

Keeping learning at the leading edge



Jan Tonkin, IAPCO President.

IAPCO came into being almost 50 years ago, answering a crying need for education in what was then a new profession. Since then education has been one of the Association's main pillars, and continues to be so. Now that congress organisers are increasingly delivering services that demand new ranges of knowledge and skills, IAPCO's role in professional development is more critical than ever.

Some of these skills can be readily transferred from other business environments. However, learning to apply them in the meetings world, and acquiring the industry-specific knowledge to do so effectively, is still vital. These practical applications are best learned from those immersed in PCO businesses and working at the leading edge of the profession.

Two clear examples are marketing and sponsorship management. The mechanics of marketing can be learned in other contexts, but knowing how to deliver a highly effective conference campaign – one that not only delivers volume but also the right audiences to meet a client's aims – is a different matter. Similarly, knowing exactly what will resonate for a company evaluating a sponsorship offering is crucial to a sponsorship sales team's success.

Professional education may sound like 'business as usual' for an association, but what makes IAPCO's approach special is the focus on keeping that learning highly relevant, even as the marketplace changes around us. That's what keeps us stretching ourselves, searching out topics that need to be aired and well understood, not just by those of us working in the profession, but by our clients too. In the next few months, IAPCO members will present at industry events on subjects as diverse as leveraging digital technologies in audience engagement, GDPR and e-privacy regulatory changes, data security and 'lessons from the trenches' in meeting design.

As meetings experts, we have an important responsibility to guide our clients, and guide them well. Central to that is ensuring we're tapped into broadest possible marketplace discussions and debates. IAPCO has a close working relationship with PCMA, which sees us teaming up on stage and learning from one another. We're very enthusiastic about a recent agreement with SACEOS and the collaborative opportunities that presents. We also welcome external speakers to bring fresh thinking to our training programmes.

Today, many senior practitioners in the meetings world credit IAPCO's education programmes for piquing their interest in a stimulating profession, and giving them the insights and tools to reshape event formats and business practices. It's exciting to still be doing just that, and continuing to build capability at all levels – just as our many great client associations are doing in their own fields.

The PCMA Column

By Jasmine Zhu,
Digital Editor, Convene
www.pcmaconvene.org

Why Wall-to-Table Might Be the Next Big Thing in F&B

Vertical farming is a sustainable, delicious way to feed the world – including conference attendees.

Imagine a lush garden – springy and green, overflowing with arugula, cherry tomatoes, and fragrant herbs. Now imagine that it's vertical, indoors – and growing on site at your next conference.

It happened at MPI's World Education Congress 2017, June 19-22, at MGM Grand, where Chef Norris Kelly served attendees fresh salads made with ingredients taken directly from a vertical garden along a wall. It was the first time that vertical farming had been executed at an MGM property.

The vertical "farm" was made from large panels of low-density polyethylene, to which soil plugs had been added. Multiple plants can be grown from one plug, which were spongy and soft, with the look and feel of a buoyant fudge brownie.

As attendees nibbled on their freshly harvested salads – which included edible flowers and lemon herb vinaigrette – David Martin, CEO of Indoor Farms of America, and producer for the vertical farm at MGM Grand, talked about the benefits of indoor agriculture, particularly vertical farming.

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please forward to:

Not only does indoor agriculture provide enhanced air quality and noise reduction, it also serves as a form of natural art, Martin said, but has a more sustainable goal. "Indoor Farms of America was grown out of a desire to bring fresh food to (a variety of different) places in the world."

According to Martin, a conventionally grown head of lettuce might travel 25000 miles over three weeks of time. With vertical farming, the timespan can be abbreviated, and there's a much smaller carbon footprint as well. "Our focus is delivering produce where it has grown," Martin said. "It can literally be minutes away from harvest to on your plate."

Indoor farms also use 95 percent less water than traditional dirt farms – which is especially critical in areas prone to drought, he said. "We have a farm of a thousand panels in a village in Botswana," where there is a serious water shortage and they can't do dirt farming.

Vertical farming isn't just sustainable, it's personally satisfying, Martin added. "There's no greater experience than harvesting a salad that we took just from the wall."

COLLABORATION IS KEY

We all talk about collaboration and building relationships but do we do anything about it? IAPCO embraces its bonds with their Destination Partners [Dubai Business Events, Melbourne Convention Bureau/MCEC, Hong Kong Tourism Board, Hamburg Convention Bureau and Business Events Toronto], who will form the Judging Panel of IAPCO's Driving Excellence Awards, supported by IBTM Events.

The first round of judging is now complete, and IAPCO is delighted to announce the shortlist of applicants for the IAPCO Collaboration Award representing a wide spectrum of partners, including an Association, a Convention Centre and PCOs.



AIM Group Milano collaborated with SIAARTI (Società Italiana di Anestesia Analgesia Rianimazione e Terapia Intensiva), a society eager to find an innovative way to train its young members in the field of anaesthesia and resuscitation in hostile conditions offering future emergency doctors an unmissable chance to stand from the crowd. Lampedusa, a backdrop for migrant boat landings and major socio-sanitary challenges is an island well acquainted with human sufferings, known for its ability to handle emergencies, was chosen as the location for their pioneering educational programme, managed by AIM Group in partnership with SIAARTI.



Forming partnerships to win a Bid is paramount. In October 2013, Indian Society of Colposcopy and Cervical Pathology (ISCCP) approached **KW Conferences Pvt Ltd (KWC)** for assistance in preparing the Bid to host their World Congress (IFCPC 2020), one whose Bid would need to have a lot of support from the destination and industry. KWC thus partnered with the **Novotel & Hyderabad International Convention Centre (HICC)**, drawing up a plan wherein maximum results could be achieved by splitting the task at hand between the two partners. The result: the Bid was won by a majority vote.



And a collaboration of a different kind. Three directly competing PCOs, known affectionately as **Team Athens**, (**AFEA**, **ERA** and **ERASMUS**) each wanted to bid to host an IAPCO EDGE Seminar. Instead of entering into competition to win the Bid they decided to join forces and apply for IAPCO Edge 2017 in Athens collectively, to contribute actively to IAPCO's educational activities and showcase the collaborative spirit and convention potential and hospitality of their destination. They had to overcome the challenge of their competitive nature and of aligning different working cultures and ways of thinking, in order to put together an attractive bidding proposal and then to work together to deliver the highly successful seminar that it was.

