PRESIDENT’S MESSAGE – Michel Neijmann

Our future in good hands

Back in the office after an invigorating and inspiring General Assembly, I cannot help but share some reflections with you. The members attending the IAPCO Annual Meeting and General Assembly in Lisbon showed such a high level of interest and engagement that, although back behind my desk, I am still excited about our achievements together. Our Portuguese colleagues engaged with us with so much enthusiasm.

Leading and AIM Group hosted us with lots of positive energy and showed how collaboration can create excellence. They generated an atmosphere in which the attendees were able to confront the future together, discussing the most effective strategies to further improve our strong commitment to quality. The buzz in the room and during the breaks was exhilarating and, figuratively speaking, some tough nuts were cracked. As a result, more members are taking on tasks through workshops and/or becoming IAPCO Ambassadors – and because of this, the future looks better for all of us!

But to be frank, despite my enthusiasm for the excellent ideas shared, and show how collaboration can create excellence. They invited me to participate in the Annual Meeting presentations. The winner of the IAPCO Innovation Award for PCOs will be announced during the IMEX Gala Evening in May and will receive the opportunity to attend the IAPCO Summit in Lisbon.

Considering the innovations of these applicants, it is clear to see that the future of PCOs is in the hands... which makes our industry the real winner!

I was delighted to announce a new award that honours our Founding Fathers and recognises the innovative ways in which the younger generation of PCO members deal with the challenges of international PCOs. IEMEX has also embraced the opportunity to support this initiative. The IAPCO Innovation Award for PCOs attracts a number of applications each year, and Council presented three short-listed nominees to the audience in Lisbon. The nominators had prepared 3-minute videos explaining their innovative ideas, their implementation, and their successful contributions to their companies. Everyone agreed that these three nominees clearly demonstrated the difficult task of selecting the best innovation, and thus contributed 50% towards the final vote for the winner. The three candidates showed the exceptional level of understanding of our business and with this a great capacity to integrate innovative solutions. The areas of innovation were social media, virtual meetings, and public relations strategies, with the nominators hailing from Bulgaria, Canada and Korea. Council members voted separately and confidentially on the basis of the full descriptive applications, which were received in advance of the Annual Meeting presentations.

The winner of the IAPCO Innovation Award for PCOs will be announced during the IMEX Gala Evening in May and will receive the opportunity to attend an IAPCO Summit in Lisbon. Considering the innovations of these applicants, it is clear to see that the future of PCOs is in good hands... which makes our industry the real winner!

It was announced at the recent IAPCO Annual Meeting in Lisbon that the 2017 Annual Meeting & General Assembly will be held in Dubai. IAPCO’s annual gathering brings together approximately 100 of the world’s most influential PCOs and association event organisers from 40 countries, who collectively manage approximately 7000 meetings per year with a combined annual economic impact of more than US$ 5 billion. The winning bid was spearheaded by Dubai Business Events (DBE), a division of Dubai Tourism, which serves as the city’s official convention and exhibition bureau, and with local IAPCO member Meets Minds and MCI Dubai. Key tourism industry stakeholders Emirates and Madinat Jumeirah also played their part in securing the IAPCO meeting for Dubai.

Part of our strategy to increase the number of visitors and business events hosted in Dubai every year centres on engaging with meeting planners and industry bodies from around the world, to raise awareness about Dubai as a leading destination for international business events,” commented Steen Jakobsen, Director of Dubai Business Events. “By hosting the members of IAPCO, we are excited to be able to show what the city has to offer to a group of people who are highly influential in determining where major international meetings and association congresses take place every year.”

“IAPCO offers a unique quality assurance platform, recognised by association, corporate and government clients,” said Michel Neijmann, IAPCO President.

The PCM Column pcma

6 simple tips for writing better emails in 2015

By David McMullen, PCMA Staff Writer

As another year of sending, ‘replying all’ and forwarding begins, it’s time to re-evaluate your approach to your email correspondence strategies, wíth the nominators hailing from Bulgaria, Canada and Korea. Council members voted separately and confidentially on the basis of the full descriptive applications, which were received in advance of the Annual Meeting presentations.

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Triple honours for Porto!

The AlfaFanga Porto Congress Centre has won three of the 2014 National Supplier Award, having been nominated by AIM Group Lisbon for its outstanding services, co-operation and flexibility. Carlos de Brito, President of the Association para o Avanço dos Transportes e Comunicações (AMTC), received the award on behalf of the centre, which becomes the first Portuguese winner of one of IAPCO’s awards, of which more than 60 have been presented in the past 20 years. “I am grateful to present this award to the AlfaFanga Porto Congress Centre,” said Michel Neijmann, IAPCO President, “and their desire in receiving it is proving of the honours we are proud to bestow on them.” The IAPCO award was just one of three in 2014 for the AlfaFanga Porto Congress Centre, which was also recognised as the Best European Congress Centre in the Business Destinations Travel Awards, and received the Best Congress award from Publicitas, a prestigious national tourism sector magazine. It is one of the largest and most versatile congress centres in Portugal,” commented Mosqueda Fernández, Director of AIM Lisbon. “It is also located in one of the city’s most emblematic and historical buildings, which makes it very special. The services provided by the Centre are of the highest standards, ensuring the most modern and efficient equipment. We are proud to nominate them and even more delighted to see them win.”

