

NEWS RELEASE

SAACI BECOMES A MEMBER OF THE CONVENTION INDUSTRY COUNCIL

The Southern African Association for the Conference Industry (SAACI) has become a member of the Convention Industry Council (CIC).

The United States based CIC has just over 30 member organisations representing some 103 500 individuals and 19 500 firms in the meetings, conventions and exhibitions industry. It offers tools and programmes designed to support the industry and meet its challenges, facilitate the exchange of information and ideas and educate the public on its profound impact.

Specific programmes include the Certified Meeting Professional (CMP) industry certification programme and the Accepted Practices Exchange (APEX) initiative to develop accepted practices for the industry.

SAACI General Manager Adene Pringle says the association's membership of CIC will hold significant benefits for members. "In our continuing efforts to professionalise the conference industry in South Africa – and all its sub-sectors – our CIC membership will play an important role. I have no doubt that we will now see an increase in the number of CMPs in South Africa. This certification is widely regarded as the most authoritative indicator of professionalism in our industry."

She says SAACI members will now also have access to comprehensive industry reference materials and research reports. The CIC also embarks on specific projects that benefit members, such as the 'Face time. It matters.' campaign that is designed to promote the benefits of meeting face-to-face.

"We are truly delighted with SAACI's acceptance as a CIC member," says National Chairperson Nina Freysen-Pretorius. "It is an indication of the high regard in which our association is held, also internationally, and we look forward to offering our members greater benefits and making a real difference in their businesses."

SAACI has approximately 1 200 members across South Africa, representing all industry sub-sectors such as organisers, venues and support services.

(Ends)

Released by: Martin van Niekerk
Junxion Communications
Tel 012 804 8812
On behalf of: Adene Pringle
SAACI
Tel 011 805 7272
Date: 8 November 2011