

Record of IAPCO Matters and General Assemblies, Dubai Annual Meeting, 2017

Registered Participants				Attendance at Quality Seminar
Patricia	McColgan	Abbey Conference & Events	Ireland	yes
Sissi	Lygnou	AFEA Travel & Congress Services	Greece	yes
Keith	Burton	African Agenda	South Africa	yes
Gianluca	Buongiorno	AIM GROUP INTERNATIONAL - Vienna	Italy/Austria	yes
Monica	Freire	Aim Group International - Lisbon	Portugal	yes
Patrizia	Buongiorno	AIM GROUP INTERNATIONAL - Lisbon	Italy	yes
Amos	Wong	AOS Conventions & Events Sdn Bhd	Malaysia	yes
Anthony	Wong	AOS CONVENTIONS SDN BHD	Malaysia	yes
Roslyn	McLeod	Arinex Pty Ltd	Australia	yes
Gargani	Alain	ATOUT ORGANISATION	France	No
Andre	Vietor	Barcelo Congresos	Spain	yes
Alejandro	Ramirez	Business Travel Consulting	Mexico	yes
Dusica	Todorovic	Cankarjev dom	Slovenia	yes
Breda	Pecovnik	Cankarjev dom	Slovenia	yes
Natasha	Krasicka	Colloquium Brussels	Belgium	yes
Jaime	Bennet	Conference Partners	Ireland	yes
Sarah	Fitzpatrick	Conference Partners	United Kingdom	yes
Nicola	McGrane	Conference Partners Ltd.	Ireland	yes
Nicolette	Van Erven	Congress by design	Netherlands	yes
Kaoru	Shibuta	Congress Corporation	Japan	yes
Kayo	Nomura	Congress Corporation	Japan	yes
Oivind R.	Lie	Congress-conference As	Norway	yes
Alain	Pittet	Congrex Switzerland Ltd	Switzerland	yes
Yuki	Uenishi	Convention Linkage, Inc.	Japan	yes
Xenia	Van Edig	Copernicus Meetings (Copernicus GmbH)	Germany	yes
Inge	Hanser	CPO HANSER SERVICE GmbH	Germany	yes
Sergey	Chernyshevskiy	CTO Congress	Russian Federation	yes
Maxim	Krepets	CTO Congress	Russian Federation	yes
Michael	Kern	Dekon Group	Turkey	yes
Helle	Klestrup	Dis Congress Service	Denmark	yes
Peder	Andersen	Dis Congress Service	Denmark	yes
Elsbeth	Koutsoglou	Eage Bv	Netherlands	yes
Emma	Aru	EGA Worldwide Congresses and Events	Italy	yes
Felice	D'Endice	EGA Worldwide Congresses and Events	Italy	yes
Cristina	Aru	EGA Worldwide Congresses and Events	Italy	yes
Maria	Papaoikonomou	Erasmus Conferences Tours & Travel	Greece	yes
Georgina	Alexopoulou	Erasmus Conferences Tours & Travel	Greece	yes
Alex	Kim	Ezmpmp	South Korea	yes
Yasemin	Yilmaz	Flap Tour	Turkey	yes
Bahar	Ceyhan	FLAP TOUR	Turkey	yes
Haley	So	General Innovation Service Co., Ltd.	Taiwan	yes
Jason	Yeh	General Innovation Service Co., Ltd.	Taiwan	yes
Anne	Chao	General Innovation Service Co., Ltd.	Taiwan	no
Tom Erik	Hovde	Gyro Conference As	Norway	yes
Sarah	Markey-Hamm	ICMS	Australia	yes
Belal	El Shal	ICOM	Egypt	yes
Georgia	Haber	Infomed international for events	Lebanon	yes
Mathias	Posch	International Conference Services Ltd.	Canada	yes
Markus	Preussner	INTERPLAN AG	Germany	yes
Keiko	Nishimoto	Japan Convention Services, Inc.	Japan	yes
Jean-Paul	De Lavison	JPdL International	Canada	yes
Jocelyne	Muelli	K.I.T. Group	Germany	yes
Stephane	Talboom	K.I.T. Group GmbH	Germany	yes
Koray	Kurutepe	K2 Conference & Event Management Co.	Turkey	yes
Ori	Lahav	Kenes Group	Switzerland	yes

