



# BRIEFING

IMEX | THE WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS AND EVENTS | APRIL 19-21 2005

## ALL ROUND EXPANSION



All round expansion continues to be the defining characteristic of IMEX. Now in its third year, the show itself is forecast to grow to 15,000 square

metres in display area, and will take advantage of what is the largest single-floor trade fair hall in Frankfurt. Almost two thirds of those already contracted have opted to increase the size of their stand against last year with the average increase in stand size now at 34%.

**“More hosted buyers will arrive from long-haul markets”**

Matching this increase in exhibitor space and numbers will be a growth in the number of visitors and

buyers who attend. With 3,000 hosted buyers from over 50 countries already forecast to attend; combined with an increase in German marketing initiatives and alliances expected to attract larger than ever numbers from the outbound German market.

More hosted buyers will arrive from long-haul markets, including emerging markets (notably Russia), and more will stay for longer periods in Frankfurt. Highlights of the programme include: buyers arriving in conjunction with Lufthansa from Brazil, Canada, China, US and Russia, and from Thailand with Swiss; plus the involvement of additional hotel groups as co-ordinating intermediaries, including Accor, Dolce International, Moevenpick and Park Plaza.

We are also delighted to welcome the first ever European meeting of MPI's Global Corporate Circle of Excellence at IMEX. The group comprises 16 leading buyers from some of the world's largest companies. The IMEX Association Day (April 18) is currently under development and is expected to deliver an especially interactive programme for association executives. Even more intermediaries will be focussing on this important sector to deliver a forecast of 250 association buyers; 65% of whom are expected to stay in Frankfurt for two nights.

The forward thinking New Vision initiatives continue to gain in scope

for 2005, providing motivation and education on a host of issues affecting our sector. Notable examples include the Future Leaders Forum that will be delivered in Europe, Asia and the US during 2005 – inspiring hundreds of the best and brightest to join our industry. Additionally, the Professional Development Pavilion is welcoming even more industry educators to exhibit and the Wild Card initiative is being adopted by the German Convention Bureau who are inviting new German destinations to join their stand.

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

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Hall 8, IMEX's new home at Messe Frankfurt

## PROMOTE AND PROFIT WITH STREAMING MEDIA

With so much focus on technology used within the meeting hall, what about the technology outside the hall – the kind that bolsters the most important event asset: attendance? Internet streaming is blazing a new trail in the event marketing industry,

**“Video e-mail is simply a more efficient delivery method.”**

offering innovative ways to promote events and profit at the same time. Many event marketers are already realizing the power of streaming “show and tell” as an alternative or accompaniment to printed invitations. Video e-mail invitations sell an event in sight and sound. When produced artfully, video e-mail invitations move an audience to action by way of emotion. And what is selling but the art of manipulating emotion?

Washington D.C.-based publishing and exhibition company Access Intelligence is a case in point. After sending a targeted video e-mail campaign for its Emergency Response show, twenty-five percent of traffic to its online registration page was driven by the video e-mail promotion.

Streaming media for event marketing owes its success to efficiency and novelty. Video e-mail is simply a more efficient delivery method. Event marketers spend huge sums on paper invitations, but when the invitation reaches an attendee’s desk, it may get put straight into a growing “to read” pile. But if given the opportunity to watch a one-minute streaming video invitation from your e-mail inbox, which would you choose?

Because of its novelty, a streaming media invitation gives an event organizer a distinct advantage in the competition for attendee attention.

But increased attendance is only part of the streaming media boon. When event sponsors place advertisements in the video e-mail invitations sent to event attendees, organizers earn sponsor premiums that pay for the campaign and generate a profit.

As an ancillary profit centre, streaming media affords event marketers a valuable channel of communication. And if it pays for itself, how can you lose?

Graham Justice, President, VidVite!  
www.vidvite.com

## IMEX WEBSITE GEARS UP FOR 2005

The IMEX website is under development for 2005, enhancing last year’s exhibitor and buyer online facilities.

After taking extensive feedback from users, we are pushing forward with changes to the IMEX Online Diary including contact details for buyers and exhibitors, allowing them to communicate before the exhibition.

A re-designed menu, and more prominent deadline alerts were just some of the suggestions from users of the IMEX website. With these in mind, IMEX is



IMEX Self-Service Badging.

testing an updated version of the web site, with a view to launching this during October.

**Key Online Deadlines for Exhibitors**  
4 March – catalogue entry and visitor invitation ordering  
8 March – badge scanner ordering  
31 March – build-up/breakdown passes ordering

Brand new to the IMEX 2005 website is an Exhibitor Event Listing, allowing exhibitors to upload details of events they are running at IMEX (for example, press conference, product launch etc), which can be viewed by buyers, visitors and press.

After the outstanding success of the Self-Service Badging Kiosks at the 2004 show, this service will be expanded for IMEX 2005, with more kiosks available for exhibitors and visitors.

Christopher Perrins, Marketing Technology Manager, IMEX  
christopher@imex-frankfurt.com



## NEW TECHNOLOGY TRIAL AT MEETING SUPPORT DAY

The first IMEX sponsored Meeting Support Day took place in Brussels this summer and attracted 30 meeting planners from across Europe.

Maarten Vanneste, the man behind the IMEX Technology Tap, initiated the day, seeing it as a test case for interest in a



Dale Hudson, IMEX Projects Manager at the Meeting Support Day

possible Meeting Support Institute. In an opening presentation, he explained what ‘meeting support’ means and built up a model with the audience.

