

# MEMBERS' ANNUAL REVIEW 2015

CONGRESS MANAGEMENT  
FOR THE 21<sup>ST</sup> CENTURY

THE INTERNATIONAL  
ASSOCIATION OF  
PROFESSIONAL CONGRESS  
ORGANISERS

**FOR THE YEAR 2014**  
MEMBERS' ANNUAL SURVEY  
IAPCO ACTIVITIES  
LIST OF MEMBERS 2015

[www.iapco.org](http://www.iapco.org)

I A P C O  
MEETING QUALITY

## FROM THE PRESIDENT



We are well into the year 2015 and IAPCO has had a very busy start. For the 37th and last time the IAPCO Training Academy organised and delivered the annual seminar in Wolfsberg, Switzerland. The attendees made up a very experienced group, which led to a highly interactive and valuable learning experience for all. As in previous years, the meeting professionals came from all over the world and as such contributed to an inspiring environment of intercultural exchange of knowledge and experience.

In February our members met in Lisbon for the IAPCO Annual Meeting and General Assembly, which was a great success. The host members showed their destination in the most wonderful way, supported by many of their local business partners. The attending members engaged in truly rewarding discussions, thereby demonstrating the value of an association. Together the members of IAPCO display a strong commitment to continuous improvement of the quality standards within our industry, and as such partake in working groups to discuss and design new solutions and procedures to the dynamic service requirements of our clients around the world.

On a personal note I would like to highlight the introduction of the IAPCO Innovation Award for PCOs last year. During the General Assembly in Lisbon, the three short-listed nominees for this Award were given the opportunity to present their innovative solutions to the members of IAPCO through a 3-minute video. The winner was announced during the gala evening at IMEX, the official supporter of this Award. With the passing of the last of the IAPCO Founders, their legacy lives on by providing a young innovative meeting professional with the opportunity to attend one of the IAPCO Educational Programmes around the world.

The IAPCO Annual Meeting and General Assembly was followed by the 4th Meetings MasterClass, which was held outside of Wolfsberg, Switzerland, for the first time, demonstrating our interest in delivering education in as many places as possible. This successful forum for business and management in the meetings industry thus became the prologue for IAPCO's new Education Programme, EDGE, launched at IMEX 2015.

As IAPCO members we build our progress this year on all our activities and achievements during last year. When, at the beginning of last year, I shared with you the feeling that this was just the beginning of exciting years for IAPCO, I can now confirm we have certainly made progress in the development of our Association. The Annual Survey over last year shows that our members have also turned a corner, showing an increase again in organised projects and employment of full-time staff members. May 2015 offer you all further positive engagement and prosperous business opportunities!

Michel Neijmann,  
President 2014-2016

**IAPCO**  
brings you  
**QUALITY  
EDUCATION  
RECOGNITION**

**IAPCO is the Association for  
Professional Congress Organisers**

**I A P C O**  
MEETING QUALITY



# About IAPCO

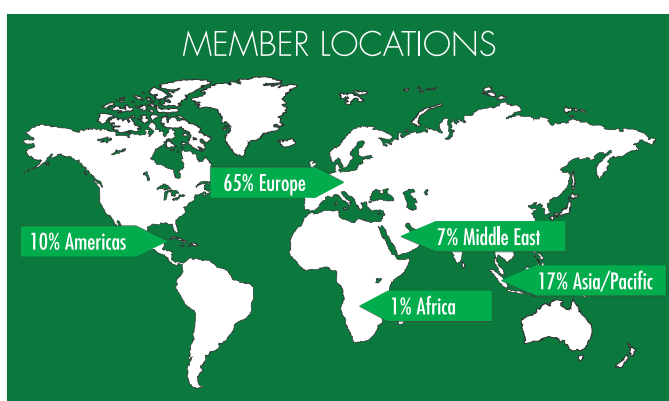
IAPCO is committed to raising standards of service among its members and other sectors of the meetings industry by means of continuing education and interaction with other professionals. IAPCO members are committed to a continuous quality assessment process throughout their membership.



