IAPCO Launches a Job Board to Facilitate Recruitment in the Meetings Industry
Forward-thinking heritage
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EDUCATION

DESTINATION PARTNERS

MEMBERS’ EVENTS AND NEWS
Read the full stories of our members’ news on the IAPCO Knowledge Hub

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Whilst every care is taken in the preparation and publishing of The PCO, the views expressed are not necessarily those of IAPCO or its members and no responsibility can be taken for articles, errors or comment.
Editor: Caroline Gutierrez  /  Design: jo-harrison.co.uk
The 18th Congress of the International Society of Travel Medicine (CISTM) is being held in Basel from 21 to 25 May 2023. Switzerland’s third-biggest city has 200,000 inhabitants and a surface area of 37 km², it boasts a vibrant social and cultural life and has one of the world’s most productive economies. The appeal of this region lies both in its unique position at the point where three countries meet – offering direct access to all the key transport routes and the world’s oceans – and in its long tradition as a science and research location.

Prof. Christoph Hatz of the Swiss Tropical and Public Health Institute has played a major role in ensuring that Basel can now look forward to welcoming up to 1500 specialists from the travel medicine industry. “One key argument was that the rooms at the Congress Center Basel are just the right size for a congress like ours”, he says. “In addition, at the decision-making stage, the International Society of Travel Medicine received incredibly committed support from the staff at Messe Basel, the Congress Center Basel and Basel Tourism”. It’s thus no wonder that Jonas Scharf, Head of MCH Venues, is also absolutely delighted at the award of this contract. “Such eminent events help us to further consolidate our position as a centre of knowledge and innovation.”

Your advantages at the Congress Center and Messe Basel
When you hold an event in the Congress Center or at Messe Basel, you are booking a great deal more than just a well-equipped location. You also benefit from the following advantages:

- easy access thanks to the central location, proximity to the airport and good rail connections.
- the support of an experienced and professional team with a high quality standard.
- an uncomplicated stay at the venue thanks to its state-of-the-art infrastructure and immediate proximity to the city centre.
- an inspiring atmosphere thanks to the leading position that Basel holds in the life sciences, biotechnology and medicine.
- a good environmental footprint, since the City of Basel generates all its electricity from renewable energy sources.

Key figures for the Congress Center and Messe Basel
Exhibition area (square metres): 141,000
Exhibitions (annually): 20 to 25
Visitors at the exhibition site (annually): up to 1 million
Rooms at the Congress Center: 25
Room capacity: 50 to 10,000
Events (annually): 250

Contact Christine Waelti  media@congress.ch MCH Messe Schweiz (Basel) AG 005 Basel, Switzerland www.messe-basel.com
It is no secret that delivering an event in today’s world context of hyperinflation, staff shortages, travel difficulties and general price increases is tougher work than ever before. The volatility of the situation requires our meetings industry to be prepared for the unexpected, including the possibility of missing some of the yearly goals forecasted six months ago.

Global issues are having a massive impact on our sector. From venues and hotels to the aviation field, and from audiovisual services to catering. There is practically not a corner of the meetings industry that is not experiencing elevated costs and difficulties. The Russian-Ukrainian war, the potential economic recession and the Great Resignation are just a few unforeseen subtracting factors in our new equations.

Furthermore, hospitality and events continuously appear as the - not so glamorous - top industries with the highest staff loss. To counterbalance, salary increase is one of the strategies that companies are implementing to retain and attract new talents.

In the meanwhile, those of us enduring, continue to explore how to best navigate the new landscape to develop our business. Propelled by the satisfactory feelings and rewards from the accomplishments brought by the strong – and perhaps, momentary – rebound of the worldwide economy in 2021, our standing teams have strengthened their problem-solving approach and adaptability skills.

To be prepared for the unexpected does imply being ready to take a hit... as well as using this place of uncertainty to see opportunities where we have not yet done so. As always, staying optimistic.

Yours, Ori

In IAPCO’s focus and commitment to our mission of raising the professionalism of PCOs and of the meetings industry around the globe, we continually strive to provide solutions that help organisations and meeting professionals to succeed.

