The 2016 Officers of IAPCO are:

President: Jan Tonkin, The Conference Company, New Zealand
Vice President: Matthew Pusch, JCS Vancouver, Canada
Treasurer: Peder Anderson, DES Congress Service, Denmark

Members:
- Keith Burton, African Agenda, South Africa
- Jean Evans, MCT Dublin, Ireland
- Nicola McGirane, Conference Partners, Ireland
- Kayo Nomura, Congress Corporation, Japan
- Alain Plettet, Congres Switzerland

Co-opted:
- André Vietor, Barceló Congresos, Spain (Chair of Training Academy)
- Medhat Nasir, Meeting Minds Experts, UAE (Host 2017 Annual Meeting)
- André Vietor, Barceló Congresos, Spain (Chair of Training Academy)

Manager, who heads up a team of 16 full-time staff, has led the company from the outset and has been keen to pursue both the education and quality brands of IAPCO. Asked why she wanted to join IAPCO, Toujan commented that it would bring added value to the company and, more importantly, “Being certified by IAPCO will keep us updated and improve our knowledge in the industry.” IAPCO has an outstanding reputation in the region, based upon its mission, which is “to organise professional events that will increase revenue and positive publicity for clients, through open communications, teamwork and innovative organisations.”

Cementing its position as an up-and-coming C&I destination, Japan has won the bid to host the 49th Annual Meeting and General Assembly of the International Association of Professional Congress Organisers in 2018. Events will take place in two Japanese cities: the Annual Meeting & General Assembly will convene in Tokyo following Council Meetings in Osaka.

IAPCO made the announcement during the recent Annual Meeting in Cape Town, South Africa.

IAPCO has seen significant growth in membership from the Asian region, and in 2013 a Japanese member was elected to the council for the first time in 20 years. Tokyo 2018 will be the first time in 22 years that the IAPCO meeting will return to Asia (Bali, Indonesia 1996). It will be the second time Japan has hosted the event (Chiba, 1993).

The Japanese bid was organised by three IAPCO members – Congress Corporation, Japan Convention Services and Convention Linkage – with support from the national and local governments, including the Japan National Tourism Organisation, the Japan Tourism Agency, the Tokyo Convention & Visitors Bureau and the Osaka Convention & Tourism Bureau.

The PCMA Column

6 Bold Predictions for the Future of Meetings and Conventions

By David McMillin, PCMA Staff Writer

Remember what meetings and conventions looked like 10 years ago? There were no iPones, programs were packed into massive, 100-page books; talking heads ruled at the front of ballrooms lined with standard seating arrangements.

Over the past decade, everyone has been racing to keep up with constantly evolving attendee behaviours, and the rate of disruption is not slowing down. At PCMA’s Convening Leaders 2016 in Vancouver, Dan Berger, CEO of event software company Socialbakers, gave an audience of planners and suppliers a glimpse of the possibilities for the future. Here’s a look at some of his most exciting predictions.

1. Coordinating event logistics will be automated.

When he speaks of “logistics,” Berger isn’t just talking about arranging rooms or deciding whether lunch coffee should be served in an afternoon break. He believes that automation will help eliminate tough decisions for attendees, too. “For example, imagine if content could be automatically curated based on the LinkedIn profiles of attendees,” Berger said.

2. The event business model will change.

While your organization’s operating budget may be based on a certain number of annual meeting registrations at a set dollar amount, Berger believes that the future may eliminate high registration fees for access to the entire meeting. Instead, he contemplates a model that allows attendees to pay a fee per session.

3. There will be fewer site visits.

Tired of spending too much time away from home scouting out potential places to host your next conference? As virtual reality soars in popularity and centers and hotels develop more robust digital tools, Berger predicts that planners will be able to leave their bags unpacked. “We’ll be able to get a virtual experience of what’s happening in the environment,” Berger said.

Site inspections, however, will not disappear.