Keynote speaker, Ib Ravn from the Learning Lab Denmark, outlined how conferences can become more of an adult learning place. The main message was that learning does not work if the format is just one presenter followed by a short Q&A. There is a need to include more peer-to-peer learning, getting participants to share their stories and experiences.

The rest of the day was filled with short presentations and demonstrations on 10 different tools and services. The group also made use of brand new SMS based technology, using their mobile phone keypads to vote on a test question about the quality of lunch. After the break, everyone was able to see the results flowing on to a web page, with a graph growing before their eyes.

On a scale of one to 10, the audience rated the value of “Meeting Support” 8.32 and voted 8.40 for the foundation of a Meeting Support Institute.

www.meetingsupport.org

## ARCHBISHOP TUTU TO HEADLINE ICCA CONGRESS



We are delighted that many of the IMEX team will be travelling to Cape Town to attend this year’s ICCA (International

**“Now a key show in our calendar of events”**

Congress & Convention Association) General Assembly and Congress between 24 and 27 October, which looks like attracting a record attendance.

It will be a great opportunity for our members to give positive feedback about the 2004 show and to talk about their plans for 2005. The vast majority of ICCA

members supported IMEX in 2004 as either exhibitors or hosted buyers, and it is now a key show in our calendar of events.

It will be a very special congress this year as our keynote speaker is Nobel Peace Prize Winner, Archbishop Emeritus Desmond Tutu. Cape Town is the Archbishop’s home city and he has most recently grabbed media headlines as Chairperson of South Africa’s Truth and Reconciliation Commission. We are deeply honoured by his decision to speak at the Congress, which reflects the

importance of this major worldwide event coming to South Africa for the first time.

As a global trade association, ICCA is delighted to endorse IMEX, which has made fantastic efforts to make sure all areas of the world are represented both as buyers and sellers and we look forward to strong cooperation between our teams over the coming months.

Martin Sirk, CEO, ICCA  
www.icca.org



## EWC AIMS FOR TOP SPOT

“Our aim is to become the number one association in Europe”, states August Moderer, president of the European Association of Event Centres (EWC) and managing director of Congress Centrum Mainz. “We definitely need to bundle up all the forces we have in Europe in order to draw the attention of European politics towards our business as an industry. Most politicians are not aware of the economic power of our industry and, whereas it is normal to negotiate on industry of any kind during European summits, the meeting and convention industry is still disregarded!”

The EWC aims to become increasingly international too.

With the help of Italian-born Ingrid Marsoner-Pichler, managing director of Stadthalle Graz, Austria, and new member of the board, the association is working hard to win new members, especially in southern Europe. Cooperation with the WCVI (World Council of Venue Management) is already very close, as Hans Mixner, former member of the EWC board, is current president.

Besides this growth of international strength in the industry, the EWC is also considering issues such as international standards in education. August Moderer, President EWC  
www.evvc.org

**“Working hard to win new members.”**



## IAPCO RECOGNISES TECHNOLOGY

IAPCO (International Association of Professional Congress Organisers) presented an extraordinary award recently to one of its major sponsors, Teletech Conference Communication. Teletech has made a significant contribution to the success of the annual Wolfsberg Seminar, which is

**“Advanced approach to managing technical facilities”**

held in Switzerland every January. The award was presented to Jan Reuther, Managing Director of Teletech, during the celebrations at IAPCO’s 30th Annual Seminar.

Presenting the award on behalf of IAPCO, Jorge Castex, Chairman of ICMT (IAPCO’s Institute of Managing Training) said, “With audio visual and IT playing such an important role in any conference, the provider of such facilities must be of the

best, not only in supplying modern and efficient equipment but also in providing responsible, experienced and thorough technicians.



“Teletech have always shown themselves to be more than excellent in their modern and advanced approach to their management of the technical facilities at international conferences.”

Other IAPCO Awards for services to the congress industry went to the International Headache Society (International Client 2003 Award), the Hospital Infection Society, UK (National Client 2003 Award) and to AENIT Productions, the Netherlands, (National Supplier 2003 Award). Jac Engelen, Managing Director of AENIT Productions and Bob Spencer, Chairman of the Hospital Infection Society were present to receive their awards at a reception in Amsterdam earlier this year.

Inge Hanser, President, IAPCO  
www.iapco.org



## BEST PRACTICE LAUNCH TO WORLD MARKET

This past July the International Association of Convention and Visitor Bureaux (IACVB) released a comprehensive guide for convention and visitor bureaux and tourist boards to help them

**“Strong demand from Australia”** evaluate, calculate and report on their performance.

The largest reaction yet to this handbook was heard from more than 20 Australian bureaux at the annual Association of Australian Convention Bureaux Staff Conference. At the conference, as they struggled to agree on definitions and return on investment (ROI) formulas, attendees were thrilled to learn that the IACVB had just finished an extensive process developing a handbook, and they were

eager to learn how to apply it in Australia.

In addition to standard definitions and ROI formulas, the handbook includes activity and productivity measurements in travel trade sales, convention sales, and marketing and communications.

The IACVB is inviting destination marketing organisations from across the globe to review the document, *‘Recommended Standard CVB Performance Reporting: A Handbook for CVBs’*, and begin implementing the standards that apply to their operations. Interested individuals can download the handbook at [www.iacvb.org](http://www.iacvb.org) under “Performance Measurements.”

Michael Gehrisch, President & CEO, IACVB  
[www.iacvb.org](http://www.iacvb.org)

## IAEM’S EUROPEAN CEM ADVISORY COMMITTEE SOON TO BE A REALITY



Association Global Services (AGS), the licensee in Europe for the International Association for Exhibition Management (IAEM) Certified in Exhibition Management (CEM) Learning Program, has moved forward with the formation of the European CEM Advisory Committee.

