It is always exciting when you develop something new, as was the case with IA PCO’s new EDGE educational programme, which we launched at IMEX in Frankfurt earlier this year – however, it warrants a true celebration when the new initiative comes to fruition. Our first EDGE seminar took place in Auckland last month and proved to be a resounding success. This important development in the history of our association, which had been a long time in the making, sets the benchmark for top-quality education in the meetings industry. Of course, such an achievement relies on the collaboration of many dedicated professionals, and I am truly grateful to all those who have given so much of their time in realising the EDGE programme.

And so, with IMEX Frankfurt behind us, it is time to look to IMEX America. With the ‘Atlantic Bridge’ now firmly in place, we can expect more members from the Americas to join IA PCO. At IMEX America, we will continue to spread the word on the importance of quality and education in our industry, and we will reach out to the meeting professionals gathering in Las Vegas in October. Our participation will also include an educational session in the SMART Monday programme – another part of IA PCO’s educational offering. With the international nature of our clients and business, and the continuous globalisation of society, IA PCO is extending its worldwide outreach. With in excess of 120 member companies in more than 40 countries, regional ambassadors have been appointed to further enhance the benefits to destinations and to members: Strategic partnerships are being formed globally, with destinations and convention centres wishing to align themselves with the quality and professionalism of IA PCO and its members. This in itself is an exciting development for IA PCO, as we strive to enhance the profiles of our partners to members. We are also pleased to continue our strategic partnership with PCMA and to maintain our combined efforts in facilitating the exchange of knowledge and in delivering value to our members.

Such strategic alliances and educational offerings, with such professionalism, represent the exciting future for IA PCO. After all, the more we offer to our members, the better the service delivery gets!
PCO: Kenes Group, Switzerland

Kenes Group recently announced the integration of Marketo digital marketing and automation software into its global marketing.

This is an important milestone as Kenes is the first PCO to be fully supported by Marketo’s automation systems. Referenced to as engagement marketing, Marketo software focuses on helping marketers tackle all aspects of digital marketing, from the planning and orchestration of marketing activities to the delivery of personalised interactions that can be optimised in real-time.

By integrating Marketo, clients will receive better, more targeted, more relevant marketing services that, at the end of the day, will increase their event results. These translates into the creation of more efficient, more relevant – with the ability to succinctly track – marketing activities, honing in on prospects and delegates’ individual needs and interests. This includes developing effective email marketing, landing pages, campaign management, lead nurturing, CRM integration, social marketing, and marketing analytics.

Kenes has been using Marketo since the beginning of 2015 for all of its digital marketing, resulting in, in just a little over six months, a 35% increase in the number of leads, as well as a 10% increase in click conversion rates.

The planning and orchestration of events continues to be a major focus for Kenes, which has been producing the prestigious Congress of Young Geometerists (IUGG) for an incredible 11 days from 23rd June this year, for G eophysics (IUGG) for an incredible 11 days from 23rd June this year.

By integrating Marketo, Kenes is able to unleash the potential of the MICE market in India; to bridge differences and find synergies across the enormously diverse media world. The proposal for the conference is to explore a wide range of issues of particular relevance to the media and technology industries through the educational, entrepreneurial and technological challenges and opportunities they present. The noted children, including empowerment, learning, entertainment, connection and protection, will form the organizing principle guiding the rich and varied programme, which will be explored through talks, masterclasses, workshop sessions and debates. At the conclusion of 8 WSMC, the ambition is to harness the collective brain- and well-power of the summit to create a lasting global legacy. This philosophy culminates in Marketing Manchester and Conference Partners, together with BBC Children’s as the lead content partner, winning the bid to host the 8th World Summit on Media for Children (WSMC) in 2017 in Manchester.

PCO: Conference Partners, Manchester

The 8th World Summit on Media for Children, WSMC 8, which took place in Glasgow on 28–31 May, featured a very special session aimed at illustrating an approach to evaluating a very bright adolescent whose chronic struggles in high school could be due to ADHD and/or emotional issues. However, this role-play did not feature just any adolescent – instead it comprised an anachronistic clinical interpretation of John F Kennedy at the age of 18 when he was diagnosed with AD/HD by Professor Brown’s assistant instead of Professor Brown who was not able to make it to the congress, and the actor who played Professor Brown’s assistant gave a terrific performance in his place at the last minute. As well as J FK, a number of other prominent people are suspected to have suffered from ADHD, having displayed many of the symptoms of this disorder, including Walt Disney, Galileo, Mozart, and Albert Einstein.

