



# IMEX Politicians' Forum 2010

*Committed to creating a more harmonious and effective working relationship between the meetings industry and Politicians for the benefit of local and national economies.*

The IMEX Politicians' Forum, now in its 8<sup>th</sup> year, attracts some 25 politicians and 60 senior meetings industry executives from around the world. The Forum is widely regarded as the most important event in the meetings year, giving politicians and meetings executives the opportunity to meet and discuss areas of mutual interest and concern. In recognition of the very considerable economic and social benefits that meetings can generate for a city, the Forum has appealed to politicians and managers from cities worldwide. In addition, national politicians have attended to discover the real value of meetings to a national economy.

**"I was immensely impressed with the magnitude of the global meetings industry and the overall setup and impact of IMEX on the sector as well as the networking and business platform it offers to exhibitors."**

Mr Cumhuri Guven Tasbasi, Deputy Governor of Istanbul

## Why should your local or national politicians attend the Forum?

- **Everyone wants "a piece of the action"...** A unique opportunity to visit hundreds of destination stands exhibiting at IMEX and get a real feel for the intense competition. The benefits of the meetings industry are well recognised in many different cities, countries and facilities who are all looking for "a piece of the action"! Learn about the dynamics, demands and challenges of the industry in which you are invested. Politicians will be able to appreciate the objectives of their National Tourist Boards, Convention Bureaux and Convention Centres and the pressures of the international competition they face.
- **It's not tourism...** A chance to understand the real and practical importance of why the meetings industry should be defined as a distinct sector.
- **It's big business...** the meetings industry generates tens of billions annually in any currency, with business travellers generating 3 to 4 times the average per capita spending associated with leisure travellers. The Forum aims to address how this can be maximised at a local level.
- **But it's not just about the money...** the financial returns are far outweighed by the industry's impact on the broader community and economic development. We will address the role that the meetings industry plays in the economic development of communities in terms of meeting training and skills agendas, job creation, investment in infrastructure, heritage, cultural identity and sustainability.
- **Economic development...** A unique and valuable opportunity to meet fellow politicians and industry leaders from around the world to discuss current issues and exchange information to generate ideas for meeting your political agenda, whilst also being sympathetic to the huge impacts government decisions can have on the meetings industry and the local economy.



## The Programme

Tuesday 25 May 2010

- 12:30 **Open Session:** Open to politicians and IMEX delegates.  
*Senior Industry representatives introduce how events can influence the well-being of destinations as a major driver of economic and social development across a range of industries.*
- 14:00 **Visit the IMEX tradeshow.**  
*A chance to see the industry at work and visit your National stand.*
- 16:30 **Politicians Forum.** Exclusive to politicians, industry leaders and civil servants.  
*Politicians give meetings industry leaders an insight into the challenges they face and debate how they can form closer partnerships to achieve common goals.*
- 19:00 **Drinks reception followed by dinner** (Invitation only)

### What is provided for the politicians?

- Complimentary return flights from within Europe to Frankfurt
- 1 nights' accommodation at a 5 star hotel in Frankfurt
- Arrival transfer from Frankfurt Airport
- Complimentary VIP registration to IMEX and the Politicians Forum
- Exclusive drinks Reception and Dinner

**"Any level of government that owns a convention centre or is in the process of developing one is, whether they realize it or not, a significant investor in this industry. As such, they have a responsibility to themselves and their constituents to get the kinds of insights required to achieve the best and broadest possible return on that investment. The Politicians' Forum represents the best possible opportunity to accomplish this and to do so in the company of other government leaders who share their interest and concerns".**

Rod Cameron, Director of Programming and International Development AIPC

**"This Forum was very important for my understanding of the meetings industry and its needs. The most important message is that we must have discussion between professionals and politicians....we must reinforce good collaboration between all the people responsible for a city's tourism."**

Laurent Werhli, Minister of Economy, Tourism and Culture, Montreux, Switzerland.

### Contact Information:

To take advantage of this valuable opportunity, please register your interest in inviting a local or national politician by emailing Debbie Woodbridge at: [debbie.woodbridge@imexexhibitions.com](mailto:debbie.woodbridge@imexexhibitions.com)

You will then be updated with further information and material to assist you.  
**Please visit our website for full information:**  
<http://www.imex-frankfurt.com/politforum.html>



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