



Diligent
COMMUNICATIONS

IAPCO
International Association of Professional Congress Organizers

Joint IAPCO/KSL NATIONAL TRAINING SEMINAR 8th-10th November 2006

**INTERNATIONAL ASSOCIATION OF PROFESSIONAL CONGRESS ORGANIZERS
and
KENYA SCHOOL OF LAW, NAIROBI, KENYA
organized by
DILIGENT COMMUNICATIONS**

We are delighted to announce that for the first time in Africa, Kenya will host the inaugural National Training Seminar of the International Association of Professional Congress Organizers (IAPCO) from 8th-10th November 2006.

IAPCO was founded in 1968 and represents Professional Organizers and Managers of international and national congresses, conventions, symposia among its members and other sectors of the Congress Industry by means of continuing education and interaction with other professionals world-wide. The Seminar is about successfully managing conferences to attract industry support, and more attendance.

Looking at the event organizing landscape in Kenya, especially within the Public Service, professional training in Event Management is imperative in order to upgrade Kenya to the next level of attracting Conference Tourism, so that we can compete with other African countries like South Africa and Botswana, and to boost our economy. Since the first IAPCO Seminar on Professional Congress Organisation in 1975, IAPCO has built up a reputation second to none in the field of international meetings management training.

The Seminar will be specifically structured to suit the Kenyan participants' needs and the local conference climate. We invite you to partner with us in this initiative by sending participants to the seminar where we aim at creating a "critical mass" of well trained professionals in the congress industry in Kenya.

Yours sincerely

Perez M. Olindo
Chairman, Organizing Committee

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ANNOUNCEMENT

An international training Seminar for Congress Organizers to be held from Wednesday 8th – Friday 10th November 2006 at the **Kenya School of Law**.

WHO SHOULD ATTEND?

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

TRAINERS

Susanne Kostka,

Chair of the IAPCO Training Academy and Vice President, AIMS International Vienna, Austria
and

Patrizia Semprebene Buongiorno,

IAPCO Vice President and Managing Director, AISC and MGR-AIM Group, Rome Italy

PARTICIPANTS

Participants will come from:

- ❖ PCO companies
- ❖ Professional Congress/Conference Organizers (PCOs)
- ❖ National organizations
- ❖ Convention bureaux
- ❖ Corporate companies
- ❖ International airlines
- ❖ Conference hotels
- ❖ Interpretation and translation companies
- ❖ International associations
- ❖ National Tourism Bodies
- ❖ Pharmaceutical Companies
- ❖ Travel agencies
- ❖ Tour Operators
- ❖ University Conference Departments
- ❖ Conference Centres
- ❖ Church Organizations
- ❖ Exhibition Management Companies
- ❖ Public Relations Consultants/Consultancies

PROGRAMME

	Wednesday 8 November	Thursday 9 November	Friday 10 November
09.00-09.45	Opening	Scientific Programme & Abstract Handling	Marketing a Destination and PCO Services
09.45-10.45	Introduction to Association Meetings	Hotels & Congress Registration	Language and Cultural Differences
10.45-11.15	Coffee		
11.15-12.45	Promotion/ Marketing of a Congress	Venue and Crisis Management	Working Group Presentations and Closing
12.45-13.45	Lunch		
14.00-15.00	Social Programme	Exhibition	
15.00-15.30	Coffee		
15.30-17.00	<i>Working Group Part I: Creating a Project Plan</i>	<i>Working Group Part II: Creating a Project Plan</i>	

Plan early and book your place at the Seminar where more than 1200 participants from over 70 countries have attended and expressed satisfaction with it as an effective learning tool. Many fellow students remain in touch after the Seminar, forming an ever-widening global network.

For further information, please contact Sarah or Lucy at the Seminar Secretariat
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