The ADHD World Congress, organised by CP O HANSER SERVICE since 2001, places especially more than one year apart an issue, with more and more modern integrated approaches appearing throughout the world. Much the same can be said of increasingly good international professionalisation of the industries serving the sector was evident in discussions on education, mentoring and networks. Many speakers and members of the audience urged government to address industry business cases for strategic financial support while the ICPB itself was urged to encourage the development of city level convention bureaux.

Unleashing the Potential

PCO: K & T Group, Berlin

“Unleashing the potential” was the rallying call of the 8th Conferences India Concil held near Delhi this August. Some 400 national and international meetings industry professionals met for three days in the state-of-the-art facilities of India Expo and Marriot, complemented by the India Convention Promotion Bureau and with a programme developed by IAPCO Member KW Conferences, the event featured high level contributions from the nation’s business, political, administrative and venue sectors.

International speakers included two IAPCO members. Ben Hanworth of K & T Group and Daniel Branik of Arinex Pty. Ltd. who spoke to an engaged audience about the challenges of integrating new technologies into events.

Recurring themes generated by speakers and delegates alike very much reiterated the call to unleash potential. Steady yet modest growth in the sector does not reflect the true potential of the MICE market in India: more needs to be done to win and nurture business. The hosting convention centres and hotels is not an issue, with more and more modern integrated approaches appearing throughout the world; much the same can be said of increasingly good international professionalisation of the industries serving the sector was evident in discussions on education, mentoring and networks. Many speakers and members of the audience urged government to address industry business cases for strategic financial support while the ICPB itself was urged to encourage the development of city level convention bureaux.

Emirates fly to Orlando

Emirates has announced that it is starting a daily service to Orlando, Florida, from 1 September this year. The new route will be served by a US-built Boeing 777-200LR with eight First Class suites, 42 Business Class lie-flat beds and 216 Economy Class seats. Flight KE219 will depart Dubai International Terminal 3 at 3.50 am local time and arrive at Orlando International Airport Terminal B at 11.40 am local time, a flying time of 15 hours 55 minutes. The return flight, KE220, will depart Orlando International at 2.20 pm and arrive into Dubai at 12.30 pm the following day, a journey time of 14 hours 10 minutes.

Orlando, which is famous for its world-class theme parks, family entertainment and year-round sunshine, attracts more than 50 million visitors each year. The city also boasts a growing business base with thriving industries in advanced technology, film and digital media production, aerospace and lifestyle sciences. And at the other ‘end’ of the US, visitors can continue to visit Dubai – Emirates’ home and hub – in their thousands. In 2014 more than 500 000 U.S citizens stand in Dubai making it easier to explore the Emirates’ array of leisure opportunities.

The new Emirates flight, the first direct service from Florida to Dubai, will connect well with many airlines’ services to and from the Middle East, South Asia, the Far East and Africa, giving passengers from those regions seamless connectivity to the ‘Sunshine State’. Emirates’ customers will also be able to connect seamlessly on many destinations to the US, the Caribbean and South America through the airline’s global network. The city also boasts a growing business base with thriving industries in advanced technology, film and digital media production, aerospace and lifestyle sciences.

The ability for the industry to work together, to recognize its own strengths and to build a better understanding of the international element’s perspective will be key to unleashing the potential of this remarkable country. The ICPB and CIC will undoubtedly be leading the way.

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CASE STUDY

Beyond Congress Management

Associations are more than their congress, and IAPCO PCDs are more than congress organizational quality components. They give IAPCO members invaluable insights into the business needs of their clients and have allowed them to become trusted advisors who can contribute to the success of an organization beyond their congress. IAPCO’s philosophy is entirely based on quality, and its members actively share best-practice and develop educational programmes and guidelines which enable them to perform at the highest level in any capacity related to organizational excellence. To illustrate this, IAPCO regularly publishes success stories of members who have helped their clients to be successful not just by organizing their congress, but by achieving overarching business objectives.

