



**Your industry, your
trade association**



Who are the mia

- Trade association
- Not for profit organisation
- Owned and governed by the industry
- Board of Members (directors)
- Reporting annually to members (shareholders)
- Full time chief executive
- Full time secretariat team
- Support, sharing best practice, setting standards, educating
- Lobbying and working with government departments to raise awareness
- Owners and keepers of the AIM Secure standard
- Over 800 organisational members – venues & destinations
- 100% of membership must be accredited

It's your association with a direction dictated by you.



Membership Benefits

2020/21

AIM Secure

AIM Secure Legal Document Repository

Touchstone Benchmarking

B2B opportunities

Events

People development & recognition

Peer group networking

Marketing opportunities

Support

[miaTrustedTrace](#)

AIM Secure Accreditation



An assurance of excellence in
business meetings and events

Service. Safety. Health. Responsibility.

- ✓ Assures buyers of your organisations quality, safety and professionalism
- ✓ Demonstrates your commitment to operational excellence and legal requirements
- ✓ Meets government department procurement criteria
- ✓ Identifies your venue as AIM Secure on many search platforms
- ✓ Identifies your venue as AIM Secure on many agency operated search platforms

A valuable asset for any meetings and event venue and now, **with the inclusion of vital infection prevention and control protocols, even more relevant.**

Achievement of AIM Secure clearly demonstrates your venue's **commitment to offering a first-class service safely and responsibly for the health of employees and customers.**



AIM Secure Legal Documentation Repository

Launching Q4 2020 – Touchstone Platform

A platform to securely store your legal documentation and policies in one area, only accessible by you, for easy access when you need it for your:

- COVID-Secure Risk Assessment
- Building Risk Assessment
- Insurance Certificates
- Fire Safety Certificate
- Health & Safety Certificate
- Bribery Policy
- Sustainability Policy
- Diversity & Inclusion Policy

Corporate and association buyers have become liability conscious and risk adverse, so it is essential that you can instantly provide the documentation they require to give them peace of mind and to meet their own procurement criteria.



Touchstone Customer Feedback & Benchmarking

Launching Q4, 2020 a platform to help you assess your business performance, using direct customer feedback, and benchmark your venue on a national, regional and local level.

- ✓ Unique access portal for your business
- ✓ Manages all of your meeting and events customer feedback
- ✓ Tailoring opportunities for your customer feedback questionnaires
- ✓ Gathers point of contract pricing and compares it to after event upsell
- ✓ Enables week by week, day by day, event by event analysis of your business
- ✓ Enables you to benchmark your business against your selected competitor set
- ✓ Supports your drive to improve standards
- ✓ Regular across industry reports

Offered free of charge to all AIM Secure full members of the mia.



Business to Business Opportunities

It is essential for venues and the UK's booking agents to develop relationships at the highest level. The facilities and capabilities of venues, alongside the expertise and reach of agents, makes for a very successful partnership in the meetings and events industry.

- **Agent Days** – full-day events with a morning of learning and an afternoon of dynamic team building activities
- **Agent Dinners** – an evening that will put you in the company of those 'must meet' booking agents

Enjoyable, social and experiential events which allow delegates to completely immerse themselves in a series of discussions whilst building lasting business relationships.

Events & Training

The mia are committed to providing a range of events and training to inspire, develop and benefit your team.

Our published programme includes:

- ✓ Learning & development face-to-face and hybrid
- ✓ Sector specific training – COVID Aware, hospitality
- ✓ Business to business networking
- ✓ Annual Conference
- ✓ miaList

Over 30 live and hybrid events each year.





People Development & Recognition

THE **mia**List

- a way to recognise your most talented or committed employees
- awards that recognise the part that every individual plays to create successful events
- a robust judging process
- free of charge to enter
- award ceremony
- past winners have included, porters, receptionists, housekeepers, sales office staff, event managers, grounds people, chefs.....



