



Notes of the Meeting of the General Assembly in Lisbon 2015
GENERAL ASSEMBLY PART 1 - 13 February 2015

Attendees

Last Name	Name	Company	Country
LYGNOU	SISSI	AFEA Travel & Congress Services	GREECE
BURTON	KEITH	African Agenda	SOUTH AFRICA
BUONGIORNO	GIANLUCA	Aim Group International	ITALY
BUONGIORNO	PATRIZIA	Aim Group International	ITALY
VAN DEN BROECK	JAN	Aim Group International Brussels	BELGIUM
FREIRE	MÓNICA	Aim Group International Lisbon	PORTUGAL
TOCCA	SUSANNA	Aim Group International Lisbon	PORTUGAL
MUSKA	ROMAN	Aim Group International Prague	CZECH REPUBLIC
ATANASSOVA	MAGDALINA	Aim Group International Sofia	BULGARIA
BELLES	PALOMA	AOPC Profesional Congress Organiser	SPAIN
BRANIK	DANIEL	Arinex Pty Ltd	AUSTRALIA
MCLEOD	ROSLYN	Arinex Pty Ltd	AUSTRALIA
CABRE	MARTA	ATLANTA EVENTS	SPAIN
VIETOR	ANDRÉ	Barceló Congressos	SPAIN
PECOVNIK	BREDA	Cankarjev dom	SLOVENIA
TODOROVIC	DUSICA	Cankarjev dom	SLOVENIA
KVALHEIM	HANNE	CAP Partner	DENMARK
MARHOUL	PETR	C-IN	CZECH REPUBLIC
SIMON	Emilie	Colloquium	FRANCE
MCGRANE	NICOLA	Conference Partners Ltd	IRELAND
VAN ERVEN	NICOLETTE	Congress by design	NETHERLANDS
ZIKKENHEIMER	ROB	Congress Care	NETHERLANDS
NOMURA	KAYO	Congress Corporation	JAPAN
SHIBUTA	KAORU	Congress Corporation	JAPAN
PITTET	ALAIN	CONGREX SWITZERLAND	SWITZERLAND
HANSER	INGE	CPO HANSER SERVICE GmbH	GERMANY
KERN	MICHAEL	DEKON Group	TURKEY
ANDERSEN	PEDER	DIS CONGRESS SERVICE	DENMARK
ANDERSEN, KLESTRUP	HELLE	DIS CONGRESS SERVICE	DENMARK
VIVAS VAN LEEUWEN	RICARDO	EAGE Conferences	NETHERLANDS
ALEXOPOULOU	GEORGIA	ERASMUS CONFERENCE TOURS & TRAVEL SA	GREECE
TSATSOU	GEORGIA	ERASMUS CONFERENCE TOURS & TRAVEL SA	GREECE
OZKAN	ASLIHAN	FLAP KONGRE A.S.	TURKEY
KRISTIANSEN	JORN HOLST	Gyro Conference AS	NORWAY
EL SHAL	AHMED	ICOM	EGYPT
POSCH	MATHIAS	ICS - International Conference Services	CANADA
BOUSTANY	MARIA	INFOMED INT'L FOR EVENTS	LEBANON
SHAMMAS	JOELLE	INFOMED INT'L FOR EVENTS	LEBANON
KIM	SO-YOUNG	InSession International Convention Services, Inc.	SOUTH KOREA
PREUSSNER	MARKUS	INTERPLAN AG	GERMANY
NISHIMOTO	KEIKO	Japan Convention Services, inc.	JAPAN
DE LAVISON	JEAN-PAUL	JPdL International	CANADA
JOCELYNE	MÜLLI	K.I.T. Group GmbH	GERMANY
NEIJMANN	MICHEL	K2 Conference and Event Management	TURKEY
AMIT	Iftah IFTAH	Kenes Group	SWITZERLAND
RIVLIN	DAN	Kenes Group	SWITZERLAND
CALDON	ARIANNA	KEY CONGRESS & COMMUNICATION SRL	ITALY
MITCHELL	NOEL	Keynote PCO	IRELAND
TALBOOM	STEPHANE	KIT Group GmbH	GERMANY
HAZARIKA	RASHMI	KW Conferences Pvt. Ltd.	INDIA

