



The Worldwide Exhibition
for incentive travel, meetings and events

 **GCB** *incorporating*
German Convention Bureau
Meetings made in Germany

MAY 12-14, 2004

INTERNATIONAL BUYER BOOST

● *writes* **Ray Bloom***



The IMEX hosted buyer programme has been expanded significantly and will attract more international buyers from more markets, with many of these flying long-haul and spending up to three days at the show. This increase in participants will ensure the worldwide profile and scope of the exhibition overall.

A total of 2,750 hosted buyers is forecast and of these, around 10% will be travelling from long-haul destinations including the USA, Latin America, Canada, Middle East, Australia and Asia. Additionally, more top buyers from the emerging meetings and incentive travel markets are reflected in the six-fold growth in the number of Russian groups. This expansion in the global hosted programme has been made possible through partnerships with leading airlines, such as Lufthansa, US Airways, United Airways, Northwest Airlines, Air France, Gulf Air and Emirates. Additionally, the hosted team is working with over 100 additional intermediaries worldwide.

Association day

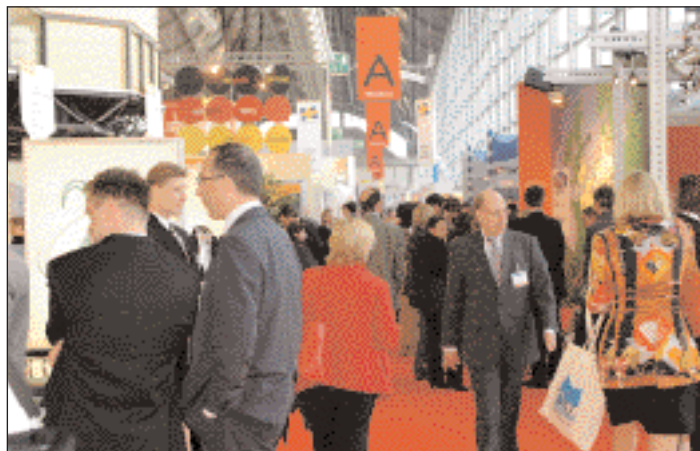
Other key components of the visitor marketing campaign for IMEX are also being expanded. Thanks to ICCA and other industry associations, a record 200 association buyers will attend

Association Day (11 May) and then visit the show. A campaign to attract at least 3,000 German buyers interested in outbound markets will involve amongst others, the German Convention Bureau, the major hotel groups, Maritz, Travel Marketing Factory, and several specialist industry publications. The exercise will benefit from research into the outbound market being carried out by the German trade journal, CIM. The two initiatives will contribute to a targeted total of around 6,000 buyers for the 2004 event.

Elsewhere in this newsletter please look out for details of our many new exhibitors (page 10), the continuing integration of IMEX with the work of international associations and the evolution of our many exciting New Vision projects.

We are also delighted to be hosting the ICCA Board of Director's meeting as well as the category and chapter meetings. I look forward to welcoming you to Frankfurt in May.

***Ray Bloom** is Chairman, IMEX
ray@imex-frankfurt.com



Germany makes a difference

● *writes* **Lutz Vogt***

The German Convention Bureau (GCB) Germany Stand at IMEX incorporating Meetings made in Germany will



be the largest MICE business, networking and information platform seen to-date for international corporate, association and agency decision-makers who are contemplating, planning or already organising their MICE events in Germany.

Around 150 exhibitors will be presenting a comprehensive overview of what Germany has to offer. And that's quite a lot! The German Convention Bureau itself is the strategic partner of IMEX and an umbrella marketing body for some 200 members.

The newly re-launched GCB website www.gcb.de is well worth visiting in advance of the show. It is user-friendly and full of up-to-date and very useful information about Germany as a MICE destination.

Whether you see us online or face-to-face, we look forward to helping you to discover Germany.

***Lutz P. Vogt** is Managing Director, GCB, strategic partner to IMEX
www.gcb.de

IMEX and MPI partner to spearhead growth in Europe

IMEX has partnered with the MPI Foundation as the lead sponsor of the newly launched Project Europe, and will help advance the European meeting

industry with joint marketing initiatives, research and more. Says David Dubois, Executive Vice President of the MPI Foundation "By launching

Project Europe, we are strengthening the global meeting profession and promoting the strategic value meetings can bring to all

organizations." In 2004, IMEX will sponsor a breakthrough research study by MPI's Women's Leadership Initiative. (See page 3 for more details).

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ICCA - spreading a positive message

● writes **Martin Sirk***

October saw ICCA's (International Congress & Convention Association) very successful General Assembly and Congress take place in Busan, Korea, with a superb effort by the local host committee and enthusiastic participation from hundreds of delegates from over 40 countries.

Our President Christian Mutschlechner set the tone in his welcome address, "I hope to send a message to our clients that they too should be continuing to hold their meetings all over the world, and encouraging their delegates to overcome the fears that are being raised on an almost daily basis by highly negative press coverage. It is deeply disturbing to me, and

immensely dangerous for our industry, that the priority of today's global media seems to be sensational stories rather than to promote rational discussion and understanding of the issues.

"But where is 'safe' today? Is Toronto safe? Is London safe? Is China safe? The simple answer is we are probably most at risk in our cars commuting to and from work."

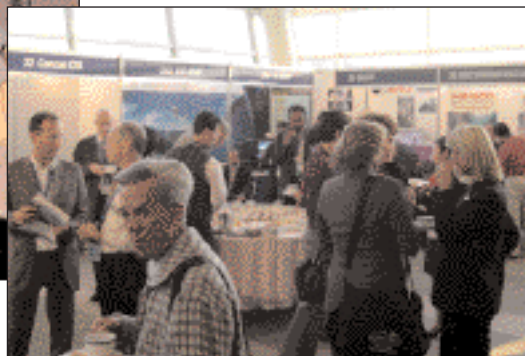
At IMEX 2004 there will be more ICCA members than ever before, looking forward to presenting their worldwide destinations and specialised convention services to a top quality audience of international planners and clients. We hope that no new major threats to the global travel and meetings business arise over the next few months. We are also convinced that we are in a long-term growth industry and we all need to play our part in overcoming the obstacles that are put in our way.

