



IMEX Politicians' Forum 2009

Tuesday 26th May

Theme: How Today's Issues are shaping the Future of the Meetings industry

The meetings industry has been impacted by the current economic crisis, but with significant variations amongst various regions and sectors. In some case it has been the reaction of business and governments to the crisis itself that has had the greatest effect, as actions and comments by government leaders have illustrated the fact that we still have a long way to go in convincing them of the role meetings have in generating economic activity.

As in many other sectors, recovery in the meetings industry doesn't necessarily mean a "return to normal". It will in many cases mean changes and adaptations that better respond to the new conditions brought about by the crisis as well as the ongoing evolution of the industry. The ability to anticipate what these changes may be and the implications they will have will help everyone better prepare for what the future may bring.

The objective of the presentation theme is to help attending politician's understand how the meetings industry is evolving, what will emerge as the new conditions once recovery has been achieved and how governments themselves can both support and benefit from these changes. At the same time, it will help underline the importance of the role the industry can and will play in driving overall economic recovery.

*"The benefits that business events bring to a host city or destination, and therefore the wider community, are numerous and varied. The most significant of these benefits range from the direct and immediate economic benefit derived from delegate expenditure, creating direct and indirect employment, income and profit for business, taxes for government, cultural and professional exchanges, showcasing new research, capacity building through access to international and national industry leaders, providing education and professional development and finally strengthening the positioning for the city, industry or country." **

*"In this highly competitive market and especially in the current economic climate, Bureaux and destinations compete for business events in order to secure the significant benefits for the entire community." **

* Jemma Davie, Business Development Manager, Canberra Convention Bureau – as part of her winning thesis 'The Benefits of Business Events to the Local Community' for the IMEX-AACB 2009 Vin Barron Prize.

"Business events now represent the world's most lucrative and sought-after visitor segment." *

Business Events Council
of Australia*



Programme

Part I. Open Seminar; Room Dialog 9.2 Messe Frankfurt Open to all

12.00 – 12.30	Refreshments
12.30 – 12.40	Welcome and Introduction to Politicians' Forum by Michael Hirst, OBE Chairman – Business Tourism Partnership, UK. Moderator for the 2009 Politicians Forum.
12.40 – 13.20	<ul style="list-style-type: none"> • Martin Sirk, CEO ICCA • Rod Cameron, President Criterion, Director of Programming & International Development AIPC • Philippe Fournier, Vice President IAPCO
13.20 – 14.00	Q & A
14.00 – 15.30	Visit the IMEX Exhibition
15.15	Politicians transfer to Intercontinental Hotel. Please meet hostess at the Information Desk in the Galleria for your transfer (Departure Japanese Gate)

Part II. Politicians' Forum; Theatersaal II, Intercontinental Hotel. Attended only by Politicians, accompanying VIP's and Industry Leaders

16.00 – 16.30	Registration and coffee (Theatersaal Foyer)
16.30 – 16.32	Welcome by Ray Bloom , Chairman, IMEX
16.32 – 16.40	Introduction by Michael Hirst OBE
16.40 – 17.00	Opening remarks; <ul style="list-style-type: none"> • Leigh Harry, President, JMIC • Olivier Lepine, Chairman, Conventions Division, ECM • Edgar Hirt, President, AIPC
17.00 – 17.20	Presentation by Brenda Anderson , CEO SITE
17.20 – 17.30	Presentation by Rod Cameron
17.30 – 18.00	Response by Politicians Panel <ul style="list-style-type: none"> • John Greenway, Member of Parliament, House of Commons, London, UK • Katarzyna Sobierajska, Under Secretary of State, Ministry of Sport and Tourism, Warsaw, Poland • Helena Nyhus, Deputy Mayor Göteborg, Sweden • Geoffrey Lipman, Deputy Secretary General, WTO
18.00 – 18.50	Open debate
18.50 – 19.00	Summary and conclusion, Michael Hirst OBE. Forum closes
19.00 – 20.00	Reception (Salon Handel and Schumann)
20.00	Dinner (Silhouette)



JOINT MEETINGS INDUSTRY COUNCIL

