



Benefits from attending IMEX 2007.

IMEX provided a unique opportunity to experience a global tradeshow first hand. The meetings and events industry is rapidly expanding and as seen at IMEX, the emerging destinations clearly demonstrated the way in which the industry is moving forward, particularly within destinations such as China and the Eastern European countries. Despite being from the Asia Pacific region, I believe it is still important to realise what is happening on a global scale within the industry, and IMEX certainly provided this opportunity.

There is no doubt that meeting with other professionals within the MICE industry from all over the world has been beneficial for my career. The amount of contacts that I made far surpassed my expectations. These are people with whom I will continue to stay in contact with and hopefully meet again in the near future.

The main component of the trade show for me was to attend the Future Leaders Forum. Attending this forum gave an in-depth overview to the industry, and personally, confirmed that I have chosen the most exciting and dynamic industry to work in!

Topics discussed at the forum included *Making the Most of Personality Differences, Multi-Generation Leadership, Creative Marketing, Career Pathways within the industry, Trends in the Meeting Industry, Recruiting Top Talent, and, Cross-Cultural Understanding for Effective Business in the MICE Industry*. The highly experienced speakers shared their knowledge, experience and enthusiasm with the 150 participants, most of whom were students within European Universities.

The prize also provided entry into any seminars of my choice. One of the most beneficial seminars for me was on the topic of 'Green Meetings'. I raised this issue in my presentation, particularly about how we, as an industry, need to take some responsibility for the environment and that this issue cannot be ignored. As per my presentation, one of my goals is to help set the environmental benchmark for Australian Bureaux, and this seminar gave a number of suggestions and advice, as well as an open discussion about the challenges that come with 'greening' a meeting and an organisation.

I was also fortunate to attend and accept an award at the Gala Dinner located at the spectacular *Alte Oper*, which is the Opera House in Frankfurt. Once again, it was a tremendous experience to meet industry leaders who have been the 'pioneers' of the industry over the years!

As I had only attended tradeshow within Australia, IMEX has definitely opened my eyes to the MICE industry on a global scale. It has introduced me to new people from all over the world and has helped position myself within the industry. Most importantly, it has helped me develop personally, gain broader awareness and knowledge of our competitors, and has motivated me to perform to the maximum potential within my current position.

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