4. Traditional event apps will no longer exist.

Everyone talking about mobile apps, but Berger believes that apps as we know them today will no longer exist. Rather than a stand-alone app for one trade show or convention, imagine an app that works for hundreds of face-to-face experiences and even suggests new meetings for users. Other organizations may be able to access a more robust mobile web experience, and attendees will simply find their information in their browsers rather than downloading or installing a new program.

5. Hotels will do mostly group business.

Hotels may be enjoying big business from leisure and business travelers today, but Berger expects the sharing economy to make traditional properties rely on group business more than ever before. He believes that more travelers will turn to Airbnb and other alternative lodging options when traveling on their own, and hotels will be full of large blocks of attendees.

6. Group business will be booked mostly online.

Many meeting planners may already use eRFP services, and in the future, Berger foresees that they will turn to the digital space for additional decisions. “Just like Amazon makes recommendations on which productions you should buy, online engines will suggest places and venues to consider for your group,” said Berger.

What else might the future hold for meetings and events? Check out Berger’s “Predictions for the Meetings Industry in 20 Years.”
**Case Study**

**Beyond Congress Management**

**Large European-based Global Medical Congress, April 2015**

Organised by IAPCO Member, Kenez International, Switzerland

The Stage: A high-level, four-day congress, the largest of its kind in the world, including keynote lectures, symposia, educational workshops and meet-the-expert sessions on parallel tracks, covering a well-known medical field. The Client: A prominent European-based global medical society and a long-term Kenez client who, following the success of their 2014 congress, raised the bar even higher for 2015. It was the steady growth in importance of this congress that prompted the society to make it its mission not only to maintain, but to increase its unmatched level of excellence.

The client’s objectives were clear – deliver a fundamentally stronger global message and brand in 2015, surpassing the success of the 2014 congress. Our challenge was to increase brand awareness, in this case, the congress as the brand, and develop a marketing plan that would ensure that this “brand” was always in the congress delegates’ “top-of-mind.” This meant creating and delivering a real-time, live “buzzy” lead-in September and not only ensuring that we would attract premium professionals and overall, a stronger target demographic to the event, not only from Europe, but from all four corners of the globe. And for Kenez, a true challenge – not only to meet but to exceed the client’s needs.

The Solution:

The solution was provided by Kenez Marketing, the company’s in-house marketing and communications team – a combination of an ongoing social media campaign with onsite activities and innovative technology projects, all with the ultimate position itself in the congress delegates’ “top-of-mind.” Social media is readily and easily accessible and the best tool to reach out and engage audiences and increase your network: the popular Facebook and LinkedIn, Twitter and YouTube, essential for video sharing. Onsite technology products included several, mobile congress app, interactive information kiosk, congress TV ePosters, interactive world map of participants, hybrid sessions and more – all with the ability to share from the experience.

It was Kenez’ social media team that ‘spread the word’ and positioned the congress in delegates’ “top of mind” enabling them to actively engage in the meeting. “With the use of new technology, we were able to find and reach out to our client’s ‘brand influencers,’” key players in this medical industry who could influence their networks. We decided to empower them by asking them to be the brand ambassadors, to share and promote to their clients. We created a blog, and social media pages, and the congress reached more than 6,000 people on social media outlets, increasing the event’s reach by significantly.

The outcomes:

The congress realigned unatched online and social media success with more than 8 million impressions on Twitter, an increase of 290% over last year’s event. With the integration of a wide range of onsite technology products, the event boasted over 5000 downloads of the congress mobile app, which helped participating client plan schedules, map the event and book and attend sessions of their choice. Equally impressive were the event’s hybrid sessions streamed live to China, and onsite TV, a dedicated TV station inside the venue that hosted committee members, guest speakers and VIP lecturers. But it is the growing power of social media and digital marketing that enabled us to deliver above and beyond our client’s expectations. The results speak for themselves. With a targeted marketing strategy, social media is the strongest, most effective means to reach an optimal audience before, during and after any professional event. Simply put, you can reach more people, optimise your brand and market your event through the power of social media and social campaigns.

