Keeping your company evaluating a sponsorship offering is crucial to a conference campaign – one that not only delivers volume but other contexts, but knowing how to deliver a highly effective management. The mechanics of marketing can be learned in two clear examples: marketing and sponsorship businesses and working at the leading edge of the profession.

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 delivers value – is an entirely different matter. Similarly, knowing exactly what will resonate for a company evaluating a sponsorship offering is crucial to a sponsorship sales team’s success.

IAPCO came into being almost 50 years ago, answering a crying need for education in what was then a nascent 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 PCOs, knowledge development, and support is more critical than ever.

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-privity regulatory changes, data security and ‘lessons from the trenches’ in meeting design.

As meetings experts, we have an important responsibility to keep our clients informed, and guide them well. Central to that is ensuring we’re tapped up to speed on the latest marketplace discussions and debates IAPCO has a close working relationship with PCMA, which sees us upping training on stage and learning from one another. We’re very enthusiastic about a recent agreement with SACOES 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 enhance their skillsets and learning. It’s exactly what we’re still doing just that, and continuing to build capability at all levels – just as our many great client associations are doing in their own fields.

Keeping learning at the leading edge

Jan Tonkin, IAPCO President.

Leaders’ Summit in Barcelona on 26 November.

The winner of the IAPCO Collaboration Award will be announced at IBTM’ s MCI UK with collaborative partner, World Hepatitis Alliance (WHA)

MCI Middle East with collaborative partner, Emirates Diabetes Society

Two other projects were also Highly Commended, for their relationship building, were:

• KW Conferences Pvt Ltd (KWC) for assistance in 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 associations – Team Athens (AFCET, 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 potential of the 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 work together to deliver the highly successful seminar that it was.

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.

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 regulations will grant consumers more control over their data. The impact will be felt 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 an expert on this subject.

Who should attend: professionals in the MICE sector, anyone who handles data.

The impact for the MICE sector

Wednesday 14 November 10:45 – 12:15

EVENT AND DATA SECURITY – CAN YOU PROVIDE PROTECTION?

Day by day we witness acts of incivility, our safety as one being affected, or a defamation, or a security risk. As keepers of our events, we have a duty to provide as much protection as possible to ensure 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
• Struggling with cybercrime and reducing your organisation’s weaknesses

Tuesday 14 November 10:45 – 12:15

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Future issues will be electronic only – watch for IAPCO’s new Media Centre.
17 FINA World Championship

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, the 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
- 13,500 sqm to practice different sports, inside and outside the fair
- 23 cultural shows with more than 150 artists every year attracting 45,000 spectators
- 21,000 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
- 8,000 press review articles in major national newspapers
- More than 3,000 volunteers from all over the world.

Decades of operating the Asian Development Bank AM

“Congress Corporation looks forward to welcoming our fellow members to Tokyo next February for the IAPCO AM&GA, to enhance our meeting organisation 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
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.

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.

MEMBERS’ NEWS

3D Live Surgery, a first for AIM

IAPCO Member: AIM Group International, Italy
Author: Gilberto Pumurcia, 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 five 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.

IAPCO PCO: CPO HANSEN 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), Fairpflichted (a pun, from ver-“fair”-pflichtet = committed) offers practical guidance for Corporate Social Responsibility.

Caps against Polio

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.

Sweet Success for Kernes Rebrand

Kenes Group has launched a new brand identity and website to grow the company’s footprint in the meetings and events industry. The new brand was launched simultaneously in all Kenes Group offices globally on 27 July.

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Basel – the Swiss location favoured by Associations

Basel is Switzerland’s prime location for exhibitions and conferences and offers state-of-the-art infrastructure. Its internationally famous events include Baseworld, 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 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.

GREAT MINDS LIVE HERE
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melbournecb.com.au

CRITICAL COMMUNICATIONS EXPERTS PRAISE HONG KONG FOR SAFE ENVIRONMENT

The 2017 Critical Communications World Congress held 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.

“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’Saffordable, offering good value for money and a gateway to our markets in Asia”, Meetings and Exhibitions Hong Kong www.mehongkong.com

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www.iapco.org  info@iapco.org
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 luncheon trip, to what the council thought was ‘just’ a visit, to the plenary hall wowed when the curtains dramatically opened to reveal a beautiful concert hall depicting the IAPCO brand. The masterpieces.

A huge thank you to the Kuala Lumpur 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.

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 calibre attendees a precious pen is of course an essential conference companion. And chances are it’s made in Hamburg! Would you have guessed Montblanc is a native of this city? The luxury brand is in excellent company. Other big names like Nivea, Steinway, Aubus, 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 Rockies 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!

For high caliber attendees a year’s G20 Summit.

The luxury brand is in essential conference company.

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”.

Interplan & ITI — a successful partnership

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

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It’s all about the detail at KLCC

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Let’s make your meeting
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 Centre who were the generous hosts of the Council Meeting which took place from the 13-15 September 2017 – the council felt having had productive days of meetings, delighted by the facilities and experiences at the Centre so put life with the team and very definitely a little heavier!!

AOS Host EDGE KL at KLCC

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

© ITI International Team for Implantology.

Welcome to Kuala Lumpur Advisory Board meeting.

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

Groups had a great time.

Andre, Nick (HCB) and Nicole, Mark and Chris (IAPCO) enjoying the sights of Hamburg.

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© ITI International Team for Implantology.
FEATURE ARTICLE

A new political reality and its effect on Global Meetings

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

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’s dream-leading event and travel management company has been realising 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!