Also Highly Commended, for their relationship building, were:

- ICMS Australia, with collaborative partner, Australian Childhood Foundation
- MCI Middle East with collaborative partner, Emirates Diabetes Society
- MCI UK with collaborative partner, World Hepatitis Alliance (WHA)

The winner of the IAPCO Collaboration Award will be announced at IBTM's Leaders' Summit in Barcelona on 26 November.

IAPCO SESSIONS AT ICCA 2017, Prague, 12-15 November

Monday 13 November 16:30 – 17:45

IT'S COMING NEXT MAY AND IT WILL AFFECT YOU! IS YOUR BUSINESS READY FOR GDPR AND E-PRIVACY REGULATORY CHANGES?

The impact for the MICE sector

We all operate in an increasingly data-driven world. Using personal data is an integral part of our professional activities as we aim to share content and market directly to individuals.

May 2018 will see the first significant change to data regulations in Europe in over 20 years. The new regulations will see stringent measures put in place to punish/fine organisations who seriously mishandle a European consumer's data. The EU hopes that new protections will grant consumers more control over what happens to their data. The impact will be felt not only by organisations based in the EU region as it will apply to all organisations processing and holding the personal data of data subjects residing in the European Union, regardless of the company's location.

Within the MICE sector, everyone will be affected, whether a CVB, an Association, a PCO or DMC, even convention centres, in fact anyone who holds any data about anyone will need to comply. Do you know what you must do to comply with the new legislation?

In this session, you will hear from a leading international data planning expert who will guide you through the changes in the GDPR and e-privacy legislation and what this means to those handling the personal data of people residing in the European Union. We will also look at practical implications for the MICE sector, give guidance and address questions you may have to get your organisation compliant-ready.



Moderator:
Alain Pittet,
Managing Director,
Congrex Switzerland



Presenter:
Emma Sanders,
Managing Director,
Global Data Partners



Presenter:
Caroline Mackenzie,
Founder and Partner,
Global Association Partners

Tuesday 14 November 10:45 – 12:15

EVENT AND DATA SECURITY – CAN YOU PROVIDE PROTECTION?

Every day we witness acts of insurrection, some affecting us personally, or as a nation, or as an industry. As keepers of our events, we have a duty to provide as much protection as possible to enable congresses to take place in safety.

Areas to be addressed:

- Physical security against acts of terrorism
- The new era of cyber-threats including event website piracy and hotel room block hacks
- Understanding cybercrime and reducing your organisation's weaknesses
- Risk Management
- Data Management (2018 legal compliance)



Moderator:
Iftah Amit,
VP Global Sales & Marketing,
Kenes Group



Keynote Presenter:
John Martinez, CEO,
Shocklogic,
UK

Panelists:
Sissi Lignou, Director, Operations &
Development & PCO Services, AFEA
Francesca Manzani, Business Manager,
Florence, AIM Group

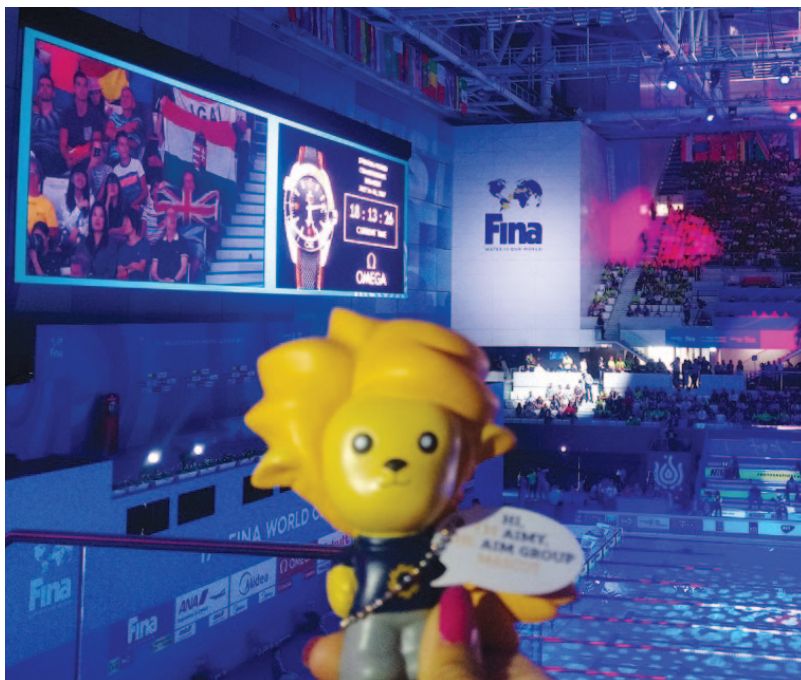
MEMBERS' NEWS

17 FINA World Championship

IAPCO PCO: AIM Group International

What leaps to mind when you hear swimming, diving, water polo or synchro? The 17 FINA World Championship, of course, recently held in Budapest. And AIM Group International was proud to have been part of it, even if only on the sidelines! With AIMY, the AIM Group mascot, supporting the teams, this was a different kind of event to organise.

AIM Group's involvement consisted of hosting two important clients: the team of Myrtha Pools, the company responsible for all the specially shaped swimming pools and the other was internationally-acclaimed swimwear brand Speedo. AIM Group also organised photoshoots after the competitions plus a private event for all sponsored athletes from USA, Australia and Canada. An added bonus was that the AIM team were able to attend the competitions and celebrate with the local medal-winning athletes.



Friendship amongst Peoples

IAPCO PCO: PLS Educational, Italy

PLS won a 4 year agreement to develop and promote the Health Division at the "Meeting For Friendship Amongst Peoples" starting with the 38th annual edition in Rimini (Italy). As of the last week of August, Rimini became the international capital of culture, art, history, science, literature, sport and society: looking at the beauty of reality to know it better.

The 'Rimini Meeting' figures were staggering:

- 7 days, from August 20-26 2017
- 800 000 attendances from 70 countries every year
- 14 pavilions at 'Rimini Fiera'
- More than 200 partners and sponsors
- 8 rooms for round tables and more than 100 conferences
- More than 300 Italian and international speakers
- 12 art exhibitions with 160 000 attendees
- 13500 sqm to practice different sports, inside and outside the fair
- 23 cultural shows with more than 150 artists every year attracting 45000 spectators
- 21000 sqm of staged spaces, with 5 traditional restaurants, fast food, 24 refreshment stands and snack bars
- More than 800 media professionals, 400 national and international headlines
- 8000 press review articles in major national newspapers
- More than 3600 volunteers from all over the world.

on IMEX America



A busy stand throughout the show. Team Mexico finalise details of EDGE Guadalajara



Stéphanie Cuillerier, JPdL, moderator, keeps Will Taylor, Arinex, and Rutger Hoorn, Ovation, debaters, apart during The Great Debate: PCOs v DCMs – essential or superfluous?