**Superior Onsite Technology**

- Flawless onsite registration and self-registration stations welcome the 8,000 participants when the doors opened on Day 1
- Over 5000 downloads of the mobile congress app enabled helped participants plan schedules, map the event and book and attend sessions of their choice
- ONSITE TV, a dedicated TV station inside the venue hosted committee members, guest speakers and VIP lecturers
- More than 8 million impressions on Twitter, live from the event – an increase of 290% over last year’s congress!
Kenes to co-ordinate dispute resolution initiative

IAPCO PCO: Kenes Group, Switzerland

Kenes Group is supervising and co-ordinating the Global Pound Conference (GPC) Series 2016–17, a series of events aimed at developing commercial and civil dispute resolution tools that will convene all the stakeholders in the field of dispute resolution. The series incorporates events in 36 cities across 26 countries, with more being added; the launch took place at a 2-day conference in Singapore on 17–18 March, and the last event is scheduled to be held in London in July 2017. Kenes Group is organising the series as part of its partnership with the International Mediation Institute (IMI), a non-profit, Netherlands-based, public-interest initiative dedicated to the future of dispute resolution, which is hosting the events.

Finding ways to go Green

IAPCO PCO: Mondial, Austria

In 2015, Mondial published the ‘Location Finder Go Green’ catalogue, which includes 90 pages of certified event venues, hotels and caterers in Austria, to assist companies in making their meetings more eco-friendly. Mondial, which organises its own ‘Green Meetings’, also offers the Mondial Location Finder, a free online venue search engine. “Finding certified suppliers is the first step to making your Green Meeting a reality,” said Stefan Walter, Managing Director of Mondial Congress & Events. “A service that can help with this crucial step is invaluable to meeting planners. It would be great to see this initiative taken at an international level.”

Association Excellence Awards 2016

Conference Partners, UK, wins Best Association Supplier at the Association Excellence Awards 2016, on 28th February in London. Conference Partners was selected on the basis of their commitment to quality, creativity and innovation in winning and delivering business and their partnership approach with association clients. Sarah Fitzpatrick, Conference Director, accepted the Award on behalf of a delighted Conference Partners team.

Successful debut for on-site self-registration

IAPCO PCO: CP0HANZER, Germany

Last year’s German Congress of Psychiatry (DGPPN), which took place in Berlin in November 2015, saw CPH HANZER SERVICE offer terminals for on-site self-registration for the first time. Their introduction was a success, with nearly 400 delegates who did not pre-register, out of a total of 9000 attendees, taking advantage of the service. The self-registration process was easy to handle and took only a few steps to complete. The participants needed only to enter a minimum of personal data required for registration, while additional information could be added on a voluntary basis. After that, the registration fee was selected and further bookings (such as courses) could be added. A printout was then issued with a summary and a barcode, which could be used to take to a dedicated counter for the data to be transferred into the congress system and checked by staff members. After payment of fees, the participant then received their name badge and further congress documents.

FEATURE ARTICLE

What’s Mine Is Yours

By Ashley Frankel, JPdL, Montreal, Canada

Every key takeaway learning from attending a conference or industry event has the potential to spark innovative ideas in the mind of a meeting professional. Sharing these takeaways can be a great strategy in order to grow your conference programme.

How can sharing key takeaways help your company reach out and influence its clients and business partners? Some choose blogs or articles while others prefer social media or client focus groups. Several meeting professionals from JPdL, who had the pleasure of attend- ing the PCMA Canadian Innovation Conference in November 2015 and brought back some takeaways of their own to share with you.

1. Keep it simple

“All of the sessions I attended triggered the same thought: Balance is the key to success! Our professionals live and eat on the go, but are too busy, cluttered and noisy. Going back to basics will keep listeners engaged and help colleagues work more as a team.” – Laure Gnazel, CMP, Director of Sales.

