



ASSOCIATION  
MEETINGS  
INTERNATIONAL

ami

THE MAGAZINE FOR THE INTERNATIONAL CONVENTION INDUSTRY

# The world's top congress organisers read **ami** because...



“I prefer **ami** to other magazines because it gives a voice to associations, not only to commercial organisations, and it is contributing to creating a network of association executives, therefore empowering our profession”

Annalisa Ponchia, Executive Officer,  
European Society for Organ Transplantation



“**ami** brings our professional community together with insights from industry leaders. It makes us aware of opportunities around the world - how to stay green, where/how to outsource events, voluntary association management services and country facilities. It's a 'must' read for every association executive who wants to remain up to date with events-related information”

Isabel Mortara, Executive Director,  
Kenes Association Management



“**ami** is a valuable tool for my organisation as it offers vital insight by producing first-class industry surveys and venue reports as well as providing fresh information on new technology. For me, **ami** highlights the key issues that determine the evolution of conference organising and it is an important source of up-to-date information for the advances in the industry”

Richard Holmes, International Director of Meetings,  
International League Against Epilepsy



# Targeted circulation

## Circulation profile

ami is uniquely targeted to reach key general secretaries of both international and European associations, federations, societies, councils, committees and unions as well as professional conference organisers, association management companies and international exhibition organisers.

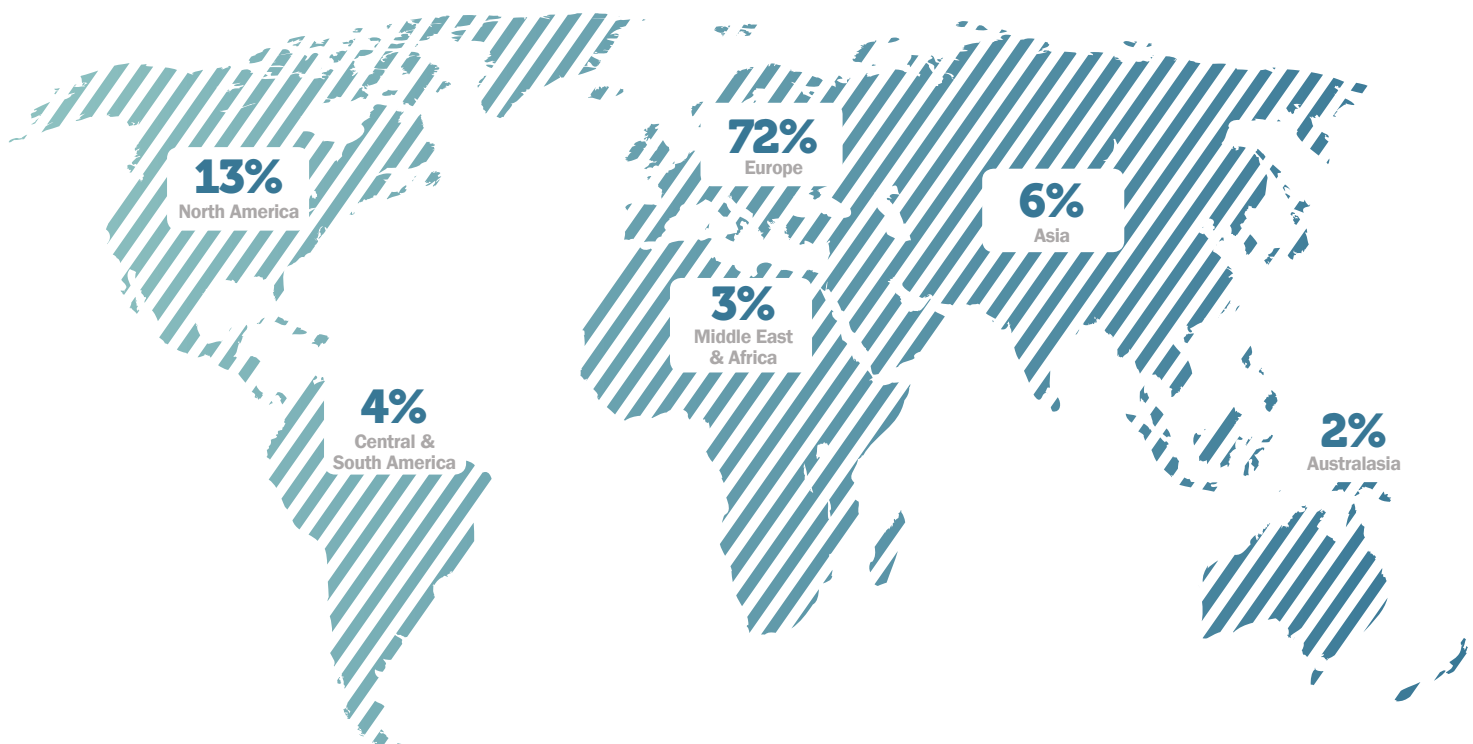
ami's circulation database includes requested readers, a list sourced from the Union of International Associations and updates with international contacts supplied by International Congress and Convention Association Data.

