



## Centres Will Benefit From New Tactics

Are we “out of the woods” yet in the meetings business? A recent regional review of AIPC members suggests we are not. Although a few bright spots were identified, most members still report reduced business as new economic, transportation and political instability concerns replaced post-9/11 issues. In the face of these circumstances, AIPC is pursuing three directions;

**First, we are strengthening our ties with other industry organizations in ways that will enable us to learn from each other as well as carry out joint activities. We are now exploring a variety of opportunities to work with organizations like the International Association of Professional Congress Organizers (IAPCO), reviewing joint educational possibilities with both North American and European associations and developing a joint industry action plan with our colleagues in the Joint Meetings Industry Council (JMIC). The idea here is to use the collective power and reach of the industry to start building awareness and support for the meetings sector in our respective communities.**

A second area where we are putting a new emphasis is on recognizing and responding to the cultural diversity represented in our membership, and using this to enhance the meetings and congress experience for delegates. Diversity is of real value in promoting the richness of the meetings experience and one that we believe can be used to promote the overall value of meetings and congresses to the global community.

Finally, we are looking for new and creative promotional opportunities which will give our members increased access to clients and expanded business development prospects. In this respect, IMEX is great news – because it will broaden the range of business promotion choices and introduce a new degree of event competition that should help keep everyone on their toes. That can be nothing but good news for facilities like those of our members who need every possible edge to grow business in a slow market!

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