2. Take advantage of new tools and technologies

“Create a valuable techperience for your attendees by providing an interactive and engaging presentation format that will keep discussions going long after the meeting has ended. Try to incorporate new ways of engaging attendees so that the live experience becomes a ‘must-attend’ event!” – Marie-Lou Coupal, CMP, Business Development Manager.

3. Focus on engaging your audience

“Engaging the audience will maximize learning and sharing with others because of their participation in the learning.”

Encourage your audience to share their ideas and experiences during sessions by asking them to take live polls and use social media. By being engaged, participants will become your best ambassadors, which is one of the most powerful marketing tools.” – Annabel Villard Coordinator.

4. Develop a story that speaks to emotional intelligence

“The World Parkinson Coalition (WPC) is not only an international community with the help of their mascot, Parky, the stuffed raccoon, travels the globe coming by providing an interactive and engaging presentation format that will keep discussions going long after the meeting has ended. Try to incorporate new ways of engaging attendees so that the live experience becomes a ‘must-attend’ event!” – Marie-Lou Coupal, CMP, Business Development Manager.

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“Develop a story that speaks to emotional intelligence” – Marie-Lou Coupal, CMP, Business Development Manager.

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The making of a very successful EDGE Copenhagen Seminar

“This is one of the best education seminars I have attended since I am in the industry. Qualitative content, precious interaction & interesting backgrounds. Thank you very much to the training academy of IAPCO.”

Zoe Senn, Geneva CVB

“Mia and I had the pleasure of joining the IAPCO EDGE Training seminar in Copenhagen. What used to be an annual seminar in Switzerland, has now been divided into three seminars in different regions around the world. Copenhagen was the first one in Europe. Nearly 70 people joined the seminar from a large variety of fields and specialities: PCOs, Meeting planners, Convention Bureaus, DMCs and Associations. The setup of the seminar created a high level of interaction and engagement, with several group assignments being built into the programme. The presentations focused on various topics, e.g. how CVBs manage the bidding processes, case studies of PCOs on how they won large projects for a destination and how to combine strengths of various stakeholders during bidding processes, and experts giving lectures on negotiation skills. Moreover, Landsbeck (a leading Pharma company) gave a presentation on compliance and how they reach their target audiences and another one on content marketing. All in all, it was a good mixture of sessions, with a good mix of industry professionals who were engaged and shared information, knowledge and ideas. During the evenings, there was time to get familiarized with the city of Copenhagen, some of the main venues in the city, winning and dining and having a good time!”

Juriaan De Vos, Regional Business Development Manager, Europe, Kemes Amsterdam

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IAPCO Education proves invaluable for CIMAM

IAPCO PCO: Congress Corporation, Japan
Congress Corporation’s director for the prestigious 2015 Annual Conference of CIMAM, “International Committee for Museums and Collections of Modern Art” convened in Tokyo from 7 to 9 November, 2015, was Yuta Kato, who attended IAPCO’s Wolfenberg Seminar in 2015. Following the in-depth programme at Wolfenberg and with his existing excellent English skills, Yuta challenged himself to the meticulous operation required by the CIMAM organizers. He found that the keen sensibilities of these professionals from the art world extended to various issues on-site, and meant that close coordination was necessary.

Yuta Kato made, and continuous to make, best use of his Wolfenberg experience for meetings and events in Japan, and says, “Without a doubt, the new EDGE program will benefit not only your career, but also your outlook and way of analyzing problems to find the best solution together with the client. Wolfenberg was also a great opportunity to meet other young people like me from various parts of the world, broadening my worldview and my network. So will EDGE.”

Congress Corporation is counting on the younger generation like Yuta as Japan moves closer to 2020 when Tokyo will host the Olympics & Paralympics, along with many sports and related events involving organisers and participants from around the globe.