It’s finished!

PCOs: Adding More Value to Associations Worldwide

IAPCO PCO - MC3 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 a huge difference for any association.

To put this 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 associations can solely focus on the overarching strategy of the conference, strengthening its value for associations should they decide to consider this option.

Meanwhile we are preparing a large conference in the USA for a short time, but soon it became clear that 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 gets 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 for 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 conferencing. 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.

NEWS IN BRIEF

IAPCO enters into partnership agreement with SMU

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

Ukrainian added to IAPCO dictionary

Ukrainian is added to IAPCO dictionary’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 to the dictionary is Ukrainian, for which we thank the Business Travel Association of Ukraine for their support.

www.btaiukraine.com

Award Handover in Copenhagen

IT provider ESTEEMES won the IAPCO Driving Excellence Recognition Award 2016 at IAPCO’s last General Assembly. CPO HANSLER SERVICE nominated its client ESTEEMES as the Outstanding Supplier in presentation technology. The prestigious award was handed over to ESTEEMES’ Managing Director Dariusz Osnarch-Gorschner on the occasion of the World Congress of Business Privately, organized by CPO, which took place in Copenhagen this June.

MC1 acquires Wyndham Jade

MC1 have announced their acquisition of Dallas-based Wyndham Jade, an industry-leading event and travel management company. The addition of Wyndham Jade becomes a key component of MC1 USA’s Meetings, Conventions and Incentives platform serving both associations and corporations, and further accelerates MC1’s focused growth in the United States.

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.thelplan.co.kr

JTB Communications Design, Inc.
Meeting & Convention Division,
Tokyo, Japan
www.jtbco.co.jp/en/

New Members for IAPCO

Podium Conference & Association Specialists
Mariscal De Armond, President
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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.

SYMPOGR

Symprog SA
Bertrand Ische, Managing Director
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bjoehr@symprog.ch

SYMPOGR has been planning conferences with professional know-how, offering tales-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
Command House, North Wales Business Park,
Abergele LL22 9LJ, UK
nicola.worldspan@worldspan.co.uk
www.worldspan.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.

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**Interplan on the G20 Summit Experience:**

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 conference, held in Hamburg, was 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 25 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, 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 it 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**

Using eco-friendly shell schemes, digital signage, paperless communication, and sustainable health checks, MCI’s organisation of the 5th 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.

**Marching for Midwives**

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.

**Short notice for G7 Organisation**

LAPCO PCO: EGA, Congresses & Events

IEA 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; an transportation service involving limos, golf carts and electric buses all available 24h; all of which makes utilisation of historic venues, all catering, the gala dinner, accommodation, logistics, all seem just “ordinary”!

**Making the most of a Volunteer Programme**

LAPCO 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 designed 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 moreover, 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. We 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.

**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.

**SnaPCO on Congrex Switzerland**

It’s all about the Shoes!

On May 15 event professionals from Latin America will be showing the world their shoes at Congrex Switzerland’s SnaPCO International Association of Professional Congress Organisers

Sarah Storie-Pugh, Executive Director

info@iapco.org www.iapco.org

IAPCO PCO: Interplan, Germany

The PCO

Published by: IAPCO

Whilst every care is taken in the preparation and publishing of The PCO, the views expressed are not necessarily those of IAPCO or its members, or of the Editor, and no responsibility can be taken for articles, errors or comment.

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 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.”

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Paola Piza

Regional Business Development Manager

LATAM

Kenes Group

on the G20

Summit Experience:

IAPCO PCO: Arinex, Australia

Meeting Quality

www.iapco.org

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**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 warranted.

“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 at www.iapcoedgeflorence.org/

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**EVENTS’ CALENDAR**

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<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>2017</td>
<td>Nov</td>
<td>12-15</td>
<td>56th ICCA Congress</td>
<td>Prague, Czech Republic</td>
<td>2018</td>
<td>May</td>
<td>15-17</td>
<td>IMEX Frankfurt</td>
<td>Frankfurt, Germany</td>
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<td></td>
<td>IBTM World</td>
<td>Barcelona, Spain</td>
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<td>June</td>
<td>27-28</td>
<td>The Meetings Show</td>
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<td>2018</td>
<td>Jan</td>
<td>07-10</td>
<td>PCMA Convoking Leaders</td>
<td>Nashville, USA</td>
<td>Aug</td>
<td>TBC</td>
<td>IAPCO EDGE Guadalajara</td>
<td>Guadalajara, Mexico</td>
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<td></td>
<td>15-17</td>
<td>IAPCO EDGE Florence</td>
<td>Florence, Italy</td>
<td>18-21</td>
<td>ASEAN Annual Meeting &amp; Expo</td>
<td>Chicago, USA</td>
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<td>Feb</td>
<td>04-07</td>
<td>IAPCO Council Meetings</td>
<td>Osaka, Japan</td>
<td>Sept</td>
<td>05-06</td>
<td>IBTM Americas</td>
<td>Mexico City</td>
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<td></td>
<td>07-10</td>
<td>IAPCO Annual Meeting &amp; General Assembly</td>
<td>Tokyo, Japan</td>
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<td>IBTM Arabia</td>
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<td>57th ICA Congress</td>
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<td>21-23</td>
<td>ACE OF MICE Exhibition</td>
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<td>11-13</td>
<td>ASEAN Great Ideas Conference</td>
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<td>20-22</td>
<td>IT&amp;C&amp;M China</td>
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<td>May</td>
<td>10-13</td>
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**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

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