***Martin Sirk** is CEO, ICCA
www.iccaworld.com



Above: Opening Ceremony at ICCA's General Assembly and Congress in Busan, Korea

Right: Taking a well earned coffee break during the Congress



IAEM takes CEM programmes to Europe and China

● writes **Cathy Breden***



The opening of the IAEM (International Association for Exhibition Management) European Bureau in Brussels in October was met with great enthusiasm. With the collaboration and support of Association Global Services (AGS), IAEM will now have a presence in 40 European offices, thereby meeting the needs of exhibition industry professionals further around the world. We also bring IAEM's CEM (Certified in Exhibition Management) programme, education opportunities and networking events to help European professionals facilitate face to face exhibitions.

Hans Hanegreefs, European Bureau Manager says, "AGS is excited about working with IAEM to bring their programmes, products, and services to exhibition professionals throughout Europe. Since there are so many global fairs and exhibitions occurring, IAEM's resources will benefit all industry professionals."

CCPIT (China Council for the Promotion of International Trade) has also confirmed the first five CEM Learning Programmes in China, which will have just finished as the IMEX newsletter goes to press.

You will be able to find out more about these Chinese and European initiatives when we welcome you to our stand at IMEX in May.

***Cathy Breden** is Chief Operating Officer, IAEM
www.iaem.org

Creating a valuable opportunity to work together

● writes **Barbara Maple***

At AIPC (Association Internationale des Palais de Congrès), we sense that more than ever, this is a time for all industry members to work together on resolving issues and addressing new demands that have arisen - from technology to service standards.

The one thing we all agree on is that both delegates and their companies increasingly view time spent at meetings and congresses as extremely valuable. They are looking for value, both in terms of education and an enjoyable experience that justifies travel and time away from home. It's up to all of us to do what we can to help deliver this and it's in our interests to do so if we



want to maintain the supremacy of face to face meetings as the best way to do business!

IMEX provides the perfect

venue for exploring new ways of working together. We're all represented and we're all motivated! And so, for the second year, we're joining with our colleagues at IAPCO to deliver a joint seminar and panel discussion on how centres and PCOs can work together more effectively to plan and execute good conventions. We believe the results will be of interest to all those in the industry, from clients to suppliers.

So hats off to IMEX for creating the opportunity for us to work together as an industry - now let's make sure we all take advantage of it!

***Barbara Maple** is President, AIPC
www.aipc.org

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From 'fair' to a brighter future, says EUROMIC

● writes **Christophe Verstraete***

EUROMIC members are already looking forward to the second IMEX and a chance to meet again with friends old and new from domestic and international markets.

While 2003 began with low expectations, business grew throughout the year, despite several unfortunate global economic and political developments. In the end, most of our members enjoyed a fair year with some exceptional achievements thanks to loyal customers.

Now, of course, we aspire to a better future and, most certainly, a period of peace and stability. Creative meetings and incentive travel will remain crucial to the corporate world even if programmes may be shorter and/or closer to home.

EUROMIC is pleased and proud to again serve as an IMEX intermediary by bringing top quality conference and incentive professionals from Benelux as hosted buyers to the show and we intend to offer all conference and incentive professionals a quick and efficient one-stop-shop opportunity to meet with our 23 specialised destination management companies.

***Christophe Verstraete** is Executive Director, EUROMIC www.euromic.com

MPI and IMEX launch joint focus on women in Europe

● writes **Didier Scaillet***

MPI's (Meeting Professionals International) Women's Leadership Initiative is now underpinned by a joint partnership agreement with IMEX, lead sponsors of MPI's Project Europe.

The agreement kicks off with a benchmark research study in March 2004 aimed specifically at female meeting professionals in Europe. Its primary focus will be to reveal what it takes to be a leader in the European meeting industry.

Established in 2001, MPI's Women's Leadership Initiative recognizes, upholds and furthers the advancement of the professional women who comprise 76% of the membership of MPI as well as the majority of the meeting, hospitality and travel industries. This new research aims to propel the initiative into new regions, as determined by MPI's agreed strategic plan for the coming year.

MPI will also maintain a strong presence at IMEX 2004. A significant contribution to the Future Leaders' Forum through the MPI-IMEX student programme will help shape the meeting industry's next generation and this is complemented by the MPI Foundation Youth Award, which is given at the IMEX gala dinner. This is intended to recognise the best thesis on the meeting industry submitted by a European student.

MPI plans to continue establishing its European presence and will introduce the Women's Leadership Initiative through several informative sessions at MPI's 2004 Professional Education Conference - Europe in Edinburgh, Scotland, 26-28 March.

***Didier Scaillet** is Director of European Operations and Global Development, MPI www.mpiweb.org



ESAE gains Finnish perspective

● writes **Geraldine de Limelette***

Over 250 association executives, representing local, national and international associations gathered recently in the historic town of Helsinki for a first of its kind meeting to be held in Finland. Our objective was to discuss the current trends and challenges facing association professionals in Finland and to stimulate networking and discussion.

ESAE (European Society of Association Executives) board

member, Terrance Barkan, represented the European view and presented an overview of statistics and current trends at work in the international and European association field.

'A value-packed two days' was also the verdict on our AGM and conference back in November. On top of the formal education sessions, delegates engaged in lively debate and interaction, adding real life perspectives while developing new relationships.

As far as ESAE is concerned, IMEX 2004 will also be value-packed. The show has been and continues to be a great opportunity for association leaders to not only identify future conference and meeting venues but also to network profitably with peers through the innovative Association Day.

***Geraldine de Limelette** is Membership Director, ESAE www.esae.org

INCON praises forward-thinking

INCON (International Conference Network) will start off the New Year with a round table discussion in Madrid. The end of January also sees project managers from our 17 partner countries gathering together in Bergen for our INCON University. Since the last newsletter there have been some changes in our partnership: from 1 January ICS, our partner in Denmark, is merging with Congressos Internacionales/Lidy Groot, in Amsterdam. Ovation in Ireland is now owned by Pat Delaney and Padraic Gilligan. MCI our

Swiss partner has added Stuttgart to their cities of operation.

We are again sponsoring the Internet Café at IMEX and are committed to giving the best possible service to exhibitors and visitors. We will be providing flat screens and the most up-to-date technology as well as a technician to troubleshoot potential problems.

