Notes from Council Meeting
Monday 7 and Tuesday (morning) 8 February 2011, Quebec

Part 1 – Annual Meeting & General Assembly

Present: Council
Philippe Fournier, President
Gonzalo Perez Constanzó, Vice President
Sarah Fitzpatrick, Quality Chair (Sarah)
Peder Andersen, Treasurer
Mathias Posch, International Relations
André Vietor, Working Groups

Co-Opted
Susanne Kostka, Training Academy Chair
Patrizia Semprebene Buongiorno, Immediate Past President
Jean Paul de Lavison, Host Quebec 2011

Invitation
Andrée Gautier, JPdL, Host Quebec 2011
Sarah Storie-Pugh, Administrator (SSP)

Apologies
Council
JanTonkin, Membership (joined mid-session)
Roslyn McLeod, PR & Marketing

Arrangements for the Annual Meeting

General
Andrée presented the arrangements for the Annual Meeting, distributed registration packs, programmes etc. No changes were made to the arrangements in place and Andrée was congratulated and thanked for all her excellent work.

There were 47 full/co-delegates and 4 accompanying persons.

Saturday Afternoon / Housekeeping
The content of the Saturday afternoon would remain secret with members not being informed until they arrived at the hockey stadium. However extensive housekeeping, possibly with graphics, would be made on Saturday morning, to ensure that members came equipped, clothing-wise, for the afternoon and evening function. Jean-Paul would undertake housekeeping notices.

Working Groups
It was agreed that an additional working group would be added, following a request from a client for a new document “How to Choose the Right Core PCO”. Action SSP and Andrée. The working group would be led by Gonzalo and Sarah.

It was noted that the Procurement Think Tank may not run due to the lack of interest, however, this would not be cancelled until the actual attendance was known.

The description pages would be copied and contained in each registration pack.

As members of council were leading all working groups/think tanks it was not felt necessary to have a council member overseeing the working group activity. The only working group without a council member leading was the E-group. It was agreed that Inge would be asked to keep an eye on the group to ensure that it functioned successfully. Action André.
Reports
All the Reports previously circulated were noted.

Photographer
The photographer would take a group photo just prior to lunchtime on Friday, and also some shots of the main hall and final speaker that morning. Action Andrée.

Social Functions and Sponsors
Philippe was provided with a full schedule of social events and the appropriate sponsors to thank. Action Philippe

General Assembly Part 1
The Platform Party would consist of:
- Philippe Fournier
- Peder Andersen
- Susanne Kostka
- Jean-Paul de Lavison
- Jan Tonkin
- Sarah Storie-Pugh

The only formal presentation would be that of Philippe. The other presenters would just say a few words to highlight/endorse their reports.

Changes to Standing Orders & Statutes.
It was agreed that both the presentation of the concept in principal, and the presentation of the actual changes would be combined, with voting taking place after each section. Action Philippe

Assuming all proposals approved, the changes would come into place with a deadline of 30 April to notify SSP of membership changes; and of 31 December for quality verifications.

Elections
The Voting Cards were approved (green for proxy and white for member). Only company members (full delegates) were eligible to vote.

Voting would be required on Friday as well as Sunday, and therefore Voting Cards would be distributed at the entrance to the General Assembly, alongside the table with the place cards.

Two scrutineers would be required; these would be made available from Andrée’s office. Action Jean-Paul to notify Andrée.

It was noted that, according to the by-laws, two-thirds of the voting members needed to approve any changes to the Statutes and Standing Orders. Taking into account all voting members present, and all proxy votes, 48 votes could be achieved, being the required number. Any abstentions or negative votes would abort the vote. It was therefore essential that the scrutineers counted every voting card raised at all points of the voting.

In the event that two-thirds (ie 48 votes) were not achieved, the General Assembly would reconvene on Sunday (in the existing GA Pt 2 timeslot), to restate the issues and request a revote. According to the by-laws, as long as two-thirds of those present or represented voted in favour of the changes, these would be approved, two-thirds in this instance being 33 of the 48 present or represented.
The updated list of proxy/represented members was given to Andrée for preparation of voting cards. Action Andrée.

Agenda for GA
This required amendment following the Council discussions, and once amended, would be placed in the registration packs. Action Philippe, SSP

General Assembly Part 2

As some Council Members would be leaving early, it was agreed that all remaining Council should be on stage (subject to sufficient space).