By Miguel Seijo, Director, PCO Summit Lisbon Good practices were presented in the past 20 years. “I am grateful to present this award to the AlfaFanga Porto Congress Centre,” said Michel Neijmann, IAPCO President, “and their desire in receiving it is proving of the honours we are proud to bestow on them.” The IAPCO award was just one of three in 2014 for the AlfaFanga Porto Congress Centre, which was also recognised as the Best European Congress Centre in the Business Destinations Travel Awards, and received the Best Congress award from Publicitas, a prestigious national tourism sector magazine. It is one of the largest and most versatile congress centres in Portugal,” commented Mosqueda Fernández, Director of AIM Lisbon. “It is also located in one of the city’s most emblematic and historical buildings, which makes it very special. The services provided by the Centre are of the highest standards, ensuring the most modern and efficient equipment. We are proud to nominate them and even more delighted to see them win.”

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FEATURE ARTICLE

The Pharmaceutical Partnership: Educate, Communicate, Innovate

By Mathieu Pesch, International Conference Services, Vancouver

Compliance… it’s a word that makes professionals in the world of medical meetings cringe these days. The relationships between medical associations and pharmaceutical companies have never been more complicated. For quite some time, it seemed that it was easier for an association or a congress with the right following to get money out of companies than it was to steal candy from a child. In many cases, these relationships were uneven and the associations were clearly in a position of power, just like many of their members themselves.

First-class tickets, boutique meetings in resort destinations and lavish hospitality were clearly in a position of power. As a way of illustrating that went towards education, research and development. As a way of illustrating that point a little better, picture the relationship as a pendulum. For a long time, it swung further and further in time, it swung further and further in one direction, until it basically flung itself back to the other side as a result of tighter scrutiny, bad press and millions of dollars in fines. This is where we find ourselves today – with the pendulum stuck on the other side.

As if self-imposed regulation wasn’t enough, governments have imposed a string of new regulations relating to the funding of physicians’ activities. One of the most significant changes was the “Physicians’ Sunshine Act”, which was passed first in the United States but has quickly been copied within the European Union. Its purpose is to protect patients’ interests by assuring them the social element of meetings. For quite some time, it is essential that PCOs manage and evolve community associations, as a result they play a fundamental role as platforms for the exchange of comprehensive and specific information among organizations. Moreover, with relevant exceptions, their mission, vision and purpose has been stable for a long period of time. However, all of that is changing – and fast.

PCOs are now having to deal with various “pain points” due to current economic, technological and generational macro trends. To ensure a sustainable future, they must develop appropriate strategies and tactical plans and address specific issues associated with these pain points, including:

- How can associations manage multicultural and multigenerational communities with different needs, different expectations and different objectives?
- What strategy should associations adopt in terms of sponsorship plans, taking into account that sponsors are applying increasing pressure when it comes to retain on them?
- How best can associations ensure their sustainability, e.g. through revenue channel diversification, innovation, new markets, new ventures, efficiency, outsourcing, etc.?
- What can associations do in terms of the social positioning, reach and brand awareness to ensure they become the content curators and trusted partners in specific fields, given growing direct and generic competition?
- How should associations maximise their profits and delegate experience to generate revenue?
- Finally, what should be measured, and how should success be tracked – e.g. number of members, engaged audiences, finances, etc?

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By Sumaira Isaacs, M CID Dubai

Yes, Moscow is innovative, available and enthusiastic with welcoming and friendly people only too keen to advance in the business of international congresses, venue under the walls of the Kremlin.

But what about visa applications?” quizzed the IA PCO faculty, who were subsequently greatly reassured by the PCOs that fast track applications were being put in place for international meetings. Public transport via the architecturally amazing metro is fast, clean, safe and efficient. It carries 11 million people a day, but you can never know if you have enough change with the vending machines.

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New Association Frontiers: From IMEA to the N-11

By Sumaira Isaacs, M CID Dubai

Over the past 15 years, emerging markets have become key players on the world GDP stage. Not only are companies fiercely competing for market share, but also professional and trade associations are seeking to expand. Economic growth is collectively the world’s most promising way of addressing development of local chapters offering value of relevance to business. For example, India, the Middle East and Africa (IMEA), a region in which hyper-growth and huge local investment exist alongside documented social and political challenges, is currently booming ahead in terms of business and innovation, particularly in the countries of the Gulf Co-operation Council (GCC).

Although the IMEA region has a relatively short history in terms of the association industry, continued economic improvement and expanding education is creating a growing desire for professional learning and development. As governments come to acknowledge the full potential of associations to support the flourishing business environment, political will – coupled with the sheer size of the population – is driving the perfect environment for associations to thrive.

