

## **Initiative – Frank Bouckaert**

We also hear fresh from being elected as new President of **Initiative** from **Frank Bouckaert, of De Buck Incentives**. A first novelty is the fact that Initiative have reduced the number of board members from 4 to 3, the President will also handle the tasks of Treasurer. The other tasks are divided over the other board members as per their availability. The new board members are Claire Massart of Incentive Destinations and Jean-Pierre Verreck of ATB Incentives.

Frank Bouckaert comments that the first half of the year has seen a prudent revival of incentive travel versus 2009, the annus horribilis. It was remarkable that the month of April saw a great concentration of travel made double difficult by the Icelandic volcano troubles which added loads of extra - unpaid- work to an already difficult period.

Initiative members see a continued revival for the coming 18 months but confirm that the competitive environment has changed a lot in incentive land especially because of the arrival of new small companies started by well-known incentive personalities who now fight for their place in the sun.

Initiative reacts to this trend by increasing its overall quality standards even more and by launching a new Initiative Quality Label later this year. They also want to underline even more the importance of the official license needed for incentive organizers. Too many corporate companies are still working unknowingly with unlicensed agencies.

Frank also declares that our Belgian government could help the incentive travel industry by creating a more stable (European) management climate and by supporting the Event & Meeting industry growth potential of our hospitality economy.

### **Initiative Board**

Frank Bouckaert – De Buck Incentives  
Claire Massart – Incentive Destinations  
Jean-Pierre Verreck – ATB Incentives

[www.initiative-group.be](http://www.initiative-group.be)