Business Events Toronto renews partnership agreement with IAPCO, plus will host 2018 council meeting



New ideas for meeting design presented by Rosa Garriga Mora, Kenes Group (IAPCO) and Kirsten Olean, American Society for Microbiology (PCMA) expertly moderated by Claire Smith, Vancouver Convention Centre



Hosted evening by Melbourne MCEC and MCVB – followed by exciting KA show

Founded by Henry VIII, RCP turns 500

IAPCO PCO: MCI UK

The internationally renowned Royal College of Physicians, founded by England's King Henry VIII, turns 500 next year with major celebrations planned at their Annual Meeting. MCI UK have been appointed to deliver this

prestigious event, which will be managed by new Account Director, Dan Dragoni.

Other additions to the MCI UK team include Jamie Ades-Griggs who joins

as Association Sales Director with over 10 years' experience working with Associations at ExCeL and QEIIICC, whilst James Hampton brings 15 years of industry experience to his new role as Operations Director at MCI.

on Congress Corporation

Decades of operating the Asian Development Bank AM

1997 in Fukuoka, 2007 in Kyoto and 2017 in Yokohama, Congress Corporation has been appointed as the official PCO, with this year being extra special, commemorating the 50th Annual Meeting of the Asian Development Bank Board of Governors.



Live brush painting and shamisen performance



Congress Corporation's new staff 2017 – the future is here



Kimono fashion show on the stage in the exhibition



Staff in Secretariat HQ communicate live with the Information Desk using a tablet device system set up to enhance efficiency



Exhibit of actual truck that supplies hydrogen energy off grid which required meticulous negotiations to obtain approval

"Congress Corporation looks forward to welcoming our fellow members to Tokyo next February for the IAPCO AM&GA, to enhance our meeting organization skills together and mutually share best practices with all of you. Fascinating Japan awaits you!"

Visit the IAPCO2018 Tokyo website for more details.
www.iapco2018.org

TOKYO 2018
IAPCO Annual Meeting & General Assembly

OFFICERS

IAPCO Council

President: Jan Tonkin,
The Conference Company
Vice-President: Mathias Posch,
International Conference Services

Treasurer: Peder Andersen,
DIS Congress Service
Members:
Keith Burton, African Agenda

Ori Lahav, Kenes Group
Kayo Nomura, Congress Corporation
Alain Pittet, Congrex Switzerland
Nicolette van Erven, Congress by design

Host 2018 Annual Meeting & General Assembly: Kayo Nomura, Congress Corporation

MEMBERS' NEWS

3D Live Surgery, a first for AIM

IAPCO Member: AIM Group International, Italy

Author: Gilberto Fumarola, Project Leader Congress Department, Florence Office

Focusing on medical and surgical retina diseases and all innovations in imaging, diagnostic techniques and different treatment approaches, the FLOREtina 2017 Meeting took place at the Palazzo dei Congressi earlier this year.

Live Surgery sessions were interwoven within the plenary and breakout lectures but what made these live surgery sessions of utmost significance was that they were filmed and broadcast using a 3D technology. The 3D visualisation was exploited both by the active surgeon, in order to perfectly identify the correct segment in which to operate, and by the participants, who could get a better sense of the doctors' "workplace". Thus the surgeons were able to perform with greater accuracy, scanning and viewing the light-sensitive layer of tissue (the retina), with a higher level of sharpness and depth, and with a more realistic reception of colours, shadows and dimensions.



These 3D live surgery sessions have the utmost active involvement: all participants were given 3D glasses in order to experience the surgery in greater detail than previously. In the past it was difficult to sense the depth of retina tissues during interventional and diagnostic phases. And it was AIM Group International that made it possible for FLOREtina to exploit such a crucial turning point in live surgery.

Abbey wins Best PCO Award

IAPCO PCO: Abbey Conference & Events, Ireland



For the second consecutive year, Abbey Conference & Events of Dublin has won the Best Professional Conference Organiser Award, announced at the Ninth Annual Event Industry Awards, and the third time overall since 2012. The Award recognises Abbey for its ability to organise large and complex conferences that meet the highest international standards of quality.

The Event Industry Awards were founded in 2009 with the intention of commending and highlighting the impeccable standard of excellence found in Ireland's event industry. They also aim to recognise the people whose exceptional efforts elevate the industry standard, as well as showcase their outstanding work.



It was just one week, but it was six events in parallel; AFEA's team deservedly relax in a summer mood outside of their offices

Patricia McColgan, Director of Abbey Conference & Events, commented "We are truly honoured to have been voted Best Professional Conference Organiser for the second year in succession. This Award is testament to the hard work, dedication and passion of our wonderful team who go above and beyond the call of duty time after time".

Caps against Polio

IAPCO PCO: CPO HANSE SERVICES, Germany

CPO staff, in May, started to collect plastic caps. Why? To support a CSR campaign for the German foundation "Caps against Polio", who are in turn supporting the international campaign "End Polio Now", with the goal to eradicate polio worldwide. With every 500 caps collected, a child will be vaccinated against polio. Among others, the initiative is supported by the Melinda and Bill Gates Foundation and Rotary International.

This was just one of two recent ideas shared by all CPO staff as part of their commitment to the Sustainability Codex of the German speaking meetings and event industry. Initiated by the German Convention Bureau (GCB) and the European Association of Event Centres (EWC), Fairpflichtet (a pun, from ver-"fair"-pflichtet = committed) offers practical guidance for Corporate Social Responsibility.

And CPO's second commitment was also not for the fainthearted. This time a sportive team event to support motivation and health of hard-working staff, CPO participated in the Berlin running event "B2Run", which took place at the impressive Olympic Stadium in July. Six CPO-runners successfully finished the 5.7km run in a super-fast time, cheered on by their many colleagues.

Each year, the CPO team propose creative CSR ideas, all forming part of an annual competition. The winner, announced at CPO's annual meeting in December receives a gift voucher for one organic supermarket shopping trip. Who will be the winner this year? We'll let you know.



