

CIMPA

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CONNECTED INTERNATIONAL
MEETING PROFESSIONALS
ASSOCIATION

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Taking CIMPA to the next level

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The CIMPA Advisory Board met recently in Washington, D.C. to develop plans for the continued growth and development of programs. Programs ideas discussed were:

- Meeting planner challenges of the 21st century
- Security issues related to international conferences
- Making technology work for you
- Cultural diversity for all inclusive meetings
- Economic issues that affect selection of meeting locations and related costs
- The cost of negotiating meeting contracts
- The value of membership in CIMPA
- Updating the CIMPA website and linking it to other search engines

Meet the CIMPA Advisory Board

Dr. Hanson Ansary - Chicago, Illinois

Fran Close - Atlanta, Georgia

Cathy Gonzalez - Albuquerque, NM

Margaret Gonzalez - Houston, Texas

Roberto Llamas - Vienna, Virginia

Dr. Leonard Kopelman - Boston, Massachusetts

Lana Kim - San Francisco, California

Daret Matthews - Palm Harbor, Florida

Dr. Josie Olympia - Buffalo, New York

Nolan Sigler - Fairfax, Virginia

Mark Sonder - Linden, Virginia

Dr. Kenneth Webster - Largo, Florida



LIDA PETERSON (SEATED ON THE LEFT), HER SISTERS AND "CIMPA WOMEN" AT THE DINNER TRIBUTE FOR DR. SIGLER

**"BEING WITH THE
FANTASTIC GROUP WAS
AN EDUCATIONAL
EXPERIENCE AND OF
COURSE, THE CITY OF
BEIJING AND THE
GREAT WALL - HOW
CAN ONE NOT PINCH
ONESELF TO SEE THAT
WONDER?"**

- MARYANN JONES



THE GROUP BRAVING THE COLD WALK ON THE WALL OF CHINA

Meet the New CIMPA President

Nolida "Lida" Peterson is the current President of CIMPA. She is the oldest daughter of Dr. Andrea Sigler. Upon Dr. Sigler's passing, the task of leading this organization was passed on to her. She is helped by her sisters and a Board of Advisors.

Lida has a Business Management degree from the University of the Philippines. Her first job after college was to take care of the family's various holdings. When the family moved to the United States, she found that Information Technology was the way to go and found that she has a real aptitude for it. She worked for a consulting firm writing tutorials and teaching clients on how to use various software. She went on to become a Systems Administrator and Programmer working for several different consulting firms. She worked for the International Monetary Fund for 12 years as a Senior Network Administrator taking care of 4500 people as well as over 100 servers along with a team of other Network Administrators.

Meeting planning just like Network administration requires organization and attention to details. Because of the similarity, Lida helped her Mom in various capacities (technical support, driving conference attendees to events, meeting planner) over the years. She coordinated and traveled to the last Annual Meeting in Beijing, China as Dr. Sigler was unable to travel with the group.

CIMPA Helps Meeting Planners

CIMPA membership is a good place for meeting planners to prepare themselves for the challenging times in which we live and work. For me, my twelve years as a member of CIMPA has only enhanced my knowledge and development as a meeting planner.

As meeting planners, we realize the importance of producing events geared to accomplish the specific mission of the organization we represent. Our plans and budgets are built with these goals in mind. Our overall goal should be to develop programs that help our attendees to grow in their business endeavors.

CIMPA can help us attain our goals and meet our mission challenges. Through CIMPA we can develop a network of friends and associates with similar interests, while sharing the strategies that have worked for us. Members can assist one another in such areas as contract negotiations, budget planning, technology utilization, and site selection.

I encourage each of you to become an active CIMPA member. Plan now to join us at our next conference in October. You will be glad you did.

Dr. Kenneth E. Webster
CIMPA Advisory Board

CHECK OUT THE CIMPA WEBSITE

WWW.CIMPA.ORG

Did you know?

CIMPA is listed as one of the "Hot 10 Professional Associations in the Industry" by "Facilities and Destinations", the #1 source for Association Convention and Trade Show Planners.

Improve your Communication Techniques

We have often heard about the need to communicate with our constituents. But have we really put it into practice? Yet, communication planning is a critical component to successful events planning. No longer is it sufficient to send out an e-mail telling everyone about your event. In today's environment you need to spread your message in a variety of ways to reach your targeted audience.

Here are some steps to consider with communications

planning:

The content, purpose, format and frequency of communications needs to be targeted to your specific audience or group.

Consider a variety of forms for communicating such as: e-mail, website posting, conference calls, direct mail and news publications.

Identifying the purpose of the communication whether it is to solicit meeting or convention attendance, inform staff of meeting plans,

advise corporate leaders regarding your meeting planning process, or to solicit corporate participation.

Keep the communication simple so that all participants can understand the message.

Plan to communicate early and often to be sure your message is reaching the diverse population you seek to support your event.



AWARDEES AT LAST CONFERENCE'S AWARDS BANQUET

Destination Management

by Elda Laura Cerda

Basic Elements of a tourism destination which destination management must address are

- Attractions
- Amenities
- Accesibility
- Image
- Price

Effective Destination Management must:

- Deliver quality of visitor experiences and exceed expectations
- Contribute to the longer term prosperity and development of the local community
- Improve the profitability of the business sector—the lifeblood of any destination's tourism industry
- Ensure a responsible and sustainable balance between economic,

socio-cultural and environmental impacts

The coordinated management of all the elements that make up the destination addresses key functions:

- Marketing to get people to visit in the first place
- Delivery of services on the ground to ensure that expectations are met at the destination
- Ensuring a suitable environment (physical, social and economic) in which to develop tourism

Key players in Destination Management must include National and provincial/regional government; economic development agencies; local authorities; town center management organizations; park authorities; transport providers; attractions, events & cultural organizations; accommodation pro-

viders; restaurant, leisure & retail operators; intermediaries like tour operators & conference organizers; local tourism consortia & partnerships; business support agencies; skills development organizations.

Destination management is complex and has many stakeholders, both public and private sector. The Destination Management Organization (DMO) has a crucial leadership role, if not a major delivery. Destination Management and Marketing requires a holistic approach implemented through partnerships. A destination will succeed only when it harnesses the talents of both sectors.

Different circumstances will require different solutions and developing a clear strategy will provide a framework for planning and help destinations compete effectively.

Greetings to CIMPA from the City of Albuquerque



Bring your Conferences to Albuquerque,

the Land of Enchantment



JAN BARTEE & DONNA LASHUA AT TIANANMEN SQUARE

We are attempting to change the rules of the game and take meetings to the next level

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CIMPA is unlike most meeting planning organizations. It is an online association of buyers and sellers of meeting and travel products and services with a mission.

MISSION

The mission of CIMPA is to connect people of different cultures through meetings, travel and the internet for the purpose of promoting understanding, tolerance and friendships. By being connected to each other and to resources on the internet, members of this community will more easily share tools, information and ideas to plan cost-effective and successful meetings, travel and incentives.

FOCUS

CIMPA takes it for granted that state-of-the-art tools and methodology are important for efficient travel and meetings. But its focus is on results. We focus on achieving meeting objectives and allowing attendees to experience the world and bond with its people.

This is probably the most significant difference in philosophy between CIMPA and other meeting planning organizations.