



# ICCA ETHICS

## WHY SHOULD YOU CARE?

WHEN MEETING PLANNERS SELECT A VENUE OR DESTINATION, MANY FACTORS ARE CONSIDERED. THE OBVIOUS ISSUES ARE RELATED TO COST, SPACE, TECHNOLOGY, ETC., BUT WHEN ALL THINGS ARE EQUAL-AS THEY OFTEN ARE-IT IS THE SOFT ISSUES, THE SOCIAL AND ENVIRONMENTAL ETHICS THAT TIP THE SCALES.

### YOUR CLIENTS ARE CONCERNED WITH YOUR ETHICS

One segment of the meeting business—particularly associations—works in highly ethical environments. These organizations spend hours debating policy and are preoccupied with improving the world. Professional associations are the keepers of their code of ethics. Industry associations often set standards and voluntary codes for their industry. Disease groups are involved in a wide range of ethical issues while religious associations speak for themselves. If these are your clients, you must be sensitive to their concerns.

### THE ROAD TO HELL IS PAVED WITH GOOD INTENTIONS

How do you answer the questions about what happens to the tons of leftover food, miles of carpeting, the KWHs of electricity, and your employment policies? Ethics range from as obvious as green policies to the more subtle transparent procurement practices and labor equity issues. Your organization, PCO or conference centre needs to have programs that put action to virtuous policy statements. You must show your core values through everyday actions.

In South Africa, the meetings industry has a score card that objectively measures an organization's commitment to the country's transformation agenda. The BITEC conference centre in Bangkok has the latest energy management technology, and they will proudly give you a tour

of the control room. In Vancouver, a new addition is being built to the existing conference centre and will feature a green living roof. The only thing missing is the golfers!

Labor equity is a tricky one to demonstrate, but policies and programs are better exemplified by having women, visible minorities and people with disabilities included in the senior management team.

As meetings are looking at new interesting destinations, business practices can be a critical issue. Meeting planners are sensitive to corruption and grey business practices. You should be a model of transparency and professionalism. Associations are looking more and more to new destinations in developing countries, fitting with their sustainable development objectives.

Associations do not want to leave behind a negative legacy; they want to show their delegates they are walking the talk. Your clients use language like sustainable development, ethics, equity and fairness, etc. Many of the associations are constantly confronted with the have and have not dichotomy. They want to ensure that they are part of the solution.

Associations want to work with partners who share their values. It makes it much easier when the going gets tough.

**Ross Robinson**  
rossr@sympatico.ca

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Ross Robinson is President of Seven Consulting based in Montreal but working globally. His company is focused on Strategic Association and Conference Expertise. Previously Ross worked with the World Federation of Hemophilia and a variety of associations including the YMCA