



INTERNATIONAL ASSOCIATION OF PROFESSIONAL CONGRESS ORGANIZERS

IAPCO/ Dubai  
Regional Seminar  
on  
Professional Congress Organization

*sponsored by*  
**Dubai Convention Bureau**  
*presented by*  
**Net Group, Dubai**  
*organised by*  
**Net Conference & Conventions**

*The First IAPCO National Seminar in Dubai*

**Managing International Meetings:**  
*Essential course for PCOs & Meetings Professionals*

Venue: Le Meridien, Dubai  
January 30 – February 1, 2007

*Participants will receive Certificate of Participation from IAPCO*

Sponsored by:



مكتب دبي للمؤتمرات  
DUBAI CONVENTION BUREAU

Organized by:



**IAPCO/ Dubai  
Regional Seminar  
on  
Professional Congress Organization**

**Programme**

**DAY-ONE (TUESDAY, 30 JANUARY 2007)**

09:00 – 09:45	<b>Opening of Seminar</b>
09:45 – 10:30	<b>Introduction to Association meetings – <a href="#">Roslyn McLeod</a></b>  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
10:30 – 11:00	<b>Coffee Break</b>
11:00 – 11:45	<b>Promotion/Marketing of a Congress – <a href="#">Susanne Kostka</a></b>  Identifying the market and developing a strategy to promote each conference is an essential part of any organisational plan. The session will look at addressing the market efficiently and effectively to increase delegates attendance and keep promotional costs down; creating checklists of marketing options including marketing through email and the web.
11:45 -12:30	<b>Sponsorship - <a href="#">Roslyn McLeod</a></b>  With company budgets being squeezed in all directions, obtaining sponsorship has become an exact science. Building up relationships with companies and involving them in the organisation of the event can reap great dividends.
12:30 – 14:00	<b>Lunch Break</b>
14:00 – 14:45	<b>Exhibitions – <a href="#">Philippe Fournier</a></b>  Exhibitions are an essential contribution to the financial success of an event. How to market an exhibition is as important as delivering it to your delegates. The presentation will address maximising sales as well adding value to the management service provided by you, the organiser.
14:45 – 16:15	<b>Working Group Part I: Creating a Project Plan</b>  Working in smaller groups there will be the opportunity to network and teambuild by creating presentations on various topics to be staged at the Closing Session

16:15 – 16:45 **Coffee Break**

16:45 – 17:30 **Social Programmes – [Susanne Kostka](#)**

Planning social activities which are suitable for international conferences and the logistics of their organisation will be addressed, to include some basic rules, recommended treatment for VIPs and examining the differences between the association, government and corporate markets.

#### **DAY-TWO (WEDNESDAY, 31 JANUARY 2007)**

09:00 – 09:45 **Marketing a Destination and PCO Services - [Roslyn McLeod](#)**

Increasing your market share and winning the business for your company is becoming more and more important in today's ever expanding industry. The destination that is fashionable today may lose out to another tomorrow unless a constant promotional campaign is continuously implemented.

09:45 – 10:30 **Congress Registration & On Site Arrangements – [Philippe Fournier](#)**

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.

10:30 – 11:00 **Coffee Break**

11:00 – 11:30 **Hotels/Housing including pharmaceutical industry - [Susanne Kostka](#)**

Developing a win-win relationship with congress hotels is as important as the well managed hotel booking system. There is a need to understand the procedures of the hotel, especially when handling larger groups, and to develop one's own system to work with them. Building up relationships with the pharmaceutical industry will benefit them, you and the hotels.

11:30 -12:30 **Financial Planning and Budgeting – [Philippe Fournier](#)**

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 cashflow objectives.

12:30 – 14:00 **Lunch Break**

14:00 – 14:45

Venue Management - [Susanne Kostka](#)

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

14:45 – 16:15

Working Group Part II: Creating a Project Plan

16:15 – 16:45

Coffee Break

16:45 – 17:30

Preparation of Working Group Presentation

### DAY-THREE (THURSDAY, 1 FEBRUARY 2007)

09:00 – 09:45

Scientific Programme and Abstract Handling - [Philippe Fournier](#)

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. Using the web, looking at on-line systems as well as back-of-house organisation, providing efficient review mechanisms are all part of abstract management.

09:45 – 10:30

Crisis Management in Today's Climate - [Roslyn McLeod](#)

Litigation has arrived into the meetings industry. If there is an accident or a problem, someone will try and pass the blame to someone else. Know how to ensure that it is not you that takes the blame: undertake risk assessments and manage health and safety procedures; look at real life cases and how they could have been avoided.

10:30 – 11:00

Coffee Break

11:00 – 11:45

Presentation of Working Groups

11:45 - 12:30

Closing & Certificates

## **SPEAKER PROFILE**



### **Philippe Fournier**

*IAPCO Council Member  
Managing Director, MCI, Paris, France*

MCI is one of the leading PCOs and Association Management Companies in Europe dealing with over 100 conferences and exhibitions per year and providing full concept congress and exhibition management to worldwide based scientific societies, associations and federations. Philippe created the Paris office in 2003 but has been in the industry since 1984 organising congresses in France and all over the world. He is a Council Member of IAPCO, a founder and board member of the French PCO chapter in the French Federation of Congresses, Exhibitions and Fairs (FFSCF) and a partner of INCON.



### **Susanne Kostka**

*Chair of the IAPCO Training Academy, Council Member  
Vice President, AIMS International, Vienna, Austria*

Having begun her career in hotel management, Susanne has, for the past 20 years, in partnership with her husband Rainer, managed Austria's leading PCO company, which specialises in the incentive and corporate conference and meetings business with offices in Vienna, Budapest, Prague, Portugal, Brussels and Shanghai. She is actively involved in the congress management of international association and governmental meetings. Susanne is a partner of the INCON Group, past chapter president of SITE Austria and Chair of the IAPCO Training Academy.



### **Roslyn McLeod, OAM**

*IAPCO Council Member  
Managing Director, Tour Hosts Pty Limited, Sydney, Australia*

Founded by Roslyn in 1973, Tour Hosts is one of Australia's leading PCOs providing total conference management for international association, government and corporate conferences and exhibitions. In recognition of her contribution to the meetings industry, Roslyn was awarded her country's Medal of the Order of Australia (OAM). Roslyn is a Council Member of IAPCO, a Committee Member of the IAPCO Training Academy, a past President of the Meetings and Events Australia (MEA), a partner of INCON and a member of the Starwood Asia Pacific MICE Advisory Board.