Iftah	Amit	Kenes Group	Switzerland	yes
Noel	Mitchell	Keynote PCO	Ireland	yes
Florence	Guyon	LIVE BY GL EVENTS	France	yes
Jurriaen	Sleijster	MCI	Switzerland	yes
Rodrigo	Cordiero	MCI Brazil	Brazil	yes
Eric	Chou	MCI Canada	Canada	yes
Annette	Gleich	Mci Deutschland Gmbh	Germany	yes
Thomas	Wuethrich	MCI Deutschland GmbH	Germany	yes
Deirdre	Quinn	Mci Dublin	Ireland	yes
Bruna	Bertolini	MCI FRANCE	France	yes
Ajay	Bhojwani	MCI Middle East	United Arab Emirates	yes
Trine	Steffensen	MCI Nordics	Sweden	yes
Richard	Torriani	Mci Suisse SA	Switzerland	no
Barbara	Calderwood	MCI UK	United Kingdom	yes
Bannie	Kim	MECI	South Korea	yes
Ewa Karin	Franck	Meetagain Konferens Ab	Sweden	no
Martina	Kack	Meetagain Konferens Ab	Sweden	yes
Caroline	Knies	Meetagain Konferens AB	Sweden	yes
Manuela	Marechetti	Meeting Minds Experts	United Arab Emirates	no
Medhat	Nassar	Meeting Minds Experts	United Arab Emirates	yes
Khaled	Gado	Misr2000 Medical Conferences	Egypt	yes
Leonardo	Masseti	Oic Group	Italy	yes
Ginevra	De Bellis	OIC Group	Italy	yes
Luigi	Cammi	Pls Educational	Italy	yes
Marzia	Folegani	Publi Creations Sam	Monaco	yes
Luc	Niville	Semico nv	Belgium	yes
Bikem	Inanc	Serenas Inter. Tourism Congress Org. Inc	Turkey	yes
Jan	Tonkin	The Conference Company	New Zealand	yes
Yanki	Kural	Topkon Congress & Event Management Int.	Turkey	yes

Observers

Marischal	De Armond	Podium Conference Specialists	Canada	yes
Christel	Have	Dia Edu Management Consultants	United Arab Emirates	yes

Destination Partners**[not in attendance at GA]**

Alice	Au	Business Events Toronto	Canada
Scott	Ventresca	Tourism Toronto/business Events Toronto	Canada
Nele	Aumann	Hamburg Convention Bureau Gmbh	Germany
Andrea	Weidinger	Hamburg Convention Bureau Gmbh	Germany
Fiona	Chappel	Melbourne Convention Bureau	United Kingdom
Helen	Chan	Hong Kong Tourism Board	United Kingdom
Dawn	Riley	Hong Kong Tourism Board	United Kingdom
Steen	Jakobsen	Dubai Business Events	United Arab Emirates

IAPCO HQ

Olivia	Galun	IAPCO	United Kingdom
Sarah	Storie-Pugh	IAPCO	United Kingdom

Accompanying Persons**Organization of Member****[not in attendance at GA]**

Fanny	Masmejean	ATOOUT ORGANISATION	France
James	McGrath	Abbey Conference & Events	Ireland
Xavier	Taverne	Colloquium Brussels	Belgium
Harry	Boele	Congress by design	Netherlands
Mimi Cathrine	Lie	Congress-conference As	Norway
Mimi	Lie	Congress-conference As	Norway
Anna	Pittet	Congrex Switzerland Ltd	Switzerland
Declan	Hamm	ICMS	Australia
Darin	Nishi	International Conference Services Ltd.	Canada
Mimi	Ramalho	JPdL International	Canada
Roger	Loebl	K.I.T. Group	Germany
Nermin	Kurutepe	K2 Conference & Event Management Co.	Turkey
Laurence	Verhagen	MCI	Switzerland

FRIDAY 17 FEBRUARY 2017 - WELCOME AND OPENING

Jan Tonkin, President of IAPCO, warmly welcomed all members to the Annual Meeting and officially opened the proceedings on behalf of IAPCO. She also welcomed the new members, the observers and the destination partners, thanking them for their support of IAPCO.