INCON plans to participate fully in the IMEX Association Day as feedback from our clients last year was really

positive. All our partners will also be attending IMEX as we will also be holding our board and sales managers meetings in Frankfurt.

In our view, IMEX deserves applause for its waste recycling policy and, as women head eight of our partner companies, we are interested to see the results of the new IMEX/MPI survey into women's roles. We see this as

an interesting and forward-thinking undertaking.

***Lars Christensen** is Chairman of INCON www.incon-pco.com



INCON's Executive Committee from left to right - Lars Christensen, Bengt Klaesson, Inge Hanser, Noel Mitchell, Roger Tondeur. Seated - Roslyn McLeod

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1 million members at the heart of DGVM

● *writes* **Wolfgang Leitzau***

Over the last 12 months, the DGVM (Deutsche Gesellschaft für Verbandsmanagement – German Society for Association Management) has undergone very positive developments in its role as the umbrella organisation for German associations. Between them our 120 members represent 800 sub-organisations, who themselves have more than 1 million members.

Our seventh congress in June attracted 150 participants who heard 22 speakers deliver exciting contributions on a host of themes relating to modern association management. We also carried out 30 one-day seminars on the subject of law and management back in November. Four certified association management courses of the DGVM Academy also took place at Lake Starnberg (Bavaria) in July and were a great success (see also: www.verbaendeakademie.de).

Looking ahead, in the spring we will publish a "Yearbook on German Associations" in partnership with Sutter Publishing House in Essen. The yearbook contains profiles of 11,000 German associations under the title, 'verband.info 2003'. And of course we look forward to seeing you at IMEX 2004 in May.

***Wolfgang Leitzau** is General Secretary, DGVM



Probing questions from IAPCO at IMEX

● *writes* **Inge Hanser***

IAPCO (International Association of Professional Congress Organisers) is looking forward to a large presence at IMEX in May.



The IAPCO / AIPC seminar will take place on Thursday morning, at 08.45 entitled "From Bids to Programming: How Centres and PCOs can work better with Associations". Congress centres and PCOs are natural partners in many different aspects of the meeting experience, from original bid to programme execution and even event follow-up. However, much of the time these groups work in isolation, only coming together when circumstances require.

At a time when clients are increasingly looking for added value and seamless service delivery, is this good enough? We will be probing for answers and asking if we should be trying to do a better job of co-ordinating efforts throughout the entire event planning and execution process and whether there is a growing role for congress centres in helping to shape the delegate experience.

To provide written material to support the seminar, we plan to launch the new IAPCO 'Bidding for a Conference' document. This publication will take associations, PCOs, convention bureaus and congress centres through the process of bidding for an event.

Other recent IAPCO activities have included the re-branding of the healthcare industry's Liaison Working Group to the Healthcare Congress Alliance, whose activities are becoming increasingly valuable to the medical meetings industry - www.healthcarecongress.net.

***Inge Hanser** is President IAPCO
www.iapco.org

EVVC sends out call to TV studios

● *writes* **August Morderer***

You can't move a whole lot if you pull all by yourself was our appeal to members at the recent EVVC (European Association of Event Centres) Management Trade Conference in Kulmbach.



In a survey conducted prior to the conference, association members were asked to assess the current market. 29% of them believe it is declining, against 50% who felt it was

neutral. However, they were more positive about the success of their own venues, with 32% feeling positive about growth and 43% neutral.

We believe one of our primary objectives to be lobbying the media and political communities to ensure our industry is accurately represented as independent and economically important. At the EGM held close to the Conference, the association supported this objective by allowing the possibility of membership exchange with other organisations - ICCA,

AUMA, DTHG, WCVM, GCB, Inthega, and others.

In response to the ever-growing variety of event locations, the EVVC has also set up a new sector for special event locations. Its aim is to solicit factory buildings, castles, palaces, TV studios, and many more to join the association and help broaden the lobbying and networking activities of its members. Come and see us at IMEX 2004 if you would like to find out more.

***August Morderer** is President, EVVC
www.evvc.org

PATA calls for sustainability champion

● *writes* **David Gillbanks***

Travel and tourism is vital to the Asia Pacific economy. Many countries depend upon the industry's stability and growth for jobs and wealth creation and yet the industry struggles with the challenges of its own success. Tourism puts pressure on environments, heritage sites, cultures and communities — the very assets that created the demand.

Many of these issues will be addressed at IMEX, where visitors can gain valuable insight and information from the new Corporate Responsibility Centre in Hall 3.0. Equally, multicultural expert, Richard Lewis, (PATA (Pacific Asia Travel Association) Personality of the Year 1999) will be on hand to explain how different nationalities respond to issues of environmental or social concern.

"Many in the industry realise that if a historic building, species or traditional dance disappears, it is gone forever; that a polluted beach and an overcrowded temple diminish the travel experience," said PATA President and CEO, Peter de Jong recently. "The challenge is to strike a balance between short-term gain and long-term viability. The industry needs a champion to initiate, advocate and drive concerted action."

The PATA Foundation aims to

PATA Foundation Board of Trustees Vice Chairman, Tim Robinson (right), presents a 2003 PATA Foundation grant to Fiji Visitors Bureau Chief Executive, Bill Gavoka, who is accepting the award on behalf of Levuka's Cultural Landscape, Fiji



support grass-roots initiatives throughout the Asia Pacific region and offers grants to projects that aim to protect, conserve and/or educate as well as having the potential for positive impacts on tourism. For further information please contact PATA Director - Board and Foundation Relations, Ratana Poopitakchatkaew, ratana@pata.th.com.

***David Gillbanks** is Editor-Communications, PATA
www.pata.org

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Moving forward with a new approach

● writes Michael D. Gehrisch*

As we enter the New Year, IACVB (International Association of Convention & Visitor Bureaus) is pleased to look ahead with a new strategic approach. Last autumn, we identified four new initiatives to focus upon. These include helping tourism bureaus to adopt consistent performance measurements, developing a universal brand, creating stronger alliances with

advocacy groups and also taking a strong lead regarding innovative technology. We are now adapting to this new reality and it is an exciting time.

Our senior vice president of professional development, Doug Price, will be facilitating a panel discussion at IMEX 2004. This will spotlight the value of branding and working with official destination marketing organisations. You won't want to miss Doug, who

has over 25 years' experience in different facets of hospitality and tourism.

