

AQUILA NON CAPIT MUSCAS

– the eagle does not catch flies

Is it not true that everyone dreams about being an eagle and learning how to fly, even if just for one day? About setting your body and mind free so that a by definition sedentary species could turn partially migratory? Importantly, we know that eagles prey mainly on fish, waterfowl, sometimes carrion. However, we can be pretty sure that lies are not on its menu.

Let us start from the beginning and define the proverbial fly and the eagle. IMEX America 2019 is ahead of us – the latest edition of the prestigious exhibition, an exchange of concepts, bilateral meetings and innumerable cocktail parties. The eagle nests high in the tops of tall trees, on branches near the trunk or on ledges of rocky cliffs. In other words, rather noble, but also demanding places. Major players also meet where they should be seen, for example, in Las Vegas. However, if you are planning to attend and showcase yourself, it is highly recommended that you are as strong as an eagle. This precisely is the goal that global associations are focused on in the months to come. Back in 2018 the Global MICE Collaborative was launched at IMEX America. According to the President of Meeting Professionals International (MPI), “The Global MICE Collaborative will be the world’s first comprehensive community for Meeting, Incentive, Convention and Exhibition (MICE) professionals”. It was made possible by three global organisations coming together – the abovementioned MPI, International Association for Events and Exhibitions (IAEE) and Society for Incentive Travel Excellence (SITE). In this way they provided professional resources on educating, developing and transforming the MICE community worldwide. This is important to note because many destinations investing in the MICE infrastructure lack the knowledge to guarantee

world-class experiences. The Global MICE Collaborative, on the other hand, offers five ways to workforce development:

- Professional competencies: education and certification to develop the workforce and advance the professionalism of the industry.
- Live events: bringing MICE professionals together in “experiences that inspire, energise and provide ongoing professional development and business exchanges”.
- Peer-to-peer engagement: creating a community for MICE professionals and their collaborators.
- Destination consulting: providing consultation, education and market research enabling destination marketing organisations to accomplish success
- Research: delivering trend-reporting and pan-industry initiatives to bring awareness of the value of the MICE industry.

To play with the big boys you need to focus on key customers, most important contracts and showcase the strength of your organisation. To be an eagle in a given field and continue to develop in this direction. This is also why the Global MICE Collaborative was founded in the first place. MPI, SITE and IAEE believe that listening to stronger contenders pays off especially when building new initiatives in particular destinations. Together they can provide not only knowledge and experience, but also develop the me-

etings industry by directly engaging its members.

AUDENTES FORTUNA IU VAT – FORTUNE FAVOURS THE BOLD

You can achieve more if you work together. Another example of this approach is provided by cooperation of Destinations International (DI) and Professional Conference Management Association (PCMA), which announced a joint venture for Destination Showcase, an annual meeting connecting business events organisers with CVBs (convention and visitors bureaux). The project is intended to coordinate and secure even more events for particular involved destinations. The Showcase has been an important programme run by Destinations International and North America’s only one-day event to connect meeting planners with CVBs so the former can better understand how the latter are the key to making events successful. The new venture with PCMA will certainly further enhance Destination Showcase’s impact both to meeting planners and destination organisations. “The joint undertaking with PCMA will truly elevate the value of Destination Showcase for the planner community and DI members”, commented Don Welsh, President of Destinations International. “This cooperation fulfils a vision of bringing together the education PCMA is known for with the important commerce opportunities Destinations International provides”, added Sherrif

Karamat, President of PCMA. A crucial element of each cooperation involves choosing a right destination. This is an important stage since fortune favours the bold as long as the latter create convenient conditions for development and self-fulfilment. In this case, Washington was selected as the global headquarters of DI and many other associations and corporations. As a result, it is the ideal platform for business events organisers and all types of suppliers of services aimed at the meetings industry. Destination Showcase partners paid attention to the fact that CVBs connect unique attributes of destinations to elevate the event experience, source local leaders and help evaluate a meeting's economic impact and success. Destination Showcase 2020 is expected to launch several novel and exciting elements. The organisers announce, however, that they are not planning to follow it with successive major redesign. Instead, they will focus on getting audience engaged and showcase innovations in the marketplace. The synergy co-created by PCMA and DI is worth analysing, especially in the context of the development of organisations connected with the market of North America. After all, DI is a global community of over 5,000 professionals from nearly 600 destinations around the world. PCMA, meanwhile, in recent years symptomatically placed emphasis on the development of education, a move appreciated not only by its members, but virtually all professionals connected with the industry.

