



HIGH DEMAND, MORE IDEAS

● writes **Ray Bloom***



In preparation for IMEX 2004 the team has been focussing heavily on buyers from long-haul markets, particularly the US and Middle & Far East. Forecasts for the show stand at 2750 hosted buyers with a greatly enhanced number from both Europe and North America generated through existing intermediaries, as well as new contacts that have been developed over the summer months. Additionally, a strengthening of links with German partners will generate a further 3000 German decision-makers to the show.

Focus on the important association market continues through the successful IMEX Association Day. Taking place on May 11, the event attracts around 200 top association executives who will take part in a programme of educational and networking opportunities.

IMEX is once again undertaking a major targeted marketing campaign to generate these high level buyers.

Demand from exhibitors – both established and new – is

outstanding with the Hall at Messe Frankfurt forecast to sell out all 11,000 sq.m; featuring around 2200 exhibitors from over 100 countries.

'new vision'

The IMEX 'new vision' initiatives and campaigns on behalf of the global sector are being developed significantly – through both existing and new projects. One such example is the new Professional Development Pavilion, sponsored by Le Cordon Bleu, which will showcase the

IMEX Association Day programme confirmed and marketing campaign launched. For full details turn to page 11.

Visit Switzerland with IMEX ● writes **Barbra Albrecht***

The Switzerland Convention & Incentive Bureau (SCIB) has announced that it will be inviting around 80 hosted buyers to attend IMEX, including up to 20 from the influential US market together with buyers from Benelux, France, Germany, the UK and the Nordic countries. A post



IMEX educational tour of Switzerland's countryside as well as an educational workshop will also take place.

***Barbra Albrecht** is Managing Director, SCIB

www.myswitzerland.com

The Worldwide Exhibition

for incentive travel, meetings and events



MAY 12-14, 2004

educational and training opportunities that exist within the industry.

World renowned Richard Lewis (Personality of the Year 1999, PATA), has developed closer links with IMEX and will be contributing articles focussed on cross cultural skills in this as well as forthcoming newsletters (p.12). He shall also be speaking at IMEX 2004. Further consultancy services negotiated with our German partner, the Travel

Marketing Factory, will significantly enhance exhibitors' efforts at reaching the influential German market prior, during and following IMEX 2004 (p.9).

Finally, congratulations to a long-standing colleague, Paul Flackett (MD IMEX), who has recently been appointed as an MPI Chancellor.

***Ray Bloom** is IMEX Chairman

ray@imex-frankfurt.com



GCB Campaigns Boost IMEX

● writes **Lutz Vogt***

IMEX is benefiting from the national and international marketing support of the German Convention Bureau. The 2003 exhibition attracted 144 German exhibitors, and for 2004 our initiatives include mailings to top GCB clients in Germany and overseas, a media campaign, promotion of the exhibition at our workshops in Europe and Washington DC, together with pro-active links through the GCB website. In addition we will be arranging site inspection visits to Germany and IMEX by key industry decision-makers from the US, Austria, France, Italy, the Netherlands and UK, a

project taking place in co-operation with the German National Tourist Board.

I can report remarkable support for IMEX from the German business tourism sector, with a recent survey showing that an overwhelming majority both of exhibitors and visitors rate the show 'good' or 'very good'.

***Lutz Vogt** is Managing Director of GCB, strategic partners of IMEX.

www.gcb.de



Time to Stand up for International Meetings

● writes **Martin Sirk***

ICCA and its 650 members in 80 countries are looking forward to IMEX 2004. We are formally endorsing the show, following its excellent first year, and are collaborating closely with Ray Bloom's team in bringing even more high quality association buyers from our databases. We also anticipate that more ICCA members than ever will be present in the exhibition halls. A highlight in 2003 was the success of the Association Day programme. ICCA will again be taking the lead in organising this for 2004, and has already surveyed the attendees at the last show to ensure that a relevant and topical educational programme is created.

ICCA feels that as an industry we all have a responsibility to help rebuild confidence in travelling to international meetings. This will be



a constant theme of our presence at IMEX 2004. We all need to stand up and shout about how our industry can help to counter the irrationality and fanaticism of the terrorist by stimulating communication and constructive debate.

This October ICCA will be holding its General Assembly and Congress in Busan, Korea. We expect over 400 colleagues from all over the world will be convening together for an intensive programme of education and networking. We invite any internationally minded suppliers in our industry to come and join ICCA members in a fabulous venue and location!

***Martin Sirk** is Chief Executive Officer, ICCA (The International Meetings Association) www.iccaworld.com



ESAE Stresses Education

● writes **Géraldine de Limelette***

One of the key objectives of The European Society of Association Executives (ESAE) is to support association executives by providing education, networking and training. Association Education Week (6 - 8 October 2003), hosted by ESAE and the Centre for Association Leadership Europe, is to be held in Brussels and is the latest in a series of events offering association professionals valuable education combined with the opportunity to network and share experiences with peers.

Subjects will include 'Successful EU Lobbying' and 'Implementing a Standardisation Programme'; there will also be more in-depth sessions for association Board leaders and Chief Executive Staff members.

ESAE is supporting IMEX 2004 by encouraging all association executives and staff involved in planning meetings and conferences to take advantage of the IMEX Hosted Buyer's Programme. Not only will they be able to meet representatives and evaluate potential meeting venues, but will have an additional educational and networking opportunity thanks to the Association Day Event.

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



Making Meetings Compelling

● writes **Cathy Breden***

Creating compelling exhibitions has never been easy. Exhibition organisers face unprecedented challenges and, until now, no one ever seriously questioned the value of the face-to-face experience. Travel, especially business travel, was assumed to be a normal part of most professional careers.

The main objective of IMEX is to bring buyers and sellers together for that all-important face-to-face experience so IAEM looks forward to the next show when we will be bringing a delegation of 10-12 exhibition organisers with us.