The CEM Learning Program was introduced in 1975 and launched in Europe in January 2004. Since its inauguration, the IAEM CEM programme in Europe has developed rapidly, currently with more than 200 individuals holding the designation. Followed by an international student body, the programme has been offered in Brussels (January and March) and Geneva (July). Other European destinations will be

added soon to give the programme greater European character and to reach all individuals interested in this unique designation programme.

The CEM Learning Program in Europe will be supported by the European CEM Advisory Committee whose main responsibility will be to meet and discuss agenda topics related to the further development of the learning programme in Europe. The committee will help promote the designation by identifying the practical value and benefits created by CEM study in Europe.

Cathy Breden,  
Chief Operating Officer, IAEM  
[www.iaem.org](http://www.iaem.org)



## ENVIRONMENTAL PROTECTION STILL ‘HOT’ ISSUE

The environment remains a big concern worldwide and, for that reason, INCON (International Conference Network) feels that the IMEX Environmentally Responsible Meetings Award can only lead to increased awareness in our industry.

We’ve also noticed that conferences on this topic are on the increase.

Gathering concerned delegates together helps address economic and social issues and encourages resolution between countries at different stages of development and with different economic situations.

**“Conferences on this topic are on the increase.”**



The recent World Water Forum, run by our partner in Japan – JCS – is a good example. It attracted 24,000 participants whose main aim was to “trigger action on critical water issues at all levels for the benefit of life on earth.”

INCON tries to be environmentally aware at all times. This involves recycling badges, using recycled paper for conference documents and using paper, rather than plastic, folders. It helps a lot – we register delegates, and request abstracts to be registered, online and try to distribute conference programmes on CD Rom.

Some manage to go one step further. When our partner AIMS ran the European Wind Energy Meeting, EWEA sponsored a day’s energy for the subway in Brussels and all subway tickets were printed on recycled paper.

Maeve Cooling, Manager, INCON Secretariat  
[www.incon-pco.com](http://www.incon-pco.com)

## NEW CAREER PLANS TAKE-OFF FOR MPI

MPI (Meeting Professionals International) is growing in Europe once again and continues to make good progress against its strategic plan with a variety of educational offerings providing deeper professional development and value to its members.

**“After 18 months of research and development we are now set to meet one of our key objectives”**

In February last year we launched an aggressive plan to elevate the role of meetings in business. After 18 months of research and development we are now set to meet one of our

key objectives. Our career pathways programme will define core competencies for meeting professionals worldwide, delivering personalised guidance for professional growth. This unprecedented, industry-changing offering will make meeting planning a true profession and completely transform the membership experience.

The career pathways programme will define a standardised classification for distinct levels of professional meeting and event management competencies. It will also identify critical knowledge and outline

pathways for growth from one level to the next. The programme also offers tools and resources for meeting professionals to build skills and achieve individual career aspirations. Career pathways will culminate in *MyCareer@MPI* on MPIWeb ([www.mpiweb.org](http://www.mpiweb.org)) where members will be able to complete their personal profiles, take assessments and receive career development guidance. A call centre, mentoring programme and professional coaching services will add an important – and unusual – human element to the technology package.

The Focus 2006 campaign was launched this month to raise funds for the MPI European Foundation of which IMEX is lead sponsor. This is the first foundation in Europe to support the meetings industry and its future, in particular focusing on trends, statistics, and identification of future industry needs that will give meeting professionals the tools they need to perform effectively in their positions.

Didier Scaillet, Director of European Operations and Global Development, MPI  
[www.mpiweb.org](http://www.mpiweb.org)



## BEDOUK MEETING PLANNERS’ GUIDE

As part of its support for IMEX, Bedouk Publications doubled the number of its readers participating in the 2004 IMEX hosted buyers programme and will further strengthen cooperation for 2005. In addition a copy of the Worldwide Meeting Planners’ Guide was sent to all 2,832 hosted buyers after the show to help them with their daily search for international destinations and venues.

Bedouk is one of the most widely read international meetings planners’ guides in Europe and North America with 34,000 readers among corporate and association buyers and incentive agencies. Their website, [www.bedouk.com](http://www.bedouk.com), offers a comprehensive and user-friendly venue finder service with a database of 10,000 hotels, congress centres, convention bureaus and destination management companies in over 100 countries.



## HATS OFF FOR IMEX INITIATIVE

With the many challenges we face in the meetings market, the opportunity to exchange information with our colleagues is more important than ever. Even as overall business continues its recovery, AIPC (Association Internationale des Palais de



Networking at the AIPC supported IMEX Association Day

Congrès) members face an ever more demanding market with cost, quality and flexibility key issues in the minds of clients. It appears to be a “buyers market” at the moment, with many facilities and destinations to choose from, and clients are quite logically taking full advantage of the situation by making sure they get the best available facilities and services on the best possible terms.

That’s why the growing role of industry activities in major trade shows like IMEX is so important. At such an event, we can not only cultivate our client relations but also communicate with our colleagues on emerging issues and how others have dealt with them.

One of the biggest concerns is one that has been with us for some time, and that is quality control. With a world of facilities to choose from, clients know they can insist on the very best in service, spaces and technology. Initiatives such as the IMEX seminars and education pavilions are perfectly suited to meet this need. Hats off to IMEX for responding to these issues – and our encouragement to keep it up.

Barbara Maple, President, AIPC  
[www.aipc.org](http://www.aipc.org)



**“Quality control is one of our biggest concerns.”**

# GREENING A GLOBAL CONFERENCE

Is it worth the time and effort to green a conference? What are the payoffs – immediate and long term? How do you get started? These are the questions being asked by environmentally conscious businesses and facilities hoping to capture a share of the green marketplace, and meeting planners responding to the demand for green conference management.

