

MEET THE BUYERS DUBAI

Dubai offered an excellent choice of venues, quality service, exceptional support and a wide variety of cultural and networking events for IAPCO's Annual Meeting in February, says executive director Sarah Storie-Pugh



Can you explain what IAPCO is and does?

The International Association of Professional Congress Organisers is a member based organisation comprising conference organising companies whose aims are to raise standards in our industry and provide a quality assurance to clients. The 120 member companies, from 41 countries, organise 9,500 meetings per year with 3.9 million participants and an economic impact of €5.38bn.

IAPCO's vision to 'drive excellence' includes creating opportunities for members to share and promote best practice, participate in industry-wide discussions, encourage adherence to quality standards and develop education programmes.

Can you explain your role?

I am, and have been for 12 years, the executive director of IAPCO. I manage

the Association and ensure that the quality standards required of our members are upheld and the Code of Conduct adhered to.

IAPCO Annual Meeting

Held in February each year, our Meeting brings together the members in a networking environment. Spanning three days, the programme is designed to: highlight the culture and meeting developments within the host country, share best practices in business management and event delivery, and provide education on current and anticipated future trends and developments.

The social events and opportunities to network, discuss, peer review and exchange are an essential ingredient in the mix.

The Meeting is restricted to members only, plus invited guests, and usually attracts around 100 pax, the majority of whom represent the C-suite level.

Dubai

A destination bidding to host an IAPCO Annual Meeting needs to reflect the quality and service provision of the Association. Dubai was therefore a prime host candidate, offering an excellent choice of venues, quality service, exceptional support and a wide variety of cultural and networking events. Existing partnerships with the Jumeirah Group, Emirates and Dubai Business Events enhanced the attractiveness of the Bid.

Our local member PCO, Meeting Minds Experts, organised the event in conjunction with Dubai Business Events. The Hyatt Regency Dubai Creek Heights was our base, with the Reconnect Evening taking place at The Viewing Deck with awe-inspiring vistas of the magnificent Burj Khalifa, framed by panoramic sights of The Dubai Fountains. Other social events included a dinner at the Madinat Jumeirah and an Arabian desert experience at a Bedouin-style camp.

A bit of advice

Allow plenty of time for obtaining visas and special permits. And time is all that is required, because Dubai Business Events sort it all out for you and ensure that the planning and permit process is a smooth one.

"Any event held in Dubai will be quality driven and exceptional. IAPCO would certainly recommend it"

That special element

Attention to detail was paramount throughout the programme, from branding to creating a legacy, from culture to local culinary reflections. Dubai is a very special destination. It is fun, adventurous and informative. It has an extraordinary culture and allows for much thought and forward thinking. Any event held in Dubai will be quality driven and exceptional. IAPCO would certainly recommend it.

For further information and assistance
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