**ABC** Audited average Circulation (July'09-June'10): 10,100



Source: Publisher's statement November 2010

# Global geographical profile



Source: Publisher's statement November 2010

# Association business is smart business



## Associations are reliable

- Associations are legally required to meet. You can count on them once a year.
- They prefer congress centres with on-site hotel facilities, convention hotels and academic venues.
- Their conventions often have an accompanying exhibition.
- Their meetings often require receptions, lunches and gala dinners in the same venue.
- They like to keep their delegates together under one roof.

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## The difference between association and corporate buyers

### How they pay

In the association meetings market, it's the individual delegate who pays

### When times are bad

Associations, by their very constitution, generally stick to their plans

### You can see them coming

Associations are good for your revenue stream. They plan further ahead at predictable intervals



### How they pay

In the corporate meetings market, the company picks up the entire bill

### When times are bad

The corporate market has been known to disappear

### You can't see them coming

Corporates book in a rush to satisfy sales targets

# International association meetings: the current trends

## Spending power is high...

**\$759**

Average delegate expenditure  
per day (US Dollars)

**\$2,682**

Average delegate expenditure  
per meeting (USD)

## How many are there?

ICCA estimates over  
**8,294** such meetings are  
organised regularly

## Winning the business...

Association events rarely  
return to the same  
destination next time round

## Congress venues used

**44%**

convention hotels

**27%**

conference/exhibition centres

**20%**

university venues

We're talking  
**BIG**  
numbers



**54%**

of international  
meetings average more  
than 250 delegates

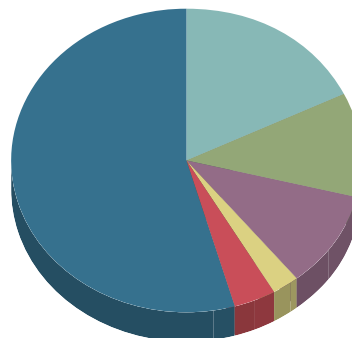
**40%**

are between 250 and  
1,000 delegates

**14%**

are over 1,000  
delegates

## Where meetings are held



Europe	55%
Asia/Middle East	18%
North America	11%
Latin America	10%
Oceania	2%
Africa	4%

Source - ICCA (The International Congress and Convention Association) Data,  
The International Meetings Market 2009 (published July 2010)



# One of the best event industry magazines

We recently carried out a readership survey to find out what the world's leading congress organisers think about ami. The results clearly demonstrate the importance and value leading organisers attach to each issue of ami.

Don't take our word for it...