One of the greenest conferences ever achieved in the US, was the 2002 Forest Leadership Forum in Atlanta. Hosted by WWF (World Wildlife Fund) and the Certified Forest Products Council it drew a community of 1,300 participants from 45 countries. Short-term, the conference succeeded in minimising its impact on the local ecosystem. Long term it raised awareness, changed business practices, educated venues, vendors and attendees, and spawned entrepreneurial partnerships that will be instrumental in greening the hospitality industry. Initiatives ranged from



Shade-grown coffee

using shade-grown coffee (coffee grown under the canopy of rain forest avoiding the need for clearing), choosing hotels within walking distance of the conference

venue and using recycled paper and soy-based ink for the conference programme to donating leftover products and materials from the exhibition element to Habitat for Humanity, a building products recycling centre in Atlanta.

The conference helped prove that environmental stewardship and economic responsibility can be mutually beneficial: Using online registration saved US\$3,900, not providing conference bags saved US\$11,700, not providing handouts saved US\$1,950, providing water in glass pitchers rather than plastic bottles saved US\$12,187 and eliminating the need for buses by choosing hotels close to the convention centre saved US\$30,000.

One of the key lessons learned is that environmental responsibility is not an all or nothing proposition. Every effort, no matter how small, makes a significant difference.

Amy Spatrisano and Nancy Wilson, Meeting Strategies Worldwide  
www.meetingstrategiesworldwide.com

“environmental stewardship and economic responsibility can be mutually beneficial”

Leadership Forum in Atlanta. Hosted by WWF (World Wildlife Fund) and the Certified Forest Products Council it drew a community of 1,300 participants from

## TIPS FOR GREENER EXHIBITING

IMEX 2004 produced 83.26 tons of waste, over 80% of which was recycled as follows:

	%	Tons
Foil	1.78	1.48
Plastic	1.82	1.51
Paper	16.14	13.44
Cardboard	14.12	11.75
Solid wood	4.35	3.62
Other wood	37.41	31.15
Carpet	5.33	4.44

(19.06% and 15.87 tons were deemed non-recyclable)

Help us improve on these figures and make your stand a greener one by following these tips from Meeting Strategies Worldwide:



- ◆ Use recycled or consumable products as giveaways
- ◆ Do not have gift items made from endangered or threatened species
- ◆ Use soy-based ink and recycled paper
- ◆ Avoid bringing large quantities of collateral materials – send them on request and make sure any leftovers are posted back home
- ◆ Purchase supplies that have minimal packaging
- ◆ Build stands from sustainable or reusable materials
- ◆ Use recycled cardboard and freight boxes for transporting material
- ◆ Find out if the organisers have a collection system for leftover food or flowers for the homeless or hospitals\*
- ◆ Use recycling bins when they are provided\*
- ◆ Use electronic scanners to obtain attendee profiles\*
- ◆ Encourage your stand builder to use environmentally responsible policies

\*These facilities will be provided at IMEX 2005.



## CORPORATE RESPONSIBILITY CENTRE

The Corporate Responsibility Centre will once again be featured at IMEX 2005. IMEX currently works with four partners who are experts in this field. All four will be present on the stand to give advice to companies who are interested in conducting their business in a more environmentally and socially responsible way. For more information see the websites below:

**Green Meetings Industry Council**  
www.greenmeetings.info

**Green Globe**  
www.greenglobe21.com

**International Hotels Environmental Initiative**  
www.ihei.org

**Give Instead of Take**  
www.geben-statt-nehmen.de

**Programmes of Purpose**, email  
lhr@lhrco.com

## THE POWER OF ONE

Peter Turcic, a Vancouver based incentive travel director, defines social responsibility within the MICE industry as 'activities conducted by a meeting or incentive travel group that enhance the well being of the host destination. These enhancements may be related to health, environment, education, culture, poverty or any number of the other social issues with which the destination currently deals'. He also quotes a recent Canadian newspaper article, which states that this generation is undergoing a transition 'to a quest for life beyond consumerism and a desire for new tools to

“the US Green Building Council has implemented a legacy project”

help them understand a rapidly changing world'. This growing consciousness offers corporations the

unprecedented opportunity to adapt reward systems to these expanding beliefs and commitments.

Here are a few examples of how one small yet powerful element can be incorporated into a programme:

To enhance their commitment to sustainability the US Green Building Council has implemented a legacy project to be a part of every conference. Pittsburgh's legacy project was designing and building a straw bale playhouse for The Pittsburgh Project, a local non-profit organization serving the community and the educational needs of its children. Not



Straw bale playhouse for The Pittsburgh Project

only is the straw bale playhouse a lasting contribution of the conference to the city, but it will also help to teach the children about greener materials and the benefits of green building.

Mauna Lana Bay Hotel in Hawaii listened to their client's wish of helping to further local education and brought forward the Aha Puana Leo, a non-profit educational corporation dedicated to the reestablishment of Hawaiian as a living language. Children from indigenous schools performed at a cocktail reception and made pillow gifts in exchange for a sizeable donation.

Louise Hall Reider  
lhr@lhrco.com



## CALL FOR AWARD ENTRIES

Nominations are being invited for the IMEX Environmentally Responsible Meetings and Programmes of Purpose Awards.