- Philippe Fournier
- Jean-Paul de Lavison
- Sarah Fitzpatrick
- Susanne Kostka
- André Vietor
- Michel Neijmann
- Roslyn McLeod
- Mathias Posch
- Sarah Storie-Pugh

Action SSP would address the Treasurer’s Report

There would be no elections as there were three candidates for three places. The three candidates would introduce themselves at the beginning of the GA Pt 2. Action Michel, Gonzalo and Ros.

There would therefore be no voting on Sunday unless the General Assembly was deferred from Friday due to lack of achieving the required number of votes.

Annual Survey
Philippe would present the findings of the Annual Survey. Action Philippe

It was agreed that as the content of the Survey was becoming quite large (we now have 5 years of data), and with the possibility of including potentially more sensitive data, engaging an external auditor to monitor the findings should be considered. Action next agenda. As, assuming approval of changes to membership, there would be a change in the submissions – more individual submissions, less group submissions, this would be a good opportunity to review the questions. Philippe felt that including more financial data should be considered. Action next agenda.

Awards
The following Awards were approved:

- International Client Award: World LP Gas Association, nominated by Philippe Fournier, MCI France
- Regional Client Award: European Society for Medical Oncology, nominated by Patrizia Buongiorno, AIM Group, Italy.

Further clarification was required regarding the nomination of ICC Berlin as it was noted that they owned 51% of K.I.T. Action Philippe to enquire further of Inge, who had nominated them.
Annual Meeting 2012
A video of Paris would be shown at the General Assembly Part 2. Proposals for the Paris Meeting would be submitted to the May Council Meeting, to include all proposed arrangements and financial information. Zak, of Package, would be co-opted to report to Council on the 2012 Paris Meeting, being the elected organiser by the French members of the Annual Meeting. **Action Philippe to communicate with Zak.**

As Zak was not eligible for Council, he would attend only those portions of the Council Meeting as related to the Annual Meeting, **Action SSP to ensure agenda suited that purpose.**

Carbon Offset
Andrée proposed a local recipient of the carbon offset which was agreed. **Action Andréé to provide Philippe** with information for the President’s Report.

Closing Evaluation
The on-line post evaluation was approved, subject to inclusion of the additional working group, **Action SSP, and also any input from Andréé.**

**Part 2 – Council Meeting**

Present: Council
Philippe Fournier, President
Gonzalo Perez Constanzó, Vice President
Sarah Fitzpatrick, Quality Chair (Sarah)
Peder Andersen, Treasurer
Mathias Posch, International Relations
André Vietor, Working Groups
JanTonkin, Membership

Co-Opted
Susanne Kostka, Training Academy Chair
Patrizia Semprebene Buongiorno, Immediate Past President
Jean Paul de Lavison, Host Quebec 2011

Invitation
Sarah Storie-Pugh, Administrator (SSP)

Apologies
Council
Roslyn McLeod, PR & Marketing

**Notes of Meeting of 19 September**
These were approved as an accurate record and signed accordingly

**Notes of Quality Meeting of 18 September**
These were approved as an accurate record and signed accordingly

**Membership**

**Honorary Member**
It was reported that Christer Carlsson had received his Honorary Membership at a special dinner in Wolfsberg, at which he was presented with a Mr Education painting. A subsequent press release had been distributed.
Invited Member
As agreed by Council in Paris, Yvonne Hu would be proposed to the General Assembly as an Honorary Member. Action Gonzalo (in the absence of Jan at the GA Pt2) to propose.

Chapter Offices
The proposal that individual countries with a large enough membership could represent IAPCO within their own country was felt to be non-viable as there would be no control of what was said in the name of IAPCO.

New Member Drive
Jan reported on the activities of the Membership Group which, over the past year, had focussed mainly on the change in membership categories and the subsequent changes to the Statutes and Standing Orders.

In addition, various one-to-one approaches/discussions/companies identified had been made to companies deemed to be potential members including 3 from Australia, 1 from Japan, 2 from South Africa, 1 from India. Action Jan/SSP

It was agreed that extensive research was required to produce a target list of appropriate companies, albeit concern was expressed that many of these companies, having applied, may well not reach the required scores to continue their application.