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**Cathedral thinking?**

Traditionally tourism has long been the driving force for market ing a destination. Over the past decade, the move has been to transfer this influx of visitors to the business tourism sector, pro viding for increased revenues and expanding infrastructures. The LAPCO Seminar at IBTM ca tured three case studies, including the remarkable transformation of a Greek island chain to a thriving business destination. The concept of a new domestic tourism destination, Super Mediter ranean, stretches back through the cen turies to medieval times, when architects, artists and stonemasons laid plans and began con struction of the soaring, cav e nirous structures that served as places of worship, community gathering spaces and harbours. This has been applied to space planning, city planning and other long-term goals that require decades of foresight and planning so future generations can enjoy their full realization.

"Cathedral Thinking was applied to South Africa, especially in the development of Cape Town," pronounced Rick Taylor, CEO of The Business Tourism Company (BTC). "In 2000, the decision was made to transfer the city from a tourist location into a world class business destination, and many hurdles needed to be overcome. YUKA (volatility, uncertainty, complexity and ambiguity) was certainly a challenge to be faced. But it is all about Return on Efforts," continued Rick, "creating the hype, With approximately 30% of the world’s population directly or indirectly involved in travel and tourism, the most popular sector globally, the game influences and impacts the world around it and has encouraged scientific research into sports science, techn ology and medicine.

The 5th AFC MedCon provided delegates with the opportunities to keep abreast with modern scientific knowledge and the changing demands associated with the sport, and also featured the inaugural AFC Medical Awards.

**Odd's-on success for Financial Management Seminar**

LAPCO PCO: Airines, Australia

The seminar covered a number of topics, including the importance of a treat bank, account, the process of managing conference monies, prin cipal versus agency contract differences and obligations, the implications and complexities of accounting for and reporting on goods and services tax, and the conference budget life cycle.

Given the casino scene, the chances of success for this finance discussion may well have been multiplied; but there was no doubt that the event was a winner for the participants, as it was not a notable ‘first’ for a PCO to share its internal financial processes and tips with its clients.

The first was the ‘KooWhere Picnic’, a meeting with an innovative picnic format, at which was held at the Vienna University of Economics and Business. More than 300 event professionals attended to meet with suppliers from around the region to discuss their services – while sitting on wooden benches against the backdrop of a green forest. The second meeting was the Annual Congress of the Austrian Society of Pharmacy, which took place in Graz in October and attracted almost 7000 lung specialists. This was the second conference in close proximity that year that PCO had delivered for this event that had received the Green Meeting certification.
IAPCO members on a mission

IAPCO members enjoyed the opportunity to experience first-hand all of Hong Kong’s offerings as an exemplary global meetings destination on 1–5 December 2015, as Meetings and Exhibitions Hong Kong (MEEHK) hosted its IAPCO study mission. Sabrina Chan, Executive Director of The Hong Kong Association of the Pharmaceutical Industry, and Bonnie Chan, Business Development Manager at MEEHK, provided the attendees with insights on the latest updates in the convention industry at the Hong Kong business forum, while the study mission also enabled the PCOs to explore the city’s first-class infrastructure, meeting facilities and hotels.

In addition, the IAPCO members experienced the delights of Hong Kong’s multitude of visitor attractions. Highlights included an evening Aqua Luna harbour cruise and a helicopter tour of Hong Kong Island, soaring above the city’s skyscrapers. Delegates also had the opportunity to reach out to local clients and hoteliers at a MEEHK-hosted cocktail reception evening at the exclusive Sky100 Hong Kong Observation Deck, the city’s tallest building.

“it’s been really absolutely amazing – Hong Kong is a very attractive destination with a good blend of Asian as well as Western offerings,” enthused Tian Nguyen of Kennes Asia, based in Singapore. “The facilities and infrastructure in Hong Kong are world-class, it is very rare that you’re able to find such a good eco-system of not only excellent venues but also the professionalism... the meetings industry is top notch.”

Victoria Udut of GUARANT International, based in Prague, agreed: “The whole package was amazing. We went for business and at the same time we enjoyed ourselves... we wanted to show to our customers that a congress can be where you share knowledge but at the same time gain a cultural experience.”