## 95%

of readers rated **ami** as one of the best event industry magazines

## 92%

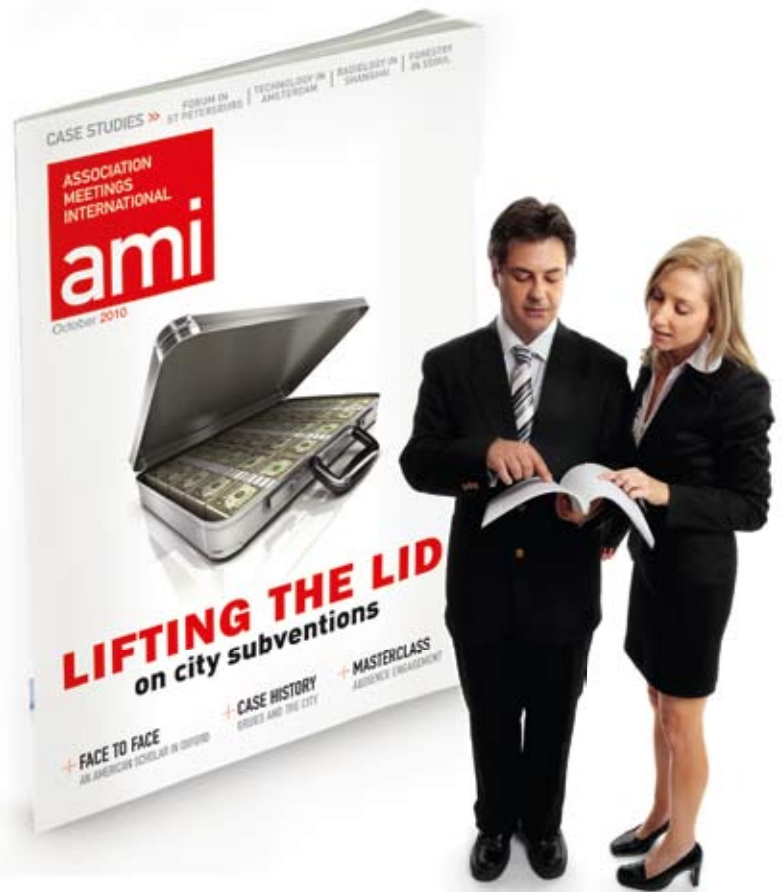
of readers rated the look and design of **ami** as excellent or good

## 89%

of readers rated the overall quality of **ami** as excellent or good

## 86%

of readers rated **ami** editorial content as excellent or good



“As someone who spends most of my time with my head down, dealing with the day-to-day challenges of producing events, **ami** is a welcome source of information, inspiration and confirmation that I'm not the only one in this position. The global market provides us with many opportunities and **ami** helps to identify those that might be appropriate for us. Be assured of the continued support for **ami** from the Conference Consortium and our various partner organisations”



Paddy Costall, Managing Director,  
Conference Consortium and Conference Organiser,  
International Harm Reduction Association

# theBid supplement

The Bid supplements are distributed to the 10,100 database of ami and are uploaded in a digital format to meetpie.com

- Minimum supplement size is 8 pages, increasing in multiples of 4 pages
- The Bid supplement will be written by one of the experienced ami editorial team after consultation with the client



ami provides a good all round view about what's going on within the association world. I particularly enjoy the behind the scenes approach of the face-to-face section

Nikki Walker, Vice President,  
Global Association Management & Consulting, MCI

## ami recommends

- The Bid supplement should appear as if it is produced by the destination as a forerunner to a serious bid from the destination
- The Bid should include a welcome message from a minister or mayor and bullet point facts about the destination
- The Bid should detail inducements for convention organisers – financial, free transportation, added value and civic donations
- Green credentials and CSR programmes should be presented to include plans for reducing the carbon footprint of the convention
- Access, hotels, convention venues, places of interest, pre and post convention tours, host committees, ambassador programmes, local CVB input and any special delegate packages should be detailed
- Recent European and international association event case histories and future successful international convention bid wins should be highlighted

