

## **Eventia and ITM Form Strategic Alliance** **Knowledge Sharing and Enhanced Output is Target of Partnership**

Events industry association 'Eventia' and the recently re-named "Institute of Travel and Meetings" have today announced the signing of a new strategic alliance. The charter detailing the alliance lists partnership activity and developments targeted at meetings and events professionals in the UK & Ireland across key areas such as *membership, Corporate Responsibility, education and training, industry relations, regulation and legislation, awards and representation.*

Speaking on behalf of Eventia, Izania Downie CEO says '***We are delighted to be announcing our partnership with ITM. This relationship started almost 3 years ago with one joint project and since then we have successfully trialled the sharing of resource on our various CSR initiatives and running an event together. There are some great synergies between the two organisations and it is a natural step for Eventia to work in partnership with ITM.***

She continues '***David Taylor from Grass Roots has been appointed our representative on the ITM Meetings and Events working party, his role is to contribute to the development of tools and standards for the ITM members and to ensure that they take into consideration the work and membership of Eventia.***

Caroline Strachan, ITM Chairman, added "***This relationship only strengthens ITM's work to present a consolidated approach to the management of travel and meetings. There are strong resources available to both organisations and a lot of knowledge to be shared between us through our Meetings and Events Working Party, chaired by Fay Sharpe of Zibrant. We see this as a positive step forwards for the industry and believe it will bring great benefit to each organisations membership moving forward. Eventia has developed as a strong association in the meetings and events sector and we see the two organisations fit together very well.***"

ITM announced its intention during its 2009 conference to focus on a combination of travel and meetings programmes as both buyers and suppliers were seeing consolidation. The partnership is one outcome of a series of planned activity in the coming years. Eventia members voted at its EGM during Summer Eventia to open membership to corporate, association and public sector organisers in a move to include these event professionals within the association, thus providing them with the same opportunities and benefits as its other members. This strategic alliance with the ITM supports that strategy.



Fay Sharpe, ITM Board Director & Managing Director Zibrant,  
Caroline Strachan, ITM Chairman & Global Category Leader - Business Travel, AstraZeneca,  
Izania Downie, CEO Eventia.

## **Ends**

Note for editors:

### **About ITM**

The Institute of Travel & Meetings UK & Ireland (ITM), previously the Institute of Travel Management, was established over 50 years ago to promote knowledge, networks and opportunities within the business travel sector. The association presently represents over 1,000 professional buyers and suppliers with a travel & meetings spend in excess of £34 billion per annum and over 50% of the FTSE 100.

Visit our website: <http://www.itm.org.uk>

### **About the ITM Meetings & Events Working Party**

Established in 2008, the meeting & Events working party is chaired by Fay Sharpe, joint MD of Zibrant and ITM board director. The group's objective is to create content for, and ensure the focus of, ITM for the Meetings & Events Sector

**About Eventia**

Eventia is the trade body representing organisations that provide business solutions through the use of events. It's the hub for conference and incentive travel organisers, live communications agencies, producers of experiential marketing activity, performance improvement programmes and corporate hospitality – as well as suppliers of services to these event management companies.

Visit our website: [www.eventia.org.uk](http://www.eventia.org.uk)

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