



## **LIST OF STANDARD PCO SERVICES (Virtual) as compiled by IAPCO**

1. General Management: should include production of Congress timeline/project plan, business plan and risk profile, sourcing of destination/venue, preparation of internal Delivery Management Guide, and distribution of official survey/feedback form and subsequent analytics
2. Financial Management (incl. budgeting): should include drafting and management of Congress budget, management of bank accounts, cash flow, taxes, preparation of accounts, invoicing and payments, tax arrangements, regular budget updates, post-event financial reports
3. Venue Management: should include managing use of facilities, layout and signage, decoration, on-site sustainability
4. Marketing & Promotion: should include preparation and execution of multi-channel marketing & promotion strategy (incl. social media), the creation, ergonomic design, management, and updating of Congress website containing all relevant information, creation of pre-Congress promotional materials
5. Virtual Delivery (platform & management): should include participant technical support, integration of virtual platform with registration system, Q&A area, helpdesk, provision of analytics to client
6. Exhibition: should include the development of exhibition sales strategy (incl. prospectus), management of exhibition sales, contracting and invoicing of exhibitors, stand personnel registration, exhibitor services and suppliers, production of guidelines and on-site manual
7. Sponsorship: should include the development of sponsorship sales strategy (incl. prospectus), management of sponsorship sales, contracting and invoicing of exhibitors, delivery and fulfilment of sponsorship benefits
8. Virtual Sponsorship & Exhibition: should include platform testing, sponsor/exhibitors manual for virtual element, virtual sessions for industry participation queries, management of exhibitor services and suppliers, compliance policy

9. Programme Management: should include the setting of objectives and outcomes, planning of session descriptions, preparation of moderator briefs, logical online presentation of programme
10. Scientific Programme & Speaker Management (Virtual Format): should include creation of a comprehensive speakers' manual, a comprehensive moderators' manual, scheduling and coaching of pre-Congress recording sessions, arrangement of session rehearsals, provision of relevant logistical information
11. Abstracts Management (Virtual Format): should include production of guidelines/instructions, management of submissions, review, communication with authors, production of a presenters' manual
12. Registration: should include online registration, collection of fees, a back-up system, reporting, registration form and guidelines, the (virtual) speakers desk, debit/credit card transactions, GDPR, logistical comms
13. Congress Delivery: should include job descriptions, staff training, risk and emergency response planning, data management, and general coordination
14. Conference Materials (digital): should include final programme, abstract publication, and announcements
15. Sustainability (incl. CSR): should include the development of a legacy programme and a sustainability programme encompassing the pillars of UNSDGs
16. Apps (Congress Technology): should include conference apps, inclusion of social media on Congress website, use of social media for the life cycle of the event on-site networking solutions
17. Simultaneous Interpretation: should include the engaging of interpreters, or co-ordination with Chief Interpreter's Office, management of equipment (where required)
18. Press Liaison & Arrangements: should include production of pre-event press comms plan
19. Host Committee Liaison: should include direct communications' channel (periodical meetings) with local host and/or international organisation representative, or governmental body, to ensure all parties are aware of the services and requirements being requested and provided

**HQ/Secretariat** THE INTERNATIONAL ASSOCIATION OF PROFESSIONAL CONGRESS ORGANISERS ("IAPCO") has a registered office at c/o Prager Dreifuss, Muhlebackstrasse 6, 8008 Zurich, Switzerland, registration no. CH-020.6.900.220-3/. Administration and secretariat services are provided by outsourced contractors based in UK and Belgium. Contact details: info@iapco.org

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