The Kuala Lumpur Convention Centre is a purpose-built convention and exhibition facility that is strategically located in the Kuala Lumpur City Centre (KLCC), a 100-acre ‘city-within-a-city’ development. Situated close to the iconic Petronas Twin Towers and the 50-acre KLCC Park, the award-winning convention centre currently offers 2265m² of flexible function space that includes the Plenary Hall and the Plenary Theatre, seating 3000 and 500 respectively, the Ballroom, three conference halls, the Banquet Hall, five exhibition halls offering 970m² of column-free exhibition space on a single level, and 23 meeting rooms.

However, the Centre is now growing. 2015 saw groundwork begin on an expansion at the adjacent Lot 91 development. With completion scheduled for 2018, the extension will provide an additional 10000m² of multi-purpose space, which will mean more room to comfortably accommodate larger international association meetings and concurrent events, and the opportunity for many current clients to grow their activities and/or events significantly.

In over a decade of operation, the Convention Centre has hosted more than 12000 events attracting 19 4 million delegates, establishing itself as Malaysia’s premier convention venue and one of the leading meetings destinations in the Asia-Pacific region. Its success can be attributed to a number of factors: it is a technologically-advanced purpose-built facility; it offers gastronomic excellence provided by a 51-strong team; it has strong industry relationships; and it is run by a highly knowledgeable and professional team committed to the delivery of flexible, innovative and value-added solutions to all kinds of clients.

Operating in Malaysia’s multi-ethnic, multi-cultural and multi-lingual landscape has also been integral to the Centre’s success. The Centre’s complimentary Cultural Showcase provides a fitting example of this; a firm favourite with international delegates and visitors, the showcase gives foreign delegates a snapshot of the country’s rich and diverse cultural heritage without them having to leave the facility.

According to data from a survey of 60 countries, released at the World Economic Forum in Davos, Switzerland, on 20 January this year, Canada ranks as one of the best countries in the world, second only to Germany, and with the United Kingdom, the United States and Sweden trailing in third, fourth and fifth, respectively. The survey rated each country across 24 different categories, with Canada being praised for its diversity, resources and high standard of living.

One of Canada’s – and indeed North America’s – leading conference cities is Toronto, which makes it an ideal and natural partner for IAPCO.

IAPCO’s members will find it to be among the most accessible cities in North America, with 69 airlines offering 1100 international and domestic flights daily. Supporting Toronto’s prominence as a chosen destination for international conferences and events, Canada has a benign visa regime for international congress attendees, and the city’s fantastic infrastructure offers state-of-the-art convention centres, 4000 hotel rooms in more than 240 hotels, and world-class attractions... plus 9000 restaurants and bars!

Toronto can also boast outstanding credentials in terms of science and technology, and is Canada’s premier economic, scientific and medical research hub, with nine teaching hospitals affiliated to the University of Toronto and seven major universities in the city and within the Province of Ontario. The University of Toronto itself is ranked first in Canada and eleventh in the world in terms of clinical and preclinical medicine, up two places from its 2014–15 ranking, and posted a score of 97.2% for medical research, placing it fourth in the world in this field. It is also one of the top three North American institutions in terms of number of start-up companies.

The university has a long history of innovation and research, with alumni including Hunting and Best, who were the first to use insulin to treat diabetes, Frederick Teasdale and colleagues (developers of Pabulum), and Ernst McCallum and James Till, discoverers of stem cells. These days, researchers are making breakthoughs in a range of fields including medicine, solar energy, quantum cryptography, computer speech recognition, and transportation, while the research community spans three campuses and attracts annual research income totalling $1.2 billion.

Why Choose Toronto?

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The views expressed are not necessarily those of the Editors, and no responsibility can be taken for articles, errors or comment.
**AFRICA OPEN FOR BUSINESS**

P for Perfection?

By Olivia Galon

 immediately, the PCO ‘can-do’ ethos held as firm in this event as it always has. With the support of the volunteers, the garden beds were watered and the whole enterprise functioned with a satisfaction of the natural elements. As PCOs, there is nothing like the challenge of surpassing expectations on delivery. The support of the volunteers and the community church sang to the success in teamwork.

