

Draft Programme for Sri Lanka as at 12 June 2019

	Day 1 Thursday 3rd October	Speaker	Format	Time
Morning	Ice breaker		interactive	09.00-09.20
	Introduction to IAPCO and to the seminar	Sarah	presentation	09.20-09.30
	Introduction to Association Meetings and the PCO Business	Mathias		09.30-10.00
	The Incentive Travel Market Place Fundamentals of DMO Strategy	Patrick		10.00-10.45
	Bidding Part 1 (International Associations)	Mathias		11.15-12.00
	Bidding Part 2 (Corporate & Incentives)	Patrick		12.00-12.45
	Prepare and briefing of Group Tasks & RfPs			12.45-13.00
			13.00-14.00	
Afternoon	Quiz on the morning's sessions		Interactive	14.00-14.15
	Group Work on Bidding Presentation (1) 3 groups on Inter. Association task (2) 3 groups on Incentives task		Group Work	14.15-15.45
				15.45-16.00
	Who is who in Business Events Value Chain	Patrick		16.00-16.45
	Key learnings of the day – general discussion		Group contributions	16.45-17.00

	Day 2 Friday 4th October	Speaker	Format	Time
Morning	Morning Icebreaker		Interactive	09.00-09.15
	Site Inspections – Association Meetings – long term approach	Sarah	presentation	09.15-09.45
	Site Inspections – Incentives – inc protocol	Patrick		09.45-10.15
	Risk Management	Mathias		10.45-11.15
	Project Management	Sarah	presentation	11.15-12.00
	Marketing a Congress	Mathias		12.00-12.45
			12.45-14.00	
Afternoon	Quiz on the morning's sessions		interactive	14.00-14.15
	Group Work on Bidding Presentation cont. (1) 3 groups on Inter. Association task (2) 3 groups on Incentives task		Group work	14.15-15.45
				15.45-16.00
	The Corporate Market	Patrick		16.00-16.45
	Key learnings of the day – general discussion		Group contributions	16.45-17.00

	Day 3 Saturday 5th October	Speaker	Format	Time
Morning	Morning Icebreaker		interactive	09.00-09.15
	Sponsorship and Exhibition – Selling, Management and Delivery	Sarah	Presentation + interactive exercise	09.15-10.30
	Meeting Design and Programme	Mathias		10.45-11.45
	Incentives Programme Creation and Communication	Patrick		11.45-12.45
				12.45-14.00
	Quiz on morning's session		interactive	14.00-14.15
Afternoon	Finance	Sarah	Presentation + buzz word quiz	14.15-15.00
	Key learnings of the day – general discussion		Group contributions	15.00-15.15
				15.15-15.45
	Group Work on Bidding Presentation cont. (1) 3 groups on Inter. Association task (2) 3 groups on Incentives task		Group work	15.45-17.00

Day 4 Sunday 6th October

Morning	Morning Energiser		interactive	09.00-09.15
	People Skills	Mathias		09.15-10.00
				10.00-10.30
	Participant Presentations and feedback		Group presentations	10.30-11.45
	Closing and certificates			11.45-12.15

GROUP WORK

Participants will be divided into 6 groups. There will be two tasks, 3 groups managing one task:

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|-------|----|--------------------------------------|
| Tasks | 1. | International Association Task – RfP |
| | 2. | International Incentives Task - RfP |

Day 1 – Preparing the Bid outline and concept

Day 2 – Introducing Marketing into the Bid

Day 3 – Introducing Meeting Design and Industry into the Bid

Day 4 – Bid presentations and Site Inspection itinerary - competition

Introduction to Association Meetings and the PCO Business

What are Association Meetings and their key component parts (both international and national)
The PCO Business.

What is a PCO and why?

Services that a PCO is expected to offer and what they mean

Trends today and how they have changed in the past decade

The Incentive Travel Market Place & Fundamentals of DMO strategy

Introduction to the incentive market

Fundamentals of DMO strategy

Introduction to stakeholders and roles

Positioning

Branding

Bidding – (1) International Associations (2) Corporate and Incentive

The Bid

What is a Bid?

How a Bid affects your Business Model

Who is who in the Business Events chain?

Players and roles (ecosystem)

Areas / room for improvement

Value chain (current vs. best cases)

Transactional vs. experiential offering

Site Inspections (1) Associations, long term approach (2) Incentives, protocol.

The first site inspection with the PCO (initial fam trip already done by the CVB)
showing that you understand the client's event and giving confidence

Risk Management

How to conduct a risk assessment

How to apply it in real life

Case studies and examples

Project Management

Creating the critical path, the timeline and shaping the event

Marketing a Congress

Traditional marketing
What tools are available for today's comms
How to judge what is available
What is wasted effort ?
How to use the tools and new media platforms to good effect
Real life experiences in different market places

The Corporate Market

Events as a validated marketing tool
Event tech
Events: types, rationale, expectations
Measurement
Opportunities

Sponsorship and Selling the Exhibition (Sales) / Exhibition Management and delivery of sponsorship (Ops)

Timing and research
How to raise sponsorship and give ROI
How to attract exhibitors
Innovative ideas to make your exhibition attractive to the delegates
Management and meeting industry needs
Exercise: given 3 floorplans/photos – critique them

Meeting Design and Programme

Meeting architecture
Managing speakers
Concept of abstracts and the implications
Use of technology (gimic, nice to have, essential)
Apps
Shaping your event
New ideas of engagement

Incentives

Programme creation
Communication

Finance

Financial planning
Budgets and cashflows
Transparency and what the client expects

People Skills

The right people in the right job
Promoting beyond one's comfort zone
Team building and leadership