It was noted that 47 membership applications had been received in the last 9 months (to 31 December) of which 39 had not progressed to the full application process; 2 had been rejected, and 6 were under consideration + 3 under consideration from the previous year (subsequently, of the 9 under consideration, now, 4 on hold, 1 rejected, 4 still under consideration)

It was agreed that Mariano Castex would be asked to produce the list of attendees from the COCAL meeting in March, or alternatively Juarez or Jorge Bistini. Action Jan/SSP

It was agreed to investigate the ICCA Category C membership list. Action Peder to obtain list
It was proposed that, by utilising the ICCA database of events of over 400, (in accordance with IAPCO membership criteria) a list of PCOs organising international meetings could be produced. Action Patrizia to see if this could be done from within her office.

These lists would be combined and reviewed. Action Jan

It was agreed that, should additional support staff be required, funds would be drawn from the reserves to cover an intern or freelancer, although this was not included in the current budget being presented to the General Assembly for 2011.

It was agreed that the membership scoring system and requirements needed reviewing to ensure that they were in line with the quality submissions required of members once accepted into membership.

It was agreed that the Quality and Membership Committees should meet and to put forward proposed concepts for driving the membership forward. Action Sarah, Jan, SSP

Speaking Engagement follow up.
It was noted that much greater follow-up was required from those interested attending the various seminars, presentations etc made by IAPCO.


**Chair of Training Academy**

Susanne confirmed that she would be standing down as of this General Assembly. She had received three submissions from candidates interested in being considered for the office of Chair of the Training Academy.

- Michel Neijmann
- Jan Tonkin
- André Vietor

(André and Jan left the room/Michel was not present).

Susanne expressed her reasons for proposing André Vietor as the next Chair of the Training Academy, and further recommended that Jan Tonkin be his Vice Chair with responsibility for the MasterClass. Following discussion by all those present, the proposal was accepted and Council formally ratified the decision that André should be the next Chair. This would be announced at the General Assembly Part 2 on Sunday morning by Philippe. **Action Philippe.**

(André and Jan returned)

_The meeting was adjourned until the following morning_

**Revisions to Documents**

Sarah confirmed that Nicky McGrane (editor), Jan Tonkin, Caroline MacKenzie (reviewers) were all agreed and that Jurriaen would confirm via Inge with Katrin (editor) and Sarah would confirm whilst in Quebec with Bannie Kim (reviewer) **Action Sarah**

**Outstanding:** Jurriaen/Sarah to confirm process and timetable whilst in Quebec and report on Sunday.

**Exhibitions**

**IMEX**

**Press Conference**

Finger food for 20 would be provided for lunch. Slot was 13.00-14.00, so conference at 13.15

Ros would promote the press conference to attract as much press as possible. **Action Ros**

Philippe, Gonzalo, Roslyn would be on the platform. The results of the survey would be presented.

**Stand**

SSP confirmed that IAPCO had a 16m2 stand but the exact location was not yet known.

**Association Day Bag Inserts**

The format of the previous inserts was agreed. **Action Philippe** to provide for a “catchy” headline, together with a new letter which should be much shorter than previously. It was agreed that it should focus on quality and education. The advertisements for Wolfsberg on the reverse required confirmation. **Action Training Academy**
Alumni Party
This would take place on Tuesday 16.00-17.00. Wine and soft drinks would be served, no food. **Action SSP** Promoted via LinkedIn

It was hoped that one of the IAPCO Award Presentations could be made during this time. **Action Philippe/Patrizia**

Seminar
Roslyn was the presenter with Philippe as the Chair – Topic Insourcing or Outsourcing Conference Management. Tuesday 24 May 08.45-09.45

Philippe reported that AC Forum had turned down the invitation to present on the grounds that the topic was “too controversial”.

It was hoped to have two clients, one who did out-source and one who did not. It was agreed that **Action Philippe** would approach EADV (Dermatology) and also ISN (Nephrology) [but first needed to check any conflict of interests with Jurriaen as the contact was ex-MCI]. **Action Philippe** would also consider LP Gas. Notwithstanding, **Action Philippe** would also contact Luc Maene to see who he could recommend from ESAE.