World Conference on Abdominal Wall Hernia Surgery

25–29 April 2015, Milan, Italy

Organised by AIM Group. Case Study by AIM Group International Milan Office

The challenge

Creating something for the first time is never easy – especially when it involves the interests of five different leading associations in one field. AIM Group and the PCO took the challenge of placing the first World Conference on Abdominal Wall Hernia Surgery on the map. The members of the five associations were faced with the task of creating an event which would have to achieve a high level of scientific content and present unique experiences for the audience. In addition, the five associations involved were challenged to provide wide-ranging support and invest in building the groundwork of this first congress in order to become a lasting platform for collaboration. If proven successful, this would be the first time any such congress would be an invitation for many associations to come together and start in building the way to the world for the fight against hernia.

The solutions

AIM Group placed an experienced team at the core of the organisation of the event. From the very beginning, the team worked closely with the organising committee to address the goals and objectives. Building a second-tier network to encompass all involved associations proved to be a winning strategy to ensure the success of the event. In order to highlight their support, each association announced their annual events at the same dates as the World Congress in order to not only increase awareness of this new initiative, but to contribute to building a strong network and ties between their members. Each association in the network features, including three live surgery sessions that broadcast 17 operations, plus 70 special surgery video sessions (which was produced and selected by each of the associations artistically for the event) that were projected on six LED screens throughout, as well as breakout sessions and networking opportunities.

However, the highlight of the conference was the presentation of the first World Hernia Soccer Challenge, which took place at the Stadio San Siro before the gala dinner. This was the first time that this iconic stadium, which was built in 1926 and is a top footballing venue that regularly plays host to Champions League games, opened its doors to non-professional footballers. Not only did the soccer challenge provide delegates with a unique experience, it served as a way of literally building teams and further tightening the bonds between colleagues in the newly created World Hernia Network. The vast success of the event allows the conference to go on and its second edition is now in the planning.

“‘If I have been able to realize the 1st World Conference on Abdominal Wall Hernia Surgery it was thanks to the co-operation of the five international associations and the sponsors that hon-...”

Here’s a Great Idea – Let’s go to Hong Kong!

The American Society of Association Executives (ASAE) held its Great Ideas Conference in Asia for the first time earlier this year, with more than 200 high-profile association leaders and decision-makers from 16 countries convening in Hong Kong on 22–24 March. Meetings & Exhibitions Hong Kong (MEHK) was proud to be a partner for the Great Ideas in Association Management Conference, which aimed to educate participants on different areas of association management.

The MEHK team was able to showcase Hong Kong as the gateway to business opportunities in Asia and as a premier destination for MICE events in the region. They also helped facilitate a better understanding of Hong Kong and the greater Asia Pacific region among delegates, organising sessions on how to do business in Hong Kong as well as on fun cultural experiences such as Tai Chi at sunrise and calligraphy. Following the success of this year’s event, ASAE has confirmed that it will once again stage its conference in Hong Kong in 2016 – visit the website for more details, at: https://www.greatideasasiapacific.org

The 10-minute documentary, subtitled ‘The patient’s view of gum disease’, follows the four patients as they describe their experiences, how they spread the message to others, and the periodontal treatment. It explores the experience of living with periodontal disease and receiving treatment, showing both the substantial negative effects of periodontal disease and how beneficial it can be.

The highlight of the EuroPerio dental congress, which took place at ExCel, in London at the beginning of June this year, was the world premiere of a special film entitled ‘The Sound of Periodontis’. The film marked a new feature for the EuroPerio series of events and aimed to boost patient engagement and involvement in the congress. The film’s title came from the fact that periodontitis is often referred to as the ‘silent disease’ – four patients were featured in the film talking openly about their experiences and, as one explained, it is often easier to talk about cancer than oral hygiene issues.

“For the first time we’re bringing patients into EuroPerio to tell their story,” said Ian Needelman, professor of restorative dentistry and evidence-based healthcare at University College London UCL Eastman Dental Institute, who chaired the film’s working group and who presented the film at EuroPerio. “The people in the film describe the devastating effects of periodontal disease both locally and in the real world. We hope that patients will find it helpful to understand that many others are affected and that there is no reason to be scared. He added that a “key message that we need to shout very loudly is that periodontitis has a great impact on people.”