I would also like to extend an invitation to you for IACVB's 2004 Global Executive Forum, 21-23 October, in Cape Town, South Africa. We are proud to hold this meeting in collaboration with ICCA's 8th Annual Congress and 43rd General Assembly. This forum, offering senior-level destination management executives two days of unparalleled peer

dialogue, will coincide with the 10th anniversary celebrations of South Africa's first democratic presidential election.

If you'd like to know more, please contact Jill Calabria, Director of Business and Membership Development, at jill@iacvb.org.

*Michael D. Gehrisch is President & CEO, IACVB www.iacvb.org

IMEX online off the ground

● writes Christopher Perrins*

The new IMEX 2004 web site is now up and running. IMEX has developed new technologies to allow all participants a more time-efficient and smoother run-up to the exhibition. New features include:

Hosted Buyer Route Planner – hosted buyers will be able to print a floor plan of the exhibition, with all their appointments highlighted, making their movements around the exhibition hall easier.

Exhibitor Partner Registration – stand coordinators will be able to locate their exhibiting partner companies from the 2003 exhibition, and re-register them in 2 simple steps – no need to type in all the partner company information again.

Both stand coordinators and



partner companies will be able to utilise their catalogue entries, web site pages, logos and images from 2003, again cutting down the time an exhibitor spends in managing their online participation.

Enhanced Online Diary features for buyers and exhibitors – exhibitors will be able to include information about their own activities (e.g. press conferences, business lunches etc) in the IMEX Online Diary, allowing a full itinerary to be available in one place.

Visitor and Press Registration have been improved for a quicker and easier registration process.

Exhibitor Press Releases – exhibitors can now upload their own press releases and have them linked to their IMEX 2004 web page.

*Christopher Perrins is Marketing Technology Manager, IMEX

IMEX taps technology

The IMEX Technology Tap will run throughout the show providing a quick and easy technology update for meeting planners. Creative applications, practical solutions and innovative ideas for planning, presenting, educating and networking will be showcased in the Technology Tap Quick Tour. Further details will be available from the suppliers themselves, all chosen for their innovative outlook. The Quick Tour can even be taken while queuing for the Cyber Café without anyone losing his or her place!

The Technology Tap is being supported and coordinated by Abbit Meeting Support, IMEX's technology partner.



How to spot intelligent IT

● writes Maarten Vanneste*

It's easy to be sceptical about the benefits of IT when there are so many devices on the market and so many seemingly incompatible systems to choose from. How do you decide between different systems when the features and benefits vary so much and the investment costs are so different too? To add to our confusion, there's always that doubt in the back of our

minds that if we commit to A, then it will soon be overtaken by B and in less than a year our money and time will have been completely wasted. After all, no one wants to look like an idiot so we all stand still and wait.

One way to avoid this is to keep your eyes and ears open when travelling. You can learn a lot by being aware of what technology is proving successful in other industry sectors and even other

countries. One system called Spot Me caught my eye recently. Once programmed at the point of entry to a conference or event, this clever little hand-held device will 'look out for' people you want to meet and will alert you when they're just 10 metres away (pictures of each delegate help you recognise who's who). Not only that but it has a host of email and calendar functions and an infrared business card exchange facility. Spot Me can

also be used to send alerts and updates to event delegates, which is great for organisers who need to change a room location or want to announce a new special guest, for instance.

The Technology Tap at IMEX will give you a flavour of the many IT innovations that can add value to your business.

*Maarten Vanneste is President and CEO, Abbit Meeting Support

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New Vision at a glance

The number and scope of New Vision projects has grown considerably since the inaugural show. Here is a snapshot of what you can expect at IMEX 2004:

Le Cordon Bleu Professional Development Pavilion

A showcase of executive & professional training opportunities in the MICE industry

Wild Card

Four new destinations introduced to the meetings and incentive travel market

Technology Tap

Creative and practical solutions for everyday meeting needs

Corporate Responsibility Centre

Expert advice and resources to enhance environmental and socially responsible meetings and incentive programmes

Maritz Performance Improvement Pavilion

Learn how to unleash the power of incentives

Cross Cultural Skills

Improve your business performance in multi-cultural environments

Women's Forum

Gain insight into differing male & female communication skills and the impact this has on your business

Le Cordon Bleu Future Leaders Forum

Development and career advice for the leaders of tomorrow

Politicians Forum

European politicians discuss the issues of the meetings industry with key industry figures

Wellness Centre & Nutrition Clinic

A haven of relaxation for a spare 10 minute and advice on staying fit and healthy

Marketing Clinic

Tips and advice for accessing the German market

IMEX Awards

Recognise individuals and companies for outstanding contribution to the industry and for environmental and social practice

Frankfurt Club Card

Use your badge to dine at discounted rates in Frankfurt

Virtual Exhibition

Make sure that your virtual stand is fully up to date to gain year-round marketing advantages

Young leadership drive

Following the success of the Future Leaders Forum held at IMEX in 2003, IMEX and IT&CMA co-organised the first Asia Pacific Future Leaders Forum in Bangkok in November.

It proved another triumph with 100 university students attending from all over Asia. Two handpicked students from Warwick University in the UK were also sponsored to attend.

Plans are now well underway for the second Future Leaders Forum to be held again in Frankfurt on 12 May 2004. The next milestone will be the MPI PEC (Professional Education Conference) in Edinburgh in March. 30 student 'future leaders' will be co-sponsored by MPI and IMEX to attend the PEC, giving them an important first taste of career development issues at a professional level. This same group will also be hosted at IMEX, where they will also have the chance to apply for the prestigious MPI Foundation Youth Award (see page 3).

To be eligible to apply for Future Leader status, students must currently be studying for

a recognised meetings and events or hotel, leisure and tourism industry qualification and must demonstrate ability, enthusiasm and a desire to forge a career within those industries. Because IMEX takes place in Frankfurt and in partnership with the German Convention Bureau, there is often a strong response from German students, but those from other countries around the world are encouraged to apply.

This year the Future Leaders Forum will enjoy sponsorship and support from Le Cordon Bleu, the leading authority on culinary consultancy training and development. The company has established an international network of 25 schools in 15 countries and also offers an executive MBA programme specifically tailored to the industry.