Some statistics help put into context the potential of the IMEA region for associations:

• With 79 countries in the region, IMEA has the highest number of emerging nations in any region of the world, as well as the world’s highest annual economic growth rate, between 7% and 20%.

• IMEA has a population of 2.7 billion (~37% of the world’s population live there) and a total GDP of $8 trillion.

• IMEA is a region of extremes, containing the second most populated country in the world (India), and both the richest (Qatar) and poorest (South Sudan) countries.

• The region enjoys annual foreign direct investments to the tune of more than $50 billion.

• IMEA is the world’s second largest producer of oil and gas, providing 40% of supplies.

• The region also boasts the world’s biggest fleet of A380s and Dreamliners, as well as the world’s largest airport and tallest towers.

• IMEA has one of the world’s highest rates for the penetration of mobile technology and social media, and also pioneered the concept of ‘Mobile-Money’ for the rest of the world.

• With an average median age of 25 years (lower than China), the population is young, dynamic, and very ambitious.

IMEA represents a region with enormous potential today – but what about tomorrow? Which could be the next region to offer such potential in the future? In 2007, Goldman Sachs identified the so-called ‘Next 11 (N-11)’ countries that could potentially rival the G7 over time. Comprising Bangladesh, Egypt, Indonesia, Iran, South Korea, Mexico, Nigeria, Pakistan, the Philippines, Turkey and Venezuela. This eclectic group of countries that share common potential in terms of energy, infrastructure, urbanization, human capital and technology – similar to the themes that defined the so-called BRICS countries (Brazil, Russia, India, China, and South Africa). Despite differences, there are many examples of these countries already working together economically. With most of the most influential strong institutional and political frameworks, the opportunities for associations in the N-11 are clear.

COPENHAGEN: 18-21 JANUARY 2016

WHISTLER: 25-27 MAY 2016

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By Emily Bollard

Madinat Jumeirah recently welcomed a host of famous actors and actresses for the 11th annual Dubai International Film Festival (DIFF), which took place on 10–17 November 2015. Star-studded at its core, the luxury Madinat Jumeirah hotel hosted guests such as Emily Blunt and U2’s Larry and Bono. Bettye Colby and director Lee Daniels were among the big names attending the event. Emily Blunt was there to enjoy the widespread acclaim for the film Into The Woods, in which she stars with James Corden, which was screened at the closing of this year’s event to a packed audience in the Madinat Arena. And to mark the occasion, the line-up included enjoying the luxurious Talise Spa at Madinat Jumeirah where she had been nominated for a Golden Globe Award in the category of Best Actress in a Musical or Comedy. Since its inception in 2004, the DIFF has served as an influential platform from which Arab filmmakers and new cinematic talent have been able to launch themselves onto the international stage. Each year DIFF presents innovative and exciting cinema from the Arab world and beyond by introducing audiences to fresh local talent and original filmmaking. Madinat Jumeirah has hosted DIFF since the event’s launch and is a key sponsor. It was proudly represented by a variety of colleagues from Al Qasr, Dar Al Masyaf and Mina A Salam, with members of the resort’s sales and marketing team and Talise Spa acting as hostesses on the red carpet each evening.

COP 21 – How to make a difference?

The theme of the IAPCO/European Cities Marketing (ECM) seminar entitled ‘Europe: a passion wins’, which was held at IBITM in Barcelona last November, was that there are real benefits of working in destinations that are not necessarily the biggest or most well-known in a country. For example, Barbara Schwager, from Salzburg Convention Centre, explored how local partner commitment and dedication (so-called ‘second-tier’ destinations) can create a very attractive alternative for PCOs and their clients. Their partnership emerged from a relationship begun when Salzburg Convention Centre hosted an IAPCO Council meeting in May last year. “There is no doubt that ‘passion wins’, and have the potential success of the so-called second-tier cities,” stated Barbara. So what is the secret for the second-tier cities – how can they play in the big league? The answer is through increased brand awareness, not only within the destination but also within other cities in the country and indeed, comparable cities throughout the continent. “There must be professionalism within the destination, and the ability to convince clients of that professionalism,” Barbara continued.

“This means continuous investment in IT and congress technology, employer professionalism, and the ability to identify and respond to trends within the industry. But perhaps most of all, it requires the courage to be different – to not be overcome and overwhelmed by restrictive standards, and to think ‘outside of the box’ for the benefit of the client.” Additionally, enthusiasm is infectious and such passion shines through when everyone works together within a city. Often, it is only in smaller destinations that this can be achieved, because the city itself becomes the event.

“A unified city brings into play not only the industry partners but also the government, the city, and the universities, it is essential that this unification is evident from the outset, even at pro-bid stage,” commented Nicola. “Make yourself visible as a team – show your passion.” But how can this be achieved?

