



Professional organisation for organisers of international, regional and national congresses, conferences and events.

Founded 1968

Membership 125 from 41 countries including five intergovernmental organisations from five continents all of whom take part in a full quality assessment programme.

Characteristics A business forum for sharing knowledge; an international branding for quality in every aspect of its output and membership.

Objectives To set and maintain high professional standards; to contribute to the study, theory and practice of international meetings; to organise training programmes at all levels.

Core Values •Get involved •Be Extraordinary
•Take Pride in our Profession •Uphold the Trust
•Set the Benchmark •Because Learning Matters

Publications available to non-members

• *Meetings Industry Terminology Dictionary on-line (over 1100 definitions/words in 16 languages)*

• *How to Choose the Right PCO*

• *How to Choose the Right Core PCO*

• *Financial Management Guidelines for an IAPCO PCO*

• *Requests for Proposals (RfPs) for appointing a PCO for a National Meeting*

• *Requests for Proposals (RfPs) for appointing a PCO for an International Meeting*

• *First Steps for the Chairman of an International Congress*

• *Guidelines for Bidding for an International Congress*

EDGE Educational programme:

Experts in Dynamic Global Education
info@iapcoeducation.org

EDGE Seminars – 3 per year, worldwide

Bespoke EDGE Seminars – designed on request from destinations

Sharp EDGE Seminars –highly focused, one hour seminars

Web-EDGE – the IAPCO on-line learning platform

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KEEPING LEARNING AT THE LEADING EDGE

When IAPCO came into being 50 years ago it answered a crying need for education in what was then a new profession. Ever since, education has been one of the Association's main pillars, and continues to be so. Now that congress organisers are increasingly delivering services that demand new ranges of knowledge and skills, IAPCO's role in professional development is more critical than ever.

Some of these skills can be readily transferred from other business environments. However, learning to apply them in the meetings world, and acquiring the industry-specific knowledge to do so effectively, is still vital. These practical applications are best learned from those immersed in PCO businesses and working at the leading edge of the profession.

Two clear examples are marketing and

makes IAPCO's approach special is the focus on keeping that learning highly relevant, even as the marketplace changes around us. That's what keeps us stretching ourselves, searching out topics that need to be aired and well understood, not just by those of us working in the profession, but by our clients too.

As meetings experts, we have an important responsibility to guide our clients, and guide them well. Central to that is ensuring we're tapped into the broadest possible marketplace discussions and debates. IAPCO has a close working relationship with PCMA, which sees us teaming up on stage and learning from one another. We're very enthusiastic about a recent agreement with SACEOS and the collaborative opportunities that presents. We also welcome external speakers to bring fresh thinking to our training programmes.

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sponsorship management. The mechanics of marketing can be learned in other contexts, but knowing how to deliver a highly effective conference campaign – one that not only provides volume but also the right audiences to meet a client's aims – is a different matter. Similarly, knowing exactly what will resonate for a company evaluating a sponsorship offering is crucial to a sponsorship sales team's success.

Professional education may sound like 'business as usual' for an association, but what

Today, many senior practitioners in the meetings world credit IAPCO's education programmes for piquing their interest in a stimulating profession, and giving them the insights and tools to reshape event formats and business practices. It's exciting to still be doing just that, and continuing to build capability at all levels – just as our many great client associations are doing in their own fields.

Fifty years on, IAPCO continues to provide cutting EDGE education.



Jan Tonkin
President, IAPCO