Marketing & Exposure

- ✓ **mia and AIM Secure Branding** Full use for your website, email footers, proposals and collateral
- ✓ **Plaques & Certificates** Display your achievement in reception
- ✓ **Directory Listing** Add the AIM Secure brand to your listing on multiple search facilities
- ✓ **Exhibitions** Affordable exhibiting with the mia at The Meetings Show
- ✓ **PR & Industry Press** Share press releases with us and opportunities for industry press
- ✓ **Blogs, News & Special Offers** Share all your news and content online

Peer Group Networking

It's that old adage 'together we are stronger'; stronger to deliver a better industry, stronger through the sharing of best practice, stronger through the sharing of knowledge and expertise.

- dozens of opportunities to network with industry peers and B2B contacts.
 - events specifically designed to help you extend your hugely important network.
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- The Future Fit Conference 2021
 - The miaList 2021
 - Connect Agent Day 2021
 - Connect Agent Dinner 2021



Support & Lobbying

The mia's work supports and guides members and makes the case for the sector.

Working with DCMS & BEIS the mia have secured channels to ensure the sector is heard.

During the COVID-19 pandemic we have delivered:

- ✓ A voice to Government
- ✓ Contract advice
- ✓ Documented guidance endorsed by the Government
- ✓ Online guidance portal
- ✓ Regular research
- ✓ One-to-one guidance
- ✓ Training webinars
- ✓ Virtual events

Our support is not just for periods of crisis, its designed to support your business in good times and bad.



Introduction

As the sector prepares to reopen, it is vital that venues can provide the necessary safety reassurance to encourage customers to sign on the dotted line and book future business meetings and events.

With this in mind, as the leading association for business meetings and events in the UK as well as the owners and keepers of AIM - the industry's only accreditation scheme, the mia has carried out extensive national and international research to develop a series of recommendations for the sector.

It is advised that these guidelines, which are being incorporated into the AIM accreditation criteria, should be read in conjunction with your own brand standards, and adopted alongside both the latest UK government advice and any specific regional or local restrictions.

Please be aware, that as the situation continues to evolve and the UK government - driven by the latest science and medical advice - continues to offer direct guidance, this is designed to be a working document and is subject to change.

Best regards,

Jane Longhurst
Chief Executive mia

To access the latest supporting information, please visit:
<https://www.mia-uk.org/Safety-Resources>

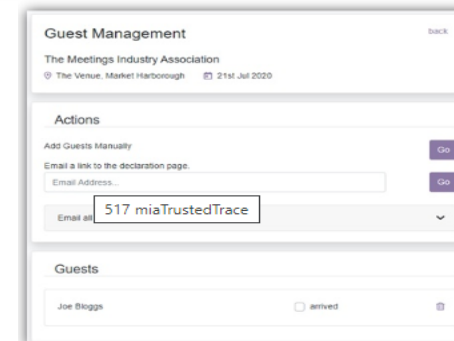


miaTrustedTrace

Free of charge to mia members

- collects and manages delegate contact information discreetly, easily and safely
- automatically asks delegates to verify their health prior to their visit
- produces a delegate list to enable onsite checking
- GDPR compliant – automatically destroys data at 21 days
- welcomed by professional conference organisers

Collecting data is the responsibility of the event organiser and the venue, so make it easy for everyone with this opportunity.



Guest Management

The Meetings Industry Association
The Venue, Market Harborough 21st Jul 2020

Actions

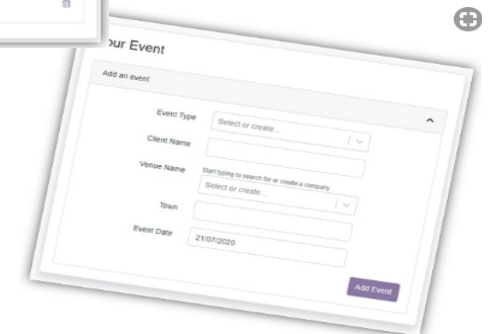
Add Guests Manually

Email a link to the declaration page.
Email Address:

Email all:

Guests

Joe Bloggs	<input type="checkbox"/>	arrived	<input type="button" value=""/>
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our Event

Add an event

Event Type:

Client Name:

Venue Name:

Town:

Event Date:

A dark purple, semi-transparent background image showing several hands of different skin tones stacked in a circle, symbolizing teamwork and collaboration. The hands are positioned in the center of the frame, with fingers pointing towards the center.

QUESTIONS