



▲ Bosquet receives the Profile and Power award from JMIC president Barbara Maple

The only person completely taken aback when Hervé Bosquet, CMM was presented with the Joint Meetings Industry Council's (JM) Profile and Power Award, at EIBTM in December, was Bosquet himself. But his outstanding credentials made him an obvious choice for the accolade, which was established in 2005 to recognise individuals who have made significant contributions to advancing the awareness and influence of the meetings industry in their respective communities.

Bosquet, who is managing director of the Brussels Convention Bureau, a division of Brussels International – Tourism & Congress, received the award for his role in developing Brussels Meetings Week, initiated last February. "His actions exemplify the kind of initiative we are trying to encourage through our Profile and Power programme to raise the profile of the meetings industry and give those of us who work in it more influence over global events and decisions that influence our future," said JMIC president Barbara Maple. "We hope his efforts will serve to stimulate other organisations and cities in the same direction."

Despite being a conference management luminary for over 25 years, Bosquet is self-effacing about his part in launching Brussels Meetings Week. He says his CEO Yves Goldstein, a 28-year-old politician who has only been with BITC two years, was behind the idea as he quickly understood the need for lobbying in the community at large and with local politicians in order to boost the destination on the local, national and international stage. This is indeed something, to get a politician on side. Recruiting Goldstein into MPI could be another strategic step!

► HERVE BOSQUET

Meetings industry driving force

THE FRIENDLY FACE OF BELGIUM'S HERVE BOSQUET HAS BEEN FAMILIAR IN MEETINGS CIRCLES FOR MANY YEARS, BUT EVEN HE WAS SURPRISED RECENTLY WHEN HE RECEIVED INTERNATIONAL RECOGNITION

Bosquet has been a prime mover in MPI in Belgium since joining 12 years ago, when he realised its potential for networking. His career path had been gradually moving towards the meetings sector over several years and he wanted more involvement with people in the industry. Since then he has been a president of the Belgium Chapter and was awarded Supplier of the Year by the chapter in 2003, by which time he was managing the then Brussels Convention Bureau.

Getting to that point had been an interesting journey. Bosquet holds a Masters in economics and social sciences and then worked for four years in sales and marketing positions at glass-production firm Glaverbel in Brussels. He also graduated from Columbia University, New York. When an opening came up at Management Centre Europe, the European HQ of the American Management Association, he seized the opportunity to apply and was a director there from 1978 to 1987.

In 1987 he founded Bosquet & Associates, a consulting firm specialising in designing and facilitating change programmes for complex organisations and communities. Then, in 1990, he started ICSA Conferences, operating as a PCO until 2002 when he joined the convention bureau and began facilitating change projects within the Brussels meetings community.

A meetings professional through and through, he has never stopped networking through his links with MPI as well as the Belgian Association of Professional Conference Organisers, of which he is a past president, and the European Federation of Conference Towns, of which he is currently second vice-president. Now, as the people of Brussels and the international associations which make up JMIC recognise, Bosquet is an inspiration to future generations of industry professionals both at home and globally. «