

**IAPCO Faculty:** Speaker: Jocelyne Mülli, Managing Director – K.I.T. Group  
Speaker: André Vietor, Managing Director at Bco Congressos  
Moderator: Martin Boyle, CEO, IAPCO

**Seminar Title:** “Every Bid has a Story”

**Synopsis:** Seminar attendees will hear first-hand experiences learned from real case studies of a successful bid and an unsuccessful bid. What lessons were learned from each and how the PCOs have adapted to successfully win more bids: But sometimes a lost bid can bring you unexpected business too!  
Attendees will gain practical knowledge and learn useful tips that can be implemented in their own processes and strategies when bidding for regional and international meetings and congresses.

**Date:** Tuesday 29<sup>th</sup> October 2019

**Session:** 15:45 – 17:00

**Room:** TBC

## **FACULTY**

### **Jocelyne Mülli, Managing Director, K.I.T. Group**



Jocelyne leads the international PCO, K.I.T. Group, supervising the operational, delivery management, and customer relationships with a focus on strategic planning and implementation of visionary milestones. When she joined K.I.T. Group 30 years ago, the company was a local event agency; now she deals daily with international branch expansions. With her steady guidance and her innate ability to identify and advance cooperation with all stakeholders, the company has expanded into one of the largest professional conference organisers in Europe, operating worldwide.

Jocelyne endeavours to be a strong, reliable, long-term partner to her clients. She works hard every day to find and develop the synergies between her PCO and international associations, to provide the most efficient conference management services to their delegates, exhibitors and sponsors.

### **André Vietor, Managing Director at Bco Congressos**



André Vietor started his career in the hotel industry where he held sales positions at several properties as well as at international sales offices for Intercontinental Hotels and the Ritz-Carlton Hotel Company between 1984 and 1995. In 1995 he joined the PCO business and is currently leading Bco Congressos, the congress division of Grupo Barceló dedicated to meetings management, association management and business events consulting. He positioned the brand as one of the top references in congress management worldwide. In early 2014 he started to expand the

business to Latin America with the brand “Bco Congresos Latam” opening offices and establishing strategic partnerships in several countries such as Argentina, Chile, Costa Rica, Colombia, Dominican Republic, Ecuador, Mexico, Panama, Paraguay, Peru and Uruguay.

André is an expert and professional consultant in business plan development, planning of bid strategies and management of bid presentations, destination marketing as well as association development. He is an active board member of IAPCO (International Association of Professional Congress Organisers) since 2001 where he was President from 2006 to 2008. He currently holds the position of the Chair of the Training Academy since 2011.

## **MODERATOR**

### **Martin Boyle, CEO, IAPCO**



Martin has a wealth of experience and a strategic vision that has been shaped over more than 20 years of working across a number of countries in the events and meetings industry. He has launched start-ups in Canada, driven sales at an international convention centre, worked with international associations while at a PCO in UK and recently spent 6 years as the Director of Europe for one of the top performing convention bureaux in the world. He has recently joined IAPCO as the new CEO.