The answer is by attending conferences in advance of the bidding and gaining an understanding of what the client’s priorities are when selecting a city; meeting the decision makers also helps. “[And at the site inspection] use every tool in the tool box: involve all partners, not just by having welcome banners at the airport but also by having people there as well,” Nicola continued. “At the hotel, have the whole team there to greet the visiting client – even dress them in client corporate t-shirts; make the city an exclusive place [for the client] to hire. This is something only the smaller cities can achieve. The site inspection is yours to lose, but believe me, passion trumps all.”

In summing up the discussions, Nicola asked, “Would you plan to build a house without the builder? No – so why build a conference without the PCO? The formula for success is to involve the city stakeholders, the talent network and the PCO – it’s a partnership. Collaboration creates a sense of purpose, she said, noting that shared-learning is fundamental to the success of attracting international meetings to a destination. Nicola concluded with her favourite quote, from Maya Angelou: “People will forget what you said… People will forget what you did… But people will never forget how you made them feel.”
Forget the Silver Bullet

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2015 DGP
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Taking the social route to sponsorship

The 2014 DGPFN annual meeting at its new home proved a great success and represented the largest congress held at the CityCube so far. More than 9000 delegates from 53 countries attended the approximately total of 662 scientific sessions and 83 educational and training sessions. There were a total of 657 specialists, lecturers and poster authors, and the congress also fea-
tured a number of sessions aimed at non-scientific audience, such as symposia for pupils and symposia for nurses, and podium discussions for the general public. The congress was expertly managed by CPO HANSEERG, who will be bringing the 2015 DGPFN meeting again to the CityCube this November.

Porto: Music to our Ears!

Hosted by the Porto Convention Bureau, the IAPCO Council relished the cultural highlights of Porto, Portugal, during its recent meeting, experiencing, among oth-
ers, the delights of a visit to the Casa da Música, the major concert hall in the city, which provide a highlight of the meeting.

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Zeroing in on Nihonbashi

PCO Congress Corporation, Japan

Headquartered in Tokyo, Congress Corporation, Japan hosts a second conference facility in its ‘CongressSquare’ concept in April 2013. This concept offers flexible spaces responding to a broad range of organisations and events. The high-quality facilities and excellent access makes this venue easy to reach by both air and transportation. The new facility is located in Nihonbashi, one of the oldest districts of Tokyo, and follows on from the initial CongressSquare facility in Naka-Tokyo, which opened in 2012. The name Nihonbashi means literally ‘Japan bridge’ and derives from a historic bridge that was built in 1603, which became the district’s landmark and the starting point for the five major roads leading outwards from Edo (present day Tokyo). Crossing the bridge in those days, one could view the Shōgun’s Edo castle, and even Mount Fuji beyond, as featured in the colourful woodblock prints of the Edo period (1600–1668), during which time Edo’s culture flourished.

The area developed into a commercial centre, and today Nihonbashi retains that status as the home of the Bank of Japan, the headquarters of various pharmaceutical and financial companies, and many shops trading in traditional provi- sions. Nihonbashi also retains the ‘zero mark’ for distance measurements to/from Tokyo. The area has always been attractive and filled with history, and continues gaining renewed attention as an area targeted for redevelopment. Congress Corporation believes that a PCO’s work is not only to plan and operate conferences, but also to contribute to the revitalisation of the local area. It aims to do this by utilising its expertise in planning, constructing and managing meeting facilities that will, in turn, attract people to the area from near and far, thus stimulating the exchange of knowl- edge and ideas.

In addition, Erasmus co-operates with the Italian company ‘Borromeo’, which means ‘we can’ in Greek. Borromeo fights food waste by acting as a patron hub connecting those in need with those who can offer. Through this organisation, Erasmus donates suitable surplus food from the events it organises to welfare institutions, soup kitchens and munici- pal services.

Today, Borromeo offers an average of more than 3000 portions of food each day through its network in Greece.

Giving food for thought

By Patrizia Semprebene Buongiorno, AIM Group International

Social responsibility is an integral part of IAPCO’s philosophy, and it is the association’s intention to always do more. I would like to take this opportu- nity to share with you the project we made in Burundi on a project that we, as IAPCO members, have been involved with since 2013. Through FIMAC, the International Foundation of Doctors for Central Africa, we con- tinue to provide help to the population in the north of Burundi called Bubanza. Burundi, is a small country in Central Africa with a population of more than 7 million that is growing sharply. There are many severe health problems in this area – there is a high mortality rate from malaria, HIV, tuberculosis and malnutrition, which is in large part fuelled by the orthopedics, the population faces con- genital and acquired malformations. IAPCO members provided contributions through their membership fees to help the Burundian people as well as the hos- pital of Bubanza. And, during 2014, 40 members contributed €40,596.

I go to Burundi every year on behalf of FIMAC and can personally assure members that these donations and funds have been well used and that they have been sent to the hospital and the whole community, including the children. I have just returned from one such visit during which we distributed 100 kg of clothes, toys, school supplies, including full event man- age ment, the castings of models and provision of technical support. C-IN demonstrated that in addition to the range of scientific congresses in its portfolio, it can also provide clients with a variety of professional services for many different events.

