



Hosting an IAPCO EDGE Seminar

IAPCO members are invited to host an EDGE Seminar on behalf of IAPCO.

Past experience has shown that partnering with a destination's convention bureau, convention centre or other industry body [Host Destination] has been beneficial for all parties and is central to the success of the Seminar. Not only is it important for financial support but also to ensure marketing reaches as many potential participants as possible.

EDGE – Experts in Dynamic Global Education

This dynamic educational programme is offered worldwide with seminars in a variety of regions (Europe, Asia Pacific, IMEA, Americas,...). EDGE offers education at different levels, giving participants that 'edge' they need in a globally competitive environment. While content focuses on professional congress organisation, these seminars provide education not only for PCOs and Meeting Planners but also for those working in bureaux and venues.

Are you ready to host an EDGE of the future?

EDGE Seminars

There are two formats of EDGE Seminars:

- EDGE Seminar
- EDGE Advanced

These are guidelines to host an EDGE Seminar. The level at an EDGE Seminar covers a wide spectrum with the content being relevant to both beginners through to experienced industry players, and would be defined by the faculty and the host member.

The organisation of an EDGE Advanced would be given, in preference, to either a participant or host organiser of a previous EDGE Seminar.

GENERAL INFORMATION

Language

The language of the Seminar is English. If a host member would like to deliver an EDGE seminar in a different language, IAPCO would consider this on a case-by-case basis.

Attendance

An IAPCO EDGE Seminar usually varies in size from 40-80 participants from all sectors of the Meetings Industry:

- PCOs/Meeting Planners
- National/International Organisations/Associations
- Convention Bureaux/Tourism Bodies
- Congress Centres/Conference Hotels
- Exhibition Managers
- Pharma and Medical Device Companies
- DMCs, AMCs, Travel Agencies

The target audience is essentially regional, however, participants can attend from any part of the world. 80 is the maximum size for any seminar.

HOSTING

HOSTING BY IAPCO MEMBER

The Host Member is responsible for the

- Preparation of the Bid document, in collaboration with the Host Destination if applicable
- Organisation of the Seminar
- Promotion and marketing
- Dedicated website
- Registration of all participants
- Financial management including handling of VAT or other applicable taxes [see Finance section]
- Liaison with Host Destination (including obtaining adequate financial support).

Benefits for the Host Member

- By hosting an IAPCO EDGE seminar, there is an opportunity to provide education to the members' staff. Up to 10% of the registered [paying] participants can be from the Host Member's own office as free registrations and others can attend as paying participants
- The first €5000 of profit is allocated to pay the Host Member's fees. 25% of the profit thereafter is retained by the Host Member; the remaining 75% is allocated to IAPCO
- Raising Host Member profile in the region and to the Host Destination partner.

It is recommended that there should be only one Host Member regardless of how many IAPCO members there are in any given city/Host Destination. Under exceptional circumstances the Training Academy will consider a collaborative Bid.

HOST DESTINATION

For optimal budget planning/results, the Host Member should collaborate with the destination to provide/sponsor the following:

- Meeting rooms facilities (plenary meeting room), MUST have natural daylight
- Depending on programme design breakout rooms may be required
- Coffee breaks/lunch [all meals]
- Accommodation for 3 faculty members for maximum 6 nights
- Social Functions
- Advantageous/subsidised accommodation rates for participants

Acknowledgements/Benefits for the Host Destination

Optional post-seminar half-day fam trip and/or 1-2-1 visits

- Opportunity to showcase destination to local industry and IAPCO members
- Use of IAPCO Education Partner Mark on Host Destination's website
- Opportunity to provide scholarships/support to specific participants providing added marketing potential
- 2 free registrations for Host Destination staff
- Opportunity to contribute to sessions on Bidding & Destination Marketing (or as determined by the Host Member)
- Promotional page on official seminar website
- Destination promotion on one EDM circulated to IAPCO database
- Acknowledgement of role as a Host Destination with logo in IAPCO members' bulletin [3 issues]
- Acknowledgement of role as the Host Destination with logo on all Seminar marketing materials
- Mention in on-going EDGE legacy page on IAPCO Education website.

FINANCE

Financial Arrangements

The Host Member shall receive a profit based administration fee of €5000 for their organisation of the Seminar; that is the first €5000 of profit will be paid to the Host Member, and thereafter a profit ratio of 25% Host Member and 75% IAPCO. In the event of a loss the Host Member covers 25% without receiving any fee. The maximum amount IAPCO will contribute in the event of a loss is €7500. Any loss exceeding this amount should be covered by the Host Member.

The Host Member:

- will not commit IAPCO to any third party expenditure
- will honour all financial commitments they have made in connection with the Seminar
- is responsible for assuring that the event is adequately insured.

Budget

The Host Member shall prepare a budget to include the following:

- payment to three faculty IAPCO speakers (see fees below)
- budget profit of €5000 fee for the Host Member for their organisation of the Seminar
- all costs relating to the running of the Seminar not sponsored by the Host Destination
 - venue and meeting room costs
 - catering
 - social events
 - staffing
 - audio visual
 - marketing
 - website including on-line registration
- one free registration for future EDGE host
- one free registration for media attendance as invited by IAPCO
- free registrations for Destination (2 free places)
- free registrations for Hosts (up to 10% of the number of paying participants)
- accommodation and free registration for IAPCO representative (subject to availability)

For Europe only, the following should also be included:

- site inspection travel costs by Council Liaison Representative
- up to 8 registration places at variable cost only charged to IAPCO.