The International Association for Exhibition

Management (IAEM), representing association and for-profit exhibition organisers will soon hold Expo! Expo!, IAEM's Annual Meeting & Exhibition on 2-4 December 2003, in Las Vegas. With over 40 educational programmes focusing on solutions, reassurance, support, inspiration, and fun, plus a 350-stand exhibition, IAEM's Annual Meeting is an event not to be missed. IAEM's mission is to help exhibition organisers succeed and we intend to present you with a show worthy of your expectations.

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



Asia Pacific welcomes you back

● writes **David Gillbanks***

Whilst SARS was ravaging the travel industry PATA got straight to work on Asia Pacific's travel and tourism recovery. Since September 11, 2001 a series of crises have suppressed arrivals numbers throughout Asia Pacific. Editorial Director of *Travel Weekly*, Ms. Yeoh Siew Hoon, noted: "As a travel association, PATA shouldered the responsibility of re-establishing confidence in travel."

Severe Acute Respiratory Syndrome (SARS) was an



unprecedented call to action for PATA. The Association forged ahead with its 52nd PATA Annual Conference in Bali in April and two months

later PATA launched Project Phoenix, an ongoing global consumer communications campaign to reinvigorate travel and tourism. Project Phoenix relies on cash and contributions from PATA members

plus contributions from partners such as CNN, *TIME*, *FORTUNE*, the National Geographic Channel and *Newsweek*.

Just as the 52nd PATA Annual Conference symbolised the unity and resilience of our industry, the PATA Travel Mart, October 1-3 at Suntec Singapore, seems likely to signal the recovery of Asia Pacific's reputation in the minds of consumers.

PATA urges you to be there. For more information, please go to www.pata.org.

***David Gillbanks** is Editor-Communications for Pacific Asia Travel Association (PATA).



SITE - Managing for Members

● writes **Brenda Anderson***



One of the truly exciting developments coming out of SITE Headquarters (Society of Incentive & Travel Executives) is the result of our annual membership campaign, The Race Is On. For the past year SITE has run an incentive programme of its own, motivating members to recruit more buyers and others from the incentive community. I am happy to report that this was a rousing success and we welcomed new faces to SITE from all corners of the globe. Another area that's taking top priority is that of member education, shaped by the SITE Education Task Force. In September we hosted a series of daily educational seminars at IT&ME in Chicago and in December in Reykjavik we will host the SITE International Conference 2003.

SITE will continue this educational theme at IMEX 2004 through the IMEX seminar program, dedicated to providing information about unleashing the power of incentive programmes.



***Brenda Anderson** is Chief Executive Officer, SITE
www.site-intl.org.

Merger for ANAé

● writes **Pierre Lusinchi***

The National Syndicate for Special Events Agencies (ANAé) has recently conducted a vote to establish whether MICE agencies and events agencies should merge together into one organisation. This has now been agreed at a recent meeting of the ANAé General Assembly.

Among the subjects to be examined, through a new action plan, will be client guarantees, new members, quality issues and training and cooperation with suppliers. A full list of the Members of the Executive Committee and the new ANAé Board can be found on the website, www.anae.org.

***Pierre Lusinchi** is President, ANAé

MPI Research Reveals Increase in Culturally Diverse Meetings

● writes **Didier Scaillet***

From the very start, IMEX has recognised the importance of multiculturalism in the Meeting industry – working recently with Richard Lewis Communications to identify issues and opportunities in this field. This trend is mirrored in developments at MPI (Meeting Professionals International), where results of a



survey as part of the MPI Multicultural Initiative have confirmed that the rise of globalisation and impact of multiculturalism continue to force changes in how businesses and associations approach meetings.

An average 20% annual growth in the number of multicultural meetings worldwide is predicted by both U.S and non-U.S. respondents. However, respondents born or living in the U.S. described “multicultural meetings” as meetings between

people from various ethnic backgrounds, including religion and race, while respondents born or living *outside* the U.S. portray “multicultural meetings” as those between people from different nations. Yet, both groups agree that they must be attuned to differences to ensure meeting success as multicultural business opportunities grow.

A full research report can be downloaded at www.multicultural.mpiweb.org.

MPI will use this research to find new ways to improve the impact of meetings as a strategic business tool. It was also the subject of MPI's first ever web/audio virtual knowledge session, *e-Merging Issues Online*, which took place on Sept. 24, 2003 and was a great success. For more information on the session contact ksarpalius@mpiweb.org or visit www.mpiweb.org.

***Didier Scaillet** is Director of European Operations and Global Development, MPI



CIC Fast at Work

● writes **Mary Power***

The Convention Industry Council (CIC) confirms that it will conduct all annual pan-European

CMP examinations during IMEX each year and that by January 2005 all examinations will be using only country neutral questions.

Other initiatives, which have been aided by CIC's testing agency, Chauncey Group International Inc. include making the CMP Candidate Handbook more inclusive of other cultures and asking CIC member organisations to establish mentoring programmes for new international study groups. The day before IMEX 2004, CIC also plans to hold a training session on how to



become a Certified Meeting Professional whilst the international leadership of CIC

member organisations have committed to taking the CMP examination during IMEX.

With an ever-changing world economy, the CIC strives to provide accurate, up-to-date information regarding the state of the industry. Thus plans are in hand to expand our *Economic Impact Study* into a more global document, timed for release in 2005.

***Mary Power** is President, CIC.
www.conventionindustry.org.



Record-breaking knowledge in Istanbul

● writes **Henri Céran***

Conference industry specialists from all quarters of Europe gathered in Istanbul at the end of August for the 17th EFCT Summer School (European Federation of Conference Towns).

A record-breaking 65 students from 25 countries took part in three action-packed days of seminars, workshops and site inspections designed to help industry newcomers polish their marketing skills. The faculty included several senior EFCT staff, plus keynote presenters such as Luca Favetta, Executive Events Manager from Hewlett Packard Europe and Laurent Marliere, Secretary General with Eurojuris International (EEIG). Both revealed their venue selection procedures and discussed their expectations and

destination requirements. Aline Legrand of EFCT also acknowledged the IMEX connection; “Having Paul Flackett of IMEX on the faculty was not only good for the programme but also served to strengthen the link between our two organisations”.