The show featured famous designers such as Vivienne Westwood and Jean-Paul Gaultier, superstar Karolina Kurkova, and an intense performance from the famous musician Bryan Adams. An event of such stature required a wide range of services from C-IN, which differed greatly from those typically needed for scientific conferences. In particu- lar, these included full event man- age ment, the castings of models and provision of technical support. C-IN also hosted a number of such global events in 2015, including the International Astronautical Federation meeting, with 3200 attendees from around the world, the American Association for Thoracic Surgery con- gress, with 4500 attendees, the Million Dollars Round Table meeting, with 7000 attendees, and the Lions Club International meeting, with 15000 attendees.

The record attraction of Toronto!

Tourism Toronto, the tourism and convention association for Canada’s largest city, has announced that 2014 was a record year in terms of the numbers of future events and dele- gates confirmed as coming to the city. In the 12 months ending 31 December, Tourism Toronto and its partners confirmed 665 future meetings and conventions, representing an increase of being 463 400 attendees to the Toronto region, requiring a record number of more than 640 000 hotel room nights.

“Conventions, meetings and events are a mainstay of the Toronto economy in Toronto, providing solid business for the region and supporting hundreds of thousands of jobs,” said David Whitaker, President and CEO of Tourism Toronto. “Conventions gener- ator spending on a range of businesses, including hotels, restaurants, retail, taxis and convention centres. In addi- tion, a significant number of services benefit from the meeting industry such as audio-visual, entertainment and attractions and transportation.”

The meetings confirmed in 2014 for Toronto included a number of wins, such as the 2019 congress of the American Educational Research Association, which is expected to bring 14400 attendees to the city, and the 2016 World Web Congress event for 5500 attendees. Overall, 16 of the meetings confirmed in 2014 fall into the cate- gory of ‘major meetings’ that attract more than 2000 attendees and require multiple hotels. Thirteen of these major meetings will be held at the Metro Toronto Convention Centre. Toronto also hosted a number of such global events in 2015, including the 6th International Astronautical Federation meeting, with 3200 attendees from around the world, the American Association for Thoracinc Surgery con- gress, with 4500 attendees, the Million Dollars Round Table meeting, with 7000 attendees, and the Lions Club International meeting, with 15000 attendees.

“Toronto offers so much for our meet- ing delegates – from great convention facilities right in the heart of the downtown area, to plenty of flight options and a wide range of culture that can easily be explored outside of the convention hours,” said Laurie Cipriano of the American Educational Research Association. “Choosing Toronto for our meeting in 2019 made a lot of sense and will be well-received by our members.”

The importance of giving something back

By Patricia Semprebene Buongiorno, AIM Group International

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Fashion for Kids

PCO: C-IN Czech Republic

The city of Prague played host to the 10th anniversary of the ‘Fashion for Kids’ charity fashion show in November 2014, an event started by the Tereza Maxova Foundation and regu- larly organised by PCO C-IN as a part of the personal social responsibility programme. ‘Fashion for Kids’ was the brandchild of Czech supermodel Tereza Maxova who in 2004 had the innovative idea of connecting the world of fashion and beauty with social responsibility, and launched the event with the aim of raising money to support children in need. “The world of fashion has always used me, and now I have the chance to use it for something that really mat- ters,” she said.

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Clubbing to bring major meetings to Liverpool

‘Club Liverpool’ is the new brand for the city of Liverpool’s event ambassador programme, an initiative that is designed to promote the city as a world-class conference and event destination. Over the past decade, more than 120 national and international events have been attracted to the city region by Liverpool’s influential ambassadors, and the new scheme – led by the Liverpool Convention Bureau, working in partnership with ACC Liverpool, home to the BT Convention Centre, Echo Arena and Exhibition Centre Liverpool – aims to build on these successes, to entice further major events to the city, and to attract inward investment from a global audience.

Club Liverpool currently includes more than 100 leading members of Liverpool's medical, academic, business and cultural communities as city ambassadors, and aims to double this number in the next 12 months, reinforcing its aspirations to grow and develop events in key sectors such as the education, scientific and medical fields. Professor John Hunt of the University of Liverpool, an existing ambassador, said: “Being part of the ambassador programme allows you to more formally connect with all the help that’s available in the city for hosting events, and lets others see how fantastic the city is.”

“Hosting business events and conferences has a huge economic impact on the city, extending right across the hospitality, retail and tourism sectors,” noted Sara Wilde McKeeon, chair of Liverpool city region’s Visitor Economy board. “To secure these events we have to compete with leading cities around the world – creating valuable connections through a robust ambassador scheme is the strongest way to achieve this. Our influential ambassador raises the credibility of the city as a national and international event destination and help open up new ways to attracting different subject matters and sponsors to the city. This is why we have focused on building on our existing programme, which has already been proven to bring significant economic value to the city over recent years.”