Co-sponsored by the International Hotels Environmental Initiative and the Green Meetings Industry Council, the IMEX Environmentally Responsible Meetings Award recognises environmental excellence and innovation within the meetings industry. It is open to any meeting supplier or planner who has used a specific meeting to deliver measurable and positive environmental impacts, either through the design, planning, implementation or



evaluation. The US Green Building Council, winners of the 2004 Environmentally Responsible Meetings Award used the award criteria to improve the level to which they greened their annual conference. They were inspired by the prospect of winning the award and ensure their conferences continue to incorporate innovative approaches to minimizing environmental impact.

The Programmes of Purpose Award, sponsored by Louise Hall Reider, is open to any company running a corporate social responsibility programme or who runs an element of social responsibility within a meetings or incentive travel programme. Applicants must demonstrate achievement under three categories: suitability, creativity and sustainability. Criteria for the 'POP' award also include 'The Power of One' – a chance to express how one small idea, one person or one community made a difference to the overall success of the programme.

Applications forms are available at [www.imex-frankfurt.com/award-apply.php](http://www.imex-frankfurt.com/award-apply.php) or contact Dale Hudson, [dale@imex-frankfurt.com](mailto:dale@imex-frankfurt.com), for further information.

## NEW VISION AT A GLANCE

The IMEX environmental and social responsibility initiatives are part of the IMEX New Vision programme which will be further developed in 2005, providing a forward-thinking platform on key issues affecting the meetings and incentive travel industry. Initiatives include:

### Future Leaders Forum

Encouraging dynamic young students with potential to join the MICE industry.

### Professional Development Pavilion

Development of skills and knowledge made easier by those already in the industry.

### Politicians Forum

Enhancing the reputation of the industry amongst key political players. Lobbying for the economic power of business tourism.

### Wild Card

Revealing undiscovered destinations and putting them on the global business map.

### Cross Cultural Skills

Building trusting relationships across

borders and more business through better communications.

**Corporate Responsibility Centre**  
Encouraging the industry to reduce environmental and social impacts.

### Education Seminars

Improving your business know how at daily IMEX workshops.

### Performance Improvement Pavilion

How to motivate your staff – and clients – to improve your bottom line.

### Technology Tap

Bringing new and exciting products to the market place.

### Women's Forum

Developing knowledge and skills, giving women a platform to raise their visibility in our industry.

### IMEX Awards

Motivating the best and brightest by recognising key contributions to the industry.

# MEXICAN WAVE FOR CRYSTAL AWARDS



Merida, Mexico, venue for this year's SITE conference. Photo courtesy Mexico Tourist Board

ceremony will take place during SITE's International Conference (4-7 November in Merida, Mexico).

The Crystal Awards are among our industry's top honours and the recipients represent the best of the best. Winners will be recognised during a special ceremony at the international conference.

SITE's booth at IMEX enjoyed record-breaking traffic and our reception drew about 300 members of the SITE family. It was a prime networking opportunity as new and familiar faces discussed business trends and caught up on current developments. SITE and IMEX know the importance of bringing people together and plans are being made to host not one, but two receptions at the SITE booth next year.

We were proud to offer cutting-edge educational seminars on topics such as the impact of purchasing on the incentive and travel market, this past May at IMEX. And, through our international network of SITE

members in 82 countries we are closely tracking emerging trends to develop next year's top-level seminars. We hope to see you there!

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



The exciting partnership between IMEX and SITE (Society of Incentive and Travel Executives) continues with preparations for the IMEX sponsored 2004 Crystal Awards well under way. We are particularly pleased that the awards

“Closely tracking emerging trends”

with preparations for the IMEX sponsored 2004

## TAKING RESPONSIBLE ACTION

Every successful event creates a deep impact, not only on the participants but also the social, cultural and ecological environments surrounding it.

Europe took the issue one step further when the European special events society became the official partner of “Event Culture and Sustainability”. This research project is being conducted by the renowned Wuppertal Institute, one of the best-established institutions dealing with ecological and economic issues at an academic level.

The project focuses on the practical side of event organisation and management. The outcome will be an internet-based virtual handbook on how to create responsible events. ISES Europe will

## LAUNCH OF NEW AMBASSADOR PROGRAMME

The Convention Industry Council (CIC) announced the official launch of its Certified Meeting Professional (CMP) Ambassador programme over the summer.

Under the direction of Beate Ewing, Manager, meeting services for IntraMed Educational Group and Joanne Joham, project director for CIC, the CMP Ambassadors will promote the professional benefits of the CMP designation and raise the level of awareness about the certification programme throughout the world.

The CMP Ambassador programme is open to CMPs who have an interest in promoting the CMP designation to meeting and event professionals outside North America. Each Ambassador serves as a knowledge base for CMP candidates and is responsible for increasing participation and interest in the programme.

As an initial step, a core group of CMPs in locations throughout the world have volunteered to be official CMP Ambassadors. Each Ambassador is committed to promoting the CMP programme for a period of six to 12 months. In return for their efforts, Ambassadors receive points towards their CMP re-certification.

A European CMP testing location will be offered during IMEX 2005 and alternate testing locations will be considered in other cities on that same date if interest is strong enough.

Additional information on the Convention Industry Council can be found at [www.conventionindustry.org](http://www.conventionindustry.org).

support this effort in providing practical insight, discussing and commenting on findings and sharing contacts and ideas.

There will be no slowing down in this field of corporate ethics – be it agency, supplier or corporate and public partner – as the demands of our ‘open’ society continue to grow. We believe a state of the art approach to responsible action is required and are pleased that ISES Europe can fulfil it.