The EFCT is currently finalising plans for a new round of promotional workshops – the European Conference Markets – which will take place in Milan and Munich in mid-October.

***Henri Céran** is President, EFCT
www.efct.com



INCON Celebrates Expansion



● writes **Lars Christensen***

In November INCON (The international partnership of the world's leading professional conference organisers and event management professionals) will be holding its Autumn Board of Directors and Sales Managers meeting in Madrid.

Highlights this year included welcoming our 17th partner, Japan Convention Services, plus INCON's expansion into eight new cities and the winning of the JMIC Unity award at IMEX by our partner, Jorge Castex, Honorary President of the Latin American Federation of

Professional Congress Organisers (COCAL) and Chairman of the IAPCO Institute for Congress Management Training.

As INCON's client base is global, we are delighted to learn that Ray Bloom has expanded the hosted buyer programme to include more travel from long-haul markets. We will again host the Internet Café at IMEX and already have an eye on improving this service for exhibitors and visitors.

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

AIPC: IMEX will help us advance the Industry

● writes **Barbara Maple***

AIPC members



are now looking forward to a year in which business growth can begin again. As we do this, we're recognising that there is both a need and an opportunity to benefit from some of the lessons of the past two years.

The first is the advantage of working more closely as an industry; sharing perspectives and developing co-operative solutions to areas of common concern. The second lesson is the importance of industry profile.

The third is the importance of quality standards in how we operate. As the market tightens, value becomes critical and the best value is found in the assurance we give clients of offering the highest standards of facilities, service and support.

IMEX will play an important role in making these happen. At AIPC, we'll be taking full advantage of the opportunities the show brings - and we look forward to doing that in the kind of collegial atmosphere that IMEX is best able to create!

***Barbara Maple** is President, AIPC, International Association of Congress Centres.

www.aipc.org



Co-operation and Alliances are the way Forward

● writes **Inge Hanser***



Today's times call for co-operation, consultation and



negotiation. Conferences can prevent confrontation, secure peace worldwide and promote international trade relations. Congresses today must forge alliances between the academic community, the business community and political decision-makers.

IAPCO has always forged such alliances with partners - we are currently working closely with HCEA and IPCAA as the Healthcare Congress Council (HCC). The three organisations realised early on the need for dialogue between the various parties involved in conducting healthcare congresses: industry (exhibitors),

PCOs and medical associations amongst others. As a result, the HCC has begun holding regular meetings to discuss issues in the global healthcare congress industry.

It is only in collaboration and discussion that freedom will prevail and the human spirit develop. IMEX is one such natural forum for collaboration, discussion and alliances and IAPCO looks forward to a successful 2004 show.

***Inge Hanser** is President, IAPCO, the International Association of Professional Congress Organisers

www.iapco.org

Rising Expectations - Euromic

● writes **Christophe Verstraete***

Our conference and incentive travel industry has been enduring a period of uncertainty these last two years and those who depend heavily on the US market have clearly lost out, as US groups tended to stay within their continental boundaries.



Nevertheless, this market is expected to resume overseas travel in the near future.

We have also noted a dramatic shrinking of lead times (two to six weeks is now common) fuelled mainly by the ease of electronic communication plus a slower decision-making process and a

greater tendency to shop around.

2004 should be a recovery year since people still need to meet and companies need to motivate.

Overall, Euromic members expect their business to continue to develop and are all determined to take the steps necessary to meet these challenges... along with meeting their customers and prospects at IMEX 2004!

***Christophe Verstraete** is Executive Director, EUROMIC, The Association of the Leading Destination Management Companies in Europe and the Mediterranean Basin.

www.euromic.com

Special Event Locations welcomed by EVVC

● writes **August Moderer***

In response to the growing variety of settings for European events, EVVC has expanded into the field of Special Event Locations, offering membership to the likes of converted factories, castles and former breweries.



The addition of such unusual locations serves to broaden networking and lobbying opportunities for all of EVVC's members.

In this progressive state of mind, EVVC is also focusing on IMEX 2004 in Frankfurt, where the aim is to get as many members as possible, from all fields to join the EVVC stand and take advantage of this important exhibition in the heart of Germany and Europe.

***August Moderer** is President, EVVC (The European Association of Event Centres)

www.evvc.org

Raising the Profile around the World

● reports **Debbie Stanford***

The feedback from around the world on IMEX 2003 has been outstanding and demand for space at IMEX 2004 is enormous. Both established and new destinations and exhibitors are filling the floor plan at a rapid rate. The sales team has also been travelling the world, keen to support both exhibitors and the industry on a variety of trips and locations. Face-to-face contact remains of primary importance to the team and helps us to respond to questions and comments more effectively.



As a result of comments taken on board following the inaugural show, IMEX is again undertaking major new developments to its online technology, as described elsewhere in these pages.

The US market continues to be of prime importance and I am delighted to welcome to the team, Steve Greenspan, as Sales Manager, USA. Steve is Director of Sales for the Exhibitions Division of PGI who own the IACVB Destination Showcases in the US. Additionally, IMEX has been represented throughout the United States at such events as Destinations Showcase, ITME and MPI's WEC where we hosted the first ever European Welcome Reception.

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

IMEX Technology Report

● writes **Christopher Perrins***

IMEX 2004 is building on the success of its Online Appointment System, by introducing a new Online Route Planner for buyers, which will take the hassle out of finding stands by pinpointing exact appointment locations on the IMEX floor plan. The Route Planner, which can be printed out, will contain a full itinerary for buyers, including travel, accommodation, group and individual appointments, thereby providing a one-stop service for each buyer to manage their time effectively at the show.



For exhibitors, new developments include the ability to block-out diary appointment times allowing exhibitors to combine their online and offline (paper) diaries really resourcefully.