Sweet Success for Kenes' Rebrand

The new brand launch took place on the 27 July simultaneously in all Kenes Group offices globally. During that day the new brand was announced together with the launch of the new website. Each office celebrated with coffee and branded cakes, providing a networking moment to discuss the changes that the new Kenes Group brand brings. A significant and sweet occasion for all at the Kenes Group.



KW at 25

IAPCO PCO: KW Conferences, India

From its inception in 1992 to the present day, KW Conferences's journey has been eventful, a true success story, but notwithstanding hurdles along the way! Today KWC is the premier PCO in India, having handled more than 400 meetings of various proportions, in a

variety of sectors. To celebrate KWC's 25th anniversary, and to acknowledge every individual's contribution to its growth, the team participated in an enjoyable two-day-offsite, during which the company's core values were reiterated in newly formulated Vision and Mission Statements. The KWC Team is gearing up for the next phase of its growth through the creation of its own shows.



snapPCO on International Conference Services, Canada



ICS team (Aoife Hoey, Jing Zhong and Jacilyn Edgar) enjoying the recent PCMA Canada West Chapter Summer Social Leadership Workshop



ICS team enjoying their annual staff retreat at the Westin Bear Mountain Resort in Victoria, BC



ICS Virtual team vs Housing & Registration take on each other in a Summer Challenge!



"Hacking Mental Health in the Workplace" Final Pitch Presentations at eHealth 2017 organised by ICS Events

DESTINATION FOCUS

Basel – the Swiss location favoured by Associations



Hall 1 transformed into an airport for ITI World Symposium.

Basel is Switzerland's prime location for exhibitions and conferences and offers state-of-the-art infrastructure. Its internationally famous events include Baselworld, the premier trendsetting show for the global watch and jewellery industry and Art Basel, staging the world's leading modern and contemporary art fairs.

The Congress Center Basel with its 25 modern rooms is located in the heart of the city, right next to Messe Basel, and just a short walk from a large number of hotels. Messe Basel's exhibition complex by architects Herzog & de Meuron marks the perfect combination of sustainability, functionality and aesthetics. This modern building with

its multifunctional Event Hall on the ground floor has a direct walkway to the Congress Center Basel.

For the spectacular ITI World Symposium 2017, the Herzog & de Meuron hall complex was transformed into an airport for three days. Around 5000 participants from 90 countries checked in. This major event is not just an example of an utterly convincing concept that will linger in people's minds for a long time to come; it is also emblematic of the capacities, know-how and technical systems that the Congress Center Basel has to offer.

Congress Center Basel
www.congress.ch



on Dubai

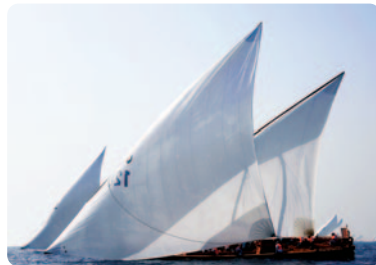
Five activities to pack out your Dubai itinerary

Planning a business event in Dubai? Here's some great itinerary options to make sure your clients and delegates make the most of their trip.

Dubai Tourism
www.visitdubai.com



Go dune-bashing in a 4x4, ride camels, enjoy traditional Arabic food and dig your toes into the sand at the camp site



Enjoy a leisurely cruise and dinner on a dhow or experience the excitement of sailing one in the Arabian Sea



Witness majestic birds soar through the sky and swoop down at tremendous speeds with a falconry display



Escape the skyscrapers of the city centre and travel back in time with a trip to Al Fahidi Historical Neighbourhood



Away from the modern malls, Dubai's bustling souks provide a treat for the senses with rich sounds, sights and scents

TOWER ABOVE

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CRITICAL COMMUNICATIONS EXPERTS PRAISE HONG KONG FOR SAFE ENVIRONMENT

The 2017 Critical Communications World Congress hosted by TETRA and Critical Communications Association (TCCA), held at the AsiaWorld Expo 16-18 May, is now in its 19th year and the second time it has been staged in Hong Kong since 2008. Attracting over 3000 critical communication professionals from over 100 countries, including 150 global experts and 110 solution providers, it was the largest attendance of any of their past World Congresses in Asia.

Choices Based on Critical Success Factors

The factors that made Hong Kong the ideal destination were its status as a safe world-class city with the highest TETRA usage per capita in the world, and its unique position as a gateway to China located in the heart of Asia where a huge potential of going digital is centred on India and China as the largest markets.

"Hong Kong is a great regional hub for a global technology event like this. It's safe and the infrastructure is amazing, with easy transport links, plenty of hotel options from affordable to first-class, and lots of attractions – it's probably my favourite city outside of Europe", said Phil Kidner, CEO, TCCA. "It's affordable, offering good value for money and a gateway to our markets in Asia".

Meetings and Exhibitions Hong Kong
www.mehongkong.com



Phil Kidner, CEO, TCCA.

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Business, brands and innovation UNPACK INDUSTRIOUS HAMBURG!

Hamburg is a place where leaders in business, politics and science like to meet. Thanks to its legacy of sea trade and history of international relations Germany's second largest city has everything it takes to host meetings of global significance, such as this year's G20 Summit.

For high caliber attendees a precious pen is of course an essential conference companion. And chances are it's made in Hamburg! Would you have guessed that Montblanc is a native of this city? The luxury brand is in excellent company. Other big names like Nivea, Steinway, Airbus, Olympus or Philips all have a base in Hamburg.



One of them might be just the partner you are looking for to sponsor your event!

Hamburg is also a major digital business hub. Home to the German headquarters of Google, Facebook, Dropbox and Twitter the city boasts the highest ratio of IT experts in Germany. They are a key audience for innovative meeting formats like Online Marketing Rockstars with 25000 attendees or

TEDx. Both events have successfully been staged in Hamburg in 2017 and will return in 2018, celebrating the city's flair for vision, ideas and change. Visit unpackhamburg.com to find out more!

Interplan & ITI – a successful partnership

IAPCO PCO: Interplan, Germany

Since 2005, the International Team for Implantology (ITI) has been a core client of Interplan for both their world congresses and their national meetings.



© ITI International Team for Implantology.

