

Bill LaViolette

Managing Director & Publisher

*Incentives & Meetings International*

Prior to beginning his publishing career, Bill spent 15 years in hotel sales and marketing. In 1978 he moved to the publishing side of the industry and in 1990 came to Europe and in 1995 launched Incentives & Meetings International. Its directory, *The Workbook*, has grown to become the most awarded MICE directory publication in the industry. In 1996, *The Workbook* became the first directory publication in the industry to go on line and the website has become one of the most used, and is the most awarded, in the MICE industry. I&MI has dedicated offices in Asia and the USA and additionally publishes two international magazines and two monthly E-Newsletters. Bill has been an active member of SITE for over 15 years serving as chairman of several international committees and as a member of the board of the Germany chapter.