In keeping with this message, EuroPerio8 itself had a big impact. Organised by the EFPIA together with its Core PCO Mondial Congress & Events, EuroPerio8 attracted nearly 10000 participants, representing an increase of 25% compared with the previous record-breaking EuroPerio7 event in 2012. Attendees included 8300 delegates, who comprised a mix of periodontists, general dentists, hygienists and health professionals from 115 countries, plus 1400 company staff. The 4-day event took place across three levels of the cavernous ExCel venue, and included the vast exhibition area with 134 exhibitors, numerous presentations running in parallel throughout the congress, and a number of workshops, poster sites and networking events.
INTRODUCTION
This second Seminar is a Level 2 course on Professional Congress Organisation. As meetings industry professionals, participants face a future of rapid and profound change, as the logistics aspects of the business become increasingly commoditised, a worldwide shift to an ‘experience economy’ is becoming progressively more evident.

In this challenging environment, success for your clients and company means being able to deliver real and measurable value based on current learning and experience. This EDGE Seminar learning environment is informal, stimulating, and interactive, offering opportunities to debate and explore, share knowledge and problem-solve. You will come away with practical ideas and new approaches to help you deliver increasing know-how and value to your clients and to contribute to the success of your organisation.

COOL COPENHAGEN!

KEY INFORMATION
Date: 19 – 21 January 2016
Destination: Copenhagen, Denmark
Venue: Scandic Copenhagen
Host Organiser: DIS Congress Service
Fees: IAPCO member 680€ + VAT (850€)
Non-member 760€ + VAT (950€)
Accommodation: At congress venue – Scandic Copenhagen – just 126€ per night

EDGE SEMINAR LEVEL 2 – PARTICIPANTS
This seminar is designed for professionals in the meetings industry, embracing PCOs, Convention Bureau, Venues and Association Executives, for those who are consolidated in their position with 5 or more years of experience in the industry and have recognised this as their career path, who know their job and how to do it, but are looking to broaden their skill base and grow their expertise in specific areas as well as growing their understanding of the global environment in which they operate.

Expect to take-away:
Advanced conference management skills and tool kits
Advanced understanding of how the industry collaborates and operates

SOCIAL NETWORKING
Welcome Reception
Informal Dinner
Dinner at the Wallmans

Programme Highlights

19 January 2016 – Afternoon Focus
Bidding for a Conference
Winning the Bid is the start of generating business. The session will guide you through the practical “ins” and “outs” of winning and, of course, sometimes losing Bids.
• Where to start? And how to decide whether to bid or not to bid?
• The Bid Team members and their role
• When you decide to bid?
• What makes the difference?
• Case studies and tips from the CVB & PCO
• Project managing the Bid Costs involved and ROI

20 January 2016 – Morning Focus
Engaging the Delegate
As participants’ expectations of meetings continue to change, delegate engagement must increasingly be the focus of PCOs and their clients.

With technology providing a diverse range of other ways for people to connect and learn, delegates need to be convinced of the value your conference will deliver, including high quality content and opportunities for networking and social interaction. This session and workshop explores ways to more fully engage delegates, from programme and meeting design to marketing.

New Technical Trends
Technology is moving incredibly fast and programmes written can be out of date before they are fully implemented. Tools and new techniques are only as good as they are practical and affordable. So what makes technology work for you, your company, your client, your congress? Learn from the experts as to what is considered to be everyday technology (second nature), what is a “must have” for any successful event, what is a gimmick or one-off and should be avoided? Can you make money for your event from technology or is it just an additional expense for little gain? How to make best use of new technologies to enhance the conference experience? Find out first hand that the implementation of technology can not only be simple but also affordable: making technology work for you.

20 January 2016 – Afternoon Focus
Negotiation
Negotiation is an integral part of all meeting- and congress-organisers’ work and takes the shape of both formal meetings about contracts and other deals but also as a wide range of other, less formal, result-driven dialogues. The purpose of the workshop will therefore be to strengthen the participants’ negotiation skills but also to draw attention to the many less obvious day-to-day situations, where negotiation can be used as both constructive and efficient facilitation tool.
• The definition of negotiation; when and where do we negotiate?
• Negotiation experience; what works when you negotiate?
• Result-driven dialogue; how to use negotiation in less formal situations?
• Disagreement as a factor in negotiation
• A recipe for constructive negotiations; formal as well as informal

21 January 2016 – Morning Focus
Meeting Client Expectations
To justify your role as a PCO, you need to meet or exceed your clients’ expectations and deliver real and measurable value. To do so, you need to understand the key steps in the process, identify the various stakeholders and ensure the value of the result exceeds the cost of the resources. This presentation and panel discussion addresses questions such as how to assess the real needs of your clients, how to ensure that you achieve the meeting’s objectives, and how to measure that success.