Other new developments include:

- ◆ Exhibitors can register stand partners for the 2004 show using stored 2003 information
- ◆ Exhibitor Web Page profiles will be carried over from IMEX 2003 and updated without having to create the page from scratch
- ◆ Our Online Alert process ensures exhibitors are aware of incomplete catalogue entries, product or country categories when they log in to the IMEX website.
- ◆ Simplified registration for all exhibiting staff.

Look out too for our new look website, due to launch at the end of September – www.imex-frankfurt.com

***Christopher Perrins** is Marketing Technology Manager for IMEX Christopher@imex-frankfurt.com



The 21st Century Meetings Industry

● reports **Ken Clayton***

There are surprisingly few genuinely new technologies that will have any real impact on the meetings industry. In most cases, new technology is a development of something that has been around for a while.

One exception is a conference badge with an embedded, low cost RFID tag, effectively a miniature radio transmitter. This type of badge will not need to have a bar code read or a mag stripe swiped. A delegate attending a breakout session for example, will walk towards the door and be validated immediately.

Items like the Shockfish Spotme equipment has to be supplied by the organiser and is claimed to provide major short cuts in networking at events by providing electronic alerts when people with shared interests are close to each other.

But the technology that will continue to have the greatest

impact is the Web. It has huge potential for helping meeting planners to be more efficient by speeding up the process of gathering and disseminating information.

Online delegate registration is now relatively common but the industry is proving slower to understand how registration information can be used. For example, one of the most time-consuming tasks on events involving travel and accommodation, is taking telephone calls with delegates' changes. It is perfectly possible to deal with these changes on a website.

Once the deadline has passed, flight and rooming lists can be produced and provided to

airlines and hotels. It is even possible to provide secure access to their own lists for suppliers so that the organiser does not even have to print off the lists and send them.

This is an example of what technology should be doing for meeting planners: helping them to be more efficient and cut the effort involved in organising an event. The trick is to be able to



pick the right new developments and implement them in the right way.

***Ken Clayton** is Marketing Director, Reftech www.reftech.co.uk



Doors open wide on Wild Card entries

The successful launch of the Wild Card 'Look to the Future' Pavilion in 2003 has led to a great demand from the industry to repeat the concept. The 2003 entrants were unanimous in declaring their first international experience a success and we are hoping to see them back at IMEX in 2004 participating on their country stands.

A dedicated marketing campaign

The 2004 entrants will benefit from a NEW dedicated marketing campaign including inclusion in future IMEX newsletters, PR support both pre and during the show and promotion via the IMEX website. We have also appointed a Wild Card Manager to be the dedicated point of contact for winning entries before, during and after the show, as well as an experienced stand

coordinator to manage the Pavilion, press relations and group appointments. All of the winning entries will receive a 'Wild Card Marketing Pack' which includes clear, accurate advice, guidance and information on the industry, market trends, the 'do's and don't's of exhibiting', advertising, direct mail, the Internet and fam trips. IMEX will also provide access to some of the industry's most experienced marketing experts, enabling winners to benefit from advice that's individually tailored to their circumstances.

Spotting suitable entries

The race for entries is now on and places are limited. Applicants are advised to enter as soon as possible to secure a place. Application forms are available now from Ross Fitzgerald: ross@imex-frankfurt.com, or from our website, www.imex-frankfurt.com/wildcard

IMEX Awards Launched

The Environmentally Responsible Meetings

Award, sponsored by our environmental partners, IHEI (International Hotels Environment Initiative) and OBF (Oceans Blue Foundation) recognises environmental awareness amongst meeting organisers. The aim is to highlight the opportunities that now exist to stage business tourism events in 'green-minded' venues, whilst also planning an agenda in which sustainability issues have been taken fully into account. The judges are now ready to receive entries for next year and application forms are available from www.imex-frankfurt.com/envaward. The closing date is **November 30th 2003**.



Photo courtesy of the National Oceanic and Atmospheric Administration, Washington DC.

In September 2003, IHEI launched the Hotels Environment Action Month (HEAM) that encouraged hotels, staff and guests to run clean-up campaigns, car-free days, photography competitions and fair-trade fairs in a bid to raise environmental awareness.

The Programmes of Purpose (POP) Award for Socially Responsible Meetings

recognizes the increasingly pertinent subject of Corporate Social Responsibility. The award, sponsored by Louise Hall Reider Co (US) aims to reward companies who make demonstrable efforts to support local and community projects through the use of incentives or meetings. Application forms are available from www.imex-frankfurt.com/popaward. The closing date is **January 30th 2004**.

More information on both awards is available from Ross Fitzgerald: ross@imex-frankfurt.com



Corporate Responsibility tops the agenda

As a commitment to our Environmental and Community Initiatives, IMEX has launched a new Corporate Responsibility Resource Centre, which will combine the expertise of both our environmental and social responsibility partners, aimed at increasing awareness of these increasingly topical initiatives, as well as helping organisations to remain competitive and increase value by staying on top of trends and challenges. The Centre will be aimed at both buyers and suppliers of the meetings and incentive travel industries. Indications that corporate responsibility is gaining momentum within our industry have been supported by a recent survey by **Oceans Blue Foundation**. Results indicate that whilst two years ago 44% of meeting professionals felt environmentally responsible practices were not an important factor in their decision-making regarding venues - today, 100% indicate that environmentally responsible practices play a somewhat (44%) or very important (56%) role in their decision-making.

The Centre will combine expert advice, a specialized Corporate Responsibility tool kit and directory, short presentations and numerous case studies. Visitors will have the opportunity to discuss their particular CSR programme, understand how to develop one from scratch, or simply pick up tips for improvements.

For more information on this new and exciting project please contact Carina Bloom: carina@imex-frankfurt.com



IMEX and IT&CMA launch first Asia Pacific Future Leaders Forum

Following the success of the Future Leaders Forum held at IMEX in Frankfurt in April this year, IMEX and IT&CMA have come together to bring this initiative to Asia Pacific for the first time.