Meetings Management takes to the AIR

Centium Software has developed what it believes is a new paradigm in management technology, representing something that the industry has never seen before. Its all-new EventsAIR system aims to rewrite the rules on how events are managed. It takes to the AIR relatively short lead-time of two months. MCI’s strategy resulted in the event registering 12585 ‘like’s, more than 100 mentions on Twitter within five days, as well as approximately 400 000 impressions on the LinkedIn page. This social media activity was amplified when triple stakeholders were engaged and resulted in a portfolio of 2000 international delegates – an increase of 500 delegates compared with previous years.

“I would like to congratulate MCI’s leadership and all members of the team, who were extremely professional, courteous and quick to respond despite the often difficult circumstances, cultural differences, tiredness and the many complications inherent in running this congress,” said Alain Le Suex, Secretary General of METROPOLIS.

The packed programme of AIMEx 2015 came to a close on Thursday 26 February with Melbourne Convention and Exhibition Centre’s (MCEC) third annual Open Space event, a free event designed to showcase creative uses of MCEC’s spaces. The theme of Open Space of ICL was ‘innovations’, and the event featured world-renowned speakers and futurists Rachel Botsman and Chris Riddell, who delivered thought-provoking keynote presentations on the power of collaboration and sharing, through technology, to transform the way people live, work and consume.

Open Space 2015 was designed to make guests think outside of the box, and to provide a showcase of MCEC’s capabilities and its ability to deliver events unlike anything else. In addition to the plenary hall being transformed three times in front of the audience’s eyes using MCEC’s cutting-edge technology, the venue served up a complementory taste of its award-winning food in a unique pop-up café concept, which included furniture made from reclaimed materials and a pop-up museum exploring the history of the venue.

“The new world of IBTM

The IBTM portfolio of events has been rebranded by Reed Travel Exhibitions as ‘ibtm events – connections meet everything’. With the recent acquisition of standowners, which in turn created business opportunities. At the same time, IBTM is in the flagships show for the portfolio and must be defined as representative of the world.”

IAPCO EDUCATIONAL SEMINARS

AUCKLAND: 24–26 AUGUST 2015

info@iapco.org

www.iapco.org
**Peace and Conflict Resolution**

The 3-day programme consisted of special and plenary sessions based on the key themes: Human Rights, Leadership & Governance, Global Business, Sustainable Development; and Peace & Conflict. Speakers included Kofi Annan, four former Latin American Presidents, Dame Ellen MacArthur, Mark Pellock, Carolyn Casey, Ali Hewson, Professor Muhammad Yunus, Roman Dunsse and Lord Michael Hastings, to name but a few. The One Young World Peace and Conflict Resolution Project highlighted Ireland’s unique history of conflict resolution and explored lessons learned from the Northern Ireland peace process. With half the One Young World community living in a country affected by conflict, a series of sessions led by Dr Martin MacAnslow, Sean Murray, a Sinn Fein member and former IRA prisoner, and Jackie McDonald, Northern Ireland activist and former UDA prisoner, offered delegates from more than 14 conflict-affected countries, including Palestine, Ukraine, Kashmir, South Sudan, Sudan, Somalia, Afghanistan, and Pakistan a platform to share stories and ideas for strengthening efforts towards conflict resolution in their own countries.

**Seeing the sights in Dublin**

An innovative aspect of the Summit programme was the external breakouts that took place across 26 separate sites in Dublin on the Friday afternoon. Delegates pre-registered for their breakout of interest and were then transported by bus or on foot in groups of 30–35 people to an on-site location for their chosen activity. The 2014 One Young World Summit was hosted and organised by a company, Dublin City Council, ESB International and Dublin City Council, to provide lunch, the venue and an exciting interactive programme to delegate engagement and enable them to connect and form new working key components of the learning experience.

**The Swedish Exhibition & Congress Centre and Gothia Towers**

The Swedish Exhibition & Congress Centre and Gothia Towers has made a huge step forwards to becoming a destination of choice for many national PCOs and their clients with the grand opening of a fully integrated hotel, exhibition, event and conference facility. The Gothia Convention Bureau teamed up with all parties and invited a small group of clients to visit the venue. The One Young World Peace and Conflict Resolution Project highlight Ireland’s unique history of conflict resolution and explored lessons learned from the Northern Ireland peace process. With half the One Young World community living in a country affected by conflict, a series of sessions led by Dr Martin MacAnslow, Sean Murray, a Sinn Fein member and former IRA prisoner, and Jackie McDonald, Northern Ireland activist and former UDA prisoner, offered delegates from more than 14 conflict-affected countries, including Palestine, Ukraine, Kashmir, South Sudan, Sudan, Somalia, Afghanistan, and Pakistan a platform to share stories and ideas for strengthening efforts towards conflict resolution in their own countries.

