

COLLABORATE FOR GOOD 2018: IMEX GROUP



QUICK FACTS:

The IMEX Group organises two global trade shows in the meeting and the events sector. IMEX in Frankfurt has been operating since 2003, whilst IMEX America began in 2011.

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Both trade shows offer unprecedented business opportunities combined with a great industry gathering. Exhibitors at the trade shows include hotels, destinations, cruise lines, airlines, spa resorts, tourist offices and more.

2

The IMEX education programme has grown from 30 seminars in 2003, to over 200 at today's shows. Education covers 10 tracks of learning including sustainability. Almost all sessions are free to attend.

3

This month, we are asking the event industry to focus on SDG number 5

5 GENDER EQUALITY



WHAT DOES THIS MEAN?

The United Nations states that gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous, and sustainable world.

"We've seen a huge shift in attitudes towards gender inequality. We had an amazing response to the women's survey we ran last year which gave us some fantastic insights. This month we're celebrating women, starting with International Women's Day on March 8."

Carina Bauer, CEO of IMEX Group

What does this mean to IMEX?

LET'S SEE HOW IMEX GROUP ARE PROMOTING CHANGE...



IMEX is committed to sustainability: A Sustainable Exhibiting Guide, for example, is produced for each show to encourage all exhibitors to do their part to reduce waste.



IMEX is supporting International Women's Day's call to 'press for progress' by creating platforms such as the 'She Means Business' conference. Speakers from science, tech, media and the UN will address issues faced by women. Created in partnership with TW Tagungswirtschaft, the conference will take place on EduMonday the day before IMEX in Frankfurt opens. Find out more and register.

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Positive Impact asked IMEX GROUP

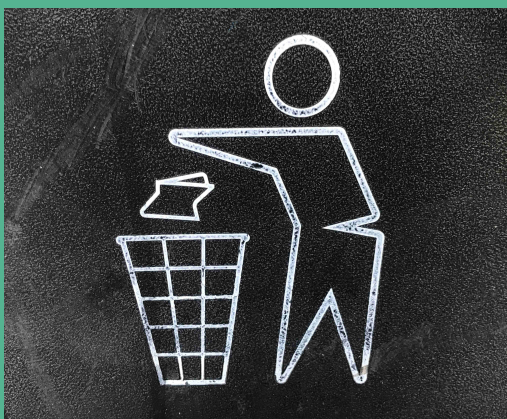


WHAT DIFFERENCE DOES A SUSTAINABLE APPROACH TO EVENTS MAKE?

"Sustainability has been one of our core values since we started 17 years ago. We're committed not only to implementing sustainability best practice at our shows but also encouraging the industry to do so. Over the years it's been heartening to see how many organisations have stepped into the spotlight to demonstrate their own commitment to sustainability."

Carina Bauer, CEO of the IMEX Group

HOW ELSE DO IMEX GROUP WORK TO CREATE A SUSTAINABLE EVENT INDUSTRY?



IMEX is championing their 'Waste Watchers' donation initiative in partnership with non-government organisation Shout Out Loud. Leftover items from IMEX in Frankfurt including food and stationery will be distributed to local charities to help those in need around the area.

The company runs initiatives such as the 'Innovation in Sustainability' award with their partners, the Events Industry Council (EIC).

At IMEX America leftover hotel amenities are re-purposed into Clean the World hygiene kits for donation to The Shade Tree shelter. Lanyards and leftover stand materials are collected for reuse by Teachers Exchange.

There is not just one action which needs to be taken to address the challenge of gender inequality. We think the IMEX team do a great job of walking the walk, inspiring and innovating on opportunities to create a world of gender equality. To find out more go to the IMEX website by clicking...



To learn more about 2018 Collaborate for Good and Positive Impact, just visit our website by clicking our logo to the left!

HERE