



IAPCO National Seminar

14.-16. APRIL 2010 TALLINN

The Key to Successful International Meetings Management.
Basic & Advanced training sessions for PCOs and Meetings Professionals

ORGANISED BY

Estonian Convention Bureau and Enterprise Estonia, Estonian Tourist Board in cooperation with IAPCO. The seminar is financed by European Social Fund

VENUE

Tallink Spa & Conference Hotel

CERTIFICATION

Participants will receive Certificate of Participation from IAPCO



MEETING
QUALITY



Estonian Convention Bureau



Estonia
Positively surprising.

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MESSAGE FROM THE PRESIDENT

It is my pleasure to invite you to the IAPCO National Seminar on Professional Congress Organisation which is to take place in Tallinn from 14-16 April 2010.

IAPCO has built up a strong reputation of excellent education and networking opportunities for its seminar participants, enrolling them in the on-going series of national and regional seminars. Whilst such seminars are recognised as a comprehensive course for beginners, it has proved to be equally rewarding for those who have been active in the meetings industry for many years and we therefore invite you to take advantage of this opportunity. Sessions are designed to facilitate traditional organisation skills as well as meeting the demands of this fast-changing business world. A rich source of information, this seminar, the first to be held in this region, is a global approach to managing international conferences and events.

For anyone active in the field of organising congresses and events who wishes to expand their knowledge in this vast arena of PCO management, IAPCO offers you this National Seminar, and we welcome you and look forward to meeting you.

Yours sincerely,
Philippe Fournier,
President, IAPCO

A handwritten signature in black ink, which appears to read 'P. Fournier'. The signature is stylized and written in a cursive script.

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14.-16. APRIL 2010 TALLINN

DEAR COLLEAGUES,

It is my pleasure to invite you to the IAPCO National Seminar Estonia, which will be held April 14-16, 2010. The event is brought to you by IAPCO in conjunction with the Estonian Convention Bureau, Enterprise Estonia and the Estonian Tourist Board.

With over 100 members in over 35 countries, the International Association of Professional Congress Organisers (IAPCO) is one of the world's most prominent meeting industry associations. IAPCO members organise in excess of 4,000 meetings annually, totalling some 1.8 million delegates and using 0.5 million square metres of exhibition space. Their activity represents an economic impact in the region of 2.9 billion euros. Since 1975, when the first IAPCO seminar on Professional Congress Organisation was held, IAPCO has built a reputation second to none in the field of international meetings management training.

The Estonian Convention Bureau is proud to be hosting the first IAPCO national seminar in the country and we believe it will provide the Estonian meeting industry with invaluable insight into the business' latest methods and trends. The seminar will be specifically structured to suit Estonian participants' desire for world-class knowledge, training and best practices. IAPCO's Training Academy has planned an exciting programme covering all aspects of the business, and I am sure you will undergo an immensely rewarding experience.

We believe that you will benefit highly from the IAPCO Training Academy's programme, and we look forward to seeing you in the seminar.



Yours sincerely,
Riine Tiigi
Managing Director
Estonian Convention Bureau

A handwritten signature in black ink that reads "Riine Tiigi". The signature is written in a cursive, flowing style.

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WHAT IS IAPCO?

IAPCO was founded in 1968 by professionals for professionals engaged in the organization and management of international congresses, conventions and special events: professional conference organizers (PCOs).

WHAT IS AN IAPCO SEMINAR?

A major part of IAPCO is to provide specialist training for PCOs. IAPCO's education programme is regulated by the IAPCO Training Academy where over 1,700 people worldwide have obtained an IAPCO Seminar Certificate of Attendance. Since the first IAPCO Seminar in 1975, IAPCO has built up an unequalled reputation in the field of international meetings management training.

WHO SHOULD ATTEND?

Anyone involved in the meetings industry is welcome, and the programme will benefit those of all levels of knowledge, whether new to the industry or having many years of experience.