175 university students attended the first IMEX Future Leaders Forum in Frankfurt and heard a series of presentations from top leaders in the meetings industry about their careers. The Forum provided a highly inspirational and interesting insight into the MICE industry. The format for the Asia Pacific Forum will be similar and include a top line-up of industry leaders, who will provide students from the Asia Pacific region with an opportunity to learn more about the meetings industry and its career potential by sharing their personal experiences and careers.

Confirmed speakers who will address key issues previously identified by the students themselves so far include: Martin Kinna, Managing Director, Convention Partnership; Paul Flackett, Managing Director, IMEX; Jane Vong Holmes, Director, ICCA Asia Pacific; Bert van Walbeek, Director, The Winning Edge; Robin Yap, Director, Insight Vacations and Jim Papineau, Director, Suntec, Singapore.

Students feedback on the IMEX 2003 Forum was positive: *"The IMEX Forum was very informative and motivating overall, which is great for students like us who are looking for support in the industry."* Margareth Espinoza, UNITEC, Honduras.

"It was very helpful to listen to people who have been in the industry for many years and how they have developed their career. There have been some very helpful tips" Constanze Ullmann, Durham University, UK.

The first Asia Pacific Future leaders Forum will be held in conjunction with IT&CMA in Bangkok from 4 - 6 November 2003 at IMPACT Convention Centre, Thailand.



NEW Professional Development Pavilion at IMEX 2004

The Professional Development Pavilion will feature strongly amongst the new attractions for IMEX 2004. The educational concept is another in a long line of initiatives designed to offer visitors, suppliers and buyers added value and extra choice as part of their participation in IMEX.

The objective of the Pavilion will be to showcase the educational and training opportunities that exist for every level of management within the MICE and hotel industries.

IMEX is delighted to be working closely with Le Cordon Bleu who have entered into a major sponsorship agreement to develop the pavilion into a leading professional development initiative for the meetings and hotel industries worldwide. Le Cordon Bleu, founded in 1895, has become synonymous with high cuisine and is a leading authority on culinary training and development. The company has established an international network of schools and developed courses in culinary management degrees and a Masters in Business Administration and Gastronomy.

The Professional Development Pavilion is being overseen by an Advisory Committee consisting of several highly respected educationalists from the meetings, incentive and travel industry.



Says Tom Hulton, IMEX International Relations Director, *"We all know and recognise the need for continuous learning, no matter how far we have progressed in our careers. We're confident this will make IMEX 2004 an exceptionally powerful draw for the industry too."*

André J. Cointreau,
President,
Le Cordon Bleu
International.

New Partnerships expand the IMEX Women's Initiative

Following a successful first Forum at IMEX 2003, IFWTO (International Federation of Women's Travel Organisations) and IMEX have joined forces with the Convention Industry Council (CIC), New York University (NYU) and Wyndham Hotels International to develop the programme for 2004. A professional survey of companies from around the world will be undertaken by all partners early in the new year, with results compiled and evaluated by New York University and sponsored by the WOMEN ON THEIR WAY®, programme run by Wyndham Hotels, who will exhibit at IMEX in May 2004. The survey will focus on women's role in the meetings, incentive travel and tourism industries in both the corporate and association sectors. This research will be presented at the IMEX Forum and direct the discussion and debate dedicated to giving women the tools to 'Gain Position and Power'. Panellists will be diverse - made up of both men and women who have sound advice, tips and



experiences to share. Wyndham is also the founding sponsor of the Women's Leadership Initiative, with the MPI Foundation, with WYNDHAM'S WOMEN ON THEIR WAY® serving as the model for the Initiative.

The Women's Forum at IMEX will take place on Thursday 13th May 2004 at 8am.

For more information or to contribute to the programme please contact Carina Bloom: carina@imex-frankfurt.com.

* Wyndham's WOMEN ON THEIR WAY®, programme was founded in 1995 in order to listen and respond to the needs of women business travellers. As a result, in the last three years the award-winning programme has generated approximately \$300 million in revenue annually for Wyndham and as a result Wyndham has 50 percent more women business travellers than its competitors. Go to www.womenontheirway.com for more information.

Networking from around the world

The IMEX networking page provides year-round marketing, featuring news and interesting projects and venues from around the world.

A New York glimpse of the Orient

Opening this autumn, the spectacular Mandarin Oriental, New York features 251 elegant guestrooms and suites – all with breathtaking views of Manhattan. Amenities include Asiate, the vibrant new restaurant, and the exquisite Spa at Mandarin Oriental. Located within the new development at AOL/Time Warner Centre at Columbus Circle, Mandarin Oriental will offer direct access to upmarket shopping and entertainment and is also only a few steps away from the green calm of Central Park.



More information and photographs are available at www.mandarinoriental.com

Shangri-La looks forward to IMEX

We remember the celebrations two years ago when Shangri-La Hotels and Resorts reached a milestone of 30 years of Asian hospitality.

Since the opening of the Shangri-La Hotel, Singapore in 1971, the company has grown rapidly establishing deluxe hotels and resorts throughout Asia's capital cities and most sought after leisure destinations. Today there are 41 properties throughout Asia Pacific providing guests with more than 20,000 rooms and we're looking forward to experiencing a taste of that famous Shangri-La hospitality again at IMEX next year.



www.shangri-la.com

Cyprus undergoes revamp

In the ever-changing conference and incentive industry, DMC's have a task to be as flexible as possible. OM Destination Management in Cyprus is about to update its service with thanks to new technology.



OM is close to finalising a technical support system that will provide potential clients with better quality, tailor-made information via the Internet supported by both video and photos. OM is aiming to deliver fast, accurate quotes, followed by constant updates on life in Cyprus and they shall be updating all their clients with a 'Cyprus Re-Vamped' presentation in the coming months.