ISACSON	CARIN	Leading	PORTUGAL
OLIVEIRA	JOÃO PAULO	Leading	PORTUGAL
SLEIJSTER	JURRIAEN	MCI	SWITZERLAND
BERTOLINI	BRUNA	MCI FRANCE	FRANCE
GLEICH	ANNETTE	MCI Germany GmbH	GERMANY
OH	CHRIS	MCI Korea	SOUTH KOREA
ISAACS	SUMAIRA	MCI Middle East LLC	UNITED ARAB EMIRATES
PERSSON	LISA	MCI Stockholm	SWEDEN
TORRIANI	RICHARD	MCI Suisse SA	SWITZERLAND
KIM	BANNIE	MECI International	SOUTH KOREA
KIM	JIN	MECI Korea	REPUBLIC OF KOREA
VAN WULFEN	VINCENT	Meeting Management Coaching & Consultancy	NETHERLANDS
NASSER	MEDHAT	MEETING MINDS FZ LLC	UNITED ARAB EMIRATES
MERGHANY	MOHAMED	MISR2000 Medical Conference	EGYPT
SCANNAVINO	PHILIPPE	Publi Creations	MONACO
NIVILLE	LUC	Semico	BELGIUM
INANC	BIKEM	Serenas International Congress Tourism Orgazation	TURKEY
ARU	CRISTINA	STUDIO EGA S.R.L.	ITALY
D'ENDICE	FELICE	STUDIO EGA S.R.L.	ITALY
BLOW	BARBARA	TFI Meeting Point	UNITED KINGDOM
TONKIN	JAN	The Conference Company	NEW ZEALAND
SEBASTIAN JR	CARLOS	TILESA KENES SPAIN	SPAIN
KURAL	KEMAL	TOPKON CONGRESS SERVICES	TURKEY
DAUGULIS	JOHN	Venue West Conference Services	CANADA
DAUGULIS	SUSAN	Venue West Conference Services	CANADA
GUNGOR SENSOYU	INCI	VISITUR TRAVEL & TOURISM INC.	TURKEY
DOGAN	VOLKAN	ZED EVENT MANAGEMENT & CONSULTANCY	TURKEY

Last Minute Cancellation

VAN EDIG	XENIA	Copernicus GmbH	GERMANY
KURUTEPE	KORAY	K2 - Kaiki Kongre Ve Etkinlik Hizmetleri A.S.	TURKEY
PEREZ CONSTANZÓ	GONZALO	Past President	ARGENTINA

Apologies

CHERNYSHEVSKIY	SERGEY	CTO	RUSSIA
BESTINE	JORGE	BP SERVIMED	MEXICO
YEH	JASON	GIS	TAIWAN
RASMUSSEN	MARTIN	COPERNICUS	GERMANY
CAMMI	LUIGI	PLS EDUCATIONAL	ITALY
MARKEY-HAMM	SARAH	ICMS	AUSTRALIA
COMONT	LAURENCE	ESC	FRANCE

Welcome

Michel Neijmann thanked the hosts, Leading, AIM Lisbon and AIM Group International for their wonderful preparations and organisation of this meeting in Lisbon. He continued to thank all the sponsors who had made this possible and finally to thank the Council members and Secretariat of IAPCO.

Refer to ppt presentation of GA Part 1

IAPCO Report 2014

Michel Neijmann presented the Report of Council activities of 2014.

André Vietor presented the Educational activities of 2014.

Peder Andersen presented the Financial status of IAPCO and Nicola McGrane the Corporate Partnerships programme.

IAPCO's CSR programme was currently focussed on the FIMAC programme in Burundi. If members wished to add to the contributions, towards the IAPCO Basketball Court in Burundi, they could do so.