As Ori noted, and as is evident in discussions shared with colleagues there is a significant shortage of qualified talent in our global industry as a direct result of the huge numbers of people leaving, caused by the Pandemic over the past 2½ years.

At IMEX Frankfurt, our IAPCO Faculty and friends at PCMA presented a session on purposeful recovery and re-discovering human connections. In addition, in IAPCO Impact Dialogue on 28th July, our panelists shared successes and challenges they have experienced in achieving the optimal level of professional talent within their own organisations and what they have seen in others as well as touching on how the next generation of meeting professionals and employers can come together.

Now with the significant and speedy re-start of meetings and events, comes significant need to upskill and recruit.

IAPCO has therefore launched our IAPCO jobboard. This on-line recruitment portal has been designed specifically for the meetings industry and facilitates the engagement of job seekers with job providers. Our vision is that whether you are a freelance professional in search of the perfect role or an established organisation in search of the perfect candidate, the IAPCO Jobs Board will be for you.

Once recruited, onboarding of new staff involved in the delivery of congresses is made much easier when organisations also make use of the IAPCO WebEDGE on-line educational platform. It provides detailed peer-reviewed congress project management training.

This, edition of The PCO, looks a bit deeper into recruitment challenges.

I hope you enjoy it.
Toronto is officially the first MICHELIN destination in Canada with the announcement in early May that the MICHELIN Guide is coming to city later this year.

The announcement marks a new chapter for Toronto’s culinary community, which features global eats, charming cafes as well as high-end dining experiences. It’s a city where top chefs want to establish a presence and where emerging chefs nurture their culinary talent – both drawing on locally produced ingredients unique to Ontario.

The inaugural edition of the MICHELIN Guide Toronto will be announced in fall 2022, with a selection of restaurants receiving honours. Inspectors award MICHELIN Stars – One, Two or Three – to unparalleled cuisine. They also bestow Bib Gourmand ratings on restaurants that offer great quality food at good prices and award the MICHELIN Green Star to restaurants involved in sustainable gastronomy.

“For the first time in its history, the MICHELIN Guide lands in Canada, and our inspectors are excited to experience the impressive culinary landscape of Toronto,” said Gwendal Poullennec, international director of the MICHELIN Guides. “This first selection for Canada’s largest city, and our first in the country, will represent the local flavours, international inspiration, and distinct creativity that makes Toronto’s dining scene world-class.”

In order to present a full and independent selection in the fall, Michelin inspectors already have begun visiting restaurants in Toronto. They will continue during the next few months. Michelin inspectors are meticulous in maintaining their anonymity. They make dining reservations anonymously and pay for all their meals to ensure they are treated the same as any other customer.

“Toronto’s culinary scene is as diverse as the city itself, and the MICHELIN Guide Toronto is the perfect way to celebrate our culinary community,” said Scott Beck, President & CEO of Destination Toronto. “It will be a powerful way to share our culinary capabilities with new audiences from around the world.”

The upcoming MICHELIN Guide Toronto selection will follow Michelin’s historical methodology, based on five universal criteria, to ensure each destination’s selection equity: 1) quality products; 2) the mastery of flavours; 3) the mastery of cooking techniques; 4) the personality of the chef in the cuisine; 5) consistency between each visit (each restaurant is inspected several times a year).
Pure Spot Events Management was established in Egypt in 2005, we are one of the leading Events Management companies in the MENA region managing 800+ Events at more than 20 Global Destinations with a frequency of 1 to 4 events per week since 2018. They organise Medical, Non-Medical, National Campaigns, UN Events,…etc. Currently, the team comprises 73 employees.

We asked CEO Mohamed Ibrahim to tell us more about Pure Spot.

Why did you want to join IAPCO? What are your expectations?
We joined IAPCO for collaboration: we are interested in sharing experience & business development with other members. The networking is very important, as we also would like to strengthen our business relations worldwide.

What are you the most proud of as a company?
We are very responsive to any local or global market changes, and keep growing & developing with a unique customized solution. For example, we are opening 2 new branches to be the first Events Management to have 6 offices in Egypt.

