



## **IAPCO EDGE Bespoke Seminar Suzhou**

3-5 July, 2019

Suzhou

Suzhou, which ranks first in China's exhibition industry, played host to 12 international conferences in 2016, pushing up its ranking to 216 in Global Conference Cities and the 8<sup>th</sup> position in China. This is the first time for Suzhou to rank in the top 10 convention cities in China. In order to create a new fusion of conventions and exhibitions in Suzhou, the Suzhou Culture, Broadcast, Films and Tourism Bureau attaches great importance to the training of a pool of conference management talents. From 2016 to 2018, the Suzhou Culture and Tourism Bureau co-operated with the International Association of Professional Congress Organisers (IAPCO) in hosting IAPCO EDGE Bespoke Seminars covering 3 different levels of professional training courses. These were attended by junior and senior managerial staff from travel agencies, events companies, exhibition organisers and convention & exhibition centers, playing a very significant role in the transformation of these companies, centres and associations as they learn the meeting management skills of professional conference organisers (PCOs). Together they will shape Suzhou, a garden city, into an international convention destination.

With the support of the Suzhou Culture, Broadcast, Films and Tourism Bureau, IAPCO will once again be holding a 2-1/2-day international conference management training seminar in July 2019.. Event professionals who have worked in the meetings industry for more than 3 years, or are in-house meeting and event managers from China and the Asia-Pacific region or other locations, are encouraged to actively sign up for the seminar. IAPCO will provide a professional training faculty for this seminar. Professional simultaneous interpretation service from English into Mandarin will be provided.

## IAPCO FACULTY



Operations Director of IAPCO  
Sarah Storie-Pugh



Manager Asia Pacific of The Conference Company  
Stephen Noble



IAPCO Asia Liaison Representative  
Yvonne Hu



IAPCO China Education Representative  
Alicia Yao Hong

## AGENDA

July 3/Wednesday		July 4/Thursday		July 5/Friday	
09.00-10.30	Opening Introduction	09.00-10.30	Project Management Client Communication	09.00-10.30	Programme Structure and formations Meeting Design
10.30-11.00	Coffee Break	10.30-11.00	Coffee Break	10.30-11.00	Coffee Break
11.00-12.30	Bidding 1 – research and how to turn that into a profitable bid – do we want to bid for this?	11.00-12.30	Financial Management	11.00-13.00	Group presentations
12.30-13.45	Lunch	12.30-13.45	Lunch	13.00-14.30	Lunch and certificates
13.45-15.00	Bidding 2 – getting people involved, making the plan, preparation, getting information from the client	13.45-15.30	Sponsorship and Exhibition Case Studies		Program finish
15.00-15.30	Coffee Break	15.30-16.00	Coffee Break		
15.30-17.30	Bidding 3 – the final bid and presentation - winning case studies, losing case studies, repeat bidding, this time to win  Managing the Site Inspection	16.00-17.30	Marketing a Congress		

- Training venue: Courtyard by Marriott Suzhou Mudu
- Training date: July 3-5,2019 (Wednesday to Friday)
- 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 Suzhou
- Recommended Hotel: Courtyard by Marriott Suzhou Mudu
- Hotel Address: No. 264 Jinfeng Road, Wuzhong District, Suzhou, Jiangsu Province
- Hotel Telephone: (0512)65286666

### Contract for registration :

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## INTRODUCTION TO IAPCO

IAPCO (The International Association of Professional Congress Organisers, IAPCO) is the leading international association for professional conference organizers. Founded in 1968, its mission is to raise the standard of service among its member organisations and other service sectors of the meetings industry through continued education, connection and support. IAPCO represents 133 companies comprised of over 9100 professional congress organisers, meeting planners and managers of international and national congresses, conventions and special events from 40 countries.

In order to meet the needs of members and markets around the world, IAPCO develops international conference organising training seminars according to the requirements of countries and city conference bureaux tailoring the training courses according to the different markets

## INTRODUCTION TO THE FACULTY

### 1. Sarah Storie-Pugh, Operations Director, IAPCO

Sarah's background is purely that of conference organisation with personal involvement in over 350 events from 200 to 14,000 participants and 100-4000 m2 exhibitions. Sarah joined Concorde Services in 1983 as joint MD and partner, having spent the previous six years organising international association events. She sold the company in 2006 to The Congrex Group. Sarah was awarded the Meetings Industry Personality of the Year Award in 2004 and the Lifetime Outstanding Achievement Award in 2012. She is a Past President and former Treasurer of IAPCO and the current Operations Director of the Association. She is a frequent lecturer at international, regional and national seminars.

### 2. Stephen Noble, Manager Asia Pacific, The Conference Company

Stephen Noble has over 15 years' conference, expo and event management experience and is a key member of The Conference Company's senior management team. Stephen joined The Conference Company in 2007 as a Conference Manager after many years working in the professional sporting world. He has led the Conference and Events team and was instrumental in the growth of the company's operations throughout the region. Based in Sydney as Manager Asia-Pacific he draws daily on this extensive hands-on conference management know-how to lead The Conference Company's operations in Asia and Australia. Part of his role involves ongoing discussions with key clients to understand their drivers and strategies and adapt solutions to accommodate those. These discussions also include bidding for international or Asia-Pacific meetings, where he has worked with clients in New Zealand and Australia in successful bid outcomes. Stephen still looks after a blue-chip list of international multi-day conferences and their associated exhibitions where he enjoys the challenge to bring latest thinking in meeting design and use of technology.

### 3. 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.

### 4. Yao Hong (Alicia Yao), IAPCO China Education Representative

Yao Hong received training from IAPCO in Wolfsburg Switzerland 2001. In 2004 she actively bid for international conferences, developing the international conference market in China as an ICCA member. She is the founder member of the China ICCA Committee (2011) and served as the board director 2012-2013. In 2013, she was elected as the Deputy Secretary-General of China MICE Committee (CMC) responsible for professional training, global destination study and product design as well as market development. She is currently on the SITE International Board of Directors since 2015.. In 2016 she became the IAPCO China Education Representative with the aim to 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: _____

REGISTRATION PACKAGE 注册费	TRAINING FEE 培训费用	QUANTITY 人数	CONTACT 负责人及电话
Registration from local China中国培训学员注册 费	RMB3800/每人		
<b>TOTAL</b>			

**Payment Terms:** 100% of Total Registration fee should be paid before June 14, .2019

请支付以下单位:	<b>Registration Fee Payable to:</b>
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	Bank Account Beneficiary's name: IME Consulting Co. Ltd Beneficiary's a/c No.: 110909045410201 Baneficiary's Bank: China Merchants Bank, H.O Shenzhen SWIFT Code: CMBCCNBS CNAPS Code: 3081 0000 5490 Baneficiary's Bank address: China Merchants Bank Tower No. 7088, Shennan Boulevard, Shenzhen, China

签名**Authorized Signature:**

日期**Date:**