Regarding the amendments to the pre-circulated documents, there were no questions or comments:

- Statutes
- Standing Orders
- Code of Conduct
- Financial Guidelines
- Code of Quality Control
- Company Report

IAPCO – The Future

The President presented two proposals for future IAPCO direction, that of

- Education Programme
- Accreditation

Education Programme

It was reported that the Annual Seminar would no longer be held at Wolfsberg, but would in the future rotate around the world, with up to 3 seminars taking place annually in different regions. Seminars would be of different levels according to the local market requirement:

- IAPCO Seminar
- IAPCO Advanced Seminar
- IAPCO Expert Seminar

The initial programme would commence with

- | | |
|----------------|-----------------------|
| • August 2015 | Auckland, New Zealand |
| • January 2016 | Copenhagen, Denmark |
| • May 2016 | Whistler, Canada |

Members would be asked on the Closing Evaluation if they:

- Would like to host a future Education Programme
- If they would like to be a part of a future faculty/speaker programme
- A proposed title for the new educational seminar programme

Accreditation Programme

Michel and Mathias presented the new concept of an Accreditation Programme, based on education on the premise that Education drives Quality.

The proposal put forward was based on:

1. All members are accredited as of 1 April 2015
2. That all members should have had one member of staff having attended an IAPCO educational programme by 31 December 2016 [retrospective timing to be confirmed]
3. That a points [cme style] programme would be devised and put into place for detailed discussion in Cape Town, to be implemented in 2017.

Background

The IAPCO Quality Programme in its current format was designed 10 years ago, and implemented accordingly thereafter. Despite continuous updates and adjustments it is felt that today IAPCO members require a more comprehensive quality programme, in order to demonstrate their competitive advantage and commitment to excellence in service to the international market

The longstanding and well-developed IAPCO Educational Programme is currently being reformed and adjusted to meet the needs of IAPCO members and the requirements of the industry at large. The philosophy that education drives quality automatically leads to the integration of the IAPCO Educational Programme into the IAPCO Quality Programme. It is not the intention to replace the existing Quality Programme (Self-Assessment, Quality Seminar, Year End Returns) but to strengthen the process by education.

The IAPCO Council presented this idea to the members during the General Assembly in Lisbon in a format whereby the certified education of individual staff members would lead to the accreditation of their company.

It was agreed to form a working group to progress the concept.

Premise

That IAPCO members are of a standard to be Accredited IAPCO Members and that therefore **all** members (assuming they are currently compliant) would start as Accredited Members. Thus this would avoid the concerns of a two-tier membership as everyone starts by being an Accredited Member and has the opportunity to retain the accreditation.

Discussion:

Luc Neville:

Could IAPCO fund one member of staff per company to an IAPCO training programme thus reinvesting IAPCO reserves into the membership?

Cristina Aru:

Disagree with Luc's proposal: IAPCO members should be responsible for training their own staff.

Georgia Tsatsuo:

The proposed fees of under €1000 was too high; consideration to be given to greatly reduced fees.

Response: this was a proposed ceiling; any local host who can obtain the necessary sponsorship can set a much lower fee as appropriate.

Carlos de Sebastian:

It should not be just the Council on faculty. Why can we not expand the faculty?

Response: only too delighted to have additional faculty on board; call for volunteers to be included in Closing Evaluation.

Voting Questions:

1. What percentage of your staff would require continuous education to consistently do their job up to the standards required by our industry/clients/company (relevant staff)?

90-100%	Answer 33%
50-90%	Answer 35%
20-50%	Answer 30%
Under 20%	Answer 2%

2. How many of your "relevant staff" have recognised industry accreditation (CMP or equivalent)?

90-100%	Answer 13%
50-90%	Answer 21%
20-50%	Answer 19%
Under 20%	Answer 48%

3. How many hours per year do you think each of your relevant staff members need to to up to date?

15 or more	Answer 59%
10-15 hours	Answer 27%
5-10 hours	Answer 10%
1-5 hours	Answer 4%
None	Answer nil

4. Are you currently achieving these hours?

Yes	Answer 45%
No	Answer 18%
Partially	Answer 37%

5. Which is the number one education channel you prefer to reach those hours?

Articles and Books	Answer 6%
Internal Training	Answer 44%
Industry Conferences and Seminars	Answer 35%
Webinars and Online Learning	Answer 12%
None of these	Answer 4%

6. What is the number one reason to keep you from reaching or exceeding those hours?

(lack of) Educational Offerings	Answer nil
Quality of Educational Offerings	Answer 8%
Cost	Answer 21%
Time	Answer 71%

7. If we allow retrospective education as part of accreditation, how far back should we go?

Less than 2 years	Answer 1
2-3 years	Answer 10
4-5 years / 6-7 years / 8-10 years	Answer 0

[note partial vote only]

Coffee Break

Extra time was provided for members to discuss any education and accreditation questions they may have.

