



A good buyer-seller relationship is a partnership, a win-win situation over the long run. A responsive supplier is an asset for our event and a supplier who is treated equitably and professionally is likely to communicate his positive experience to the external world raising your reputation.

In our job there is nothing more rewarding than working with a team of creative, enthusiastic and smart people to put together a valuable experience for others. All about growth and value creation, the market is becoming a forum for conversation and interaction between

consumers, consumer communities and firms, it is this collaborative communication and collaboration that makes up our ultimate to-do list in the meeting industry today.

This article was provided by the International Association of Professional Congress Organisers, author Patrizia Semprebene Buongiorno, Past President and Council Member of IAPCO, and Vice President of AIM Group International, Rome, Italy. IAPCO represents today 120 professional organisers, meeting planners and managers of international and national congresses, conventions and special events from 40 countries. info@iacpo.org / www.iapco.org



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