**Action Ros** to confirm with Jeremy Chapman that we did not require the video conference he had suggested as an alternate to him being able to be present.

IMEX Americas
11-13 October; Philippe, Patrizia, Mathias, SSP would all be present plus possibly others. The venue is the Venetian Palazza and early booking for accommodation is recommended.

Stand
IAPCO has a complimentary stand. It was agreed that SSP and Mathias would liaise closely over the promotional content and direction of the stand and materials, defining a clear message. Consideration was given to trying to create some kind of “clinics” on the stand to discuss “What is a PCO”. **Action SSP/Mathias** to prepare full proposal for next council at IMEX.

Seminar
IAPCO had been given a seminar slot at 08.45 on Thursday. The topic would be based on “What is a PCO?” but with a more sexy/topical title. **Action Mathias** to propose title. The presentation would be based upon the presentation Mathias gave at PCMA in January. **Action Mathias** to provide Sarah with abstract for promotion. It was agreed that IAPCO’s “What is a PCO” badges would be distributed from the stand to promote the seminar and also to all participants attending. **Action Mathias**

It was agreed that Mathias would present, with Philippe and Patrizia on the platform. **Action Mathias, Philippe, Patrizia**

There was discussion around promoting the seminar as it was noted that it was difficult to identify which Meeting Planners were DMCs and which were PCOs; it was agreed that:

- **André/Patrizia** would ask Eric Allen (during HCA) who IAPCO could invite to the seminar
- ICCA listings would be reviewed as to international events which had taken place in the US to identify the Meeting Planners who organised them. **Action Mathias**
Other opportunities
The Association Day evening party would take place on Monday evening.

**Action Philippe** to talk with Sheriff during Quebec to see if there were further opportunities that could be developed with PCMA during IMEX Americas.

EIBTM
**Action Sarah** to produce the history of topics from both IMEX and EIBTM over the past 5 years.

It was agreed that the seminar topic should be following the Change in Meeting Formats theme developed for the MMC. It was agreed that **Action Sarah** would ask Caroline MacKenzie if she was available to present, and if so, **Action Suzanne** would liaise with her regarding the content. The title would be along the lines of “Is Change passing you by?” A Chair would be required. **Next Agenda**

The Martin Jenssen abstract was not deemed appropriate for any future IAPCO activities.

IT&CM China and IT&CMA
It was agreed that we should continue to participate in these events, with Yvonne Hu representing IAPCO. **Action SSP** to liaise. President’s Message was required for the IT&CM China Show Guide. **Action SSP/Philippe**

PR & Marketing

Meetings Review
SSP confirmed that, although the contract had yet to be produced and signed, the agreement was in place and now working. IAPCO circulated Meetings Review copy every two weeks to the database of 3700. To date 2 circulations had been undertaken with approximately only 30 unsubscribes so far. **Action SSP** to continue to circulate MR every two weeks.

Meetings Review had been at Wolfsberg to produce two videos, one on the Annual Seminar and the other on the Masterclass. A number of interviews had been undertaken. **Action SSP** to propose to MR that the circulation of the videos be at the beginning of May, to encourage promotion prior to IMEX.

**Action SSP** to ask MR if they would, at IMEX, attend
- Press conference
- Alumni Party
- Seminar

It was anticipated that they might attend one of the above; an interview to be arranged if possible.

It was agreed that a driver was required to ensure that stories (other than just press releases) were fed to MR with a liaison being established with Toby (editor). **Action next agenda**.

Social Communications
SSP took council through the proposal for IAPCO’s social communication strategy. The proposal was approved with the following principals:

1. It was agreed that there would not be a separate IAPCO LinkedIn site, but that IAPCO should contribute and drive discussion on the existing Professional Conference Organisers LinkedIn. **Action next agenda**
2. It was agreed that the IAPCO Wolfsberg Alumni LinkedIn site should have a driver to stimulate meaningful discussion amongst Alumni members. **Action next agenda**
3. It was agreed that IAPCO would not be on Facebook
4. It was agreed that IAPCO would not Blog
5. It was agreed that IAPCO should unitise YouTube for the videos that they have (Annual Seminar and MMC). **Action SSP**
6. It was agreed that Twitter would be introduced as proposed, with copy emanating from industry news, IAPCO news and Member Retweets. SSP agreed to undertake this for 6 months to review the work involved. **Action SSP**
7. It was agreed that this would provide a major benefit to members who should (a) be informed of this activity and possibility and (b) encouraged to manage their own company twitter sites in order to provide re-tweets for IAPCO to drive followers to their own sites. **Action SSP/Philippe** to prepare slide and present to members at GA Pt2.
8. The home page layout was approved. **Action Philippe** to provide President’s Welcome Video as soon as possible. It was agreed that this message should be changed every 6 months and that a new President must undertake this as soon as possible after appointment. **Action SSP** to revise home page.
9. It was agreed that there would be an IMEX Americas link banner on the home page to help promote IAPCO’s participation. **not discussed** possibility of short interview/presentation from Mathias promoting the seminar **Action Mathias**

**Technical Support**
It was agreed that funds should be made available to enable SSP to investigate upgrading her computer and IT facilities and technical support as appropriate. **Action SSP**.

**PR articles in Headquarters**
Deferred to Council Meeting on Sunday – next agenda

**Press Releases**
The proposed press release schedule was approved. Wherever possible SSP would draft the press releases and circulate to Ros/Philippe for comment or amendment. **Action SSP**.

**Bedouk**
Bedouk were proposing future promotional collaboration. Philippe informed Council that he had worked closely with Bedouk in their session in France under the IAPCO banner and that Bedouk were very pro IAPCO. **Action Philippe to respond**.

**Conventa – Slovenian Show**
It was agreed that IAPCO did not participate in national events. **Action SSP** to respond.

**Restricting documents to members only on the website**
It was agreed that the current restricted documents were sufficient and that restrictions on further documents need not be applied.

**International Relations**

**CIC**
Mathias reported on his liaison with CIC. The Economic Impact Study was due to be published before the end of February, and this might provide IAPCO with useful data which could be used for IAPCO purposes. **Action Mathias** to bring to next agenda. The next council meeting was at the beginning of April and Mathias would try and adapt his schedule in order to attend. **Action Mathias**.
ISOTAG
Mathias reported his continual struggles with the programme due to the fact that, as IAPCO had been late in joining the group, contributions he made were often dismissed as having already been discussed. He noted that the whole procedure was very political in that controversial issues were immediately dropped rather than embraced. The product itself was good and would be available in time for IMEX. His view was that the procedures would need to be reviewed within two years.

PCMA
Mathias reported, endorsed by Jean-Paul also in attendance, on the success of the presentation at PCMA, with 100-150 enthusiastic attendees.

JMIC
Philippe reported on JMIC activities which included a Resource Service on the website, updated by SSP on educational activities and resource guidelines. The tool was designed to promote our profession worldwide. Action Philippe to present JMIC in President’s Report

Leigh Harry was a very active President, who had extended his presidential term, but it was anticipated that he would step down at the end of 2011 in favour of the IAPCO President, to be determined during EIBTM. The implications of this to be discussed at the September council meeting when a better feel for whether he would or would not be continuing might be known. Action September agenda.

There were other issues surrounding JMIC regarding the Industry Measurement and Valuation Conference, discussion about which was deferred until the Sunday council meeting – next agenda.

The next JMIC meeting was on Monday 23rd at IMEX and Philippe would attend. Action Philippe

HCA
Philippe raised concerns about the transparency clause in the revised Housing Guidelines. It was agreed to rephrase this Action André and Patrizia, and to submit to IPCAA prior to the next HCA meeting. The next HCA meeting was on Thursday 31 March in Atlanta (arrival Wednesday 30 for dinner/departure Friday 1 April). It was anticipated that Susanne, Philippe and Patrizia would attend – André presented his apologies.

There was general discussion surrounding the UK Laws relating to the pharma companies who were registered in the UK, with the knowledge that whatever legislation begins in the US, moves to the UK and is then applied throughout Europe.

Date of Future Meetings
Thursday 26 May 10.00-18.00 Sheraton Airport Hotel, Frankfurt Action SSP

Saturday 24 September 2011 Training Academy
Sunday 25 September morning 2011 QC/MC meetings
Sunday 25 September afternoon 2011 Council
Monday 26 September 2011 Council

The venue of Gran Melia Hotel in Madrid was confirmed for September 2011. Action Gonzalo