So far, confirmed speakers for the event are: Louise Hall Reider, President of LHR & Company and former President of SITE; Patrick Delaney, Managing Director of Ovation Group; Jurriaen Sleijster, Deputy CEO of MCI Group and Martin Sirk; CEO of ICCA.

Global interest in Professional Development

The concept of showcasing educational and training opportunities under one roof is receiving considerable interest from IMEX colleagues and contacts all over the world.

Sponsored by Le Cordon Bleu, our Professional Development Pavilion is a brand new concept for IMEX 2004 and one that has been developed due to strong market demand.

The Pavilion will host a specially invited group of international industry associations, universities, specialist companies and individuals, each showcasing information and giving personal guidance on educational opportunities within the industry. There will also be a special emphasis on helping developing countries within Europe.

By bringing all this information together, we aim to make it easier, simpler and quicker for meetings professionals to select

courses that are both useful and relevant. Visitors will be able to compare courses against each other and also talk to experts about the relevance, cost and lifetime value of what's on offer.

Says Andre J. Cointreau, Le Cordon Bleu President and CEO, "Le Cordon Bleu has evolved since 1895 to become a world-wide leader in hospitality and gastronomy education. Partnering IMEX in this exciting and challenging development will enable us to develop further understanding of our industries around the world and contribute to the growth of education and training at all management levels. I consider this a wonderful opportunity for both organisations and welcome the partnership."

A series of daily seminars will also be held in the pavilion where visitors can learn about the latest trends, methods and products available in the world of education and training.

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Politicians' Forum - focus at local level

The second IMEX Politicians' Forum will be held on Wednesday 12 May in Frankfurt. Up to 50 politicians and key figures from the industry's international associations will gather to exchange views and information on how to attract more meetings to local politicians' own constituencies and destinations.

The Forum will focus on ways in which both politicians and the local convention and visitor bureaus can work together to increase their share of the international meetings market.

It is hoped that a series of case studies of successful partnerships will illustrate what can be achieved. EFCT (European Federation of Conference Towns) will be organising the Forum in conjunction with IMEX and will be using its extensive network of members throughout Europe to support the Forum.

More information about invited guests and the agenda will be available at: www.imex-frankfurt.com/politforum

Maritz Performance Improvement

World leaders in integrated performance improvement, Maritz Worldwide, will partner IMEX for a second year to deliver the Performance Improvement Pavilion (PIP) at Frankfurt in May.

For many visitors to the show, the PIP will provide an important introduction to subjects such as incentives and reward programmes, effective communication, market research and motivation techniques. For those with more experience or specific business issues to address, there will be a choice of Maritz key personnel to give personal advice and guidance.

Volker Weber, Managing

Director of Maritz GmbH says: "As a truly international company we are glad to be part of this global show. We are looking forward to presenting and will also be showing our products "smartmeetings" and "smartfairs" out of our "Maritz smart products portfolio". This is a new completely web-based, fully automated booking tool with individual solutions for meetings and fairs."

This Pavilion is just one in a wide number of highly informative and educational initiatives at IMEX 2004. Together they form part of the IMEX New Vision, as detailed on these pages.

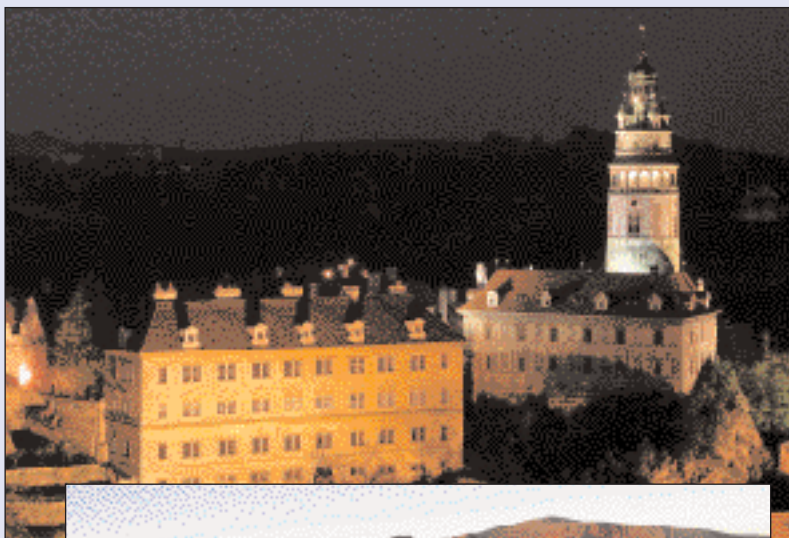
For more information, e-mail: Tanja.Knecht@maritz.de www.maritz.de

Wild Card Winners

IMEX's Wild Card winners have now been announced. They are Rotorua Convention Bureau, New Zealand; Cesky Krumlov, Czech Republic; Mali and Snowmass Village, Colorado. These destinations will be placed in the 'Look to the Future Pavilion' at IMEX and will receive support in terms of their participation as well as free marketing advice in the build up to the show and sales training to enable them to make the

most of their time at IMEX 2004.

The Wild Card programme's aim is to introduce new destinations to the meetings and incentive travel market. More information including how to apply for 2005 will be available at www.imex-frankfurt.com/wildcard later in the year.



Above: Snowmass, Colorado.
Left: Cesky Krumlov, Czech Republic.



Above: River Niger, Mali.
Left: My Tarawera Crater, Rotorua, New Zealand.

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New partners join Corporate Responsibility drive

IMEX is delighted to welcome 2 new partners to the Corporate Responsibility Centre – one of the many new initiatives at IMEX 2004.

Green Globe, developed by the World Travel & Tourism Council (WTTTC) in 1993, is the only global benchmarking, certification and improvement system for sustainable travel and tourism. It provides companies, communities and consumers with a path to sustainable travel and tourism with participants in all continents and over 50 countries.

The Give and Take Partnership recently launched in Germany

by Events Magazine, Convention International and Easy Event will also be present to give advice on social incentive programmes. This innovative new partnership aims to improve the awareness of such programmes that reach far beyond the effects of normal team building and incentive exercises by lending a true social value to the initiative.

Other partners of the Centre include: International Hotels Environment Initiative (IHEI); Oceans Blue Foundation; Louise Hall-Reider Co; and environment expert Amy Spatrisano of Meeting Strategies Worldwide.