## IAPCO's aims are:

- To further the recognition of the profession of the congress organiser
- To further and maintain a high professional standard in the organisation and administration of congresses, conferences and other international and national meetings or special events
- To undertake and promote the study of theoretical and practical aspects of international congresses
- To undertake research work concerning all problems confronting professional organisers of international meetings and to seek and promote relevant solutions
- To establish and maintain effective relations with other organisations concerned in any way with international meetings
- To develop a programme of educational courses through IAPCO's Training Academy
- To offer a forum for PCOs
- To encourage meetings' convenors to seek the assistance of reputable PCOs
- To provide members with opportunities to exchange ideas and experiences

## ABOUT THE MEMBERSHIP 2014



 **120**  
Members

 **41**  
Countries



**70%** IAPCO Members  
are International  
Core PCOs

Members provide  
AMC Services **50%**

# COMMUNICATION



Follows 83  
Followed by 1748  
1953 IAPCO tweets

867 carefully selected  
members



**IAPCO**  
**BRINGS YOU THE**  
**ON-LINE**  
**DICTIONARY**  
Over 16000 words  
15 languages  
English descriptions



**3010** Distribution of "The  
PCO" magazine

[www.iapcoeducation.org](http://www.iapcoeducation.org)

[www.iapco.org](http://www.iapco.org)

Sessions  
6,193



Users  
3,907



Pageviews  
19,406



Pages/Sessions  
3.13



Avg. Session Duration  
00:02:56



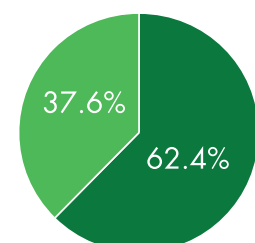
Bounce Rate  
48.64%



% New Sessions  
62.39%



■ New Visitors ■ Returning Visitors





# IAPCO CORE VALUES

Get Involved  
Be Extra-ordinary  
Uphold the Trust  
Proud of our Profession  
Set the Benchmark  
Because Learning Matters

## IAPCO RECOGNISES EXCELLENCE

Innovative IAPCO



### 2014 Innovation Award Finalists:

Magdalina Atanassova, AIM Bulgaria  
Andrew Dergousoff, ICS, Canada  
Dohyun Kim, MECI, Korea

### International IAPCO



### National Supplier Award 2014

Congress Centre Alfândega – Porto

### International Client Award 2014

Seoul ICM 2014 Organizing Committee

### Recognising the Founding Fathers

#### Albert Cronheim Scholarship 2014

Pulchérie Djeni of the Côte d'Ivoire



## ACTIVE IAPCO

### Industry Trade Shows

IMEX FRANKFURT

IT&CMA BANGKOK

IBTM WORLD BARCELONA

AIME MELBOURNE

IMEX AMERICA

## INTERNATIONAL IAPCO



### AIPC

(Association Internationale des Palais de Congrès)

### CIC

(Convention Industry Council)

### ECM

(European Cities Marketing)

### EFAPCO

(European Federation of PCO Associations)

### HCA

(Healthcare Congress Alliance)

### HCEA

(Healthcare Convention & Exhibitors Association)

### ICCA

(International Congress & Convention Association)

### IPCAA

(International Pharmaceutical Congress Advisory Association)

### JMIC

(Joint Meetings Industry Council)

### MPI

(Meeting Professionals International)

### PCMA

(Professional Convention Management Association)

### UIA

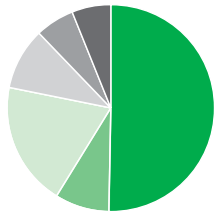
(Union of International Associations)

# ALL ABOUT EDUCATION – 2014

## 41st "WOLFSBERG" ANNUAL SEMINAR

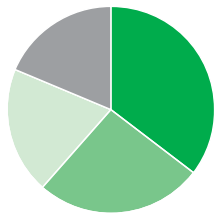
### Truly Global Participation

Over the past 41 years, over 2100 participants have attended the seminar from more than 70 countries.



