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Leading Industry Organisations in Destination Marketing

Activities and roles of international organisations

The entities operating in the meetings industry are represented by numerous associations and other industry-related organisations. The functioning of convention bureaus is closely related to the organisations which enable destination marketing bureaus to meet their objectives.

The offer of associations established within the scope of the meetings industry may be addressed at representatives of all sectors of the market, or may focus on the members representing one of the specialisations of the meetings industry. These organisations associate individuals, legal entities and sometimes combine the two types of membership. The associations operate locally, nationally, continentally or globally.

Depending on the level of market development in a given territory, the organisations may be more or less fragmented, so to speak (Table 4.1).

Table 4.1: Operation area of the associations subject to analysis

State	Continent	Global
ABPCO, EVENTIA, MIA, TS	EVVC, ECM	DI, ILEM, ASAE, ATLAS, MPI, PCMA, SITE, AIPC, ICCA, GMIC, IAPCO, EIC

The current exact number of associations related to the meetings industry has not been stipulated up until now. Nevertheless, a few parameters may be indicated to enable drawing conclusions on this aspect of the meetings market. The Events Industry Council, as an umbrella institution for the associations of the meetings industry, cooperates with over 30 international organisations. Two key trade and networking events for the meetings industry are fairs held by IMEX (imex-frankfurt.com) and

IBTM (ibtmworld.com) which count among their association partners seven and ten international associations, respectively. The number of these associations is certainly higher, which proves a constant need of the meetings industry members to integrate for various purposes, including market development and lobbying, education, problem solving etc.

Over 70% of associations, according to the author's own study, indicate as their priority objectives their educational aim and the development of the members on a global scale. This highlights two factors, namely, the international and multicultural nature of the meetings industry and the need for constant development, for increasing competences and adaptability to rapidly changing business or science disciplines. What is also crucial in the organisation of events is the awareness of all the trends that influence the construction and realisation of meetings. Associations centre their operations around promoting the organisation of meetings, their value, particular tools, products and services. They integrate the circles related to the industry and represent them before external institutions having influence on the industry operation (lobbying). Moreover, they work for establishing norms and standards for the market.

Membership models

As it has already been mentioned, the meetings industry is of relational nature, which is of utmost importance at each stage of event creation, and the relationships are frequently built in an international and multicultural environment. Another feature of the market is that the events are multicomponent, and thus, the variety of stakeholders in the industry as well as service providers results in rich diversity of entities being members of industry-related associations. Consequently, the associations came up with three membership models:

- 1 Individual membership (natural persons),
- 2 Corporate/institutional membership (legal entities),
- 3 Individual and corporate membership (Table 4.2).

Table 4.2: Association membership models – examples

Individual	Corporate	Individual/Corporate
ASAE, ATLAS, EVVC, MIA, MPI, PCMA, SITE, TS	AIPC, EVENTIA, ICCA, GMIC, IAPCO, EIC	ABPCO, DI, ECM, ILEM

Table 4.3: A summary of organisations in the meetings industry

Association name	Operation territory	Number of members	Est'd
Membership type: Individual			
ASAE & CENTER for Association Leadership	Global	44,000	1920
Association for Tourism and Leisure Education – ATLAS	Global	165	1991
European Association of Event Centres - EVVC	Continental (Europe)	320	1955
International Association of Professional Congress Organisers – IAPCO	Global	135	1968
Meeting Industry Association – MIA	Domestic (UK)	1000	1990
Meeting Professionals International – MPI	Global	19000	1972
Professional Convention Management Association – PCMA	Global	7000	1956
Society of Incentive & Travel Executives – SITE	Global	2200	1973
Tourism Society – TS	Domestic (UK)	120	1977
Union of International Associations - UIA	Global	300	1907
Membership type: Corporate			
International Association of Congress Centres – AIPC	Global	189	1958
EVENTIA	Domestic (UK)	5000	2006
International Congress and Convention Association ICCA	Global	1162	1963
Joint Meetings Industry Council – JMIC	Global	19 associations	1978
Membership type: Individual/ Corporate			
Association of British Professional Conference Organisers – ABPCO	Domestic (UK)	105	1981
Convention Industry Council – CIC	Global	32 organisations; 103,500 individuals; 19,500 companies	1948
Destination International – DI	Global	4700	1914
European Cities Marketing – ECM	Continental (Europe)	125	1991
European Federation of Associations of Professional Congress Organisers – EFAPCO	Continental (Europe)	12 associations; 100 individuals	2004
International Live Events Associatio – ILEM	Global	5000	1987