ACTUM NE AGAS – NEVER DO WHAT HAS ALREADY BEEN DONE

Among initiatives demonstrating global consolidation, the Incentive Travel Industry Index (ITII) project involves three associations connected with incentive events and employee management. Financial & Insurance Conference Professionals (FICP), Incentive Research Foundation (IRF) and Society for Incentive Travel Excellence (SITE) decided that they will not be working on three diffe-

rent research projects, but rather focus on a single index. The consolidated study is at once a historical snapshot of where the industry has come from and a predictive hypothesis of where it is going. For the next three years, that is until 2021, the organisation will be partnering with Oxford Economics, a research company well known to global incentive travel professionals for its extensive work with the Event Industry Council (EIC), US Travel Association and Meetings Mean Business coalition. The first results of the joint study on the global incentive travel were presented already last year. This was a breakthrough for the industry, providing an unprecedented and consolidated insight in the current condition of incentive travels and pointing out the direction that they should follow. Conducted in association with J. D. Power, the initiative is a wide-ranging analysis of business conditions, attitudes and expectations impacting the incentive travel and motivational events industry worldwide. With more than 1,000 respondents from more than 80 countries, this was the largest survey ever to be conducted among senior players in the incentive travel sector. This year's outcome will probably demonstrate the industry's developments and draw attention to the latest trends. The example of cooperation between three organisations related to incentive travel shows the potentially crucial role of the consolidation of operations

in an experienced market and how the joint strength of three key players can generate a force aimed at solidifying a given market segment.

ABSENS CARENS – THE ABSENT GETS NOTHING

Is it not true that everyone dreams about being an eagle and learning how to fly, even if just for one day? About feasting after successful hunting? It so happens that hunting eagles usually secure bountiful prey. Those who do not participate in hunting parties of this kind are shooting themselves in the foot. The absent, since this is who we are talking about, unfortunately have no voice. The lasting impression that I would like to leave with you this time is the fact that global players such as MPI, SITE, FICP, ICEE, DI or IRF cooperate with each other. They act under a single umbrella, search for solutions that would give more potential of development and securing new partners. Since global associations can do this, I am sure that local organisations and chambers of commerce can follow suit, together with us, local community members and activists operating within them. You can achieve more if you work together. *Aquila non capit muscas* – together it is worth hunting for business that will provide us with a lot of satisfaction and joy.

■ Krzysztof Celuch



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ABOUT THE AUTHOR

DR KRZYSZTOF CELUCH is a speaker, an academic lecturer, an entrepreneur and certified trainer (CMM, CITE, CIS, HMCC, CED). His company **Celuch Consulting** specializes in the meetings industry and event marketing helping organizations in a journey from content to impact. Head of the Poland Convention Bureau Polish Tourist Organization (2009-2017). Krzysztof gained professional experience by working in convention bureaus, being involved in international associations and organisations, as well as by conducting scientific research. As a lecturer he cooperates with, i.a. San Diego State University, Skema Business School and several Polish universities. He is an author of articles and books dedicated to the meetings industry, reports and research projects, including *The Economic Impact of Poland's Meetings Industry*. Finally, Krzysztof has been distinguished by numerous international awards and distinctions, i.a. MPI Rise Award, Events Industry Council Pacesetter Award and, presented by the Ministry of Sport and Tourism of the Republic of Poland, the honorary distinction "For contributions to tourism".