Colja M.Dams, President, ISES Europe  
www.ises-europe.com



## DATA EXCHANGE ONLINE

The results and summary reports of a number of IMEX surveys and partner research can now be accessed on the IMEX website. The IMEX Global Data Exchange provides market intelligence on meetings and incentive travel topics and facilitates the international dissemination of information and opinions

([www.imex-frankfurt.com/dataexchange.php](http://www.imex-frankfurt.com/dataexchange.php)). Material is being collated from original surveys, published academic papers and

“1 in 3 reveal demand that is significantly up”

insights derived from trade associations. Comments are invited from any buyer or supplier within the industry and relevant

research findings can be submitted for inclusion on a complimentary basis.

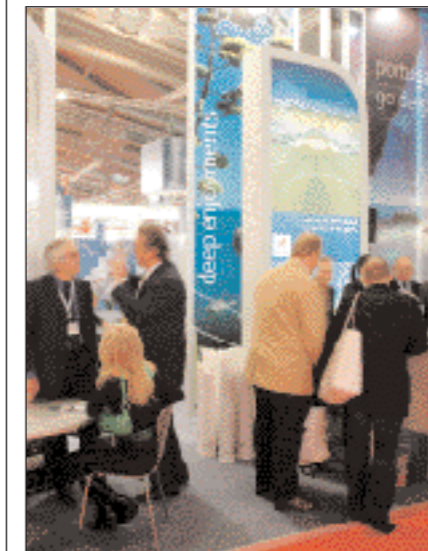
One piece of work currently featured is an IMEX ‘snapshot’ survey of the opinions of association meeting planners, which involved contact with 100 European and North American event organisers. The upbeat findings point to increased attendance figures in 2004 compared with the year before. Nearly 1 in 3 reveal demand that is ‘significantly up’. In addition, a majority of association managers (62%) express confidence that their attendance figures for 2005 will continue this solid improvement.

The first IMEX Quarterly Barometer of Business Tourism Confidence is also featured. Around 200 European and North American meetings and incentive travel specialists were approached for their views. Expectations for demand for the next 12 months (compared with the last 12 months) appear positive: more than 1 in 5 planners expect the number of events they organise/influence to be ‘significantly up’; a further half predict growth to be ‘slightly up’. Factors explaining this picture are identified and issues that presently ‘frustrate’ buyers are also summarised.

Additional partner research is also featured, including “What members want – association recruitment and retention” by the Association Gateway and insights into the German outbound market by the Travel Marketing Factory as well as MPI and CIM research.

Chris Martins, IMEX Global Data Exchange  
chrismartins@imex-frankfurt.com

## IMEX EXPANSION ACCELERATES



The expansion of IMEX is accelerating, fuelled both by growth in the stand space taken by existing exhibitors, and by the decision of first-time exhibitors to attend.

At the time of writing well over half of those who have contracted for 2005 have increased the size of their booths, and in a majority of cases by around 34%.

Examples of growth include Croatia, Latvia, Lithuania, Luxembourg, Slovenia, Argentina and Turkey; as well as Dolce International, Corinthia Hotels and Zacchera Hotels. Mexico has doubled its stand space while Portugal will increase its presence to 500 square metres.

We are delighted also to welcome a fully co-ordinated and major Spanish presence at IMEX 2005, already booked for 357 square metres.

IMEX is also excited to announce its latest partnership with another key exhibition (alongside BTC in Florence, SHIE in Stockholm, IT&CMA in Bangkok, IT&ME in Chicago, MPM in Mexico and M&IT in the UK). The Luxury Travel Expo taking place in Las Vegas in December is the signature event for the top end of the market and our partnership will include a number of joint marketing initiatives.

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

“we are delighted to welcome a major Spanish presence”



## WILD CARD OFFERS FREE ENTRY

The IMEX Wild Card Award puts new, undiscovered destinations in the spotlight and provides them with invaluable marketing support throughout the year.

Previous winners have already seen their reputations and profiles jump dramatically as a result of their free exhibition place at IMEX. To qualify, destinations must never before have exhibited at a major meetings or incentive travel event. The award is open to any destination including towns, cities and entire regions and the judging panel comprises industry representatives from several different market sectors and different countries.

There are four Wild Card places to be won. Each winner will participate free of charge in a collective Look to the Future Pavilion and will receive access to discounted airfares, complimentary accommodation and invitations to the show's gala dinner. Prior to their IMEX participation, the Wild Card winners will receive marketing advice on how best to present and promote their destinations.

The closing deadline for entries is 1 December 2004. Application forms can be downloaded on the IMEX website [www.imex-frankfurt.com](http://www.imex-frankfurt.com) or for more information contact Dale Hudson [dale@imex-frankfurt.com](mailto:dale@imex-frankfurt.com).



Snowmass Village, Colorado: a 2004 IMEX Wildcard winner

## MAKING YOUR PRESENCE FELT

The IMEX marketing and PR teams are compiling a comprehensive set of exhibitor marketing and PR tips for publication on the IMEX website. Designed to help IMEX exhibitors get maximum value from their participation, the tips will focus on key



Marriott at IMEX

areas ranging from making the most of the online appointment system and holding successful on-stand events to achieving positive press coverage.

IMEX exhibitors have also been providing their best-practice tips – the

overriding message from these so far is that the more personalised and targeted a show campaign is, the more successful it will be with traditional postal mailings outperforming untargeted blanket e-mail campaigns. Exhibitors also stress the importance of timely post-show follow up.