What are you most excited about in the next 12 months?
We would like to leverage all services using simple technological solutions for both customers & our staff members. We already initiate our own customized 2D, 3D platform for virtual & hybrid events including many features like other well-known platforms. Now we are working on a customer work cycle platform to give our customers day-to-day access for following up.

Would you like to learn more? www.purespot.org
Hong Kong has a proven track record of hosting successful international medical congresses due to the city’s well-established medical community, which is represented by The Federation of Medical Societies of Hong Kong - made up of 131 associations and societies, and over 50,000 health care professionals.

Meetings and Exhibitions Hong Kong, a division of Hong Kong Tourism Board has recently supported a local medical society and a medical college to host two very exciting congresses in June.

Inaugurated in Hong Kong 30 years ago, the World Physiotherapy Asia Western Pacific Regional Congress returned to the city to advance physiotherapy and rehabilitation. The event brings together some 545 physiotherapists and other healthcare professionals from all over the globe. With a strong line-up of speakers from Hong Kong, Japan, Australia, the USA and Canada, the congress enabled meaningful exchange of valuable insights and fresh ideas through a wealth of keynote lectures, focused symposia, plenary sessions, poster presentations, discussion, and networking sessions.

The 15th Congress of Asian Society of Cardiovascular Imaging (ASCI Congress) returned for an outstanding hybrid event from 24 to 26 June in Hong Kong, repeating the success when it was held here back in 2011.

Over 700 participants and 140 speakers from the region and other parts of the world gathered for the exchange online and onsite, covering important topics on Imaging and Disease modalities.

Under the theme ‘Cardiac Imaging Beyond the Images’, the 3-day programme included lectures, refresher courses, hands-on workshops, symposiums, and scientific paper sessions. A special session was created to address pertinent issues related to COVID-19 and heart diseases.
During IMEX Gala Dinner last June, IAPCO awarded its 8th Driving Excellence Innovation Award to ezpmp, South Korea, and the work of Ms Hyojung Ok for her use of innovative digital technology to deliver a flawless carbon neutral event to a virtual audience at the P4G Summit in Korea in 2021.

A leading PCO in Korea, EZpmp, established in 2003, has a solid track record of achievements in promotional events, exhibitions, and conventions with digital solutions. It also provides creative design and the latest IT and meeting technology such as AR, holograms for a new digital era.

Partnering for Green Growth and the Global Goals 2030 (P4G) was the first multilateral environmental event to be hosted by the Korean government.

The virtual summit brought together government representatives and international organisations to focus on the theme, ‘Inclusive Green Recovery Towards Carbon Neutrality’.

The summit was delivered virtually using 5G wireless technology so online security was a significant consideration and all systems had to be vigorously tested for seamless and stable operation.

In the spirit of inclusivity, innovation, and sustainability, the video summit used real-time augmented reality to provide delegates with an immersive experience while showcasing Korea’s culture and natural habitat.

The award was presented by Sarah Markey-Hamm, IAPCO President-Elect, who said:

“Digital innovation is the silver lining of the adverse conditions our industry endured these past years. Our members had to demonstrate creativity to overcome the challenges of meeting virtually. ezpmp is a prime example of what can be achieved today. Whilst I must admit it feels so good to be back meeting in person, the knowledge and development that took place in the digital space opens up new perspectives in terms of inclusivity and accessibility”.

The IAPCO Innovation Award recognises talented individuals who use their initiative to find creative solutions and innovations to overcome the frequent challenges encountered when organising an international congress.

For more information about IAPCO Driving Excellence Awards, visit www.iapco.org/awards
TALENT RECRUITMENT IS DIFFICULT? WIDEN THE NET!

Many companies are saying that it’s really hard to find talent at the moment, but my response would be to suggest that those companies look a little wider and be more open in the way they recruit.

