Welcome to the
International Association of Professional Congress Organizers

IAPCO Xiamen Training Program

April 20-22, 2019

Xiamen, as a meeting destination, commands a unique and superior advantageous position. Famed for its beautiful coastline along the southeast coast of China, blessed by a congenial climate, and an open and inclusive urban culture, convenience of access via well-developed transportation network, well-equipped exhibition facilities, a supportive government providing good incentive policies, efficient services, with such credits as having successfully hosted the BRICS Summit, the G20 Finance Ministers and Central Bank Governors Meeting, the APEC 4th Ocean Ministers Meeting, UNCTAD International Conferences and World Investment Forums; Xiamen has garnered such awards as the "International Garden City", "China's Top Ten Conference and Exhibition City", "China's Best Conference Destination City", "China's Most Competitive Exhibition City", "China's Most Innovative Meeting and Exhibition City".

In order to stimulate the interaction between Xiamen's economic triangle in the southeastern coast of China and the professional conference organizers among Taiwan and Southeast Asian countries and globally, promote the professional development of Xiamen International Conference organizers, bid for more international conferences to be held in Xiamen, and promote Xiamen's economic development, Xiamen Convention and Exhibition Bureau has taken the initiative to sponsor the IAPCOEDGE training course of IAPCO.
IAPCO will hold a two-and-a-half-day tailored international conference management training course. It is open to the event personnel, who have more than three years experience working as PCO or DMC professionals, meeting planners and conference hotel event leaders from China and the Asia-Pacific region. IAPCO will dispatch a professional training faculty team selected specially for this training seminar, providing professional course design, materials preparation, and together with training sponsorship, registration and on-site management service, as well as simultaneous interpretation, it is a unique professional seminar not to be missed.

Introduction to IAPCO Faculty

Jan Tonkin, Chair IAPCO Training Academy
IAPCO Immediate Past President,

Johannes Muller-Diesing
K.I.T Group, IAPCO Member

Yang Chunjing
K.I.T Group, IAPCO Member

Yvonne Hu
IAPCO Liaison in Asia

Alicia Yao
IAPCO Education China Rep

Seminar programme:
An overview of international association meetings includes trends on international conferences in China, Meeting Design among others. The training includes tips on the skills of bidding for international conferences and on exhibition management, sponsorship, financial management and managing clients, teams and stakeholders. The training is run in English and there is onsite simultaneous interpreting service.

Course content
April 20th (Saturday)
Arrival in Xiamen, registration in the morning.
14:00 Opening ceremony and welcome remarks
   Trends: International conferences in China
15:45 Coffee Break
16.15: Bidding (Part 1)
17:30: Sessions conclude

April 21 (Sunday)
09:00-17:00 all day training
09:00: Bidding (Part 2)
10:30 Coffee Break
11:00 Bidding (Group Work)
12:30 Lunch break
13:35: Exhibition and Sponsorship Management
15:00 Coffee Break
15:30: Trends: Meeting design
16:00 Marketing: strategies for international conferences in China
17:30: Sessions conclude

April 22 (Monday)
09:00-17:00 all day training
09:00: Financial Management
10:30 Coffee Break
11:00 Bidding – group work
12:30 Lunch break
13:35: Managing Clients, Teams and Stakeholders
15:15 Coffee Break
15:30 Bidding presentations and feedback from speakers
16:45: Seminar Summary
17:00 Certificate Ceremony
17:30: Seminar concludes

Venue for the seminar: Xiamen International Trade Holdings Group Training Center
Address: 5th Floor, Xiamen International Trade Center, 4688 Xianyue Road, Huli District, Xiamen
Seminar Dates: April 20-22, 2019, (Saturday to Tuesday)
Target audience: Chinese local and Asia-Pacific corporate conferences, association conferences and association exhibition organizers, suppliers, service providers and professional workers in all areas of the conference industry
Maximum number per class: up to 60 people
Training focus: PCO bidding and actual operation in the international conference market
Seminar fee: RMB3800/person, including 2.5 days course, teaching materials, lunch, dinner, tea/coffee breaks, simultaneous interpretation service, Certificate of Attendance issued by IAPCO. Participants to take care of the hotel accommodation and travel/transport to and from Xiamen.
Designated Hotel: Langham Place Hotel, Xiamen
Langham Place Hotel Xiamen offers a special price for this seminar. Please contact Yao Hong for housing reservations and indicate the accommodation requirements in the seminar registration application form.

