



The Meetings and Business Events Industry and its component organisations badly need a powerful and contemporary vehicle for communicating compelling case studies which demonstrate the broader values it generates, not just within the industry itself but to mainstream business, government and community audiences.

The proposal by Fred Productions and James Latham for the delivery of The Iceberg and Business Events World compliment these urgent local and global requirements and our `Value of Meetings Case Study Initiative`.

James Latham is a globally credible media figure with considerable experience and authority in advancing this kind of content. His proposal therefore offers a unique combination of opportunities to pursue our collective goals and I would urge all industry partners and other industry stakeholders to give it serious consideration and support.

Joachim König

A handwritten signature in blue ink, appearing to read "Joachim König", is positioned below the name.

President  
Joint Meetings Industry Council