IAPCO AWARDS

Awards were presented as follows:

- Innovation Award Nominating Company 2016 – Congress Corporation, Japan
- Collaboration Award Nominating Company 2016 – International Conference Services, Canada
- International Client Award winner ESOF; nominating company – Conference Partners, Ireland
- Recognition Award winner ESTENSIS GmbH; nominating company – CPO HANSER, Germany

IAPCO HIGHLIGHTS

Jan Tonkin, President, presented the IAPCO highlights for 2016.

Engagement

Members had been extremely active during the past year on IAPCO business, and were asked to present details of their engagement:

- Michael Kern, Dekon - Meetings Africa Seminar
- Sarah Markey-Hamm, ICMS – Trends Session AUSAE Conference
- Nicola McGrane, Conference Partners – ECM Summer School
- Alain Pittet, Congrex Switzerland - UIA Round Table Europe
- Stephen Noble, The Conference Company – destinASEANplus for meetings & events, Jakarta
- Kayo Nomura– official opening of the Elbphilharmonie, Hamburg
- Maddalena Massaro, AIM Group - IPCAA meeting

The President recognised other engagement by members:

- Alain Pittet, Peder Andersen, Mathias Posch, Alejandro Ramirez Tabche – new member site inspections
- Translation and updating of on-line dictionary – Philippe Fournier, Markus Preussner, Anki Frencken, Cristina Aru, Peder Andersen, Monica Freire, Sergey Chernyshevskiy, Yvonne Hu, Kayo Nomura, Sissi Lignou, Paloma Belles and Nicolette van Erven

The President acknowledged the special achievement by Anthony Wong who had received the Moises Shuster Award, presented by ICCA.

Education

André Vietor, chair of the Training Academy, acknowledged the breadth of the current IAPCO Education Programme, which was now offered worldwide.

Hosts of 2016 EDGE seminars were asked to present the results of their event:

- Whistler – Mathias Posch (host), Jan Tonkin
- Seoul – Bannie Kim, MECI (host) - Ori Lahav, Roslyn McLeod and Mathias Posch
- Athens – Sissi Lignou, AFEA; Georgina Alexopoulou, ERASMUS; Irene Charalambous, ERA - (joint hosts) - Keith Burton, Nicola McGrane and André Vietor

Forthcoming EDGE Seminars were highlighted:

- EDGE Taipei – 17-19 April, hosts GIS Group – Faculty: Jan Tonkin, Mathias Posch and Oscar Cerezales
- EDGE Kuala Lumpur – 18-20 September, hosts AOSCE and MACEOS – Faculty: Jan Tonkin, Mathias Posch and Sarah Markey-Hamm
- EDGE Florence – 15-17 January 2018, host OIC Group

Bespoke EDGE Seminars

Two Bespoke EDGE Seminars took place during 2016

- Meetings Africa – with Alain Pittet and Jan Tonkin as faculty
- Suzhou, China – with Mathias Posch and Sarah Storie-Pugh as faculty

There will be a second Bespoke Seminar in Suzhou, China, 12-14 April 2017, with Mathias Posch and Jan Tonkin as faculty.

Sharp EDGE

Various Sharp EDGE seminars took place throughout 2016 including three seminars at IMEX Frankfurt, three seminars at IMEX America, a session at ICCA Kuching, one at IBTM World in Barcelona and a Future Leaders' Forum at IT&CMA. IAPCO took part in two sessions at PCMA's Convening Leaders in Austin, Texas.

web-EDGE

It was announced that all IAPCO members would now have free access to web-EDGE, with new webinar content being uploaded quarterly.

Trade Shows

The President reported on the extensive activity which had taken place at the Trade Shows this year including

- IMEX Frankfurt
- IT&CMA Bangkok
- IMEX America
- IBTM World

Strategic Partnerships

The Vice President, Mathias Posch, presented the current activities regarding the Association's International Strategic Partners.

- PCMA
- Announcement of launch of the IPCAA/PCMA/IAPCO alliance
- CIC
- Best Cities – working on a potential partnership
- JMIC – Iceberg Project

Case Studies

Jurriaen explained the concept of the IAPCO Case Studies and how this linked in with the JMIC Iceberg Project, of which IAPCO was a leading player.

