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Access Success - Access WebEDGE

IAPCO quality education direct to your desk

The new IAPCO webEDGE platform allows meeting professionals from any discipline to access a fully immersive 14-course congress project management package.

The Congress Project Management Package is designed to equip meeting professionals with a full 360-view of meeting organisation. The peer-reviewed content has been delivered by 24 meeting industry experts from IAPCO accredited member companies and is approved by the Events Industry Council for a total of 15.25 CMP clock hours.

IAPCO webEDGE offers accessible high-quality virtual education at an affordable price - just \$140 for the entire 14-course package, or individual courses can be purchased for \$25 each. IAPCO Members have complete access as part of their IAPCO Membership.

IAPCO President, Ori Lahav, says “The global meetings and events landscape has experienced quite a significant shift over the past few months. It is extremely important that, now more than ever, up-skilling, re-training and increasing capabilities are considered as we prepare ourselves for what will be required in the months and years ahead. IAPCO’s webEDGE provides everyone in the meetings industry with a unique, peer-reviewed programme available anytime, anywhere, on any device.”

The webEDGE programme is strongly supported by Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism, Arts & Culture Malaysia (MOTAC), together with a fruitful partnership by Kuala Lumpur Convention Centre. Talking about the IAPCO partnership, Martin Boyle, IAPCO CEO says “*It is imperative to the success of an online platform such as this that we have partners*

that, not only want to gain global exposure but that, support our philosophy and objectives regarding continued education and increased professionalism in the meetings industry. MyCEB and Kuala Lumpur Convention Centre are two such organisations and I am delighted to welcome them as exclusive sponsors throughout our re-launch year.”

Addressing the business events industry and the benefits of webEDGE, the Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB), Dato’ Sri Abdul Khani Daud expressed, *“As the business events industry progresses, there is a crucial need to keep engaging no matter how much the landscape evolves. Through this partnership with IAPCO and Kuala Lumpur Convention Centre, we believe it will elevate the professionalism of PCOs and the supply chains in Malaysia for the business events industry. For example, the current Covid-19 pandemic whereby meetings in person are near impossible. In this current situation, it is only through digital platform such as webEDGE that we will be able to continuously be fruitfully in touch and uplifting the professionalism of the industry. Having this platform will help to further promote Malaysia as Asia’s Business Events hub.”*

Alan Pryor, General Manager, Kuala Lumpur Convention Centre commented *“As a venue committed to the advancement of education and development for our Industry, we are really thrilled to be collaborating with MyCEB, our National Convention Bureau, and IAPCO, the perfect global partner, in supporting and delivering professional education to PCOs in Malaysia.*

The IAPCO webEDGE platform is a perfect tool that makes dedicated learning and educational development readily available to all. This collaboration demonstrates our commitment to industry development and support of Malaysia’s PCOs, and we commend and congratulate MyCEB with whom we will work side by side and in partnership to take forward this excellent initiative.”

Quick Facts

- The Congress Project Management Package contains 14 courses, each individual course containing four easy-to-digest webinars (10-20 minutes)
- All content is delivered by meetings industry experts using real-life case studies

- Accessible learning on any device
- Learn at your own pace
- IAPCO e-Certificate upon completion
- 15.25 CMP hours
- Access to the moderated IAPCO LinkedIn webEDGE community forum for questions and knowledge sharing
- Completion badge for email signatures and social media profiles

Congress Project Management Package topics include:

1. Budgets and Cashflows
2. Cultural Intelligence
3. Digital Events
4. Exhibition
5. Legacy
6. Marketing
7. Meeting Design
8. Negotiation
9. Project Planning
10. Risk & Crisis Management
11. Social Events
12. Sponsorship
13. Venue Selection
14. Working with Clients

About IAPCO

IAPCO (International Association of Professional Congress Organisers) is the leading international association for professional conference organisers, representing today 137 companies comprised of over 9500 professional congress organisers, meeting planners and managers of international and national congresses, conventions and special events from 39 countries Email: info@iapco.org www.iapco.org