PCOs while organising conferences but doing business worldwide presents
far greater challenges then just working locally. Words Patrizia Semprebene Buongiorno

A global presence has become an increasingly significant reality for many and
Cultural Differences play a fundamental role. Make a note in the market every aspect of every culture but it is important to understand that cul
be sensitive to cultural differences. Of course, it is impossible to know
be global.

While geography no longer stands in the way of globalization there are
still many barriers. Language comes to mind but, realistically, it is the
least of our worries. Due diligence must be done as innumerable issues of administrative and compliance issues impact setting up a global con-
ference. So start by asking a few basic questions.

Do we understand all the applicable laws and regulations of the targeted
location? If we don't know what we are up against we can't develop a strategy that realistically weighs risks and rewards. Every country has a
different set of rules for doing business so we cannot assume that what we did in Country A will work in Country B. What travel compliances are required? Attendees from which countries need visas? Are there other travel restrictions? We can't dazzle participants if we are unable to get them to the conference! And remember, it's not only about mov-
ing people. Shipping material overseas is another challenge. Give our attendees, as well as sponsors and exhibitors, information that includes warnings about the obstacles they may face throughout the event.

What are the current events and developments taking place in our tar-
geted part of the world? Attracting attendees to our event today may be
very different from what was done a year ago for the very same confer-
ence. So start by asking a few basic questions.

THE IMPORTANCE OF BEING GLOBAL

IAPCO is a PNOC member in one of the world leaders in the organisation of events and
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