Jurriaen thanked the Editorial Committee for their hard work over the year

- Jurriaen Sleijster
- Sissi Lignou
- Jason Yeh
- Alain Pittet
- Sarah Markey Hamm
- Kristen Tremeer

He also thanked those who had contributed to the case studies this year.

Annual Survey – for the year 2016

Highlights of the Annual Survey 2016 presented in graphic form included:

- Total Meetings Organised – 9860, up 14.7% from 2015
- Participant Numbers – 3 913 848, up by 23.6% from 2015
- Exhibition SQM – 978 962 – up by 21.7% from 2015
- Room Nights – 4.5% increase but average number of nights per event continues to fall
- Economic Impact - 6.3b euros
- Employment – back up at the 2011 levels and now over 5700.

Partners

The President thanked the destination partners of IAPCO and for their support of IAPCO:

- Dubai
- Toronto
- Hong Kong
- Hamburg
- Melbourne

She also acknowledged the other partners who supported IAPCO

- Emirates
- Kuala Lumpur Convention Centre
- Madinat Jumeirah

Council Hosts / Sponsors

- Edinburgh
- Washington DC

And new for 2017

- Goteborg – May Council Meeting
- Basel – Convention Centre Partnership

GENERAL ASSEMBLY PART 1

The President reiterated the Strategic Plan to which all council were committed.

- Purpose: Driving Excellence
- Long-term goal – to be recognised by 500 relevant organisations
- Brand Promise:
 - Access to learning resources that drive business excellence
 - Global credibility and visibility

Membership

The President welcomed the new members

- Abbey Conference & Events, Ireland (present)
- Meetagain Konferens AG, Sweden (present)
- OIC Group, Italy (present)
- MCO Group, France (apologies)

She also welcomed the two observer companies who were experiencing IAPCO whilst in the process of their membership application:

- Podium Conference Specialists, Canada (present)
- DiaEdu Management Consultants, UAE (present)

It was noted that there had been 53 member enquiries from 33 countries during 2016. Seven member applications had been processed, and six resignations (Visitur, Turkey; ICS, Denmark; MCI Benelux; and national offices MCI Lyon, MCI Hong Kong and MCI Zurich).

Membership currently stood at:

- 78 Company Members
- 25 International Office Members
- 10 National Office Members

New membership benefits included:

- Free web-EDGE access for all members (value \$180)
- Convening Leaders discount (value \$600 – discount)
- PCMS DES Certification discount (value \$229 – discount)
- Increased global outreach

Finance

It was noted that there had been only a minimal inflation increase in fees since 2002 equating to 0.6% per annum. It was therefore proposed to increase the fees by €300 for a Company Member, €180 for an International Office Member and €90 for a National Office Member. This would allow for increased marketing activity, trade shows, website and association management costs.

VOTE: The increase was proposed and unanimously approved.

The audited accounts to 31 March 2016 had been circulated and no comments received and were thus approved.

The estimated year end accounts to 31 March 2017 showed a profit of just over €5000 bringing the reserves to just over €225,000. There were no questions.

The budget to 31 March 2018 was presented and approved.

Approval of Papers

The Annual Report and 2016 Report of Cape Town, both previously circulated, were unanimously approved.

Quality

The Quality Criteria required for continuation of membership were outlined, together with the procedure for the quality check which took place for the year-end returns (2016). Following the quality check, 16 companies were identified for further clarification in addition to which spot checks would be made on various companies.

It was noted that one member, Figur, had failed to complete their quality returns in due time, and their membership was therefore Under Review.

Membership Restructure Proposal

A document pre-circulated [see Appendix A] described a possible membership restructure to better reflect current business practice. The proposal was to provide for a single company membership embracing all offices, as a result of which, it was anticipated, more offices would register. This would have the effect of extending IAPCO's global outreach, streamline administration and centralise communication between company head offices and IAPCO.

Following further detailed discussion in Council, concern had been expressed as to the quality control of offices. However, it was raised that, from a client's point of view, it was difficult to tell which office is a company member and which is not, therefore the restructure could be a good thing.