**Gaining the World’s attention**

An international press delegation consisting of leading media outlets from around the world attended the Summit, reporting on the event and interviewing the delegates and Counsellors. High impact coverage was secured across global broadcast outlets including the BBC, CNN, CNBC, Sky News, Bloomberg, Al Jazeera, CCTV, SABC, TV Asahi, RTE and ATV.

Based on the feedback and the deliberations regarding the value of conferences to the local economy, the One Young World Summit generated €1.95 million for Dublin and Ireland. Not only did it place Dublin prominently on the international stage as a leading destination for high-profile conferences, but it also contributed tangible economic benefit. A world-class conference

**“Fantastic and imperative to see presentation and insights of Convention Bureau International Standards delivered to Qatar’s developing business sector. It stimulated the necessary dialogue to motivate the attending stakeholders to begin working together to win international business events for Qatar.” Amanda Barnett, International Meetings & Events.**

**“The MasterClass helped me in thinking how I can be a better Trusted Advisor (with my clients and my team), made me more open and eager to be more curious about existing clients and potential new ones; get more input from them and sell more. But at least, I met very interesting and inspiring speakers and industry meeting players!”**

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50 Years of Excellence

PCO: Kees International, Switzerland

It’s not often that a PCO celebrates its 50th anniversary in the business, but for Kees Group, January 2015 marked a half-century in the conference and association management industry – the very definition, some might say, of the expression “long-term.” Kees is celebrating its golden anniversary with a host of events and client events worldwide.

Kees was founded in 1965 by Gideon Rivlin, who is one of the pioneers of the global PCO industry and who, early in his career, served as President of IAPCO. Five decades and 3000 conferences later, Gideon is still active, involved in the company, which is now managed by CEO Dan Rivlin. “Kees started out in a tiny two-room flat in Tel Aviv,” explained Gideon. “At the time, international meetings in Israel were unheard of, but I was determined to prove everyone wrong.” It wasn’t long before Gideon received a request from the Hilton Tel Aviv to organise its grand opening event – it was an overwhelming success and helped to launch Kees on the path to where it is today, with more than 120 long-term and returning clients dedicated to medical and scientific conferences.

The Kees template has not really changed over the past 50 years, we have focused on the same kind of business: international medical meetings,” commented Dan Rivlin. “We are now considering different market segments that could enhance our value outside the medical field. We draw a lot of strength from our heritage, and yet we’re in a fast-paced, competitive business that forever challenges us. It’s an exciting mix – and we constantly have to find the balance.”

What’s going where;
some recent key wins

17th International Congress on Infectious Diseases (ICID)
March 2016; Hyderabad, India
2500 participants
PCO: MCI India

European Community on Computational Methods in Applied Sciences (ECCOMAS)
June 2016; Crete, Greece
2000 participants
PCO: ERA Ltd, Greece

European Operating Room Nurses Association (EORNA)
April/May 2017; 1600 participants
PCO: C-INA, Czech Republic

European Society for Dermatological Research
2017; Salzburg, Austria; 1000 participants
PCO: C-INA, Czech Republic

European Conference on Mathematics Education (ECME)
2017; Dublin, Ireland
700 participants
PCO: Keynote PCO, Ireland

8th European Atherosclerosis Society Congress (EAS)
2017; Core PCO services
2000 participants
PCO: AIM Group International

62nd Congress of the Japanese Society for Dialysis Therapy
June 2017; Yokohama, Japan
3000 participants
PCO: Congress Corporation

Plant Biology Europe (FESPB/EPSPO)
2018; Copenhagen, Denmark
2000 participants
PCO: DIS, Denmark

International Congress on Genetics
July 2018; Vancouver, Canada
2000 participants
PCO: ICS, Canada

International Congress on Radiation Research (ICRR)
2019; Manchester, UK
1000 participants
PCO: Conference Partners

2014 Award for ICS for WCLC 2013
PCO: ICS’ Vancouver, Canada

The 15th World Conference on Lung Cancer (WCLC), which was held in Shanghai in October 2015 and managed by International Conference Services (ICS) Canada, was named “Best Meeting or Conference” at the Australian Event Awards – Industry Night of Nights event in November last year. The WCLC is the largest international meeting dedicated to lung cancer and thoracic malignancies and is organised every two years by the International Association for the Study of Lung Cancer (IASLC). “We are absolutely thrilled to be recognised by the WCLC,” said Mathias Pusch, President of ICS. “WCLC 2013 was a prime example of what can be accomplished in a true collaboration with all relevant stakeholders, including exemplary local conference presidents, professional colleagues at Business Events Sydney and the Sydney Convention and Exhibition Centre; and a long-term partner in IASLC, which has put its trust in ICS for many years.”

20000 sporting room nights for Gyro
Gyro Conference has been appointed as the selected partner for accommodation for the Youth Olympic Winter Games in February 2016. Its mission is to plan and prepare good accommodation for all the guests who will be coming to Lillehammer during the Games, with an important part of the job being to establish partnerships and contracts with nearly 50 properties and for approximately 20000 room nights. Gyro has previous experience in providing accommodation for sporting events, having undertaken a similar project for the World Ski Championships in Oslo in 2011. The company is also currently working on the World Cup in Nordic skiing at Lillehammer and in Holmenkollen/Oslo, and worked on the bid committee to bring the Olympic Winter Games to Oslo in 2022.