IAPCO clarified that there would be a retrospective approach to staff members having attending IAPCO seminars.

The general consensus was an agreement that 2-3 years was a suitable retrospective time frame for the education requirements of a staff member.

Around 60-70% put hands up to agree that the principal of accreditation was a good one. However, there needed to be more work around the framing of the educational points' policy.

It was felt that Step 2 was the potential stumbling block specifically around IAPCO only education being considered.

Further Questions and Comments

Keith Burton:

In South Africa, it is a requirement to be certificated, this can be self-certification.

Example: Sending a staff member to attend an IAPCO seminar and then ensuring that person delivers the same training to the remaining staff members who are then self-certified.

Dan Rivlin:

How fit to the members needs are the educational offerings?

Jurriaen Sleijster:

Where In-house training was provided, would this be accepted as part of the accreditation?

Would it need to be audited to see if internal training is fit for accreditation?

Inge Hanser:

Which educational offerings would be considered for accreditation, i.e. not just IAPCO?

Action

It was agreed that a working group would be set up during the afternoon programme to discuss accreditation.

GENERAL ASSEMBLY PART 2 - 15 February 2015

Working Groups/Task Forces

Three working groups/task forces had been formed during the Annual Meeting:

1. Updating the RfP documents, led by ***Inge Hanser***
2. Accreditation, leader to be nominated (***Mathias Posch*** currently in loco parentis)
3. Case Studies, led by ***Jurriaen Sleijster***

It was agreed that all working groups/task forces should be formed and implementing their tasks, to be well advanced by mid-May prior to IMEX when the groups could, if appropriate, meet for further action.

Working Group 2 - Accreditation

Mathias reported on the outcome of the Accreditation Working Group which had met the previous day:

Those Present

Mathias Posch, ICS
André Vietor, Barceló
So-young Kim, In-Session
Jean Paul de Lavison, JPdL
Patrizia Buongiorno, AIM Group
Dan Rivlin, Kenes
Sarah Storie-Pugh, IAPCO
Sumaira Isaacs, MCI MEIA
Luc Niville, Semico
Joelle Shammas, Infomed
Michael Kern, Dekon

Nicola McGrane, Conference Partners
Vincent van Wulfen, Honorary Member
Paloma Belles, AOPC
Jurriaen Sleijster, MCI Group
Peder Andersen, DIS
İnci Gungor Sensoyu, Visitur
Kayo Nomura, Congress Corporation
Sissi Lygnou, AFEA
Philippe Scannavino, Publi Creations
Georgina Alexopoulou, Erasmus
Roslyn McLeod, arinex

Discussion

- It is a Yes/No result of accreditation, not a % measured against other member companies.
- It is definitely not the intention to create a two-tier membership – it is hoped that all members will be able to qualify, and if they do not, are they quality members of IAPCO?
- Look at how CME is implemented
- Look at other examples of accreditation and find a common denominator
- Keep it simple, not too complicated
- Suggest that, once the scheme is fully proposed, it runs without official recording/not binding for a one-year period as a pilot scheme to test its validity.
- To be swiftly implemented within a working group format , perhaps meeting at IMEX, to move this forward.

Mandate

- To implement an accreditation system
- To form a working group to progress this
- To move quickly
- To implement a non-binding test process/pilot scheme

Cape Town

Hazel Jackson put forward some proposed topics for the Cape Town programme, which were voted on by the members. She would take the results and compile the responses for future discussion with the Cape Town hosts.