Meeting Sponsors’ Expectations & Compliance
How to maximise your revenue, whilst ensuring that you give market value and service to sponsors:
• Timings and research
• How to raise sponsorship
• Innovative ideas
• Technical management
• Meeting the sponsors’ needs

Clarity within the pharma industry is with us to stay and the meetings industry has to embrace this, but it is not only the healthcare sector that is being affected by current legislation, it applies to many other sectors of the meetings market. And what emanates from the US is often further strengthened when adopted in Europe.

21 January 2016 – Afternoon Focus
The Digital Age – Marketing
In this economic climate it is even more important to recognise the need to attract the participants, there is more for them to choose from: there are many platforms other than congresses to tempt them. Key challenges on delivering content marketing: blogs, infographics, case studies, videos, events… how to judge what is valuable marketing and what is wasted effort:
• Channel mix for web 2.0
• Content Marketing defined
• B2B content marketing channels
• B2B content marketing tactics/ideas/examples

INTERNATIONAL FACULTY

NICOLA MCGRANE
IAPCO Council Member
Managing Director, Conference Partners, Dublin, Ireland

ANDRÉ VIETOR
Chair, IAPCO Training Academy
Managing Director, Barceló Congress, Barcelona, Spain

BETTINA REVENTLOW-MOONER
Deputy Convention Director, Wonderful Copenhagen, Denmark

MÄRIT H. JENSEN
Co-President IPCAA
Head of Global Congress & Event Management, H. Lundbeck A/S, Denmark

MALÈNE RIX
Executive advisor and trainer in leadership, negotiation and process facilitation, Denmark

SIMON GERAGHTY
CEO, D2D
B2B Digital Marketing

IAPCO HOSTS
This seminar is hosted and organised by DIS Congress Service.

www.edgeseminar.dk
This will be the first ever IAPCO Educational Seminar in North America and Whistler, BC, provides the perfect environment for this in-depth learning experience. Meetings professionals are invited to join us for a unique learning experience that is focused on the current and future challenges to conference management and the changing landscape of our industry. In order to maximise learning outcomes and networking opportunities, this seminar is strictly limited in size and allows for maximum interaction with faculty and industry representatives. Participants are expected to arrive at least one day before the seminar and to participate in all the lectures.

The seminar, which will take place at the Four Seasons Hotel, will focus on the latest developments in project management, sales and marketing, and technology. The faculty will include experts from all over the world, including industry leaders who have successfully adapted to the changing landscape of the meetings industry.

The seminar will be divided into three main sections: project management, sales and marketing, and technology. Each section will include a series of lectures and hands-on workshops, with plenty of opportunities for questions and discussions.

Participants will be provided with a comprehensive course book that includes all the material covered during the seminar. The seminar will also include a networking dinner where participants can meet and mingle with other professionals in the industry.

The seminar is open to all meetings professionals, including hotel managers, sales and marketing directors, and event planners. The seminar will be held in English, with translation available for non-English speaking participants.

For more information, please visit the IAPCO website or contact us at info@iapco.education.org.
Continued from page 8

A month of anniversaries
INTERPLAN had plenty of reasons to celebrate in July this year. First, there was the 50th anniversary of its founder member Bruno Lichtinger marked 25 successful years at the company and was treated to an international conference and a traditional surprise event in the Munich office. Additionally, in Hamburg, a double ten-year anniversary was celebrated Ursula Lau-Thurnier, Managing Director of INTERPLAN in Hamburg, and Astrid Remmert, Team Leader, were surprised by their colleagues with a special celebration on the roof terrace of the SIDE Hotel.

