



**FISM**<sup>TM</sup>

Fédération Internationale des Sociétés Magiques  
International Federation of Magic Societies

## **FISM NEWSLETTER Nr. 11 – May 2011**

**To all Presidents of the FISM member-societies,  
and Delegates in the GENERAL ASSEMBLY of the FISM**

### **Uplifting the quality**

A lot has happened since the Newsletter # 10 and I do apologize for not having found the time to inform you earlier about FISM events that took place since August 2010.

As again I am very busy with FISM affairs, let me restrict myself now to just mentioning the successes of the 1st FISM European Championships of Magic, held in Blackpool in February 2011 and the 1st FISM Latin American Championships of Magic, which took place in March 2011 in Guatemala.

Both FISM Europe and FISM Latin America have selected their champions to compete at the FISM World Championships of Magic in July 2012 in Blackpool. And champions they really are! It shows that the preliminary championships of Magic do have a positive influence on the quality of the acts to be performed at a WCM.

Look at the Agenda at the end of this Newsletter for the other FISM continental championships and visit them if you can. They are worth your attention.

### **New FISM member-societies**

As of the 1<sup>st</sup> of May 2011 the General Assembly has accepted the FISM membership of 4 magic societies. With their acceptance, the total number of FISM member-societies now is 85, not including some 30 societies who are part of FISM member-society FLASOMA.

The new member-societies that shall be included in FISM EUROPE are:

- **Association of Magicians of Baltic-Established in Riga A.M.B.E.R.**; Latvia; President: *Enrico Pezzoli*;
- **Magic Valongo**; Portugal; President: *António Cardinal*.

FISM ASIA is expanded with:

- **Magic Union Korea (MUK)**; South Korea; President: *Yuji Yasuda*;
- **Taiwan Magic Development Association (TMA)**; Taiwan; President: *Mrs. Yoyo Lin*.

Congratulations to the new Societies. For sure they will contribute to FISM's development and successes.

Although the expansion of FISM is positive, I must say that the votes of the General Assembly were cast by just 37 delegates out of the 81. These 37 delegates, representing about 54% of the total votes, can be considered '*members in good standing*' as defined in our Statutes and therefore fully deserve priority seats at FISM WCM2012 in Blackpool.

The 44 delegates, who, even after having received a reminder, did not respond at all, should take better care of their responsibility as a delegate in the General Assembly.

## FISM Championships and the Meetings Industry - Re-inventing conventions

Of course you know that apart from FISM championships there are conventions held all over the world about all kinds of topics from conventions about Esperanto to conventions on Harm Reduction and everything in between.

The meetings industry is very well organized. There are several exhibitions where associations or federations like FISM meet convention organizers and convention suppliers. 'Suppliers' encompass all sorts of companies that contribute to the organization of a convention; convention venues, hotels, Professional Convention Organizers, destination Management Companies, Association Management Companies, airlines, convention software developers, etc.

The most interesting and largest exhibitions are the IMEX (International Meetings and Exhibitions) in Frankfurt and the EIBTM (a global meetings and events exhibition) in Barcelona.



A few years ago I have lectured for association managers and convention organizers about the critical steps from amateur associations to more professional ones, explaining FISM's change process of the past years.

In the latest issue of AMI, (Association Meetings International), a monthly magazine of the meetings industry, I was interviewed about being FISM's International President and the interview touched the subject I am more and more interested in: the future of conventions. How do conventions have to change in order to keep the interest of people living in a changed and changing society? One of the questions is: should face-to-face conventions fight virtual conventions (on the web only) or should they merge? I suggested that the time for re-inventing conventions has come.

This was also a topic at one of the seminars at the latest IMEX, held last week.

If you are interested in the interview, use the following links to my Public Dropbox:

<http://dl.dropbox.com/u/14206237/Facetoface/facetoface1.pdf>

<http://dl.dropbox.com/u/14206237/Facetoface/facetoface2.pdf>

Why do I mention this all?

Well, in the published interview the Chief editor highlighted the following quote of mine:

*"Re-inventing conventions means looking at conventions from a broader perspective and trying to find a beneficial symbiosis between a traditional convention and modern ways of communicating"*

I made this statement, thinking of the future of magic conventions and inspired by the fact that, on the Internet, from **7-9 July 2011** the second



7-8-9 JULY, 2011  
**ESSENTIAL MAGIC CONFERENCE**

will be held. As you remember I mentioned the EMC2010 in Newsletter # 8. It is a modern way of communicating within large groups. You don't have to travel, it is all on the web and you can interactively communicate with 33 famous magicians who perform and talk about all aspects of magic. You can see the presentations at any time as they will be available "on the cloud". It is very fairly priced and at the end you get a box with CD's of all the presentations.

And the most important reason why I advise you to participate is that you should at least have participated in a virtual magic convention yourself, before you can effectively discuss how to combine its advantages and possibilities with our traditional face-to-face championships. To meet current and future challenges (ageing, decreasing membership, decreasing number of conventioners at magic conventions) magic societies need to pay attention to this topic.

Do take a look and register at: <http://essentialmagicconference.com/users/new> And please **INFORM YOUR CLUB MEMBERS** of this event. They will be grateful to you for this advice.

### **FISM World Championships of Magic 2015, 2018, 2021.....**

Member-societies considering applying for the hosting and organization of FISM WCM2015 are encouraged to make their bid as soon as possible. Formal applications should be received by the Presidium on the **1st of January 2012** at the latest. A bid book should be sent to all societies before the 1st of April 2012.

Requirements for a bid can be found in Article 11 of our Statutes. The Presidium can also provide further help and information.

Although no formal applications for FISM WCM2015 have been received yet, we know of possible bids for Dublin-Ireland, Busan-Korea and Acapulco-Mexico.

At the FISM WCM 2012 in Blackpool the General Assembly will decide where to go in 2015. As the preparations for the hosting of a WCM are getting tougher and tougher, I would suggest that applications for the organization of **FISM WCM2018** could also be included on the 2012 Agenda in Blackpool. All major world conventions do have a longer preparation time than 3 years. More and more FISM feels the need to follow such a long-term policy.

### **FISM Championships of Magic Agenda**

- FISM Oceania Championships            09-10 July 2011            Melbourne, Australia  
<http://fismoceania.com/oceania-championships/>
- FISM North America Championships    13-16 July 2011            Pittsburgh, U.S.A.  
<http://www.magicsam.com>,
- 
- FISM Asia Championships                01-04 Dec 2011            Hong Kong, China
- FISM World Championships              09-14 July 2012            Blackpool, England  
<http://www.fismwcm2012.com/>

Kind Regards,



Eric Eswin  
International President