For further information contact om@omdmc.com

MPI honours Paul Flackett

Paul Flackett has recently been appointed an MPI Chancellor. One of only 12 Chancellors worldwide their aim is to provide knowledge and mentoring for MPI members and allow both members and chapters to access some of the industry's most knowledgeable professionals. Accessible through chapter speaking engagements and other vehicles, MPI Chancellors offer valuable insights on association leadership, career success, networking advice and market opportunities.

Paul will be one of the expert panellists on MPI's first ever Virtual knowledge session tackling the issue of multi-cultural meetings. (see p.3 for more details).

New cruise yachts en route to Tahiti

Bora Bora Cruises told us recently that their brand new purpose-built cruise yachts "Tu Moana" and "T'ia Moana" have now left Austal Ships in Fremantle, Western Australia on their voyage to Tahiti. Both vessels are being transported aboard a specially equipped cargo ship and will arrive in Tahiti - on schedule - in early May.

Company Chairman Ms. Mehiti Degage spent several weeks at the Austal Ships construction base finalising the fit-outs.

She told us, "I am absolutely delighted with the end-result, we have been able to fulfil the huge challenge to create new niche-cruise vessels that will complement the beauty of the lagoons and islands that are our home base."

www.boraboracruises.com

London's new country estate

The former home of the Earl of Clarendon - a magnificent 18th century house set in 300 acres of Hertfordshire parkland and open countryside - has been transformed into a cosmopolitan country estate just 40 minutes from central London, UK.

Visitors to The Grove, which opened in early September, can enjoy gorgeous, 'grand yet groovy' interiors plus an abundance of antique and modern furniture and art, which fill each of its 227 deeply comfortable rooms.

With three restaurants and three bars plus private rooms for parties, meetings and events and romantic formal gardens, The Grove also boasts a stunning 18-hole championship golf course designed by the highly acclaimed Californian designer Kyle Phillips.

More information from: lucinda.buxton@pineapplepr.com

Launch of The Association Gateway

The Association Gateway is a website established to offer free support and information specifically for volunteer association leaders in the UK and Europe. This one-stop-shop, will enable association leaders to strengthen knowledge, attain contacts, increase networking, and achieve excellence in meeting their strategic aims. The website will offer such services as reviews of service providers, issuing electronic newsletters and providing access to a network of umbrella organisations.

Links with a network of service providers to the association community are available through the Association Gateway. The best in the industry are represented, providing association leaders with excellent easy access to the international market. Service providers can become an Association Gateway partner and have the opportunity to submit articles about their services for inclusion on the Association Gateway.

For further information contact

Peta Goldsmith:

Peta.Goldsmith@associationgateway.co.uk;

www.associationgateway.co.uk



BTC & IMEX launch new Partnership

As part of the IMEX strategy to develop partnerships with exhibitions around the world, we are delighted to announce this new alliance with BTC International. The newly formed IMEX-BTC partnership will take forward the collaboration with a series of joint promotional activities, hosted buyer initiatives and mutual PR support. Confirms **Ray Bloom, IMEX Chairman**, "BTC International is one of the longest established exhibitions in our sector in Europe and IMEX is delighted and honoured to be its partner. We have initiated a number of major joint initiatives that will strengthen and enhance both events."

Dr Carlo Gattai, BTC President says, "We are delighted to have made an agreement of collaboration with IMEX, which represents a good opportunity for BTC International, a trade show which is growing very strongly both at a national and international level".



Ray Bloom and Dr. Carlo Gattai in Florence, Summer 2003.

Getting the most from the German MICE Market



● writes **Johanna Fischer***

Now is the right time to begin planning the marketing and PR strategy that will maximise your success at IMEX next May. The good news is that even more meetings and incentive buyers are expected to attend the

exhibition at a time when German-speaking demand shows signs of picking up and defending its position as the world's number three MICE market ...

Germans have frequently been called the 'world champions' in travelling, and this mentality influences business tourism too. But remember – German buyers are challenging to reach. They are, in general, very experienced, well-travelled, and perhaps a little spoiled by generous pampering from suppliers during the last decade. All this calls for a strategic, well-planned and focused campaign.

Secrets

What are some of the secrets of success? Make sure you carefully target your budget. Be sure to keep in regular touch with buyers. Position your product or service in line with present trends and lifestyles. Accentuate the safety and security elements of your destination. Allow for German tastes and perceptions. And not least, may I suggest that you use a consultancy specialised in this work – and happily, we can offer a decade of experience! We can provide office-within-office resources for IMEX exhibitors, delivering customised strategies, dedicated staff and infrastructure, controlled budgeting and efficient monitoring and reporting. Available are varying specialist businesses within Travel Marketing Factory intended deliberately to match the marketing to the client.

Mini options for IMEX exhibitors

EXCLUSIVELY for those exhibiting at IMEX is a 'menu' of specialised options for marketing and PR.

For more information and price lists please contact:

* **Johanna Fischer**, Managing Director,

Travel Marketing Factory GmbH, Raiffeisentrasse 8, 97209 Veitschochheim, Germany

Tel. +49 (0) 931-9002 0

Fax +49 (0) 931-9002 199

e-mail: J.Fischer@tmf-gmbh.de

or visit www.imex-frankfurt.com/marketing-clinic

A. Pre-show Options (January – May)

Basic:

(suitable for DMCs and individual hotel properties)

- ◆ participation in fax mailing to 300 MICE agencies
- ◆ one-page press release to trade media
- ◆ telesales to 50 key agency prospects to invite them to your exhibition stand

Intermediate:

(suitable for hotel chains, city convention bureaus and congress centres/venues)

- ◆ participation in e-mail shot to 1000 MICE agencies
- ◆ participation in postal mailing to 1000 MICE agencies
- ◆ three press releases and inclusion in three press mailings to MICE, and executive media
- ◆ tele-sales to 100 selected MICE agency contacts
- ◆ Fax follow-up

Advanced

(suitable for all suppliers in the field of destination marketing)