Sorrow at Tragic Accident

IAPCO expresses their great sorrow at the tragic accident which occurred in Uruguay last month, where 10 people, many of whom were from within the meetings industry, died in a plane crash shortly after take-off. Carlos de Elias was well known to many IAPCO members, having been active in the industry for over 20 years. “Carlos was a very successful entrepreneur” said Gonzalo Perez Constan, Immediate Past President of IAPCO, “He was greatly involved within our industry and, among other active roles, he was president of ADCA. We shall all miss him and his enthusiasm.”

New Member

Conergy Switzerland Ltd
Alain Pittet, Managing Director
Peter Merian-Strasse 80
CH-4002 Basel
E-mail info@conergy-schweiz.com

Conergy Switzerland provides consultancy and management services in the areas of association management, congress organisation and accommodation management. Its clients range from national and international associations to governmental organisations and corporations. Depending on a client’s needs, Conergy Switzerland can either act as a full-service provider, or it can utilise its expertise in specific areas, delivering individual parts of projects. Close collaboration with clients enables the company to address complex challenges and to deliver exciting projects that are professionally realised.

MEMBER NEWS IN BRIEF

MCI group receives re-accreditation
MCI group has been re-accredited by the AMC Institute, the global trade association responsible for setting standards of good practice in the Association Management Industry. Of more than 500 association management companies worldwide, only 74 have achieved AMC Institute accreditation to date. MCI remains the only non-US-based company to receive accreditation, which it has successfully maintained since 2006.

Bannie Kim appointed President of KAPCO
Bannie Kim has been appointed as the new President of KAPCO, the Korean Association of PCOs. Barbara Blow has made significant contributions to the Korean meetings industry over many years, and has proven track records of leadership for organisational growth and of industrial development in the country. She has always demonstrated a strong commitment to the meetings profession with other industries. Her contributions have included promotional activities for PCOs, development of the expert community, creation of a standard industrial classification list for Korean PCOs, and the scrapping of unfair trade and transactions in Korea. She is also a part of the key industry assets for proposals.

TFI Group welcomes new talent
TFI Group has seen considerable growth over the past 12 months – both in terms of business across its three areas of pharmaceutical, association and corporate events, as well as in terms of a substantial increase in headcount. Michael Foreman has been appointed as Sales and Marketing Director to head up a growing sales force at TFI Group. “We are delighted to have Michael on board to lead our sales teams,” said TFI’s association business development specialist Barbara Blow. “Michael brings a wealth of experience in the meetings profession, and is one of the most respected meetings industry ambassadors, brings with him immense experience and shares our vision for innovative engagement – we are delighted to have him on board.”

In addition, TFI has made other appointments at Board Level, including Sanjay Patel as Financial Director and Lisa James as Director of Operations. Simon Maier has taken on the mantle of Group Creative Director.

Conergy Switzerland selected as partner for Maritz Travel Company
Maritz Travel Company, which consists of Maritz Travel Meetings & Incentives and Experient, has selected Conergy Switzerland as a partner for its Maritz Global Meetings Network. As a partner in the network, Conergy Switzerland will serve as meetings experts for Switzerland, offering extensive regional knowledge, capabilities and cultural solutions for Maritz Travel Company’s clients, and designing and delivering global meeting experiences.

ICSA’s Grill Schoenherr named President of PCMA
Grill Schoenherr, Senior Conference Manager at IAPCO, has been named President of the Canadian West Chapter of the Professional Convention Management Association (PCMA) Representatives of ICSA, which has its headquarters in Vancouver, have been involved with PCMA for many years, and ICSC’s leadership of one of its key team members is leading the Board for Western Canada.

2018 PCO Active at IMEX

Monday 18 May
• Association Day: IAPCO session with PCMA
Strategic Positioning of Medical Conferences in Today’s Environment

Tuesday 19 May
• Partner Breakfast with Hamburg CVB
• IAPCO/PCMA Seminar: Cultural differences beyond behavioural
• Partner Lunch with Toronto CVB
• IAPCO Ambassador’s Meeting
• IAPCO Get Together
• Partner Dinner with MEHK

Wednesday 20 May
• Partner Breakfast with Dubai Tourism Events
• IAPCO Seminar with ACC Liverpool and Melbourne CVB: ICCs – from ground zero to high flying marketing
• ADMCU/DMAI/IAPCO Seminar: Collaborate to improve your meeting ROI
• IAPCO Press Conference – Launching the new IAPCO Education Programme
• IMEX Gala Awards Evening: presentation of IAPCO Innovation Award

All this in addition to a stand brim-full of appointments and a packed IAPCO Hosted Buyer Programme – come and be a part of us on Stand G316.

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