Green Globe signs alliance agreement with CAST (Caribbean Alliance for Sustainable Tourism).

SITE's rich mixture for IMEX

● writes **Brenda Anderson***

SITE (Society of Incentive and Travel Executives) is a prime example of the industry-wide involvement that IMEX attracts. We plan to have something for everyone at IMEX, so please be sure to allow room in your diaries for our events.

Specifically, some of the industry's best and brightest practices will be on display as SITE showcases its 2003 Crystal Award Winners. These are one of the industry's most prestigious honours, making this an unprecedented networking and educational opportunity. Our Welcome Reception will be on 12 May and long-time SITE member, Patrick Patridge will also be sharing some of his experience and expertise in a pair of special sessions. The first will

be part of IMEX's overall educational programme, whilst the second will be presented in German as part of a special initiative aimed at German incentive and travel professionals.

Members from the Germany Chapter will help staff SITE's stand throughout IMEX and are available to help answer your questions about our Society, its benefits and the incentive and travel community at-large.

We hope to see many of you at IMEX 2004 and even more at our conference in Mexico in November 2004.

***Brenda Anderson** is CEO, SITE
www.site-intl.org



Corps Touristique



Ray Bloom & Italo Somarriello, President of the Corps Touristique at the Corps Touristique Christmas dinner in Frankfurt. The Corps Touristique is the association of directors of national tourist organisations and railway companies based in Germany. The objectives of the organisation are to represent the interests of its members and to encourage a better understanding of the German market amongst members.

CIC goes international

● writes **Mary Power***

The CIC (Convention Industry Council) is delighted to announce 19 new Certified Meeting Professionals (CMP's) as a result of the September exams in Singapore. This brings the total of CMP's worldwide to 8,956, representing 21 different countries. We expect that number to grow with a strong turnout at the next international exam, which will

be held in Frankfurt just prior to IMEX.

We will also be holding an educational session during IMEX as well as participating in the new Professional Development Pavilion. The show is an ideal place for international networking so we hope many of you will stop by to meet some of the international CMP's who will be with us.

To support the worldwide growth of the CMP programme, the CMP board of directors has added an international seat that is not affiliated with any member organisation. Beate Ewing of Intramed Educational Group has been elected and will begin her term in January, 2004.

Finally, the Convention Industry Council is pleased to welcome ICCA into the

organisation, bringing the total number of member organisations to 31, including MPI, SITE, IACVB, HSMAL, IAEM, IAAM and ISES.

***Mary Power** is President and CEO, Convention Industry Council

www.conventionindustry.org



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EFCT determined to build European strength

● writes **Henri Ceran***

Henri Ceran, President of EFCT (European Federation of Conference Towns) is heading up the creation of a new convention bureau on the French Riviera. He is also making plans for his first General Assembly as President

of the EFCT in Bratislava in February. He says, "We face relentlessly spiralling competition from the Americas, the Far East and Australasia so we are aiming to persuade ever more decision makers that Europe offers hugely attractive answers. And

I am determined that Europe, and its political masters in particular, should recognise and support our industry." "The IMEX Politicians' Forum and Association Day will provide great opportunities for us to exert influence and to spread the word about our

ambitions for the coming year." The EFCT represents more than 100 conference cities in 30 different European countries. ***Henri Ceran** is President of EFCT www.efct.com

More ways to access the German market

● writes **Johanna Fischer**



More special offers have been announced for IMEX exhibitors that will help them make more of their participation and get the most from the German MICE market. The arrangements involve the leading Munich and Wurzburg-based

consultancy, **Travel Marketing Factory (TMF)**, appointed marketing partner to IMEX.

TMF is a full service agency that specialises in the business and leisure tourism sectors offering particular strengths in marketing,

sales and PR.

One new introductory offer from TMF is to participate in their regular e-mail newsletter to the top 2,000 MICE buyers in Germany. These include 900 conference agents and 1,100 corporate buyers who are known to organise events abroad. TMF can also provide at-show support for exhibitors ranging from PR related activities to sales support during the event.

TMF will be holding a daily breakfast seminar on the German market (free to all exhibitors) on their stand during IMEX as well as free consultations on marketing to the German and Benelux MICE markets, both prior to and during IMEX. Contact Johanna Fischer on 00 49 931 90020 or e-mail j.fischer@tmf-gmbh.de to find out more.

For a full list of exhibitor promotional offers please visit www.imex-frankfurt.com/marketing-clinic.

Education Seminars

A programme of seminars organised by the leading industry associations and given by industry experts will run during IMEX 2004. Additionally, the German Convention Bureau will run afternoon workshops in German targeting the German

buyer market. Topics include:

- ◆ 'Women in Leadership in Europe: MPI Unveils New European Research' given by MPI
- ◆ 'From Bids to Programming: How Centres and PCOs Can Work Better with Associations' given by

AIPC and IAPCO

- ◆ 'The Challenges and Value of Working with Destination Marketing Organisations' given by IACVB

Find out more about the programme and how to participate at www.imex-frankfurt.com/seminars



IMEX supports UNICEF

IMEX is committed to supporting UNICEF at its 2004 exhibition and will be running a Silent Auction on the first 2 days of the show. UNICEF exists to champion the rights of children the world over, to help meet their basic needs and to help them reach their true potential. They work in partnership with national governments and other organisations in 158 countries to provide services for children and women, including healthcare, nutrition, basic education, safe water supply and sanitation.

A leading UNICEF Ambassador will attend IMEX to support the initiative.



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IMEX 2004 12-14 May | Because the world never stands still

Six reasons US meetings could return to Europe in 2004

● writes Vincent Alonzo*

Ready for some good news? It looks like 2004 could actually be a good year for the meetings business in the US, meaning more US groups returning to Europe. Here are six reasons why:

- 1** The third quarter of 2003 saw the US economy grow at 7.4%, its fastest since 1984. Consumer spending is up and companies are increasing investments. The National Business Travel Association forecasts a 6% increase in business travel so it stands to reason that part of that increase will come towards Europe.
- 2** US planners see signs of increasing demand for meetings, and larger budgets with which to fund them. Says Colin Rorrie, CEO of Meeting Professionals International in Dallas, "2005 may see the return to real growth, but 2004 is a transition year." When the overall economy does well, some of that success is bound to filter into the meetings business.
- 3** Bill Boyd, president of Sunbelt Motivation in Irving, TX says, "We're seeing an increase in incentive travel programmes planned for 2004 and 2005, from 2003 levels," he says. "In recent months, more workers qualified for incentive rewards." When the topic of

site selection comes up for incentives, Europe will be part of that discussion.