Voting Questions:

1. Do you employ a Social Media Expert in your organisation
Yes Answer 56%
No Answer 44%
2. "Social Sponsorship" – is this something you need more training on?
Yes Answer 85%
No Answer 15%
3. Four Business Decisions – what is your #1 priority?
People Answer 18
Strategy Answer 17
Execution Answer nil
Cash Answer 1

- a. People – what would be your #1 priority?
- Sourcing & Selecting Talent Answer 4
 - Engaging & Growing Talent Answer 19
 - Succession Planning Answer 2
 - Organisational Structure – design for future grown Answer 9
- b. Strategy – what would be your #1 priority?
- Building a Sustainable Culture Answer 3
 - Challenging & Updating your Business Model Answer 22
 - Establishing an X factor (significante differentiation) Answer 3
 - Setting a Clear Strategy Answer 6
- c. Execution – what would be your #1 priority?
- Creating a Rhythm that increases communication Answer 8
 - Technology to Streamline Processes Answer 13
 - Lean Thinking Answer 4
 - Delivering / Executing Strategy Answer 9
- d. Cash – what would be your #1 priority?
- Funding & Cash Management for Growth Answer 19
 - Sponsorship & Cash Generation for Events Answer 15
 - Medical / Regulations Sponsorship Changes Answer 1

Voting on Official Documents

Document	Proposer	Seconder
Notes of Meeting in Melbourne	Inge Hanser	Michael Kern
Report on IAPCO	Jurriaen Sleijster	Jan Tonkin
Report on Training Academy	Roslyn McLeod	Sumaira Isaacs
Report on Finances	André Vietor	Luc Niville
Audited Accounts to 31 March 2014	Sissi Lignou	Mathias Posch
Estimated Accounts to 31 March 2015	Patrizia Buongiorno	Nicky McGrane
Budget to 31 March 2016	Kayo Nomura	Inge Hanser
Approval of Russell New as auditors	Medhat Nasser	Jurriaen Sleijster
Statutes	Jan Tonkin	Luc Niville
Standing Orders	Peder Andersen	Mathias Posch
Code of Conduct	Nicky McGrane	Patrizia Buongiorno
Financial Guidelines	Medhat Nasser	Mathias Posch
Code of Quality Control	Patrizia Buongiorno	Luc Niville

All documents as presented were approved unanimously, with no objections or abstentions.

Education drives Quality

André Vietor confirmed/provisional dates for future training seminars:

Thailand Regional Seminar hosted by TCEB - Level: Expert - Dates: 1-3 July 2015

Auckland organised by The Conference Company - Level: Advanced - Dates: 24 – 26 August 2015

Copenhagen organised by DIS - Level: Advanced - Dates: 18-21 January 2016

Whistler organised by ICS - Level: General plus - Dates: 23 – 27 May 2016

Innovation Award Video Presentations

Michel introduced the Innovation Award. Three nominations had been shortlisted and their videos were now shown.

- a. Magdalena Atanassova, AIM Bulgaria
- b. Andrew Dergousoff, ICS, Canada
- c. Dohyun Kim, MECI, Korea

Michel congratulated all three candidates, confirming that, notwithstanding the final outcome, by reaching the shortlist they were all winners. The results would be announced at the IMEX Frankfurt Gala Evening

IAPCO Client and Supplier Award

Michel announced the winners of this year's (2014) Client and Supplier Awards

1. SUPPLIER: Congress Centre Alfândega – Porto;
nominated by AIM Group International, Lisbon
2. CLIENT: Seoul ICM 2014 Organizing Committee;
nominated by MECI, Korea

He announced that due to the location of the Council Meeting in Porto the previous week, the Supplier Award presentation had already been made to the Congress Centre Alfândega – Porto

Confirmation of forthcoming council

Michel Neijmann confirmed the forthcoming Council for 2015

- | | |
|-----------|------------|
| • Michel | • Nicky |
| • Jan | • Patrizia |
| • Andre | • Kayo |
| • Peder | • Sumaira |
| • Mathias | • Keith |

Closing

Michel Neijmann warmly thanked Hazel Jackson for her great contribution to the success of the programme. He then thanked Susanna Tocca, AIM Group, and João Paulo Oliveira, Leading, for the initiative they had made in formulating and winning the Bid. And finally he wanted to thank the tremendous work and achievement of the staff of AIM and Leading.

- Monica Freire, AIM Group
- Maria João Guerreiro, AIM Group
- Carla Almeida, AIM Group
- Carin Isacson, Leading

Michel Neijmann then closed the Lisbon Annual Meeting with a summary video, created by Eurologistix, capturing the essence of the previous 3-days' activities.