations, advertisements and articles to assist in carrying out local industry promotional activities. Along with encouraging the exchange of information amongst industry members who had successfully developed such programs, it also included a second award – the Profile and Power Award – that is made annually at EIBTM in Barcelona as a way of recognizing individuals and organizations who have made significant contributions to advancing the awareness and influence of the Meetings Industry in their respective communities.



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### **JMIC Today:**

Today, JMIC's objectives are:

- To maintain a forum for the exchange of information and expertise amongst organizations that represent the various sectors of the Meetings Industry;
- To create materials and carry out activities that promote awareness of the Meetings Industry as a distinct and important element in the overall global economy;
- To convene Council and other subsidiary meetings in order to achieve consensus in key areas and raise industry profile;
- To provide a collective voice for the industry in areas of overall concern, and
- To formally recognize the achievements of individuals who have successfully advanced the positioning and professionalism of the industry on an international basis.

JMIC organizational details, awards programs, advocacy guidebook and "tools" are available (some in multiple languages) on the JMIC web site located at [www.themeetingsindustry.org](http://www.themeetingsindustry.org).

The Council consists of its member associations. At present, these are:

- AIPC (the International Association of Congress Centres);
- COCAL (the Latin American Confederation of PCO and Related Companies);
- DMAI (Destination Marketing Association International);
- ECM (European Cities Marketing);
- EFAPCO (the European Federation of Associations of Professional Congress Organizers);
- EVVC (the European Association of Event Centres);
- IAPCO (the International Association of Professional Congress Organizers);
- ICCA (the International Congress and Convention Association);
- MPI (Meeting Professionals International);
- PCMA (the Professional Convention Association Management Association);
- SITE (the Society of Incentive & Travel Executives) and
- UFI (the Global Association of the Exhibition Industry).



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### What's Changed?

For most of JMIC's 50 year history, the administration was rotated amongst member organizations, which clearly limited the consistency and continuity required to perform a more extensive role. Council members have now agreed that the administration will be maintained as a separate entity and the Chair will rotate amongst members. This has enabled the development of a consistent, ongoing program that can be delivered on a multi-year basis. An activity plan has been developed and approved by members, and component activities are now being developed.

The new initiative is being supported by a combination of Council members and partnerships with the two major industry exhibition organizations, IMEX and Reed Travel Exhibitions.

### Program components;

Many years of discussion and a number of reviews of Council activities have identified a series of key roles that JMIC can and should play in delivering on its mandate. These are;

- **To provide a unified “voice” for the industry** by developing consensus on key issues and advancing these on behalf of the membership with external audience when this is to the collective advantage.
- **To facilitate industry interactions** and encourage a greater degree of program, research and knowledge exchange by increasing awareness of what members are doing and improving reciprocal access to resources.
- **To promote industry profile** and an increased awareness of the benefits generated by the industry by developing communications resources and addressing broader business, academic, government and community audiences in a more consistent way.
- **To advance measurement tools** as required to validate industry value claims by encouraging a broader application of measures that already exist (i.e., economic impact) and encouraging the development of those that do not (i.e., evaluation of meetings outcomes).



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- **To convene industry meetings** in key areas of common interest and to create forums in which we can demonstrate unanimity of purpose and achieve the level of profile required to attract broader global attention.

### **Interactions:**

Through its broad based membership, JMIC is well aware of related activities currently being carried out by other industry organizations and is making all efforts to ensure its own activities are consistent with and complementary to these. JMIC's intent is to serve primarily as a vehicle to address the international industry rather than any particular region or country, and it will continue to explore opportunities for reciprocal benefits that can be achieved through cooperation and exchange with other industry organizations.

### **Key Contacts:**

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