The ITI World Symposium, 4-6 May 2017, is ITI's flagship event attracting a total of more than 4800 dental professionals, from 90 countries, making it the biggest international implant dentistry congress ever. The theme of the ITI World Symposium was "Key factors for long-term success" directly linked to the importance the ITI places in evidence-based information for application in daily clinical practice. For well over 35 years, the ITI has focused on supporting and promoting evidence-based science and has built up a deservedly strong reputation for rigorous examination of new methods and technology.

The meeting was held at Messe Basel, with its newly refurbished and extended infrastructure and facilities which harmonizes perfectly with the 2017 Congress Design of a modern airport. Interplan was responsible for registration, the exhibition and sponsorship as well as accommodation. "We are proud to be involved in the organisation of such an outstanding event" commented Bruno Lichtinger, MD of Interplan, "and we really appreciate the collaboration with the ITI Team".

AOS Host EDGE KL at KLCC

Another highly successful EDGE seminar, supported by KLCC and MyCEB, hosted by IAPCO member, AOS, with trainers, Sarah Markey-Hamm, ICMS, and Mathias Posch, ICS, attracted both national and international participants, and was held at the KLCC in September.



Welcome by Amos, of hosts, AOS.



Groups hard at work.



Fun at EDGE, extra-large selfie – thanks Mathias!

It's all about the detail at KLCC

It was inspirational to attend a Convention Centre site visit that will not be remembered as a blur of faceless meeting rooms but as a series of experiences that will be unforgettable, in a modern vibrant venue. How did this come about?

From the moment the IAPCO Council touched down in Kuala Lumpur we knew we were in for something special. Hosting a group of high-level meeting professionals and getting the balance of respecting the time needed to conduct their agenda vs. showcasing their convention centre is a fine art and one that the team at KLCC surpassed.

Instead of the usual venue site visit, the KLCC team devised creative ways to ensure their venue had maximum exposure without disruption to the council meeting. Each day the meeting area was exquisitely themed: day 1 Indian; day 2 Malaysian; and day 3 Zen/ Japanese reflecting the gastronomic cultures of the country. During the breaks, the chef enthusiastically introduced a variety of tasty snacks with a culinary explanation.

A lunchtime trip, to what the council thought was 'just' a visit, to the plenary hall wowed when the curtains dramatically opened to reveal a beautiful



The chef explains.

Indian feast together with traditional musicians and a stunning rice picture depicting the IAPCO brand.



Attention to detail.

The venue immersion afternoon involved a back stage pass to the kitchen areas where the council could view where the magic happens – 15000 covers can be delivered from the kitchens at any one time – an experience to which event professionals rarely have access. Creating our own Chinese appetizers was fun and inventive, to be followed by a traditional Chinese meal in the chef's office.

Just when we thought the team could not deliver any more surprises, the final gala dinner stunned, as a catering area was converted into a Malaysian banquet together with musicians, arts and craft making and henna tattoos. Dining with the team from KLCC, MyCEB, Traders Hotel and Malaysian Airways, who had been so generous in

hosting the IAPCO council, became a family affair, full of laughter and memories.



A banquet with friends.

The council eagerly got stuck in to creating some 'good?!' artwork... which made us all understand why we were PCOs and not artists! Inspired, Angie from the KLCC decided to spontaneously auction off council's priceless works of art, raising money for the Forest Research Institute Malaysia, raising over 2500 MYR.



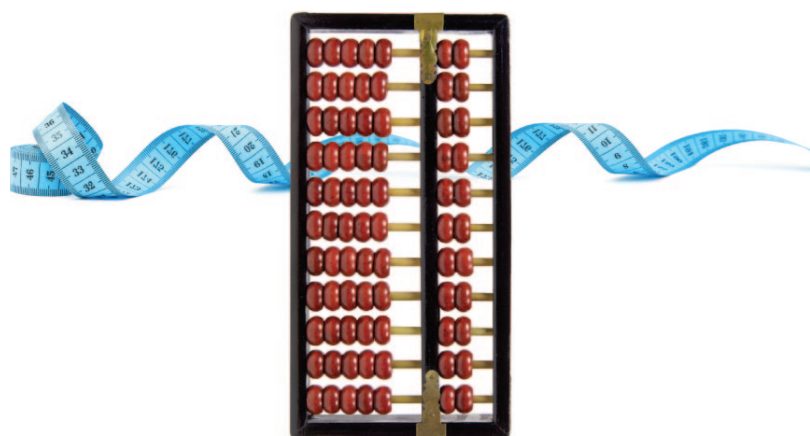
The masterpieces.

In the meetings industry, exceptional customer service skills are always expected but sometimes not delivered. This was definitely not the case in Kuala Lumpur. The KLCC team went above and beyond – each and every member of staff, from cleaners to AV staff, from ops to head chefs, all were thoroughly briefed about the IAPCO council, delivering all of our requests and more, but what made all the difference, all with a genuine smile.

A huge thank you to the Kuala Lumpur Convention Center who were the generous hosts of the Council Meeting which took place from the 13-15 September 2017 – the council left having had productive days of meetings, delighted by the facilities and experiences at the Center, friends for life with the team and very definitely a little heavier!!

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snaPCO on Hamburg Advisory Board

30 participants comprising IAPCO members, hosts Hamburg Convention Bureau, together with HCB's premier and strategic partners met in Hamburg for the annual Advisory Board meeting from 8-10 September.



Andrea, Nele (HCB) and Nicky, Iftah and Chris (IAPCO) enjoying the sights of Hamburg



Elphie (the Elbphilharmonie), Hamburg's world's most acoustically advanced concert hall



The workshop, under the theme of The Congress today and of the future

FEATURE ARTICLE

A new political reality and its effect on Global Meetings

Author: Mathias Posch, IAPCO Vice President
President, International Conference Services Ltd.



Being a PCO with offices in Canada, Europe and the USA, we are rarely affected by political turmoil. Often we might even be a bit ignorant of the many issues our colleagues face in parts of the world with less political certainty. Sure, working internationally there is the odd political crisis that forces us to make emergency plans or even postpone a meeting – but it seems it never hit us harder than right now.

At the time when “The PCO” went to print, ICS was gearing up for one of our largest meetings of the year – the World Conference on Lung Cancer with an expected 7000 delegates in Yokohama, Japan. Just three days before our Regular Registration Deadline (August 31), North Korea launched a missile that flew over Japan and landed in the ocean. In any other year I would have expected a sharp drop in registrations, not however this year. It seems that people are getting used to a sad new reality.