Following the success of the exhibitor marketing clinic at the 2004 show, Travel Marketing Factory (TMF) and Expoforce will be running the service again for 2005. In addition TMF is offering selected opportunities aimed at the outbound German market at special rates to IMEX exhibitors. These include:

- ◆ Participation in collective mailings to 2,000 key MICE buyers
- ◆ Tailor-made show sales and marketing campaigns
- ◆ PR campaigns
- ◆ Access to IMEX and TMF surveys on the latest trends in the German outbound market

More details are available on the IMEX website at [www.imex-frankfurt.com/marketing-clinic.php](http://www.imex-frankfurt.com/marketing-clinic.php).

To contribute your own 'best practice tip' please contact Sophie Jackson, [sophie@imex-frankfurt.com](mailto:sophie@imex-frankfurt.com).

Johanna Fischer, Managing Director, TMF [www.imex-frankfurt.com/marketing-clinic.php](http://www.imex-frankfurt.com/marketing-clinic.php)



## INDUSTRY TRENDS AND SPENDS

It's that time of the year when statistical reviews are in abundance. Every worthy publication has them.... normally quoting from association updates. So what really is happening in the meetings and incentive travel markets?

For the first time in a long time – around 25 years of surveying by International Conference Research Inc – an Asia Pacific destination was the top preference of the international award programmes of corporate America. Australia beat off competition from Europe to land the top spot. The strong value of the Euro was one of the main factors that explain this trend.

The research published in the SITE Resource Directory also reveals that some 70% of incentive travel trips from the USA

were of four to five days duration, with cruises showing continued growth. The average spend per person exceeded US\$2,500.

On the meetings side the USA remained dominant both in the ICCA and UIA sets of figures, although Spain has enjoyed tremendous success in this sector during 2003. Although the number of participants at international meetings fell slightly in 2003, the figures for the first half of 2004 are showing healthy improvements. In the UK, for example, inbound figures for business tourism show a growth of 9% compared with the same period last year.

Paul Flackett, Managing Director, IMEX [paul@imex-frankfurt.com](mailto:paul@imex-frankfurt.com)



## A NEW ENERGY CULTURE

IMEX Association Day 2005, Monday 18 April, will focus on the growing need for associations to spread the word on the value of their services. Themed sessions will focus on issues of member recruitment and retention, negotiating with hotels and congress centres, and effective online community building. In addition, delegates will choose topics to discuss in an extended round table discussion, allowing time to learn from each other, network and open new opportunities. Expert facilitators, including Susan Sarfati, Vice President, ASAE (American Society of Association Executives), will stimulate the debate. The day now attracts the largest gathering of association executives in Europe with 250 expected to attend next year.

"IMEX Association Day provided excellent networking and learning opportunities. It was a breath of fresh air being able to share experiences with so many other association executives and to develop my industry knowledge in such a stimulating environment" said Florian Cescon of the Association of European Psychiatrists (AEP).

Exhibitors who are members of the organising associations are invited to join these special hosted buyers for an evening reception at the Intercontinental Hotel, Frankfurt. Registration for the event, which is free of charge and open to two people per exhibiting company, will open in early 2005. More details can be found at [www.imex-frankfurt.com/assc-day.php](http://www.imex-frankfurt.com/assc-day.php).

IMEX has teamed up with the Association Gateway to conduct research into the association market. Preliminary results on 'What members want – recruitment and retention' is now available. For a copy of the report please contact Carina Bloom, [carina@imex-frankfurt.com](mailto:carina@imex-frankfurt.com).



Association Day 2004

## ASIA PACIFIC SEES REAL GAINS IN 2004

While it is far too early for any significant analysis of travel flows to and within the Asia Pacific region thus far in 2004, we are able to determine that at the aggregate level – in terms of the number of international visitor arrivals – the region is showing a solid gain.

**"A gain of 26 million international visitors"** The lure of Asia Pacific as a MICE destination remains strong across the sector too. Anecdotal

evidence suggests that there is strong MICE travel growth for a number of destinations throughout the region. Alas, it is only anecdotal. Right now, most destinations are only releasing top-level figures, so it is difficult to gauge which sectors are experiencing the strongest growth.

It is heartening to see, however, that in the case of Thailand, first quarter 2004 figures for international visitors arriving for a convention have risen by 30% over the same period in 2003, and a massive 46% against the same period in 2000.

Across 33 destinations on which 2004 data is available, the number of

international visits to the region has risen by an astounding 28% to reach 117 million at the time of writing. That's a gain of 26 million international visitors against the same period during 2003 when SARS dominated our thoughts.

We know it is a real gain, because comparisons back to 2000 – again using the same periods for each of the 33 destinations covered – show that this 2004 result to date is the best over the entire period.

The closest to this volume of arrivals was 2001, when arrivals reached 104.9 million. We are already 11.5% above this point. However, the positive gain is not uniform across all of the five sub-regions that make up Asia Pacific. For further detail about travel trends within the region please e-mail PATA Strategic Intelligence Centre at [sic@pata.org](mailto:sic@pata.org).

John Koldowski, Managing Director – Strategic Intelligence Centre, PATA [www.pata.org](http://www.pata.org)



## EVENTS AT IMEX PREVIEW

April 18  
All day  
1530-1700  
1630-1730

ICCA Category Meeting  
ICCA Board Meeting  
ICCA Data Workshop

GCB Seminar (German)  
Women's Forum

0930-1300  
Afternoon  
1300-1830  
1830-2130

CMP Exam  
MPI Educational Symposium  
Association Day  
Association Evening

April 21  
0845-0945  
0845-0945  
0945-1000  
1000-1600  
1400-1530

GCB Seminar  
IACVB Seminar  
Exhibitor Marketing Clinic  
Future Leaders Forum  
GCB Seminar (German)

April 19  
0845-0945  
0845-0945  
1030-1100  
1530-1700  
1600-1730

ICCA Seminar  
MPI Seminar  
Opening Ceremony  
GCB Seminar (German)  
Cross Cultural Skills Seminar

April 20  
0830-0930  
0845-0945  
0845-0945  
0845-0945

TMF Research Presentation  
SITE Seminar  
AIPC-IAPCO Seminar  
Corporate Responsibility Seminar



## POLITICIANS' FORUM TAKES ON SHARPER FOCUS FOR 2005

The IMEX Politicians' Forum has undergone some important strategic and tactical changes thanks to several development meetings over the summer.



