

*For immediate release*

## **JMIC Recognises Peter King with Unity Award**

Frankfurt, 15 May 2024: The Joint Meetings Industry Council (JMIC) announces Peter King as the recipient of the Unity Award for 2024. This prestigious award celebrates Peter King's exceptional contributions to the global business events industry, acknowledging his visionary leadership and unwavering commitment to driving positive change.

Peter King, currently serving as the Inaugural Chair of the Australian Business Events Association (ABEA), has been a driving force behind the unification and elevation of the business events sector in Australia. His exemplary leadership has been pivotal in consolidating three industry associations into one unified voice, empowering the Australian business events community to advocate effectively with the government and advance the industry's interests on a wider scale.

As the former CEO of the Melbourne Convention and Exhibition Centre (MCEC), he spearheaded transformative initiatives that propelled MCEC to the forefront of sustainability and innovation in business events. Under his guidance, MCEC not only expanded its physical footprint but also championed social responsibility, becoming the home of iconic fundraising events and pioneering sustainable practices that set new industry standards.

James Rees, President of JMIC says: "Peter King's visionary leadership has earned him recognition from industry organisations, civic bodies, and governmental authorities alike. In honouring Peter King with the Unity Award for 2024, JMIC celebrates his exemplary leadership, tireless advocacy, and transformative impact on the global business events industry."

Melissa Brown, CEO, Australian Business Events Association congratulated Peter King on his award: "Peter King's contributions and influence have left an indelible mark on the landscape of Business Events, contributing to the success and evolution of our industry in Victoria, NSW, Australia and internationally.

"From his tenure as Chief Executive of MCEC to his pivotal roles in esteemed organisations such as the Melbourne Cricket Club, Royal Agricultural Society of NSW, Sydney Showgrounds and AIPC, Peter has played an important role in charting the trajectory and success of Business Events.

"As chair of Australian Business Events Association, he has steered the ship, and generously given his knowledge and guidance, to the betterment of our industry."

**Media Release**

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