- 4** There is increased meetings activity in industries that have traditionally been strong markets for European destinations: pharmaceutical, financial, biotech, and insurance.
- 5** There is pent-up demand for meetings. "Businesses are sending their people out and feeling more confident," says Bruce Harris, president of Twinsburg, OH-based third-party meetings management firm Conferon. Many companies are planning to go ahead with meetings postponed from 2003 or even 2002.
- 6** Naturally, the nascent recovery means negotiating power is slowly shifting from buyers to suppliers. "I can see the window of opportunity closing—it's becoming more difficult to get concessions," says Conferon's Harris. "It's all pointing to where the hotels have the power to set the rates." If low domestic prices are coming to an end, that means price will be less of an issue when considering a European destination.

***Vincent Alonzo** is Editor-in-Chief, Successful Meetings
www.successmtgs.com

Dealing with the US dollar

At a time when the US dollar is weak, how do businesses entice US meeting planners to come to Europe? A few US economic pundits are forecasting even more of a drop, which further emphasizes the seriousness of this issue. There are a number of innovative ways to deal with today's weak dollar. According to Rudy Alofs, President & CEO, Conventus of Switzerland, when the dollar weakens, his company offers promotion packages to clients, which provide accommodation, meal incentives and most importantly, lock in the rate of the dollar. GEP Europe is working on solutions to this issue to boost business in Europe and will be holding a panel presentation discussing this topic at IMEX 2004. The panel will consist of seven well-known destination management company owners and GEP Europe partners. For more information on GEP, visit www.globaleventspartners.com.



Exhibitors up 25%

● writes Debbie Stanford*

Strong demand from exhibitors means that IMEX will be noticeably larger in scale in only its second year. The show will totally fill over 11,000 sqm of display space in Hall 3.1. at Messe Frankfurt, and the IMEX New Vision participants and media partners will now enjoy purpose-designed areas within the nearby Hall 3.0.

This extra capacity has allowed the number of exhibitors to grow by 25%, representing over 100 countries. Participating for the first time are companies such as Conrad Hotels, Jumeirah International, One & Only Resorts, SRS World Hotels, Park Plaza Hotels, Boscolo and Relais et Chateaux, and countries such as Macau, Chile, Argentina and Nepal.



Destinations significantly increasing the size of their stands include Austria, Denmark, Dubai, France, India, Italy, Jamaica, Malta, Norway, Qatar, Switzerland, Thailand, Brazil, China and Turkey. Larger exhibition space has also been contracted by groups such as Concorde Hotels, Four Seasons Hotels & Resorts, Hilton Hotels, Intercontinental Hotels, Leading Hotels of the World, Marriott International, Mövenpick, Raffles, Barcelo Hotels & Resorts and Ritz-Carlton.

Helping all exhibitors to get the most from the German market are competitively priced promotional initiatives offered by Travel Marketing Factory (see page 9), the Munich-based consultancy who will also operate a marketing clinic for exhibitors during the event.

Six are offering IMEX participants great deals on car

& truck hire as well as a limousine service from the airport to the exhibition. See www.imex-frankfurt.com for more details. Hertz will be supporting post-show tours of Germany. More details will be

available in the coming months.

***Debbie Stanford** is Vice-President of Global Sales, IMEX
debbie@imex-frankfurt.com



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Hosting now worldwide

● writes **Nikki Williams***

Significant expansion is the defining characteristic of the IMEX hosted buyer campaign with a planned total of 2,750 carefully qualified hosted visitors arriving from over 30 countries, of whom around 10% will be travelling from long-haul destinations. This expansion in the long-haul programme will ensure that the hosted buyer profile is truly worldwide in scope.

We are delighted, for 2004, to be working with almost 150 new intermediaries and



welcome their buyers to the show. These new intermediaries include major hotel groups, trade publications and airlines who are key to supporting our worldwide expansion.

Such support will allow buyers to attend from North America and Canada, South America, Middle East, Asia and the emerging Eastern European countries; notably Russia. Additionally, the association buyer programme is progressing well with our association marketing campaign having started during the autumn. Through a series of surveys, association targeted newsletters and direct mailings we have developed

relationships with key buyers in the association meeting world. These buyers will benefit from a dedicated educational programme, organised by ICCA and 2 hosted nights at the show.

Online enhancements, as described on page 5, have allowed more intermediaries to manage their groups online and will allow buyers to maximise their time at the exhibition through the enhanced online diary and route-planner.

***Nikki Williams** is Director of Hosted Buyer Programmes, IMEX

nikki@imex-frankfurt.com

Trends update

● writes **Paul Flackett***

Recovery within the business tourism sector appears to be genuinely underway in most parts of the world, a conclusion drawn from IMEX research amongst both buyers and exhibitors.



This renewed growth is bringing with it subtle changes in the style of the events. A confident prediction is that the traditional style of corporate meeting that is centred on a succession of speeches will have to change. Instead, business events are becoming shorter, more focused, more participative and more inspirational. Nor will we see many meetings replaced by electronic communication.

The quickening pace of global exchange is making face to face get-togethers more essential!

All in all, it's an exciting time of change and growth.

Exhibitor benefits

We are pleased to be working with CEI who can offer exhibitors a comprehensive range of services in claiming German VAT incurred during IMEX. If you would like to find out more visit the following web site: www.cei-vat.com, contact the CEI office nearest to you and mention IMEX. There is still time to claim for IMEX 2003 in addition to preparing for IMEX 2004.

***Paul Flackett** is Managing Director, IMEX

paul@imex-frankfurt.com

Association hot issues

A recent IMEX poll has gathered views from organisers of association congresses and meetings. In general, they are confident about 2004, and predict that their events will remain roughly the same size and duration as in 2003; but organisers are worried that the costs of attendance for each delegate are rising too quickly. This is forcing some associations to seek extra sponsorship for their events and to improve their marketing to attract participants.

