

# EDGE Goes to Taiwan

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Experts in Dynamic Global Education, EDGE is the IAPCO education programme embracing EDGE Seminars, destination Bespoke Seminars, Sharp EDGE sessions at Industry Events and web-EDGE, IAPCO's on-line education offering. EDGE provides dynamic education throughout the world, at different experience levels, giving the people that edge they need to compete in the global marketplace

In April, 17-19, EDGE Taipei will take place, hosted and organised by IAPCO member General Innovation Services (GIS Group), in Taipei City at the Grand Hyatt Taipei. The Seminar will run an innovative and interactive 3-day programme under the international faculty leadership of Jan Tonkin, The Conference Company, New Zealand (IAPCO President); Mathias Posch, International Conference Services, Canada (IAPCO Vice President); and Oscar Cerezales, MCI Asia Pacific based in Singapore.

Divided into five key sectors, setting the scene by 'Winning the Bid' is a key element to the first morning. This is keenly followed by 'Looking at the Future' and 'How to Create an Amazing Programme' embracing such topics as Hybrid Meetings, Technology, Meeting Design. Day 2 focuses on the Numbers Game, budget control, sponsorship and financial management, followed in the afternoon by

'How to Boost Delegate Numbers', with marketing tools, social media and effective use of materials and content. The last morning is all about 'Achieving the Desired Results', utilising the powers of negotiation, client management and communication skills.

Whilst key topics form the structure of the programme, the essential ingredient in IAPCO EDGE Seminars is audience participation. Learning from each other, debating topical issues in small groups, finding solutions whilst embracing alternative points of view. Unique challenges, both in fun and creative formats, are set for the participants, with time limited tasks requiring innovative and creative thinking as well as an orderly approach to presenting that solution.

An IAPCO EDGE embraces all sectors of the meetings industry, whether PCOs, CVBs, DMCs, congress centres or international associations. *"It was inspiring, educational and*

*thrilling at the same time!"* said Maria Kantziari, Artion Conferences and Events, EDGE Athens, while April (Mi Young) Kang, Intercom, EDGE Seoul, thought it was all about *"sharing, inspiring and blooming"*.

The first EDGE Seminar took place in Auckland in July 2015. Whistler, Copenhagen, Seoul, Athens have all followed since. Many will have been familiar with the IAPCO Wolfsberg Seminar, housed in Switzerland for over 40 years, now cutting-edge seminars are offered worldwide, affordable and accessible. Malaysia will follow Taiwan with EDGE KL taking place from 18-20 September 2017.

18.5% of IAPCO's membership is based in Asia Pacific, and therefore it is highly appropriate for the next EDGE seminar to be in Taiwan.