#### 2012-2015 Alumni Industry Sector

- PCOs
- Conference Centre
- Convention Bureau
- International Organisation
- Pharma/Exhibition
- Other



#### 2012-2015 Alumni Years of Experience

- 1-3 years
- 4-6 years
- 7-10 years
- More than 10 years

### A Programme of Engagement



## THE FOURTH MEETINGS MASTERCLASS

### Delivering Value

#### BUSINESS VALUE YOU CAN DELIVER YOUR CLIENTS:

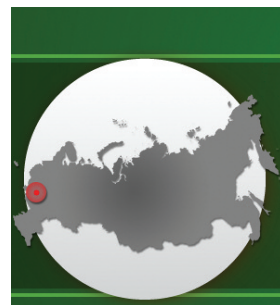
- Strategic thinking and vision setting
- Meeting design and participant experience
- Building the right team: in your organisation and theirs
- Relationships with sponsors and finance management
- Translation of business concepts into practice

## REGIONAL SEMINARS 2014



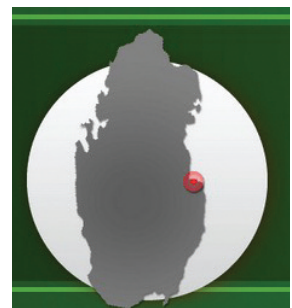
**THAILAND**  
16-18 July 2014

**SRI LANKA**  
21-24 July 2014



**MOSCOW**  
11-12 November 2014

**QATAR**  
10-11 March 2015





# IAPCO EDUCATION EDGE

Experts in Dynamic Global Education

The new educational offering “EDGE from IAPCO” is available. No longer will the Annual Seminar be limited to Switzerland, the dynamic educational seminar will now be offered worldwide with three seminars per year in different regions. EDGE will provide education at three different levels: general, advanced and expert, giving people that edge they need in a global competitive environment. Focussed on professional congress organisation these seminars will replace the traditional Wolfsberg Seminar and will fill the existing void in international MICE education for the PCO and the Meeting Planner. Providing a destination focus, Destination Partners in IAPCO Education will be able to participate in the programme, showcasing their destination and bringing an international location perspective to EDGE.

Cutting EDGE seminars will now be delivered worldwide, affordable and accessible. Are you standing on the EDGE of the future?



**AUCKLAND  
NEW ZEALAND  
24-26 AUGUST 2015**



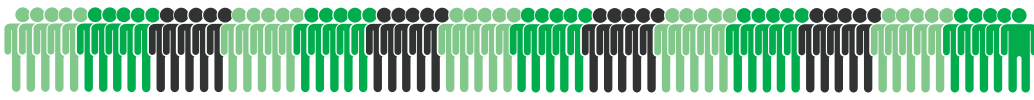
**COPENHAGEN  
DENMARK  
19-21 JANUARY 2016**



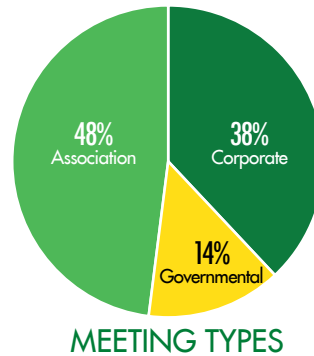
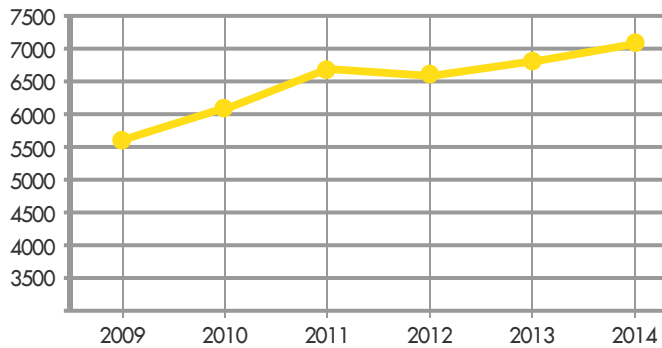
**WHISTLER  
CANADA  
25-27 MAY 2016**

[www.iapcoeducation.org](http://www.iapcoeducation.org)