The concern about a violent conflict in the area is still growing and one will see the impact on the conference but so far it seems as if people understand that there is a level of risk involved wherever you go these days. As a PCO however we have to be prepared for any eventuality.

Change the location to Doha, Qatar, where we are organising a high profile conference this month. The diplomatic crisis of

just a few months ago had raised questions about the viability for a short time, but soon it became clear that the conference would go ahead as planned.

Meanwhile we are preparing a large conference in the USA with sizeable delegations from countries affected by the “travel ban” of late. We are working around it – expecting some negative impact on overall numbers but the conference itself will go ahead as planned.

There are examples after examples from any part of the world where PCOs like us have to adjust to a new political climate. More than ever, we need to show flexibility and creativity to deal with unexpected situations as we face them. The toolbox of a PCO seems to get bigger every year and to be able to handle unexpected changes around the globe proves the value of a good PCO.

As IAPCO expands our educational offerings, we consistently increase lectures focused on Crisis and Risk Management and soon will expand on that further. PCOs truly have come a long way from being logistics providers to being crisis managers. In an uncertain world, the only thing that is certain is the need to educate, innovate and communicate. Educate yourself and your staff on the situations you are facing or might be facing when organizing international meetings. Innovate the way you go about your planning and be flexible enough to adjust. And last but not least, communicate – let people know what is going on and what you are doing about it – this includes your clients, your staff and your delegates.

PCOs – the Professional Crisis Oblivators for conferences...

PCOs: Adding More Value to Associations Worldwide

IAPCO PCO: MCI Group

Within a fast-paced and highly competitive industry, where expectations are constantly evolving and experiences are shifting from great to exceptional, hiring a PCO (Professional Congress Organiser) who specialises in the designing and execution of conferences can make an immense difference for any association.

To put this more into perspective, the relationship between an association and a PCO hinges on a high level of trust, which in essence means that the entire, or part, of the conference's process is appointed to the PCO.

But what makes the employment of such a company beneficial for the running of a congress? What is the

value for associations should they decide to consider this option?

The answer lies on the premise that the association needs support, consultancy and true expertise.

This means that associations can solely focus on the overarching strategy of the conference, strengthening its value proposition and building a strong network of communities. At the same time, the PCO delivers on the agreed objectives by assisting massively in addressing all details and devising a clear strategy for ensuring the conference's success.

From financial management, to marketing solutions and logistical consulting, the services a PCO can efficiently

provide may vary depending on each association's needs and expectations. For instance, a PCO has the industry knowledge and extensive expertise to deliver strategically targeted promotional services for attracting and activating the desired number of delegates and sought-after target audience.

As the expectations of attendees keep evolving and they are demanding elevated and innovative experiences, associations need to stay ahead and lay their focus on delivering highly impactful conferences. And to do so, it is crucial to find the right strategic partner to facilitate the processes and provide support in driving performance and growth.

becomes a key component of MCI USA's Meetings, Conventions and Incentives platform serving both associations and corporations, and further accelerates MCI's focused growth in the United States.

NEWS IN BRIEF

IAPCO enters into partnership agreement with SACEOS

IAPCO has recently entered into a partnership agreement with SACEOS both to further their education offerings in South East Asia. “Entering into a partnership agreement with SACEOS is a win-win situation for both Associations”, commented Mathias Posch, Vice-President of IAPCO. “Collaboration is the way forward within our industry especially where quality and education are concerned and we are delighted to be co-operating with each other within these two fundamental areas”.

Ukrainian added to IAPCO dictionary
IAPCO's on-line dictionary, consisting of over 1200 words in 16 languages, all searchable on-line with English definitions incorporates a new language.

The latest language to be added is Ukrainian, for whom we thank the Business Travel Association of Ukraine for their translation.
www.btaukraine.com

Award Handover in Copenhagen

IT provider ESTENSIS won the IAPCO Driving Excellence Recognition Award 2016 at IAPCO's last General Assembly. CPO HANSER SERVICE nominated its long-term service partner who specialize in presentation technology. The prestigious award was handed over to ESTENSIS's Managing Director Ossip Gonschorr on the occasion of the World Congress of Biological Psychiatry, organized by CPO, which took place in Copenhagen this June.

MCI acquires Wyndham Jade

MCI have announced their acquisition of Dallas-based Wyndham Jade, an industry-leading event and travel management company. The addition of Wyndham Jade

STOP PRESS

Confirmed this month

Two more new members join IAPCO, their event and office site inspections having been successfully completed in September:

The Plan Co.

Seoul, Korea
www.theplan.kr

JTB Communications Design, Inc.

Meeting & Convention Division,
Tokyo, Japan
www.jtbcom.co.jp/en/

It's finished!

For those who have been following the construction of the IAPCO Basketball Court in Bubanza, Burundi, we are delighted to announce that it is now complete. The project “To Brighten the Life of a Child” has been realised providing a much needed physiotherapy resource, and helping to equip the children with key life skills: to have better health, to experience teamwork, to learn the value of discipline, to discover respect, to build self-confidence, to learn to win and to lose, and to know that a dream can become a reality!



New Members for IAPCO



Podium Conference & Association Specialists

Marischal De Armond, President,
2661 Queenswood Drive, Victoria, BC, V8N 1X6, Canada
marischal@podiumconferences.com
www.podiumconferences.com



Podium Conference & Association Specialists, with a focus on Scientific & Research organizations, are a strongly connected, personable team with a love of planning. We pride ourselves on delivering quality services with honesty, attention to detail and responsiveness. Our success stems from our relationships with our clients. We see ourselves as one team supporting our clients' goals as if they are ours. We genuinely enjoy seeing clients relax, have fun and do what they do best – science and research.



Symporg SA

Bertrand Joehr, Managing Director
Rue Rousseau 30, Geneva 1201, Switzerland
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SYMPORG has been planning conferences with professional know-how, offering tailor-made, high-quality services to its clients, both locally in Geneva and internationally since its founding in 1983. We value a strong personal touch with our clients no matter the size of the event – to us building trust is essential for a successful event. We focus on Medical and Scientific Associations but also count Public and Private Industries as our clients.



Worldspan

Nicola Williams
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Abergele LL22 9LJ, UK
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www.worldspangroup.com



Founded in 1972, Worldspan is an award-winning Global PCO, Creative & Digital Agency with a long-established pedigree of delivering creative excellence. The company's bespoke association solutions incorporate solid event logistics & delivery, digital solutions to manage both abstract and registration needs, membership management, creative communications and secretariat services. On average, our clients have partnered with us for fifteen years; as well as 'customer delight' being a core policy, we remain committed to being at the forefront in delivering the very best creative and engaging solutions.