It was recommended that the current membership structure be retained for the immediate future but with a strengthening of the existing quality system:

- Strengthen the existing quality control of International Office Members
- Implement a system whereby services can be provided both locally and centrally
- Review a focus on client experience – collecting testimonials
- Increase the accountability by the Company Member

It was agreed that it was still desirable to increase the number of offices registered. Consideration would be given to:

- Increased marketing incentives
- Financial incentives

Members were asked to vote on whether the proposed Membership Restructure should be implemented or whether the existing membership structure be retained but with a strengthening of the quality system.

VOTE: The majority of members, but not unanimous, agreed to the retaining of the existing structure with a view to relooking at this in the future.

Ambassadors

The list of current ambassadors was noted, and their work acknowledged. Patrizia Semprebene Buongiorno had agreed to lead the ambassadors' programme, represented by Mathias on Council.

CSR Legacy

Burundi

Patrizia Semprebene Buongiorno reported that the basketball court to which IAPCO had contributed over €7000 was now in construction and it was hoped to be completed within six months.

Samora Machel Township

Keith Burton reported that, following on from the successful completion of the wicking garden beds by IAPCO, the project had now flourished and was feeding over 130 people per day. The €750 contribution pledged for 2017 would be used to provide propagating beds and seeds for youngsters to grow their own, thus introducing them to the concept of harvesting, replanting and maintaining the gardens themselves.

The Emirates Academy of Hospitality Management

The UAE had announced 2016 as the "UAE Reading Year" and declared 2017 as the "Year of Giving" as part of its quest for a sustained development that is based on innovation and knowledge. Such initiatives are also intended to trigger a behavioural change in all segments of the UAE community. IAPCO's legacy this year is to provide a shelf of books in the library of the Emirates Academy of Hospitality Management, books that have shaped the lives and careers of IAPCO members, and so foster the youth of today and for generations to come.

Global Giving Initiative Buy1GIVE1 (BIG1)

By partnering with BIZ Group to deliver the IAPCO Conference, three months' worth of learning to 33 special needs children in South Africa has been provided for.

FRIDAY 17 FEBRUARY 2017 – CERTIFICATION PROPOSAL

A document pre-circulated [see Appendix B] described a possible certification programme as powered by IAPCO. The purpose was to create a certification programme for PCOs globally, comprised of policies, practices and standards.

The reason behind this move was to

- Own and lead the space
- Strengthen the IAPCO quality position
- To be the developer of standards
- To achieve the primary long-term goal of global recognition of 500 relevant organisations.

The proposal was to

- Create a set of policies and standards against which a PCO company will need to conform
- Have a fee-based model with a 4-year certification, similar to that of the AMCI model
- Consider ANSI as a certifier of international standards.

The challenges and opportunities were outlined, together with a proposed way forward and a timeline.

There followed extensive discussion from within the membership. Some points raised:

The global certification would enable national PCOs to achieve a quality recognition, along with others who do not qualify for IAPCO membership. IAPCO membership would remain the highest level of quality. Such a certification would weed out the cowboys who continue to operate.

Many countries have their own national associations, with quality standards.

IAPCO has always had a challenge to assert itself as the quality brand. If another certification is introduced this will only weaken IAPCO's own position.

Asia has a particular difficulty in recognising IAPCO, but when competition starts to encroach on your territory then people want to join.

There is a danger of confusing the market and creating additional competition. To be the best, join IAPCO.

There will always be a danger of second tier membership if we introduce this. We have a great brand, why do we need to endanger it?

If we strengthen the IAPCO brand, is that sufficient?

A two-tier membership is not envisaged. Being an IAPCO member would be greater than having the certification.

What's in it for the members? How does it help us?

The proposal was put to the vote: to continue with a Working Group to look at whether we need to raise the bar of our quality standards of IAPCO, but only if of benefit to all members.

- Proceeding to implement a global certification programme
- Strengthening the existing Quality Programme involving clients and external auditing
- Leave everything as it is

VOTE: The majority of members, but not unanimous, agreed that a global certification programme should not be implemented but that the existing IAPCO quality programme should continue to be strengthened.

Recommendation

Luc Niville, Semico, recommended that such future items of discussion be debated in a similar way to that demonstrated in the Compete or Collaborate session with debaters representing both sides acting as a panel. Furthermore, more time should be given to such important discussions.

His recommendation was accepted for future consideration.