International Event Planner Award for Sumaira Isaacs
Sumaira Isaacs, IAPCO Council Member and Chief Operating Officer of ICS Americas (ICS America), was the special “Event Planner International” award at IMEX, and with it MICE 2015 event in Johannesburg on 20 May. Isaacs, who has grown ICS America’s portfolio to more than 20 years’ worth of experience, international knowledge and insights into the IMEX market. Women in MICE is an annual initiative that honours and celebrates women who have made outstanding contributions within the MICE industry. The event organized from that recognises the excellent work done with diligence and passion by women in the in SVITZEVQUE applies the importance of the importance of women in the workplace as a whole, as well as in the MICE industry.

IAPCO welcomes first US member – ICS America
IAPCO welcomes its first member in the United States of America, ICS America, headquartered in Colorado and established in 2008 to 2012. Scottish-born Sarah Fitzpatrick has over 25 years’ experience working in the events industry. She has held several senior-level positions with leading companies in the events industry, including Royal Caribbean Cruise Lines, Cruises International, and Fred. Olsen Cruise Lines. Sarah is currently the Director of Sales and Marketing at ICS America and is responsible for all aspects of the company’s business development efforts in the United States.

New IAPCO member from Czech Republic
Since 1992, when our company was founded, ICS America has gained unique event experience from various perspectives. As a result, we provide premium PCO, CMC, MICE, venue management and corporate event management services. Our company is based in Prague and all of our business events from around the world are operated from our head office. ICS America is an event company that proudly employs more than 100 members of staff and contractors.

IAPCO events
A gem of a company
MCI India has celebrated its second consecutive award win this year after having been conferred with the prestigious title of ‘ROB M’ Ehnborg, which attracted more than 100 m members of staff and contractors from around the world are operated from our head office. ICS America is an event company that proudly employs more than 100 members of staff and contractors.

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Since 1992, when our company was founded, ICS America has gained unique event experience from various perspectives. As a result, we provide premium PCO, CMC, MICE, venue management and corporate event management services. Our company is based in Prague and all of our business events from around the world are operated from our head office. ICS America is an event company that proudly employs more than 100 members of staff and contractors.
Why Washington DC?

Washington DC will be partnering with IAPCO by hosting their October 2016 Council Meeting. The city, one of the top destinations for US meetings, is now attracting the attention of international planners, who are keeping the capital on their radar for everything from intimate corporate retreats to annual congresses with thousands of delegates. The city is in the process of being transformed into a global hub for world-class living, dining, shopping and entertainment, as well as an exceptional site for global conventions, thanks to US$8bn of developments. More than 2000 national and international associations have their headquarters in the DC area. As a result, Destination DC, the city’s official destination marketing organisation, has developed to become a partner and one-stop shop for association buyers and their meetings, and an expert in hosting global events of all sizes. Destination DC understands the needs of international association clients when planning a meeting in the US, and works with meeting planners and PCOs during the bidding process and in advance of the meeting, as well as during and after the event. Its Ambassadors Circle Program engages local hosts when needed, and its strategic partnerships with Core PCOs enable association clients to access a variety of expertise.

The team works to stay on top of the latest trends in the MICE industry through an International Client Advisory Board, which includes President of International Conference Services and a member of the IAPCO Council. “DC has so much to offer and is an ideal US destination for international meetings due to its appeal and the easiness of getting there,” commented. “Destination DC completely fulfils that offering perfectly by not only providing fantastic support to PCOs and associations but by actively engaging in the industry and constantly innovating based on their interactions with key association and PCO players.”

IPACO is delighted to announce a new corporate partnership with Melbourne, the city being represented by the Melbourne Convention Bureau (MCB). “We are absolutely delighted that Melbourne has decided to come on board,” commented Nicola McGlone, IAPCO Corporate Partnerships. “Last year the MCEC tested the IAPCO partnership programme as a Convention Centre Partner, following that success, they have become a full Corporate Partner, thus confirming the successful partnership that IAPCO has with the meetings industry.”

Melbourne partnership renewal

HAMBURG: 22000 ROTARIANS

Hamburg has been selected as the host city for the 2019 Rotary International Convention (RIC), the annual event of Rotary, the oldest service club in the world. RIC is expected to attract approximately 22000 Rotarians from 180 countries and regions worldwide to northern Germany on 1–5 June 2019. The convention will take place on the exhibition grounds of Hamburg Messe und Congress GmbH (HMC), which is located in the heart of the city and boasts state-of-the-art facilities.