OFFICERS

IAPCO Council

President: Jan Tonkin,
The Conference Company
Vice-President: Mathias Posch,
International Conference Services

Treasurer: Peder Andersen,
DIS Congress Service
Members:
Keith Burton, African Agenda

Ori Lahav, Kenes Group
Kayo Nomura, Congress Corporation
Alain Pittet, Congrex Switzerland
Nicolette van Erven, Congress by design

Host 2018 Annual Meeting & General Assembly: Kayo Nomura, Congress Corporation

MEMBERS' NEWS

Interplan on the G20 Summit Experience:

IAPCO PCO: Interplan, Germany

Interplan was selected as the Official Housing Agent for the G20 Summit, which took place this year in Hamburg. Germany had the presidency for the OSCE (Organisation for Security and Co-operation in Europe) in 2016 and hence for the G20 in 2017. The Summit of the Heads of State and Government was held on 7-8 July 2017. The G20 is the central forum for international co-operation on financial and economic issues.

As Official Housing Agent appointed by the German Foreign Ministry, Interplan had to provide housing, not only for the 20 country delegations but for all 37 delegations that attend, whose sizes vary anything from ten to a maximum of 650 persons.

Some of the challenges experienced were that, with other celebrities in the city at the same time, eg Coldplay and Elton John, there were insufficient 5-star hotels in the city as well as a shortage of presidential suites. A special request came from the Saudi Arabian Delegation who requested underground parking for 120 limousines but whose limo sizes exceeded those of all garage entrances! The press had a large interest in who was sleeping where, and in particular about Donald Trump's accommodation, so naturally security was paramount.

The political focus of the G20 was felt by Interplan when their headquarters in Munich were targeted and vandalised by an activist group.

But despite the challenges, Interplan helped to accommodate all delegations according to their wishes in 20 hotels. And at the end, Interplan received a dedicated present for Heike Peter for a job well-done from the American delegation.



Dubai Nutrition Conference

IAPCO PCO: MCI Dubai

Using eco-friendly shell schemes, digital signage, paperless communication, and sustainable health checks, MCI's organisation of the third Dubai Nutrition Conference reinforced the overall purpose of the event, held under the patronage of H.H. Sheikh Hamdan Bin Rashid Al Maktoum.

The theme of the conference, held in Dubai 26-28 October, was a holistic approach towards clinical nutrition and healthy living. In line with this theme, the conference had a Nutrition Souq where live cooking stations and product demonstrations educated healthy living to the community at large.

Making the most of a Volunteer Programme

IAPCO PCO: Arinex, Australia

The Internal Auditor's International Conference 2017 (IIA 2017) chose the brand new ICC Sydney to showcase experts representing the global internal audit profession.

A major initiative delivered across the four day event with a different to the usual slant was the IIA volunteering programme. Managed by Arinex, this established programme offers Association members open access to sessions and Continuing Education Points in exchange for their time in supporting the Conference. The programme allows the volunteers to build connections and form friendships, and more importantly listen to world class speakers on topics of news-breaking interest.

Using volunteers to the benefit of both the volunteers and the event is not in itself a new concept, one frequently adopted by PCOs. What made this different to other volunteer programmes was that it was not limited to

the new generations but extended to all ages within the profession to apply.

The Arinex team enjoyed this unique opportunity to engage with an enthusiastic international following of volunteers travelling from 10 different countries to support the Conference. Ranging from 19-75 years, the 90 volunteers had interesting stories of past events to share, demonstrating the strong tie the volunteers have with their Association. Remarkably, around a dozen had already volunteered at previous Conferences and for some of them IIA 2017 was their fourth consecutive Conference. More than volunteers, some were wise counsel due to their years in the profession and continuing interest in professional education.

The volunteers showed their dedication to their Association through the hard work undertaken throughout the event, an experience which inspired the onsite Arinex team.

Marching for Midwives

IAPCO PCO: MCI Canada

A two-week long programme welcomed 4100 international delegates to Toronto facilitating learning in as many as 26 parallel concurrent scientific sessions. This was the 31st International Confederation of Midwives Triennial Congress, organised by MCI Canada.

To announce that the midwives of the world had arrived in the city, the congress kicked off with a "Toronto's March for more Midwives" drawing in over 2000 midwives for a three-kilometre march through the streets of Toronto. In addition, the congress boasted a Guinness World Record for the largest baby massaging lesson, with over 400 participants!



PAOLA PIZA RECOGNISED IN LATAM

Paola Piza, Regional Business Development Manager LATAM, at Kenes Group, was recently recognised as one of the top 15 event professionals in Latin America at the World Meetings Forum 2017. "We are thrilled to have Paola receive this important recognition. It is imperative to have



leaders acknowledged for their hard work and contribution to the development of the industry. All these top 15 event professionals are showing the world the importance of Latin America in the global meetings industry and we are simply excited to see what they have in store for us" commented Carlos de Sebastian, Managing Director Spain and Latin America.

Short notice for G7 Organisation

IAPCO PCO: EGA, Congresses & Events

It was March 13th 2017. The first preliminary meeting took place with the Presidency of the Italian Council for the organisation of a 12 million euro contract won by EGA in a joint venture with two major partners, Studio 80 and Volume. The challenge? The date for the G7 was scheduled for 26-27 May in Taormina!

Challenges efficiently handled by the 500 staff and professionals involved were a little out of the ordinary!: a total of 30000 badges to include all Taormina residents; 290 flags in protocol order distributed throughout Taormina; a broadcasting centre for a total attendance of 5000 journalists; a transportation service involving

limos, golf carts and electric buses all available 24h; all of which makes utilization of historic venues, all catering, the gala dinner, accommodation, logistics, all seem just "ordinary"!



IAPCO

on Congrex Switzerland
It's all about the Shoes!



Hard work needs robust footwear – Congrex branded shoes are a hit



Happy Congrex staff in stylish footwear

And these shoes may be just what is required for all the work involved in Congrex Switzerland's latest agreement. One of their longest-term contracts was signed in May with the European Stroke Organisation (ESO) as Congrex Switzerland were re-elected for another six years as the Association's Management Company, up until the end of 2022. "We are delighted to sign this long-term contract with Congrex Switzerland", says Valeria Caso, ESO President. "Their team is highly professional and caring and are an important support in implementing ESO's strategic goals."