It is acknowledged also that it is proving harder each year to persuade younger members to attend. The biggest challenge for the coming 12 months is

how to increase conference value – for example, through better speakers, improved programme content, and a more cost-effective overall package. Associations are particularly optimistic about the benefits that the enlarged European Union will bring. Additionally, association meetings are usually multicultural, and in this respect they lead the way in our industry.

IMEX Association Day and Evening

Many of the issues and topics reported to IMEX will be tackled at the second Association Day on 11 May, one day prior to the exhibition. The theme of the

day "Satisfy Your Boss - the Member" will also form the basis of the keynote speech. Concurrent sessions available to association buyers are as follows:

- ◆ Cost-effective conferences in today's tough economy
- ◆ Marketing principles for associations
- ◆ Partial and total outsourcing of association management

Suppliers who are members of the organising associations (ICCA, AIPC, IAPCO, ESAE, ASAE, IACVB) will have the opportunity to meet these 200 key association buyers in an evening networking reception at the Hilton Hotel, Frankfurt. Please register via your association.



Learn cross cultural skills at IMEX

Richard Lewis, world expert in multiculturalism will be delivering a seminar at IMEX 2004 and be on hand for personal advice, guidance and training information. The MPI Foundation's Multicultural Initiative will also be involved by bringing together a focus group at PEC-Edinburgh (26-28 March) to discuss the needs of the industry in Europe. Richard Lewis will take this

crucial information to focus his seminar at IMEX on 12 May. Says Karen Garcia-Gonzales, CMP, MD Multicultural Initiative, "We are very pleased to be working with IMEX and their partners, Richard Lewis Communications to develop the Multicultural Initiative within Europe. Research has proved that development of such skills is crucial in our increasingly global corporate and personal environment."


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How to get down to business with different nationalities

● *writes* **Richard Lewis***

Different nationalities have very different expectations of face-to-face meetings (or even video conferences). However, it is often only once the meeting is in full swing that the divides become clear. At this late stage, no amount of understanding can help you, but by increasing your awareness of cultural differences and planning them into your meeting style, you can achieve better results.



For instance, Germans, Scandinavians and Americans like to get down to business fast and Americans are well known for their business breakfasts (a barbaric custom in Spanish eyes). In England, France, Italy and Spain it would be considered rude to broach the main issues immediately because pleasantries are expected first. In Japan, similarly, a fixed period has to elapse before the senior person present will speak.

If your meeting has been called for negotiation purposes, cultural differences will again prove critical. Germans will ask you all the difficult questions up front and you must convince them of your efficiency. They may only give you a little business at first, but more later when they have tested you out. The French tend to give business much faster, but also withdraw it more quickly. Spaniards often don't seem to appreciate the preparations you have put in - they don't study the details, but they do study you. You have to be equally patient with the Japanese, who are not interested in profits at first, only in market share and company reputation.

Finns and Swedes expect modernity and new ideas. They like to think they are up-to-date and sophisticated and will expect your company to have the latest office computers and streamlined factories. The Americans, however, favour discussions about investment, budgets and profits.

Business people from small nations with a long trading tradition, such as the Netherlands and Portugal, are usually friendly and adaptable, but also tough negotiators.

My recent experience with a oneworld international team (British, US, Australian, Irish, Spanish, Chilean, Finnish and Chinese) indicated that skilful team leaders - in this case a Canadian and a Finn - can blend procedural styles to their colleagues' satisfaction. They recognised that each nationality possessed different styles and strengths that could be combined into one successful oneworld style. Ultimately though, it was the team leaders' tolerance and sense of humour that made the meeting such a success.

More information about running successful multicultural meetings and a full version of this article is available from Richard Lewis Communications at www.imex-frankfurt.com/spec-proj.

*Richard Lewis is Chairman, Richard Lewis Communications www.rlcglobal.com

Make your presence felt...

Maximise your exposure at IMEX 2004 with these high-profile sponsorship opportunities:

Aisle Marker Cubes

To facilitate navigation around the exhibition hall, aisle marker cubes will be suspended from the ceiling giving you a unique opportunity to display your company name and logo on banners below the cubes, guaranteeing your brand maximum visibility throughout the whole exhibition hall.

Show Catalogue

Advertising space is available in the show catalogue. 11,000 copies will be produced and distributed free of charge to all hosted buyers, visitors, exhibitors and press.

Media Centre

A dedicated resource centre for media attending the exhibition providing information points, event schedules, Internet access and more. The area may be sponsored to feature your company branding, signage and literature. What better way to get your name in front of the media?

E-mail Debbie Stanford in our sales team to find out more, debbie@imex-frankfurt.com or visit www.imex-frankfurt.com/sponsorship.



Events at IMEX

Tuesday 11 May

All day	ICCA Category Meeting ICCA Board Meeting ICCA Data Workshop CMP Exam
1300-1830	Association Day
1830-2130	Association Evening Reception

Wednesday 12 May

All day	Professional Development Seminars
0800-0930	Introduction to the International CMP Programme
0845-0945	MPI Seminar
0845-0945	ICCA Seminar
0930-1500	Future Leaders Forum
1045-1130	Opening Ceremony
1300-2200	Politicians Forum
1600-1700	GCB Seminars (German)
1600-1730	Cross Cultural Skills Seminar
1630-1730	Golf Competition
1630-1730	SITE Reception
1800-1900	YIPI Reception

Thursday 13 May

All day	Professional Development Seminars
0800-0945	Women's Forum
0845-0945	GCB Seminar (English)
0945-1000	Exhibitor Marketing Clinic
1600-1700	GCB Seminars (German)
1630-1700	Golf Competition

Friday 14 May

All day	Professional Development Seminars
0845-0945	IACVB Seminar
0845-0945	SITE Seminar
0945-1000	Exhibitor Marketing Clinic
1400-1600	GCB Workshop (German)
1630-1700	Golf Competition

CONTACT DETAILS

IMEX, 1st Floor, Regent House, Hove Street, Hove
East Sussex BN3 2DW UK
Tel. +44 (0) 1273 227311 Fax. +44 (0) 1273 227312
www.imex-frankfurt.com
E-mail: info@imex-frankfurt.com

For queries regarding this newsletter or future editions, please contact Sophie Jackson:
E-mail: sophie@imex-frankfurt.com

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