

*For Immediate Release*

## **Anne-Marie Baezner Receives 2026 JMIC Unity Award**

**Brussels, Frankfurt, 21 May 2026** The Joint Meetings Industry Council (JMIC) is proud to announce that Anne-Marie Baezner, CEO of the Auvergne-Rhône-Alpes Venues – GL events Group and Director of the Lyon Motor Show and Salon du Randonneur, has been named the recipient of the 2026 JMIC Unity Award.

Over nearly two decades leading some of France’s most important meetings and exhibition venues, Anne-Marie Baezner has become widely recognised for her collaborative leadership philosophy of *“faire ensemble”* - “doing it together.” Throughout her career, she has consistently championed partnership, inclusion, advocacy, and industry-wide progress at both local and international levels.

Among her many achievements, Anne-Marie played a central role in creating “Lyon Events,” a unified commercial identity bringing together multiple venues across Lyon to position the city as a world-class business events destination. She also co-launched “Welcome by Only Lyon,” a collaborative welcome programme developed alongside local authorities and tourism stakeholders to enhance the attendee experience for major international events. Anne-Marie has equally demonstrated a strong commitment to social responsibility and industry advancement. Her leadership has extended into programmes supporting youth inclusion and reintegration, as well as advocacy for gender equality through her involvement with WAVE – WoMen and Vehicles in Europe – an association promoting gender diversity in the automotive and mobility professions.

Her contributions to industry collaboration and advocacy have also been recognised through her longstanding involvement with EMECA, where she served as Board Member and Vice-President for Communications between 2018 and 2023. During this time, she played a particularly important role in strengthening industry communications and advocacy efforts throughout the COVID-19 pandemic.

“Anne-Marie represents the very essence of what the JMIC Unity Award stands for,” says James Rees, President of JMIC. “Throughout her career, she has consistently demonstrated that collaboration, generosity, and long-term vision are the foundations of a strong and resilient industry. Her ability to bring people, organisations, and communities together has had a lasting impact not only on Lyon and France, but on the international business events community as a whole.”

The award also recognises Anne-Marie’s role as an inspiring ambassador for the industry and follows a number of other distinctions she has received in recent years, including “Woman of the Year” by WAVE in 2023 and “Person of the Year” at the Argus Awards the same year.

**About JMIC:** JMIC serves as the global voice of the meetings industry, bringing together international and regional organisations to raise awareness of the sector's value and drive collaboration. JMIC is dedicated to promoting the value of the meetings, conventions, and exhibitions industry through advocacy, research, and collaboration. JMIC presents The Iceberg, a platform that promotes the broader impact and lasting legacies of business and professional events. JMIC's Global Manifesto serves as an advocacy tool, providing an industry rationale for engaging with policymakers, local governments, corporations, institutions, and communities. [www.themeetingsindustry.org](http://www.themeetingsindustry.org)

**About the JMIC Unity Award:** Presented annually at IMEX Frankfurt, the Unity Award recognises significant contributions to the meetings industry's advancement and professionalism, selected by JMIC members based on leadership and industry roles.