

# DECLARATION OF SUPPORT FOR THE MEETINGS AND EVENTS INDUSTRY

*“In a critical period of global economic transition and recovery,  
I believe that creating jobs and retraining work forces,  
increasing trade and inward investment,  
spreading knowledge and improving professional practices,  
enhancing innovation and creative development,  
nurturing community awareness and advancement  
and stimulating business regeneration are all essential factors  
in sustaining long term economic growth and stability.*

*I further acknowledge the key role that meetings and events  
play in delivering these important objectives  
by instigating and facilitating the critical interactions required to  
exchange information, share knowledge and achieve consensus  
while at the same time enriching the visitor economy and raising the  
profile of the host destination.”*



I AGREE WITH THIS DECLARATION AND FURTHER ACKNOWLEDGE THAT  
MY AGREEMENT MAY BE REFERENCED TO HELP ADVANCE INDUSTRY  
COMMUNICATIONS.

Signature

Date

Name

Position

Destination

*The meetings and events industry is a major driver of economic growth and development in the world economy where it serves to:*

- **Create Jobs and retraining workforces** by providing skilled employment to a diverse workforce and presenting an opportunity to nurture and develop creative, logistical and marketing talent.
- **Increase Trade** by promoting international collaboration which encourages and sustains business and professional networks.
- **Attract Inward Investment** by promoting the profile of a city or region. This enables destinations to focus on attracting events to develop their core competencies.
- **Spread Knowledge** by facilitating academic, technical and professional advancement by encouraging the global development and exchange of research, knowledge, standards and practices.
- **Enhance Innovation & Creative Development** by acting as a catalyst for research collaborations that lead to the development of new products and technologies. Out of events come the creativity and innovation that helps distinguish world-leading cities from the runners up.
- **Nurture Community Cohesion** by enhancing professional development which brings regional and international expertise into the community where it is accessible to local professionals. This results in the implementation of new knowledge, techniques or materials that improve outcomes for the wider community.
- **Create Regeneration** by being a major contributor to infrastructure development on a national, regional and local level from both the public and private sector and providing opportunities for further destination expansion and growth.
- **Sustain Long Term Economic Growth** by creating forums to facilitate broad networks, innovative and creative advancement.
- **Enrich the Visitor Economy** by creating added value for tourism. A diverse range of annual festivals and promotional events showcase excellence in the creative industries and provide an iconic focus for the visitor economy. Not only is the business event visitor the most lucrative visitor but many will extend their stay and return with their families and friends.
- **Shape Destinations** by hosting international events which showcase a destination's core competencies to the rest of the world.

*It is critical that national and local governments, whose communities benefit from these positive impacts and whose ongoing support is essential to sustaining the continuing success of this industry, recognise and endorse these values.*

The Politicians Forum is organised by IMEX in collaboration with European Cities Marketing (ECM) and the International Association of Convention Centres (AIPC), under the auspices of the Joint Meetings Industry Council (JMIC).

This Declaration is an IMEX Advocacy Programme initiative which is supported by:



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