

The Iceberg campaign: call for destinations to invest in case studies & storytelling

Dear member,

As you will be aware, ECM is a key member of the Joint Meetings Industry Council ([JMIC](#)) and its `Value of Meetings Case Study Program`.

In addition to this advocacy campaign, JMIC members have also developed a curating platform, [The Iceberg](#), which hosts and distributes legacy case studies and stories. These are then packaged every other week into a newsletter, [Business Events World](#), for the members and other supporting publishers, events, and industry stakeholders to share with their respective communities.

Before the budgeting window for 2018 closes, JMIC and The Iceberg have recently issued a [`Call for Case Studies and Storytelling`](#) featuring a report from our recent ECM Summer School in Dresden.

This video also encourages DMO`s to invest in capturing and documenting legacies which demonstrate the upstream potential of business and professional events - especially to the government and community stakeholders which fund the infrastructure and destination marketing which underpin our industry - but also to shine a light on the relevance of your destination in future bids.



Please view this call to action and feel free to contact The Iceberg`s executive producer, [James Latham](#) or his assistant producer [Megan Meeres](#) to discuss your potential case study or storytelling in partnership with The Iceberg`s publishers, JMIC association content teams, or The Iceberg`s video production team. They will be happy to help guide you to the appropriate industry partner if you need support from them, and also to the UTS framework for case studies which has been developed for consistency of message and academic rigour.

James will be joining our Meetings Industry Steering Group in Barcelona and all three will be at ibtm world should you wish to arrange a time to meet any one of them.

The resulting features and videos will be shared by the JMIC members and Iceberg network of [partners](#) with their respective communities of business and professional event planners all over the world.

James is also hoping, subject to sufficient case studies and storytelling by ECM members, to create a digital magazine featuring your investments once the Iceberg campaign concludes in 2019. This would help us to collectively present Europe as a regional destination of excellence for meetings.

Thank you in advance for your support !

Best regards,

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