As the volunteers departed, the members of the community came out on the streets to welcome them home. The volunteers, who were incredibly moved (a few tears were shed), finished with a rousing rendition of the National Anthem.

Mind Full, or Mindful?

By Olivia Galon

IAPCO’s 2016 Annual Meeting & General Assembly in Cape Town offered a high-quality educational programme of speakers, presentations and workshops, in keeping with the organisation’s focus on education and its key principle that ‘education drives quality’. Programme development – a collaborative effort between the IAPCO Council, Hazel Jacob of Biz Group, and the member host, Africa, was guided by this maxim, with each presenter selected based upon their educational contribution to the meeting.

Two keynote presentations by African speakers reflected the unique setting of the meeting. Former big game tracker Ian Thomas provided insights into team dynamics through comparisons with a pride of lions, and Ludwine Marishte addressed the importance of persistence in innovation. Delegates were also addressed by Debbie Sexton, President and CEO of PCMA. IAPCO’s strategic alliance with PCMA has been in place since 2012, and this year’s Annual Meeting continued the tradition of knowledge exchange between the two organisations.

The Meeting also featured a quality seminar, which supported members with their ongoing certification requirements. The seminar grew out of the issue of scaling-up a business, and how to improve your business for growth and obtain better results. But the focus of the meeting wasn’t just business – delegates were reminded that paying attention to the personal is also important. Helen Nicholson closed the conference with a talk on mindfulness, encouraging attendees to take care in what they do and helping them to find meaning in their work.

Social events included an reception on Table Mountain and a spectacular dance performance by every participant at the last meeting. In Cape Town, there was a also a fantastic beach party at which even the whales came to play. These events provided attendees with ample opportunity to network, and the programme having been developed with member engagement at the forefront.

This year’s IAPCO Meeting, 47th Annual Meeting, was rated by the participants as the best in the past decade. “Keith Burton and his team, African Agenda, did the most fantastic job,” said Michael Neppel, IAPCO President. “They have surpassed our most wonderful expectations – we cannot thank them enough. P is definitely for Perfection.”

A great African welcome

The 2016 IAPCO Annual Meeting & General Assembly was held in Cape Town, South Africa, on 18–21 February. Mrs. Annmarie van der Merwe, Executive Manager of the Africa National Convention Bureau, welcomed more than 70 participants to the meeting, stating: “Beauty has a bigger impact – when in South Africa you will reconsider what you think and what you see. South Africa and Africa are open for business. Meetings in South Africa put food on the table for the locals.”

The official opening was accompanied by an amazing performance of the popular gomboot dancers. Gombot dancing is a South African diamond mine where workers were initially forbidden to speak to each other and then forbidden to drum. Instead, they forged this enigmatic dance style as a means of communication.

Mind Full, or Mindful?

By Olivia Galon

As the volunteers departed, the members of the community came out on the streets to welcome them home. The volunteers, who were incredibly moved (a few tears were shed), finished with a rousing rendition of the National Anthem.

Exercise – don’t be alarmed, this can be a simple movement or stretch. Try to get up and move every 90 minutes, even if it is a quick walk around the block – but leave that mobile phone behind!

Meditation – as easy as just doing the breathing exercise above and just being in the present. Place your feet firmly on the floor and just be. So much is passing by you while you are rushing around from meeting to meeting. There are some apps, which have short-trance guided meditations if you have issues silencing your mind.

Gratitude – your brain is a negative organ that loves to focus on risks. By taking just 5 minutes to focus on what you are grateful for every day, will help you to have a more positive outlook.

Actions speak louder than words:

- Scheduled that 10 minute appointment with yourself this afternoon
- See the alarm on your phone, give every 90 minutes and have a quick stretch
- Set up a barrier around technology – do you really need to be checking your email whilst eating dinner with your family? Really?
- What are you grateful for today?