SATURDAY 18 FEBRUARY – INNOVATION AWARD VOTING

Members voted on the three shortlisted video submissions. The results would be added to those of the members (50% members/50% council). The winner would be announced at the Gala Evening at IMEX.

- Elizabeth Winter, African Agenda – The Standing Discussion
- Susan Kilcoyn, Conference Partners – Connect16
- Ziv Izakov, Kenes – ESPID, technology, interaction and innovation

SUNDAY 19 FEBRUARY - GENERAL ASSEMBLY PART 2

Council

The President thanked the existing Council for all their hard work during the previous year.

She announced the departure of three members of the current Council, and warmly expressed her appreciation of their contribution to the work of IAPCO:

- Jean Evans, MCI Dublin
- Nicola McGrane, Conference Partners
- André Vietor, Barceló Congressos

André Vietor was particularly recognised as having served on Council for 18 years, of which the past six years had been as Chair of the Training Academy.

The President welcomed the new members to Council, there being no election due to the number of vacancies matching the number of candidates nominated:

- Kayo Nomura (serving a third term)
- Ori Lahav (new member)
- Nicolette van Erven (new member)

Jan Tonkin thanked Olivia Galun and Sarah Storie-Pugh for their contribution to the smooth running of the Association.

Future Annual Meetings

2019 Annual Meeting Destination

Jan Tonkin was pleased to announce that the 2019 Annual Meeting will be held in Basel with hosts Congrex Switzerland and MCI. Alain Pittet acknowledged the honour and was delighted to have Basel selected as the destination for the 50th Annual Meeting.

2018 Annual Meeting Tokyo

Kayo Nomura, representing Congress Corporation, outlined the plans for the Annual Meeting in Tokyo in 2018, which would take place from 7-10 February.

CLOSING REMARKS

The President thanked Hazel Jackson for all that she had done to ensure the successful delivery of the programme, the educational content of which had been excellent.

The President welcomed Medhat Nassar to the stage to thank him and the whole of his team who had worked so hard to stage such an excellent Annual Meeting.

Medhat Nassar officially closed the Meeting with the showing of a Highlights video of the week.

APPENDIX A

Company Membership Restructure - DISCUSSION DOCUMENT

Proposal

To change the membership structure to better reflect current business practice.

Objective

- To more effectively promote the global reach of IAPCO members
- To streamline the administration of the IAPCO quality programme for:
 - The membership
 - IAPCO
- To enable the Company Member to have control over its and its offices' IAPCO participation

Vision

There would only be accredited Company Members, embracing as many offices worldwide as a member chooses, thus replacing the existing International/National Office Member differentiation.

It is envisaged that IAPCO members will embrace this opportunity to promote their offices worldwide and register all their offices who supply PCO services.

FAQs

What is the advantage in having multi-office membership?

Increased marketing benefits. It is becoming increasingly important to have global recognition, and IAPCO intends to market this heavily in the future via social media, The PCO, IAPCO website, organisations such as Best Cities, PCMA.

The website would have listings

- (a) by company
- (b) world map will contain pop-up boxes of each member with their own description
- (c) member profiles will be undertaken to enhance and focus individual members

What other advantages are there to changing this structure?

- Simpler administrative system
- Easier quality review process for members
- More members in individual countries thus strengthening the drive for CVBs to recognise only IAPCO members for international bids
- More worldwide coverage for members, same member advantages, reducing member workload.
- More accurate figures as submissions done centrally

What happens to the existing International and National Office members?

These would automatically be part of the multi office membership structure. We hope that additional offices will wish to participate.

What is the IAPCO standard required for a Company Member's office?

An office is deemed to be eligible if:

- it provides PCO services (either from a central service office or from the office itself) in accordance with the IAPCO Services list
- the office is a member of the local CVB or a similar industry body
- the office has been in operation for a minimum of 2 years

How is the quality standard maintained?

The Company Member would take responsibility for ensuring that all its offices meet IAPCO's quality standards. Each year, the Company Member would sign a statement confirming that the offices comply.

Will there be any financial impact?

There has been a proposed membership fee increase for 2017 which is completely separate from this proposal for restructure which would not have any further financial impact. Indeed we would hope that, with an increased number of multi-office members, the fee would reduce and be less than that of the current IOM.