- ◆ individual e-mail shot to 1000 MICE agencies and 1000 corporates
- ◆ participation in postal mailing to 1000 MICE agencies/1100 corporate buyers of international MICE products
- ◆ three press releases and inclusion in three press mailings to MICE and executive media
- ◆ telesales to 100 MICE contacts and 100 key corporates
- ◆ Fax follow-up

B. At-show Options

- ◆ PR activities at the show (press conference, press reception at stand, journalist appointments)

C. Post-show Options

- ◆ collection of your material at stand on the last day for follow-ups to your individual stand contacts plus selected additional visitors
- ◆ follow-up letter in German, assessment questionnaire and mailing of material
- ◆ follow-up telephone call plus short-listing, and forwarding details of interested contacts
- ◆ recommended hit-list for potential educational visits

Far East 'buzzing'

IMEX friends in the Far East report that business tourism in Asia is bouncing back following the recent epidemic. For example, **Sharon Wood** from the Hong Kong Tourist Board reports 'SARS is over and delegates can feel 100% confident about their visit. Over 80 major international trade fairs and events are scheduled between now and June 2004'. Adds **Anthony Wong** of Asian Overland Service, Kuala Lumpur, Malaysia, 'Things are buzzing again. Hotels are now achieving almost normal occupancy from 70% - 80%, and conferences are coming back - almost with a vengeance!'



First European Reception at MPI's WEC

The MPI WEC in San Francisco saw its first ever European Welcome Reception, sponsored by IMEX this summer. Initiated by MPI Belgium's president, Maarten Vanneste of Abbit, the reception attracted more than 50 Europeans as well as a number of MPI VIPs including Colin Rorrie, MPI's future CEO, David Dubois the Executive Vice President of the MPI Foundation, Patricia Dameron, VP of Member Growth and Care, Didier Scaillet, Director of European Operations and Global Development plus many other MPI VIP's.

Maarten Vanneste of Abbit Meeting Support said: *"It felt great to get so many Europeans together in one room. Just having that welcoming moment must have made all first timers feel more at ease. Receiving the support from IMEX for this initiative makes it better and more complete - it's an ideal networking event and a perfect way to kick-off the conference."*

Further European Receptions will be hosted at MPI's WEC and PEC events.



IMEX at forefront of global 'bounceback'

● writes **Paul Flackett***

The meetings and incentive travel sectors are determined to recover strongly from the challenges of recent years. That's what industry colleagues - both exhibitors and our intermediaries - are telling me during events I attend and presentations I make from Mexico to Stockholm, Dublin to Auckland, Washington DC to Geneva.

It is a positive attitude that enhances the role IMEX intends to play at the forefront of this global 'bounceback'. There will be industry changes, of course .. for example, a greater emphasis on professionalism, a more

focussed approach, and in particular a new appreciation of the importance of event evaluation and return on investment.

Momentum

IMEX will again be a sell-out in 2004, and the industry by next May should be experiencing a new and confident sense of momentum and progress. It promises to be a very buoyant exhibition at a crucial time of resurgence in the industry.

***Paul Flackett** is IMEX Managing Director paul@imex-frankfurt.com



Exhibition partnerships

IMEX is working with other exhibitions throughout the world to develop the effective targeting and servicing of buyers through a number of joint projects and marketing initiatives. These partners include **SHIE** in Sweden (27- 29 January 2004); **BTC International** in Italy (2-4 December 2003); **IT&ME** in the United States (16-18 September 2003); **IT&CMA** in Thailand (4 - 6 November); and **CHA-Marketplace** in Puerto Rico (11-13 January 2004). Each partnership has been established through a series of different projects and initiatives such as the Asian Future Leaders Forum (p.7) and a strong marketing and strategic alliance in Italy (p.9).

Trends Survey

Forecasting 2004

Positive signs that business tourism sectors are consolidating and that economic conditions are improving after a period dominated by epidemics, recession and terrorism, are noted in an industry trends survey by IMEX. It has been compiled from reports from specialists around the world.

Good news

There is good news for European destinations because these are perceived to be among the safest. In particular former countries in East Europe are currently 'hot'. Other worldwide locations seen to be relatively secure are, for example, North and South America, Australia and New Zealand, the Caribbean, South Africa, Sri Lanka and Japan. Also expecting greater success are all Far Eastern countries, now reporting high levels of interest following the conclusion of the SARS threat. Certain Middle East and Asian countries are also doing well. 'Exotic' (relative) newcomers like St Petersburg, Myanmar, Oman, Estonia and Latvia are also highly regarded.

Leaner, fitter

A new leaner, fitter sector has emerged. Meetings and motivational agencies say that their costs are

controlled, their offers more creative and better value, and that their crisis management has worked. They are approaching the future with great confidence.

Popular, in particular, are event themes that adopt 'soft' values like people-to-people, wellness or green concerns, but there is a place also for thrill-driven adventure pursuits in challenging environments like the desert, ocean, mountains or wilderness areas.

Short-termism

In the foreseeable future there will be continuing short-termism amongst decision-makers. Many events are being planned up to only three, or at most six months ahead. There is a tendency for numbers to be restricted, duration reduced, and journey times minimised.

Nevertheless, there is growing expectation that recovery is solidly and genuinely underway.

Association Day and Evening 2004

“Your Boss – the Member: satisfying an insatiable appetite”



The programme for the next IMEX Association Day (May 11th 2004) is now near completion. Once again, ICCA will be taking the organisational lead in collaboration with ESAE, ASAE, AIPC, IAPCO and

IACVB. The 2004 programme has been developed through a detailed assessment of those who attended last time to ensure that the topics and format are both relevant and topical. The theme of “Your Boss - the Member: satisfying

an insatiable appetite” 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

Due to the success of last year’s event, IMEX is forecasting an increased attendance of around 200 people and is undertaking a large, dedicated marketing campaign focussed on the association executive. This takes the form of direct mailings, intermediary and personal contact, association surveys and continued PR. Exhibitors who are members of the participating associations will once again have the chance to network with these influential buyers at the Hilton Hotel, Frankfurt, on the evening of May 11th, 2004. Registration for the event will be available through the associations in the New Year.

www.imex-frankfurt.com/assc-day



Explaining Germany's meetings success

● writes **Dr. Patrick Partridge***

It is well known that the meetings sector in Germany is of major international importance. Around 1.3m events were staged in 2002, of which 130,000 were held in 80 countries elsewhere. What explains this success?