Participants will come from: PCO companies, national organizations, convention bureau, corporate companies, international airlines, conference hotels, interpretation and translation companies, international associations, national tourism bodies, international meeting managers, pharmaceutical companies, travel agencies, conference centres, exhibition management companies, association management companies.

THE VENUE

The Tallink Spa & Conference Hotel is located in the centre of Tallinn next to Tallinn Harbour. It is a new modern business class hotel where conferences can be combined with relaxation in the luxurious Aqua Spa complex and gourmet conference dinners in the hotel's colorful restaurant Nero.

In the hotel there is a modern Conference Centre, luxurious Aqua Spa, Beauty Centre Hera Salon, Restaurant & Bar Nero and Cigar Bar Fidel. For accommodation they offer 275 specially designed rooms.

The modern Conference Centre that consists of 6 conference halls is located on the second floor of the hotel. The largest theatre-style hall has room for 263 guests. Meetings can be also held in meeting suites and in the Cigar Bar Fidel. The Conference Centre offers possibility to organize various receptions and gala dinners.

APPLICATION

Participation in the Seminar is limited. The registration form is available online, www.ecb.ee/est/page/registreerimisvorm/. The invoice will be sent out after the registration by ECB and is to pay on due date.

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14.-16. APRIL 2010 TALLINN

CERTIFICATE

A certificate of attendance from IAPCO will be issued to all participants at the final session of the Seminar.

PARTICIPATION FEE

Participation fee is 650 EEK and includes 3 days program, seminar presentations, lunches and coffee breaks, certification of participation.

CANCELLATION & REFUND

Cancellations - by letter, fax, or email only - received by ECB before 1.April 2010 are accepted. By cancellations after 1.April 2010 no participation fee will be refunded.

The Regional Host, ECB reserves the right to cancel the Seminar in the event of exceptional circumstances, in which case the registration fee will be fully refunded.

PROGRAMME IAPCO NATIONAL SEMINAR

DAY 1. WEDNESDAY 14 APRIL

- 13.00-13.45** Registration
- 13.45-14.45** Opening and Introduction to Association Meetings
- 14.45-15.15** Refreshment break
- 15.15-16.15** Creating the Project Plan
- 16.15-17.30** Working Group Part 1

DAY 2. THURSDAY 15 APRIL

- 9.00-10.00** Promoting a Destination and Bidding to Win
- 10.00-11.00** Sponsorship
- 11.00-11.30** Refreshment Break
- 11.30-12.30** Financial Planning and Budgets
- 12.30-13.45** **Lunch Break**

- 13.45-14.45** Promotion of a Congress
- 14.45-15.15** Refreshment Break
- 15.15-16.15** Venue and Accommodation Management
- 16.15-17.30** Working Group Part 2

DAY 3. FRIDAY 16 APRIL

- 9.00-10.00** Exhibitions
- 10.00-11.00** Programme Management
- 11.00-11.30** Refreshment Break
- 11.30-12.30** Programme Management & Abstract Handling
- 12.30-13.45** **Lunch Break**
- 13.45-14.45** Registration and On-Site Arrangements
- 14.45-17.30** Presentation of Working Groups

CLOSING OF SEMINAR

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SPEAKERS

Michel Neijmann, IAPCO Training Academy

Managing Partner, K2 Conference and Event Management Co., Istanbul, Turkey

After some years of temporary assignments at congresses, Michel started his meetings industry career with a part-time involvement in the European Society of Cardiology in 1989. Following his graduation from University, Michel joined Congrex Holland in 1997 where he was involved in the organisation of many international congresses. In 2002 he left Congrex to finalise an academic post-graduate course in journalism before moving to Istanbul in the summer of 2003 to manage the international affairs of Figür Congress and Organisation Services. Michel moved to Rome in 2007 joining AIM Group-AIM Congress as Head of International Affairs, where he was the liaison officer for the merger between AIM Group and AIMS International Group. As per April of 2010 Michel is a Managing Partner of K2 Conference and Event Management Co. in Istanbul, Turkey. He is a member of the IAPCO Training Academy since 2006 and a regular speaker at IAPCO Seminars.



