JMIC | JOINT MEETINGS INDUSTRY COUNCIL

MEDIA RELEASE

Joint Meetings Industry Council (JMIC) brings in Alexander Alles as Executive Director

Brussels, 5 September 2022 - JMIC, the Joint Meetings Industry Council, is delighted to announce the appointment of Alexander Alles as its new Executive Director. Alexander brings experience from a broad career working in both private and non-profit sectors and has occupied a variety of roles including finance, management and international relations.

The appointment follows the official incorporation earlier this year of JMIC, establishing the organisation as a not-for-profit association headquartered in Brussels, Belgium. Most recently, the organisation has been driving crucial issues for the global events industry, collaborating to produce a consistent industry narrative (The JMIC Global Manifesto) and launching the UNFCCC supported "Net Zero Carbon Events Initiative" to facilitate the industry's response to the climate crisis.

He joins JMIC at a crucial moment, in which the events industry emerges from the post-pandemic crisis to re-establish and reconfirm its position as a driver of economic and societal change while setting the course for the future. Sustainability, climate-neutrality and attraction of skilled professionals are just a few examples of challenges the industry faces today.

"We are extremely happy to welcome Alexander Alles as the first Executive Director of the newly incorporated JMIC", states James Rees, JMIC's president. "He will be a great asset for the association with profound experience in relevant areas such as advocacy, management, administration and business development. He is passionate about the meetings industry and we are confident that together with his help we will bring the association to the next level."

Alles adds, "I am excited to embark on this new journey in the B2B meeting industry, which has been close to my heart throughout my professional career. I look forward to be working at JMIC on exciting topics for the benefit of our stakeholders: from post pandemic recovery to Net Zero Carbon Events."

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ABOUT JMIC | The Joint Meetings Industry Council

JMIC is the body that represents the global business events industry. It explains, promotes and demonstrates the value and role that the global business and professional events industry actively contributes to the critical economic and societal benefit of communities around the world and promotes unity and consistency on industry issues to both internal and external audiences. JMIC's membership consists of the leading industry associations from across the sector.

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