Additional sponsorship will be required to supplement the budget.

Registration Fees

A registration fee should be charged which is competitively priced to suit the local market, however, it should never exceed €995 inc VAT/tax and potentially be significantly lower, based on a breakeven of 40 participants. It is the responsibility of the Host Member to set the registration fees, collect all payments and account for VAT/tax.

There will be preferential rates for IAPCO members but not for Host Destination members, plus an early bird/late registration rate. It is up to the local Host Member should they wish to offer a discounted rate to the Host Destination (who already receives 2 free registration places).

Speaker/Faculty Costs

- Payment of €6000 fee per IAPCO speaker/faculty member which includes a travel allowance for flights of more than 6 hours duration OR Payment of €3500 fee per IAPCO speaker/faculty member which includes a travel allowance for flights of less than 6 hours duration
- Hotel and three meals/beverages per day for all of the days of the Seminar and any additional days [maximum 6 nights] required for reasonable travel connections, including time allowance for acclimatization costs to be met by the Host Destination.
- Local invited speakers are welcomed but should have minimal financial impact on the budget.

Procedure

A detailed budget is required for the Bid. In addition, during the planning stages, an updated budget/estimated statement of account must be provided to the Training Academy three months and one month prior to the date of the seminar.

PROGRAMME

The programme will normally consist of Plenary and Group discussion sessions consisting of a 2.5 day programme with 3 IAPCO speakers and potentially, local speakers/guest speakers (at no cost/or sponsored). The plenary room must have natural daylight.

Interaction, networking, active participation is all encouraged as are alternative presentation formats. The format described below is an example only and would be tailored to suit the Host Member's target audiences and in discussion with the faculty.

	Day 1	Day 2	Day 3
Morning Part 1	registration	Session 3	Session 7
	Opening & Welcome	Session 4	Session 8
	Refreshment Break		
Morning Part 2	Session 1 or Opening Keynote	Session 5	Closing of seminar
	Lunch Break		
Afternoon Part 1	Session 2	Session 6	Fam Trip (if applicable)
	Refreshment Break		
Afternoon Part 2	Group Discussions/Group Work	Group Discussions/Group Work	
	Optional: Welcome Reception Dinner	Optional: Networking Dinner	

The content of the seminar programme and choice of faculty is a collaboration between the Host Member and the Council Liaison Representative.

MARKETING

It is the responsibility of the Host to market the seminar and to encourage participants to attend.

Experience to date has shown that individualised marketing (telephone calls, shoulder tapping) is an essential part of the marketing campaign.

IAPCO(HQ) will assist with promotion via the Members' Bulletins, EDMs to the IAPCO database and pertinent social media, in all cases driving potential participants to the official seminar website. The marketing strategy should be included in the bid document.

Responsibility of the Host Member is to:

- send IAPCO the brand image which can be used on all promotional materials including the IAPCO website
- ensure the seminar is referred to in all promotional materials as IAPCO EDGE Destination i.e. IAPCO EDGE Auckland.
- provide advertisements, advertorials, logos and other promotional copy in sufficient time and on request for IAPCO onward promotion
- prepare promotional materials
- create a website for the seminar – e.g. iapcoedge[destination].com (e.g. iapcoedgeauckland.com)
- creation of EDM newsletters for IAPCO circulation to database – monthly in the preceding six months is encouraged
- creation of EDMs for Host circulation to personal database
- call key contacts and players to ensure local attendance
- promote the seminar via social media [e-newsletters, LinkedIn, Facebook and Twitter]
- other promotional activity as proposed by the Host.

IAPCO will support the promotion and:

- provide the IAPCO resources at the appropriate planning time
 - Lead slide template
 - EDGE logo in variety of formats
 - Host Destination Partner mark
 - Certificate template
 - Closing questionnaire template
- direct link from IAPCO EDGE website to official seminar website
- listed on IAPCO calendars with appropriate link
- circulate EDMS as above
- promote via Knowledge Hub on IAPCO website
- promote Seminar, if provided with promotional material by the Host Member, at appropriate industry trade shows, such as IMEX, IMEX America, IBTM World, IT&CMA etc.
- promote Seminar in social media [LinkedIn, Facebook and Twitter].
- provide an event app.

THE BID

A Bid to host an EDGE seminar must be made by an IAPCO member (the Host), be limited to 8 pages, submitted as a pdf and include the following:

- Host Member details
- Destination details and commitment
- General Information:
 - Proposed venue, accommodation
 - Proposed dates
 - Proposed education level
- Detailed budget
- Detailed marketing plan to achieve budget
- Social events

It is recommended that the A-Z Organisation Guidelines (accompanying this document) is read to provide relevant information as to the logistics and delivery of an EDGE seminar.

Bids should be submitted to info@iapco.org.