Germany is the world’s third largest economic market accounting for about one-third of Euroland’s overall GDP, and is export-driven, with exports worth 648 billion Euros in 2002. Research and development, market analysis, product innovation, business networking and industry communications are viewed as essential components of this achievement.

One consequence is that Germany is becoming increasingly important within global import and export strategies. Conferences, meetings, seminars and trade

fairs play a very important role in these dynamic processes of exchange since knowledge is increasing exponentially and harnessing it is seen as the basis for future corporate success. Germany has become the key international platform for the transfer of such scientific and economic intelligence – particularly via its international trade, industry and association events. These create opportunities for the research, promotion and worldwide sale of new products and services, and also offer valuable opportunities for the establishment of new business partnerships and working relationships.

Dr Patrick Partridge is an adviser on tourism marketing and public relations
Dr.Partridge@t-online.de
www.dr-patrick-partridge.de

IMEX Team Review

IMEX is delighted to welcome the following new team members:



Sherry Farmer:
 Head of Finance
sherry@imex-frankfurt.com



Steve Greenspan:
 Sales Manager, USA
sgreenspan@pgi.com



Cath Aduramo:
 Organising Coordinator
catharine@imex-frankfurt.com



Claire Hulton:
 Account Manager, Hosted Buyer Programmes, Europe
claire@imex-frankfurt.com

Hosting Update

● writes **Nikki Williams***



IMEX is on target to achieve the promised 10% increase in its total of hosted buyers for 2004. These VIP decision-makers travel and stay free as guests of the organisers, and around 2750 are expected from more than 30 countries.

Highlights of next year's programme include extra numbers from long-haul markets, notably North America, as well as buyers from emerging markets such as Russia and the Middle East. The Switzerland Conference and Incentive Bureau expects to bring up to 80 top buyers both from long-haul and European countries who will combine their visit to IMEX with a fam trip and workshop in Switzerland. IMEX is also expanding its marketing presence in Latin America and Asia to increase the number of buyers from these regions at IMEX 2004 and is working closely with a number of airlines in order to generate these extra buyers.

I am also delighted to welcome Claire Hulton into the hosted team who will be responsible for German-speaking countries and the Association sector. This role high-lights our increasing focus on these influential Association decision makers who we are targeting through a specialised marketing campaign which incorporates both direct mail campaigns, newsletters, PR and continued personal contact through intermediaries.

Also new will be improvements to our website arrangements recommended by our 'hosting intermediaries' (who carefully qualify and help manage the visits by VIP buyers) and which will assist both buyers and exhibitors.

***Nikki Williams** is Director for the Hosted Buyer programme.

nikki@imex-frankfurt.com

Aisle be there!

Sponsorship opportunities are now available to help raise your profile at IMEX 2004

Thousands of visitors to IMEX 2004 will be looking for inspiration. Your company can catch their eye and their buying power with these high-profile sponsorship opportunities from the IMEX promotional programme - from the Aisle Marker Cubes to our state of the art Webcast, the variety of options means that there are sponsorship opportunities to fit a range of budgets.

For more details please contact Debbie Stanford: debbie@imex-frankfurt.com or visit www.imex-frankfurt.com/sponsorship

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Are multicultural incentives a contradiction?

Incentives and motivation are closely linked to leadership and management – the ability of leaders to get people to do what they want done while making them feel it is good for them, or even their own idea. Gaining allegiance from people who do *not* share the same values, customs, habits, preferences and laws is, naturally, more difficult. Yet the mergers and joint ventures of the 21st century are now heralding an era of kaleidoscopic international contact. Nevertheless, there is no international formula for motivation.

If we consider the main cultural categories – linear-active, multi-active and reactive – we see differences in their susceptibility to being motivated. **Linear-active** people (e.g. Brits, Americans, Germans, Swiss) are traditionally impressed by deeds rather than words. Honesty, transparency and achievement count for a lot. Career challenge and money used to be important but now globalisation itself is a motivational factor.

By contrast, **multi-actives**, the Latins, Slavs and Africans, were traditionally motivated by words more than deeds and by expression of human understanding. Their idea of globalisation is a "civilised" one, with a compromise between materialistic goals and softer human values. Forgiveness of debt and generous aid from richer countries is part of the picture here. Multi-actives also gain inspiration from people or circumstances that boost their self-confidence.

Reactive people, e.g. most Asians, have a third view of globalisation, in which the huge Asian markets of the future (India, China, Indonesia) would benefit from strategic East-West alliances, especially in high tech fields. Individuals, in Asia particularly, look forward to a century of increased leisure time, foreign travel and international contact (things denied to Japanese, Chinese and other East Asians in the 19th and 20th centuries).

In the travel industry, therefore, it is now more pressing than ever to select incentives and plan events with cultural factors in mind. Don't follow the example of an American company that rewarded its French employees with t-shirts bearing the slogan 'Have a nice day!' if you want to ensure good morale!

A longer version of this article appears on:

www.imex-frankfurt.com/spec-proj and click on **CROSS CULTURAL SKILLS**

Better your understanding of the multicultural MICE industry

Richard Lewis Communications has also developed a residential training course tailored to the meeting and incentive travel trade professional with the help of IMEX and scheduled for Autumn 2003. The course is intended to improve performance when doing business across cultures. This 2-day course takes place on 13-14 November 2003 at Richard Lewis' country house Headquarters in southern England. For more details about costs, content and programme please contact Harold Formstone of RLC.

harold.formstone@rlcglobal.com

Richard Lewis Communications

www.rlcglobal.com

