

IAPCO Seminar at IT&CMA

Keeping International association meetings relevant

Date: Wednesday 25th September
Time: 9:00 am – 10:00 am
Room: Knowledge Hub, Exhibition Hall, Level 22, BCC

International association meetings are going through fundamental changes – in the race for relevance, they have to compete with more regional approaches to conferences, while navigating through compliance issues and fundraising challenges.

A delegate first approach and incorporating various channels for education and learning are key to a successful international meeting.

In this session, we will look at the latest developments in international association meetings and will highlight some best practices from around the world.

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 has, for the past 6 years, been the Director of Europe for one of the top performing convention bureaux in the world. He has recently joined IAPCO as the new CEO.

SPEAKERS

Mathias Posch

IAPCO President; President, International Conference Services (ICS)



Mathias Posch, based in Singapore, is President and Partner of International Conference Services (ICS). With its Headquarters in Vancouver, Canada, with 8 global offices, including London, Singapore, Vienna and Tokyo, the company manages conferences around the globe – in 25 countries on 6 continents thus far.

Mathias is the President of IAPCO, the leading quality assurance Association, and is a driver of new initiatives and strategy. He is a respected industry expert and a long-standing professional speaker imparting hands-on experience at numerous international and national conferences on a variety of important topics. He has presented at many of IAPCO's EDGE Seminars in addition to multiple Bespoke and Sharp EDGE seminars around the world.

Jan Tonkin

Immediate Past President IAPCO; Chair Training Academy
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.