What other impact would there be on our membership?

1. One company, one vote
2. Attendance at the Annual Meeting, once every 3 years minimum, would only apply to Company Membership as a whole.
3. Only Company Members complete the annual returns
4. Any representative from a multi-office can stand for Council as long as they have attended a minimum of two Annual Meetings in the preceding six years
5. All multi offices can use the IAPCO logo on their website and in promotional material
6. There would be one dashboard for the Company Member to which all offices would have access
7. Membership certificate would be issued to Company Members only

What if a complaint is made against one of the offices?

This would be referred to the Company Member to investigate and respond to the Committee of Ethics.

Important Note: This is **not** a financial re-structuring and is **not** designed to provide for additional revenue to IAPCO.

APPENDIX B

International Certification for PCOs - DISCUSSION DOCUMENT

Objectives

To position IAPCO as the leading authority in the PCO industry and the body which sets standards for PCOs globally. To continue to provide IAPCO members with the opportunity to improve their company policies and practices.
To encourage non-members to apply to join IAPCO.

Catalyst for the Initiative

If we wish to be known as the pre-eminent association of PCOs we need to be the organisation that sets the standards to which all PCOs aspire. Other players in the industry (PCMA, CIC) are showing interest in developing such standards which makes it even more important that IAPCO decides whether to pursue this initiative.

Standards

Standards – or best practice – are developed with a focus on internal quality service systems and monitored and certified by a globally recognised body. The resulting certification conveys the message that the company is committed to delivering quality, professional services.

Background

Research into a range of industry certification programmes revealed that most associations certify individuals rather than companies. However, one of our members identified an organisation which, like IAPCO, has company membership and offers a certification programme: the AMC Institute (Association Management Companies Institute). The strong link to our industry with a number of PCOs also providing association management services made it even more interesting to investigate what they had achieved. The member who initially mentioned the work of AMCI created an introduction to its CEO, Tina Wehmeir, and a number of discussions have been held since to learn about the programme. Tina has been generous with her time and has offered to support IAPCO with further learnings, templates, etc. should we decide to develop standards.

Certifying Standards Developers

AMCI's programme is certified by ANSI (American National Standards Institute) which co-ordinates the development of voluntary consensus standards. It certifies organisations both within the USA and externally. AMCI wrote its standards in accordance with rigorous guidelines provided by ANSI and, having been accepted, is periodically monitored to ensure standards are updated and enforced.

Applying and Renewing

This intended to be a global certification and not limited just to IAPCO members. Any company which meets the standards IAPCO develops can be certified. Once certified, a company needs to apply to IAPCO to renew its certification every 4 years. It is expected that applying for company certification would take one team member 10-15 days' work with much less time involved in the renewal process.

IAPCO's Existing Quality Programme / Accreditation

There would be no change to our existing 'accreditation' process. Members would remain as IAPCO Accredited and would need to continue to submit their Company Report and Annual Survey, as these documents provide IAPCO with important information for both administrative and marketing purposes. Members successful in achieving certification would not need to complete the Quality Event check and filling out the self-assessment checklist would be optional.

Developing the Standards

With guidance from ANSI and support from AMCI, developing the standards is expected to take 6 months (not full-time). A Request for Proposal to undertake the development would be sent to members who could submit a response to either undertake the work themselves or form a consortium of members and share the workload. The work involved would be paid for at commercial rates. Ongoing support to the selected developer(s) of the standards would be provided by IAPCO HQ and Council.

Expenditure

A full budget has yet to be written but a ballpark estimate of costs is 50,000 euros, covering payments to ANSI, AMCI, the company or companies developing the standards, publicising the programme and setting up systems to manage it.

Income

AMCI charges an initial application fee and an annual maintenance fee with a significant differential for IAPCO members and non-members. AMCI's experience is that, while there were upfront costs, the income generated has, over time, more than covered those.

Timeframe

If members agree to explore this initiative, the work would be done in March/April and then, if proceeding is agreed to via a majority email vote, the development work would take place in the following six months and the programme presented at our Annual Meeting in Tokyo in February 2018.

It is essential that a significant number of IAPCO members are prepared to obtain this certification to demonstrate the credibility of the programme to both industry and clients.