FOLLOW THE FLOW... ALL THE WAY TO FLORENCE!



Date: 15-17 January 2018
Venue: Palazzo dei Congressi,
 Villa Vittoria, Florence
Host member: OIC Group

"In January 2018 OIC Group will be hosting the EDGE Seminar in Florence, what a wonderful place to promote learning and education!"

"This prompted us to think about the 'Flow' concept for our seminar. We thought about the historical greatness of Florence, the centre of the Renaissance, the land of great learning and genius, we considered this as a 'flow', from the city's past to present day Florence which still represents a centre of learning and excellence embracing the future with learning and innovation."

"We wanted to extend the 'Flow' concept to the meetings industry, by thinking about PCOs and what the future 'flow' holds for them', how it's important to get the right 'flow' with marketing and communication, and even how it's important to not follow the 'flow' and stand out when working on bids!"

"We have put together a wonderfully rich educational programme for this EDGE seminar, which will be delivered by IAPCO Faculty professionals: Nicola McGrane from Conference Partners International (CPI), Mathias Posch from International Conference Services (ICS) and Ori Lahav from Kenes Group."

We look forward to seeing you in Florence!"

Register now
www.iapcoedgeflorence.org/

PRELIMINARY PROGRAMME			
	Monday DAY 1 15 TH January 2018	Tuesday DAY 2 16 TH January 2018	Wednesday DAY 3 17 TH January 2018
AM	Registration	Role of the PCO	Medical Sponsorship
	Introduction	Who are you dealing with?	Financial models (Guest Speaker)
	Opening & Welcome	Boosting delegate numbers	(Guest Speaker)
	IAPCO introduction to Collaboration	Group Discussion	Group Learning
	Bid Case Study & Site Inspection		
	Lunch Break	Lunch Break	Lunch Break
PM	Bidding: Group Discussion	Activity	
		Engaging the delegate	
	Site Inspection	Meeting Formats	
	Welcome Reception	Gala Dinner	

Getting to know... GIS Group

GIS Group has over 150 members of staff, most of whom are stationed in the head office in Taiwan, while others support the Kaohsiung office and operating offices of venues.



IAPCO talks to Jason Yeh, CEO, to find out more.

When was the company founded and what industry changes have you seen?

I started the company in 1991 and we are celebrating our 26th anniversary this year. Things of course have changed a lot throughout these years – especially with the meetings industry in Asia Pacific growing rapidly. For example in Taiwan, the government agrees with how this industry can help the country's economy so it has been supporting meetings now for more than 12 years.

What are your company's current challenges?

Not having enough well-trained project managers has become one of our main current challenges. It takes a great amount of time to source potential project managers and to train them to be professional enough to handle projects on their own. There could be times when we would hesitate to bid for projects because of this limitation.

How do you manage the wellbeing of your team?

Our team is our most important asset, so we make sure everyone contributing to the company has a wonderful working environment. We hold internal events regularly to keep the team together. Climbing the Jade Mountain every year has become our company tradition.

The mountain is the highest in Taiwan, and we hope our staff can break out of their comfort zone and do something extraordinary. It is definitely a once-in-a-lifetime experience. We also arrange in-depth cultural trips around Taiwan, so the colleagues get to learn more about our destination while having a great time. Working in the meetings industry sometimes puts us under high pressure, so recently we have introduced the EAP programme. Staff can take this opportunity to solve emotional problems.



Why / how do you value being an IAPCO member?

First of all we feel extremely honoured to be accredited as an IAPCO member. It also means a lot to our clients because they understand how strict IAPCO is in controlling their members' quality standards. The networking between all IAPCO members is wonderful as we can exchange useful ideas while building our friendships. This year we brought the first EDGE seminar to Taipei which was definitely a wonderful opportunity to educate the meetings industry here.

Do you have a business tip you could share with us?

"Every moment inspires": This is GIS Group's tagline as well as a phrase that we keep in mind every day. We believe that every little detail should be taken care of if we want to create a unique experience for clients. There is not one item that is the least important for a meeting and we always deliver our very best.

Read the interview in full at <http://www.iapco.org/news>

EVENTS' CALENDAR

Year	Month	Date	Event	Location	Year	Month	Date	Event	Location	
2017	Nov	12 – 15	56th ICCA Congress	Prague, Czech Republic	2018	May	15 – 17	IMEX Frankfurt	Frankfurt, Germany	
		28 – 30	IBTM World	Barcelona, Spain			June	27 – 28	The Meetings Show	London, UK
2018	Jan	07 – 10	PCMA Convening Leaders	Nashville, USA		Aug	TBC	IAPCO EDGE Guadalajara	Guadalajara, Mexico	
		15 – 17	IAPCO EDGE Florence	Florence, Italy			18 – 21	ASAE Annual Meeting & Expo	Chicago, USA	
	Feb	04 – 07	IAPCO Council Meetings	Osaka, Japan	Sept	05 – 06	IBTM Americas	Mexico City		
		07 – 10	IAPCO Annual Meeting & General Assembly	Tokyo, Japan			Oct	10 – 14	IAPCO Council Meetings	Toronto, Canada
		06 – 08	IBTM Arabia	Abu Dhabi, UAE	Nov	11 – 14	IMEX America	Las Vegas, USA		
		14 – 15	Convene	Vilnius, Lithuania			57th ICCA Congress	Dubai, UAE		
	20 – 21	AIME	Melbourne, Australia		27 – 29	IBTM World	Barcelona, Spain			
	21 – 23	ACE OF MICE Exhibition	Istanbul, Turkey			2019	Jan	17 – 19	IAPCO EDGE The Hague	The Hague, Netherlands
	Mar	07 – 09	COCAL	Paraguay	Feb			11 – 13	IAPCO Council Meetings	Montreux, Switzerland
		11 – 13	ASAE Great Ideas Conference	Colorado Springs, USA				14 – 17	IAPCO Annual Meeting & General Assembly	Basel, Switzerland
	May	20 – 22	IT&CM China	Shanghai, China	2020	Jan	21 – 23	IAPCO EDGE Munich	Munich, Germany	
		10 – 13	IAPCO Council	Bologna, Italy						

Future issues will be electronic only – watch for IAPCO's new Media Centre