The second IMEX Politicians' Forum

In early September, IMEX convened a meeting at the Houses of Parliament in London with the aim of refining the Forum's future objectives. The meeting was hosted by UK MP, John Greenway, who will again act as facilitator when the Forum next meets in Frankfurt.

Olivier Lepine, Director of Biarritz Tourisme, Tuula Lindberg, MD of the Finland Convention Bureau, Terrance Barkan, Secretary General of the EFCT, Barbara Maple, AIPC President, Rod Cameron, President, Criterion Communications and Didier Scaillet, Director MPI Europe met with the IMEX management team and a good, broad debate led to several suggestions.

It was clear that the Forum has been and continues to be extremely valuable as a vehicle for relationship building between local politicians and the industry; as well as providing an excellent platform to foster greater understanding and profile for the meetings industry. The group also agreed that true influence lies in bringing political and industry leaders together to keep watch on issues such as supply and demand, ROI plus emerging trends.

Above all, the group felt there was great value in launching an International Meetings Week, which could draw attention to the value of meetings around the world.

The next Politicians Forum will take place on Tuesday 19 April 2005 and is expected to bring together 60 politicians and industry leaders.

Tom Hulton, Director of International Relations, IMEX [tom@imex-frankfurt.com](mailto:tom@imex-frankfurt.com)



# UNDERSTAND CULTURAL DIFFERENCES TO SPEED UP PROFITS

Richard Lewis, chairman of Richard Lewis Communications, is working closely with IMEX and MPI on their initiatives to improve cross-cultural awareness and understanding in the MICE industry. The overall objective is to make business encounters involving different cultures more effective. Both organisations are looking at briefing and training

**“An international meeting without understanding what makes other cultures tick is a wasted opportunity”**

programmes, both live and online, to provide support for industry professionals.

But why is cultural understanding so important? Well, says Richard, the simple answer, as for any other truly multicultural

industry, is business success and profit. In organising and managing events and in getting the most out of participating in



Richard Lewis giving a seminar on cross-cultural skills at IMEX

events, you gain advantage from being sensitive to the cultural differences you will encounter. An international meeting without a basic understanding of what

makes other cultures tick is definitely a wasted opportunity.

People from different cultures view meetings and conferences in different ways, regulated by different norms and perceptions. For example, how fixed is the agenda and will business be conducted rigidly or will it take account of developments? Is the main purpose to examine details or a grand design? Will the event be dominated by formal statements or a free discussion? Should presentations be related to masses of data or concentrate on the human factor? How important is the social programme and how should this be structured? The best answers to these questions lie in understanding and correctly interpreting the underlying cultural factors at work - and then predicting their effect.

Together with IMEX and MPI, Richard Lewis Communications intend to provide the industry with the skills and information necessary to do this.

**“Series of free articles”**

As part of our efforts to increase awareness of these issues Richard is producing a series of articles on factors relating to effective multicultural meetings. The latest of these, “Cultural Factors in International Negotiation”, can be found on the IMEX website and it makes for a thought-provoking read.

For further information about the cross-cultural training and briefing services of Richard Lewis Communications go to [www.crossculture.com](http://www.crossculture.com) or contact: [harold.formstone@rlcglobal.com](mailto:harold.formstone@rlcglobal.com).

## GCB's EXTENSIVE VISITOR PROMOTIONS FOR IMEX 2005

As the strategic partner for IMEX one of the GCB's (German Convention Bureau's) central marketing goals is to further strengthen IMEX's position in the international market as a leading trade fair for meetings and conventions. Since 1973 the GCB has been an interface between meeting and convention organisers on the one hand, and suppliers in the German meetings market on the other. Thus we now have a database of excellent contacts that allows us to promote the fair in important markets worldwide and also to contribute extensively to IMEX marketing initiatives. *Quote* “Strong media partnerships help to promote the show”

For example, we will be sending three targeted mailings to our 10,000 top clients as well as Association Day invitations to the 1,500 leading associations in Germany in co-operation with DGVM (Deutsche Gesellschaft für Verbandsmanagement). During IMEX, the GCB will again organise a programme of free German language seminars to attract German visitors. GCB's strong media partnerships and IMEX supplements with leading German newspapers and trade journals such as FAZ

(Frankfurter Allgemeine Zeitung), *Verbändereport* and *working@office* will also help to promote the show to different target groups in Germany. For the first time this year we will also be introducing a German Wild Card, inspired by the success of the show's global wild



card initiative. This will provide free exhibition space for three new German destinations that have never before exhibited at a major MICE event.

Lutz P. Vogt,  
Managing Director, GCB  
[www.germany-meetings.com](http://www.germany-meetings.com)



### IMEX DATES

2005: April 19 – 21

2006: May 30 – June 1

2007: April 17 – 19

### 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](http://www.imex-frankfurt.com)  
E-mail [info@imex-frankfurt.com](mailto:info@imex-frankfurt.com)  
For queries regarding this newsletter or future editions please contact Sophie Jackson  
E-mail: [sophie@imex-frankfurt.com](mailto:sophie@imex-frankfurt.com)  
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