**Hotel Address:** No. 4668, Xianyue Road, Huli District, Xiamen City, Fujian Province

**Hotel Phone:** (0592) 6029999

**Registration Contact:** Yao Hong, **Tel:** 0086-13801309629, **Email:** alicia.yao@ime-consulting.com.cn

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**Introduction to the International Professional Conference Organizers Association:**

IAPCO (The International Association of Professional Congress Organizers, IAPCO) is a professional association of conference organizers and international conference managers. Founded in 1968, the company is headquartered in London, England, and currently has 117 members in 41 countries. Some members are companies, some are individuals. The purpose of the association is to develop high-level professional standards and maintain a high level of professionalism in group meetings. As a symbol of excellence, IAPCO has been widely recognized by customers and conference industry as an international event and a global brand for conference organization. The IAPCO members organize more than 5,600 meetings per year, with a total of 2.11 million delegates and an exhibition area of approximately 550,000 square meters, which has a significant impact on the local economy. The annual economic benefits increased by 3.43 billion euros.

In order to meet the needs of members and markets around the world, IAPCO develops international conference organizers for the world according to the requirements of countries and city conference bureaus/conference bureaus, and tailors training courses according to different markets in different countries. Send three international conference management professional lecturers to provide training to countries.

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**Xiamen Conference and Exhibition Bureau:**

The Xiamen Municipal Conference and Exhibition Affairs Bureau is directly affiliated to the Xiamen Municipal Government and is linked to China (Xiamen) International Investment Promotion.

Xinxin and Xiamen City Trade Promotion Center to Taiwan, the business accepts the guidance of the Ministry of Commerce, Taiwan Affairs Office, Fujian Provincial People's Government.

The main job responsibilities are:

1. Implement the guidelines, policies, and work arrangements of the higher-level departments for the exhibition work, and assist the industry management department in research and development.
   
   To determine the development plan of the city's convention and exhibition industry, assist in the development of Xiamen's convention and exhibition industry development strategy and the cultivation of exhibition talents, and promote

   Entering the development of Xiamen's convention and exhibition industry;

2. Accept the business guidance of the Ministry of Commerce, the Taiwan Affairs Office of the State Council, and the Fujian Provincial Government, and be responsible for the various meetings of the CIFIT and the Taiwan Fair.

Prepare work and assist in the various transactional, technical and auxiliary work of the Straits Forum;
3. Responsible for the liaison and coordination of the sponsors, contractors, and co-organizers of the CIFIT, the Taiwan Fair, and the Straits Forum;
4. Responsible for the major activities of the CIFIT and the Taiwan Fair, invitations from merchants, exhibitions, project docking, forum discussions, preparations for publicity and promotion, network construction management, etc.;
5. Responsible for the financial management of the CIFIT, the Taiwan Fair, the Straits Forum, and the financial management of daily income and expenditure accounting;
6. Carry out international investment promotion and economic and trade exchange activities with Taiwan, and carry out business and talent training related to international investment promotion. Training work, hosting international and domestic conferences and exhibitions held in Xiamen to promote investment, economic and trade cooperation.

IAPCO Training Academy Chair and Ex-President:

1, Jan Tonkin,
Immediate Past President IAPCO; IAPCO Training Academy Chair
Managing Director, The Conference Company, Auckland, New Zealand
Jan Tonkin is the founder and Managing Director of The Conference Company, the only accredited member of IAPCO in New Zealand. Formed in 1990, The Conference Company is today one of Australasia’s most reputable PCOs, with 35 staff, offices in three cities in New Zealand as well as one in Sydney, Australia. Jan has more than 25 years’ experience managing conferences, exhibitions and awards programmes in Britain, New Zealand and Australia. She is IAPCO Immediate Past President, and Chair of the Association’s Training Academy. She is a frequent speaker at IAPCO EDGE Seminars, including EDGE, EDGE Advanced and Bespoke EDGE, throughout Asia and worldwide.