Hamburg’s bid for RIC was jointly managed by the Hamburg Convention Bureau GmbH and Rotary District 1890. They demonstrated to Rotary International the benefits of Hamburg as a host city, with the central location of the HMC venue, the short distances to travel, and the support provided by the city itself and Germany’s Rotary districts being among the key reasons why Hamburg was chosen. Additionally, Hamburg’s experience in hosting major events also played a decisive role – Hamburg hosted the 8000 sqm facility is the latest addition to ACC Liverpool, currently home to BT Convention Centre and Echo Arena. It has more than doubled the existing 7125 sqm at the waterfront complex to 15225 sqm of integrated and flexible event space.

Kerrin MacPhie, director of conference and exhibition sales at ACC Liverpool, said: “The construction of Exhibition Centre Liverpool has been a tremendous journey since we first announced our plans. We can now host many more consumer and trade exhibitions, large conferences and entertainment events. We are delighted to welcome visitors, clients and delegates to our new venue which has brought something unique and exciting to the industry.”

The venue features an atrium glazed with waterfront views as well as food and beverage outlets, multiple meeting rooms and a business centre. External areas include a riverside terrace overlooking the River Mersey as well as exhibition space which will be used for stand-alone conferences, banquets and events. Additionally, an integrated 216-room Pullman hotel is taking bookings from January next year. The newly expanded complex will host trade and consumer exhibitions, large national and international conferences, banquets, concerts and sporting events on a national and international scale. Public shows confirmed so far include The Ultimate Christmas Fair; Toytopia; Dolls Antiques and Collectors Fair; Girls Day Out; MCM Expo; The Allergy and Free From Show North and the Telegraph Cruise and Travel Show. Lift Ex and the Federation of Petroleum Suppliers are among trade exhibitions while conferences include RenewableUK and the European Association for International Education (EAIE) congress.

With the completion of the expansion of Fort Island, Madinat Jumeirah’s ‘Arabian Resort of Dubai’, will offer the largest hotel event space in the UAE. Fort Island has tripled in size to 1750 m² and will be used to host banquets, parties, exhibitions, product launches, music concerts, weddings, sports events and festivals for up to 1400 people. The expanded venue preserves the fort’s historic traditional look and feel and features an attractive and sustainable landscape.

Located in the heart of the resort and surrounded by Madinat Jumeirah’s characteristic waterways, the venue has spectacular views of the Burj Al Arab Jumeirah. The venue was originally commissioned in recognition of the history, culture and character of old Dubai and was inspired by the Al Fahidi Fort located in Madinat Theatre, and the nearest hotel, Jumeirah Mina A’Salam, makes Fort Island a unique venue for spectacular events.

“We are delighted to be unveiling the new Fort Island at Madinat Jumeirah, one of the city’s most innovative and exclusive outdoor venues,” said Margaret Paul, Resort General Manager. “This redevelopment demonstrates our commitment to continually enhance the guest experience, and we look forward to catering for a larger and wider range of prestigious events for the MICE industry.”
Supporting NEDO’s needs for the DARPA Robotics Challenge

PCO Congress Japan

The DARPA Robotics Challenge DRC was an international competition that aimed to stimulate the technological development of robots that could maintain mobility and perform critical tasks in a simulated environment representative of the aftermath of a disaster. The finals of the DRC were held in California in June this year, and Congress Corporation provided logistical support in the run-up to and at the event itself for three teams from New Energy and Industrial Technology Development Organization (NEDO) in Japan.

To prepare for the competition, Congress Corporation supported the NEDO teams over a period of six months in advance of the finals, beginning with researching a venue and creating a practice obstacle course in Japan. The robots were set tasks that included driving a vehicle unaided, opening and going through a door, negotiating rubble, and climbing stairs, as well as an unknown surprise task. Once the final specifications were received, the Congress Corporation team supported the construction of a “test field” in the US, which incorporated the various changes in tasks and specifications between the trials and the finals event, and also provided full support for the logistical and on-site support.