# MEMBERS' ANNUAL SURVEY 2014

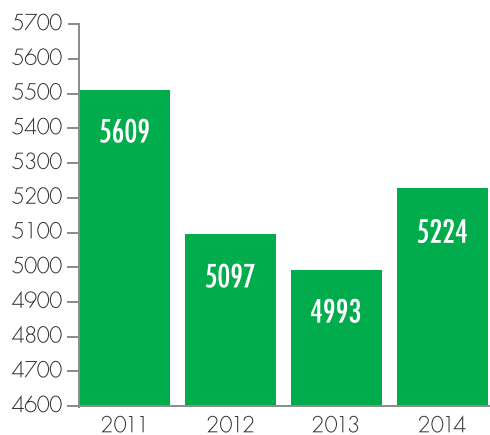


Total Number of Meetings handled by IAPCO



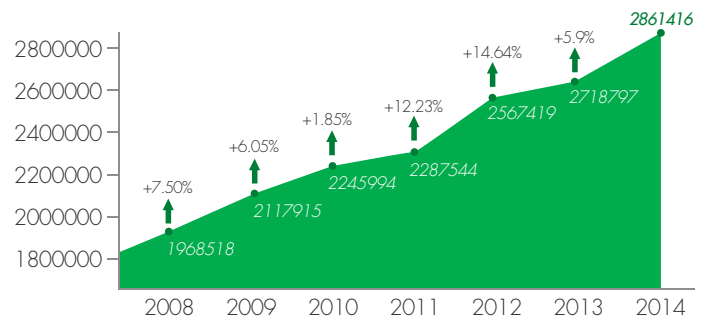
**778** International Corporate Meetings  
**976** International Association Meetings  
**298** International Governmental Meetings

## Full-time Employees of IAPCO Members



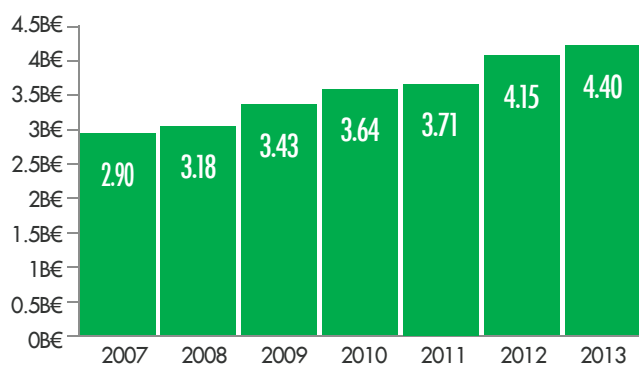
**2,861,416** Participants managed by IAPCO members in 2014

**5.24%** Participant numbers increase in IAPCO organised meetings in 2014



**631 683** Square Meters Managed in 2014

**3 817 001** Room Nights Managed in 2014



## BUDGET EQUIVALENT TO

**1,573 B€** for meetings

**315 M€** for exhibitions

**1620€** per participant

**4,63B€ ECONOMIC IMPACT**



# MEMBERS LIST 2015



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## Austria

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### JpDL International – Montreal

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### JpDL Intertask Conferences – Ontario

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BUDGET EQUIVALENT TO

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1620€ per participant

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778

International  
Corporate  
Meetings

976

International  
Association  
Meetings

298

International  
Governmental  
Meetings

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## STRATEGIC PARTNERS AND AFFILIATIONS

IAPCO is closely allied with the leading associations within the meetings industry. Exchange of ideas, concepts and sharing of knowledge is of paramount importance to maintain the meetings industry in the forefront of political and economic thought.

STRATEGIC PARTNER	 Professional Convention Management Association	STRATEGIC PARTNER	 Frankfurt / 19-21 May
STRATEGIC PARTNER	HEALTHCARE CONGRESS ALLIANCE  HEALTHCARE CONVENTION & EXHIBITORS ASSOCIATION  IPCAA	STRATEGIC PARTNER	 INTERNATIONAL MEETINGS REVIEW
AFFILIATIONS	 Convention Industry Council	AFFILIATIONS	 Joint Meetings Industry Council (JMIC)

## CORPORATE PARTNERS

Host of May 2015 Council Meetings  Málaga Convention Bureau	Corporate Partner 2015  Toronto Convention & Visitors Association	Corporate Partner 2015 and host of October 2015 Council Meetings  DUBAI	Corporate Partner 2014–2017  mehk A division of Hong Kong Tourism Board Meetings & Exhibitions Hong Kong
Airline Partner 2015  Emirates	Hotel Group Partner 2015  Jumeirah MADINAT JUMEIRAH STAY DIFFERENT™	Corporate Partner 2015  Hamburg Convention Bureau	Convention Centre Partner 2015  MELBOURNE CONVENTION EXHIBITION CENTRE
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