2, Johannes Müller-Diesing
K.I.T Group Business Development Manager
Johannes is on a mission to help entrepreneurs, government bodies and associations to realize top-notch conventions and meetings worldwide. Having worked in China for more than 8 years in various senior positions in the event industry, Johannes become a renowned expert for the challenges and opportunities in the region. Together with his colleagues in China, Germany and worldwide he has supported the expansion of K.I.T. Group’s presence across Greater China serving multiple domestic and international clients with a broad range of services. This work helped to position the company as one of the very few experts for international conventions and meetings in the region, addressing China’s particular demands and circumstances while meeting German quality standards.

3, Chunjing Yang
Deputy General Manager, K.I.T. Group Greater China, Beijing, China
After a double Bachelor in French and Business Administration in China topped by a Master’s in International Business Development in Switzerland, Chunjing built up an International Event Management career through the Olympic Games and Clinic La Prarie before moving to Berlin, Germany where she joined K.I.T. Group’s main office in 2014.
As the Deputy General Manager for K.I.T. Group Greater China, the very driven 30-year-old woman excels – with her team of dedicated professionals – at bringing a slate of international clients the tailored solutions they require for reaching outstanding results on the dynamic but very competitive Chinese Market. When she is not traveling around organizing world-class events, she drags usually reluctant friends or family into practicing whatever extreme sports are at hand.

4. Yvonne Hu  
**Managing Director of Conference Interpreter Services, Sydney, Australia**

Yvonne (Yifeng) Hu was born and grew up in Shanghai, China. Moving to Australia in 1984, Yvonne went on to attain her Master’s degree in Australian Literature and her Ph.D in comparative Australian and American Literatures from the University of New England, Australia. Yvonne is an official Invited Member of IAPCO and has served as IAPCO faculty’s interpreter and translator as well as the liaison person for the IAPCO Bespoke EDGE seminars in China. Yvonne runs the business of Conference Interpreter Services, and oversees the provision of professional conference language services for international conferences covering a vast range of specialist areas and language combinations and has been involved with well over 1000 international conferences and events.

5. Ms. Yao Hong (Alicia Yao)  
**International Professional Conference Organizers Association China Education Representative**

Yao Hong received training from IAPCO in Wolfsburg Switzerland 2001. In 2004 she actively bid for international conferences, develop international conference market as an ICCA member. She is the founding member of the China ICCA Committee in 2011 and served as the board director for 2012-2013. In 2013, he was elected as the Deputy Secretary-General of China MICE Committee (CMC) responsible for professional training, global destination study and products design as well as market development. She is the SITE International Board of Director from year 2015 to 2020. In 2016 she became IAPCO China education Representative and promote IAPCO education for China meeting management professionalism.
国际会议组织者协会(IAPCO)国际会议管理培训班

报名表 REGISTRATION FORM

姓名Name: ____________________________ 职位Job Title: ____________________________
部门Department: ______________________ 公司Company: ____________________________
身份证号ID Number: ____________________ 生日Date of Birth: ________________________
性别SEX: ______________________________ 会奖工作年限Working Years in MICE: ______
IAPCO Certificate初级培训证书: ____________________________ 地址Address: ____________________________
邮编Post Code: __________________________ 城市City: ________________________________
电话Tel: ________________________________ 手机(Cell): 传真Fax: ________________________
邮箱 E-mail: ____________________________ 网址 Website: ____________________________

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付款方式Payment Terms: 2019年3月31日前支付全款，100% of Total Registration fee should be paid before March 31, 2019

请支付以下单位:

博悦咨询（北京）有限公司
地址：北京建国门外外交公寓7-1-23
电话:010-85325338
传真: 010-85324108
开户银行: 招商银行建国门支行
账号:110909045410201
请注明缴费单位及科目

Registration Fee Payable to:

Bank Account
Beneficiary’s name: IME Consulting Co. Ltd
Beneficiary’s a/c No.: 110909045410201
Beneficiary’s Bank: China Merchants Bank, H.O Shenzhen
SWIFT Code: CMBCCNBS
CNAPS Code: 3081 0000 5490
Beneficiary’s Bank address: China Merchants Bank Tower No. 7088, Shennan Boulevard, Shenzhen, China

签名Authorized Signature:

日期Date:

Return this form to: alicia.yao@ime-consulting.com.cn

Registration contact: Yao Hong Tel: 0086-13801309629