However, that was not all – one of the PCO’s toughest challenges encompassed the logistical complexities and sheer physical hard work involved in packing and transporting the extremely fragile robots from Japan to California. Shipping required the development of custom-made special flight cases constructed to each robot’s safety specifications, with other issues including complying with dangerous goods regulations for shipping the batteries, managing export carnets procedures, and shipping the large buggy-type vehicles that the robots were going to drive in the practice sessions leading up to the finals of the competition.

Co-ordination of export and import dates was key to ensuring that the teams could smoothly conduct their important practice sessions within the extremely tight schedule available to them.

The competition was stiff, with outstanding teams entering from around the world. Although the Japanese teams did not come home with the prize, Congress Corporation was proud to support NEDO’s technological endeavours in a field that will prove extremely beneficial to society and our planet in the future.

Quick thinking keeps EGOS on track during crisis

PCO: EGOS, Greece

It was not the best of circumstances in which to plan an international congress, while the Erasmus team was preparing 2000 delegate badges and congress bags to welcome participants to the 57th European Group for Organizational Studies (EGOS) Colloquium in Athens on 2–4 July, the Greek Economy had been ranked as the worst in Europe as the country’s referendum on 5 July drew an unhelpful outcome for delegates and controls were enforced. In order to minimise concerns and to reassure participants who travel to Athens, Erasmus remained safe and feasible, Erasmus and the congress organisers took quick and targeted action using emails, Facebook, Twitter and official websites, with the result that more than 1700 delegates from 40 countries gathered for the official opening of the EGOS Colloquium on 2 July.

This extremely difficult period for Greece posed many organisational challenges for Erasmus, including having the EGOS gala dinner on 3 July right in the heart of Athens. The event took place under considerable pressure, with two enormous demonstrations – one in favour of a “No” vote and the other in favour of a “Yes” vote – to go on right alongside the gala dinner. The atmosphere remained cool and showed great flexibility, with a positive, reassuring approach, in order to offer unparalleled hospitality and provide an unforgettable night against the backdrop of the Erasmus congress.

The event would not have been possible without the provision of live broadcast from several international centres, which was made possible by dedicated wide-area distribution links and fibre links to achieve uninterrupted transmission. Since the inception of WLNC, the field of neurointervention has grown and proved to be very dynamic, with landmark trials and new-generation devices to treat stroke and brain aneurysm patients. This rapid pace of development has created very demanding challenges for the PCO and its technology providers. However, together with specialists in neurointervention, DEKON and its IT team has risen to this challenge; they have not only provided a showcase of great cases and experience from around the world, but also introduced new technologies and devices.

This year’s WLNC, which was held in Chicago on 8–10 June, featured not only the six main hospitals providing satellite transmissions but also five other US hospitals in which doctors had been equipped with Google Glass in their treatment rooms. Using this new technology of Google Glass live transmissions, WLNC delegates experienced everything in real time, from the stroke call through to the surgery itself. This new initiative with the five US centres enabled the low-bandwidth live broadcast of stroke cases and allowed real-time discussions of the workflow and treatment plan of the acute ischaemic stroke patient.

The room setup was aligned with the needs of this educational event, enabling delegates in the auditorium to follow live surgery cases on the big screens. They could ask questions through their mobile devices to a panel of specialists on the stage who were acting as intermediaries for the surgeons performing the ongoing procedures.

Some details for those readers with a technical interest in the project:

• A digital matrix intercom panel was at the core of all communications, for the first time in 2015 for the first time, multiple centres were connected with almost loss-less IP audio links, backed up with PSTN lines.

• Attendees were part of the interactive, active flow, a custom-built voting & questionnaire software, running on Amazon Cloud servers, was made available to all delegates on all mobile device platforms, and distributed through a broadband Wi-Fi infrastructure.

• Another first in 2015 was a custom-built tablet computer system that enabled the doctors on stage to interactively control the playback of the five cases and to draw commentaries on the moving images.

• A second multi-camera setup was used for internet streaming of the event, through a content delivery network, to serve a length of concurrent viewers worldwide.

WLNC was designed to provide a grand networking forum that brought both expert and novice providers together to share cases, highlight techniques and discuss new approaches to the treatment of complex problems. It is now known through close co-operation between healthcare specialists and an experienced PCO, an innovative event format can be developed, benefitting the practical learning that physicians need to improve patient outcomes. The next WLNC is being organised by DEKON in Shanghai, China, in 2016.