

AIM Group's fundraising initiative for victims of the Asian tsunami

The tsunami tragedy that struck South-East Asia and caused the current huge humanitarian crisis generated an incredible feeling of solidarity, worldwide, with everyone affected in some way by the tragedy; people who lost family, friends, parents, wives or husbands. In the aftermath of the disaster, many people, agencies and institutions around the world wanted to

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contribute to the international relief effort, among them being AIM Group. The company put forward an initiative that was endorsed by the Italian Red Cross, which granted its patronage to the scheme.

AIM Group, together with the major scientific associations for which it organizes congresses, launched a joint fundraising effort to help those who have been left destitute. For every congress registration fee received, across all the numerous congresses organized by AIM Group, €1 will be donated to the humanitarian relief fund and assigned to the Italian Red Cross to administer. This initiative shows how, with sensitivity and dynamism, the world of conference organization can use its characteristic efficiency to get results – actions speak louder than words.