Sarah Storie-Pugh, IAPCO Administrator

Ambassador, Congrex-UK, London, UK

Sarah's background is purely that of conference organisation with personal involvement in over 350 events from 200 to 10,000 participants and 100-4,000m² exhibitions. Sarah joined Concorde Services in 1983 as joint MD, having spent the previous six years organising international association events. She is now Ambassador of the company, Concorde having been acquired by the Congrex Group in 2006 and rebranded as Congrex-UK. Congrex-UK is ISO9002 certified. Sarah is a Past-President, past Treasurer and current Administrator of IAPCO. She has lectured at many IAPCO national and regional seminars and has been a member of the Faculty of the IAPCO annual "Wolfsberg" Seminar for the past 24 years.

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PROGRAMME CONTENT

The following programme has been selected to provide you with a snapshot understanding of the mechanics of conferences and exhibitions and in the time available gain an overview of some of the elements of organisation.

INTRODUCTION TO ASSOCIATION MEETINGS

This seminar is focused on the organisation of international association meetings, however, the principals can be applied to all kinds of conferences. An opportunity to refresh one's knowledge of the different types of meetings and how they impact upon our industry: Association Meetings, Governmental Meetings and Corporate Clients.

CREATING THE PROJECT PLAN

A new conference is a new venture which needs to be planned from the beginning. As with any business a full project plan will need to be created from within a given framework.

PROMOTION OF A DESTINATION AND BIDDING TO WIN

As more and more countries and cities compete for the major international conferences, it is becoming increasingly important to understand the marketplace, to know when to lobby and when not to, and how to create that winning Bid.

SPONSORSHIP

Congresses provide the opportunity for companies to gain exposure to their client base and lift their profile. How to construct a sponsorship strategy to achieve financial advantage to the congress and deliver satisfactory outcomes for sponsors.

FINANCIAL PLANNING AND BUDGETS

Budgeting and budget control is the essential ingredient to a well-run meeting. Obtaining quotations, assessing delegate and exhibition revenue to create a workable budget; looking at pre-financing and cash flow objectives.

PROMOTION OF A CONGRESS

Most congresses need a marketing plan and the actions to attract delegates, prominent speakers, delegates, sponsors and exhibitors. This takes careful planning to raise the awareness of the congress whilst keeping the costs to a minimum.

IAPCO National Seminar

14.-16. APRIL 2010 TALLINN

VENUE AND ACCOMMODATION MANAGEMENT

Despite the technological revolution, the selection of the right venue remains a crucial task; how that venue is used to maximise its potential; basic hall management skills with correct scheduling form an integral part of the planning process.

EXHIBITIONS

Where sellers can meet their buyers attending the congress and an extension of the congress scientific programme, the exhibition provides an ambience to do business in what is often compared to a modern supermarket of specialist product or services. Learn why exhibitions have become an important part of most congresses and how to go about planning one.

SOCIAL PROGRAMME

Face to face meetings are all about networking. The social programme is an important part of any meeting and provides the opportunity for participants to meet others in a social atmosphere combining entertainment or food and beverage in the package.

PROGRAMME MANAGEMENT & ABSTRACT HANDLING

Attention to detail is one of the hallmarks when undertaking scientific programmes and publications. Whether managing the invited speakers, preparing clear and logical print and web materials, or handling the receipt of 100s of abstracts, it is the programme that is the key to any congress.

CONGRESS REGISTRATION AND ON-SITE ARRANGEMENTS

Establishing an effective pre-registration system taking into account both international association and corporate meetings is essential. Deciding which technology is the most suitable for you and your clients, and how to use it efficiently to ensure the perfect registration system will be discussed. On-site registration is as important as the advance procedures.

WORKSHOP PRESENTATIONS

It is customary to include working group sessions as part of the seminar programme. This provides the students with the opportunity to network, work as a team, draw on the presentations of the seminar, and learn from the experience of their colleagues.