There are a number of ways to widen the net:

- The first thing to consider is that the talent pipeline flows both ways; as well as working hard to attract graduates into our industry, we should also be looking down the other end of the pipe and consider the over 50s too. Talent isn’t ageist, and in fact age is one of the nine protected characteristics of the Equality Act making it illegal to discriminate against. Telling a recruiter that a candidate is too old is not acceptable, and it’s also not ok to imply that a candidate isn’t ‘dynamic’ enough, or ‘wouldn’t fit in with the team’ as this is thinly veiled agism too.

- When recruiting, stop asking for five years’ experience. Create your parameters based on skills and defined experiences, not length of time served because some candidates will have achieved everything you need in only a few years. Why penalise them for doing everything in a shorter time?

- Stop asking for a candidate’s current salary – it’s none of your business. By asking them you could unwittingly contribute to the gender pay gap by giving them the salary that is comparable to what they were earning, rather than the salary that the new role actually should command.

- Always put a salary band on your job adverts. This creates a more targeted recruitment campaign and will help attract the right candidates.

- Look outside of your own network. You tend to link in with similar people so reach out to other networks – older/younger/different ethnicities etc - to ensure you don’t just attract carbon copies of yourself.

- Invest in tangible programmes, such as the REACH student scholarship – that have been specifically created to attract a more diverse audience into our industry

- Be aware of unconscious bias when recruiting and interviewing – simply being aware that you are likely to favour people just like you can help you to recruit a wider audience.

The pandemic shone a light on our industry and we have to capitalise on the opportunity this has created.

With the business rebound after the COVID-19 pandemic, our industry is facing a major recruitment crisis. As a result, current teams are being stretched to the limit, and some are deciding to continue their professional development in a different sector.

To facilitate the visibility of employment opportunities in the meetings industry and connect companies with available talents, IAPCO is delighted to launch its own job board.

This is what you need to know:

- Job listings are exclusively dedicated to the meetings industry
- User-friendly platform
- Company profiles
- Candidate profiles and one click application
- IAPCO member companies post listings free of charge

[jobboard.iapco.org](jobboard.iapco.org) to find your next job or hire your new talent
THE POWER OF ‘CONTAMINATION’: HOW TO MAKE YOUR EVENT A TRUE BRAND EXPERIENCE

By Giulia Sarri, Creative Strategist at AIM Communication (part of AIM Group International)

Blending ideas, formats and solutions from different businesses, industries and cultures, can help realising relevant, immersive experiences for your clients, members and stakeholders.

Contamination is pollution, is foodborne infections, but also mix, fusion, blend. It’s all about the point of view you’re choosing. Now at events industry it is the right time to cross-fertilise our practices picking up ideas, formats and solutions from other industries, brands and business cultures, it is the right time to blend and enrich our approach and services.

As a matter of fact, staying relevant for your stakeholders’ set is not a piece of cake. Stepping out of comfort zones and embracing “unusual” models is one of the go-to approaches that the events industry should be considering for its future. For instance, this means considering an event as a true brand experience. Such a perspective is typical of corporate events, initiatives, and communication projects, and few times congresses and event organisers are thinking of their solutions that way, which instead could add values to the projects.

Contamination is pollution, is foodborne infections, but also mix, fusion, blend

To create a true brand experience, at AIM Group we have developed a method combining a 5C strategic framework and 3 practical strategies to find out the best operational and marketing mix to make the event stand out from the crowd.

The 5C strategic framework analysis enables to respond to easy questions regarding the Company, the social Context, the Competitors’ behaviour, the Community’s attitude, and the Citizens/target’s expectations. This framework helps a
lot to find out the key message and the concept of an event or project.

The 3 operational Content, Channel and Engagement strategies enable to create a matrix that puts together types of content, useful channels, timings, and engagement models, turning to be the pole star to follow for the event design and its marketing plan.

Not only a “cross-fertilising” approach is useful for event agencies to better understand their clients’ business goals and offer a holistic and strategic service, but also for CVBs, tech suppliers and hotels. Convention Bureaux can benefit from this mindset by taking the best out of destination marketing companies and efficient services marketplaces and consider becoming an attractive and efficient destination. AV suppliers, caterers, venues, builders can embrace this mindset to act as a true partner and extension of the client’s team or the agency team. Finally, hotels can turn their offering from “simple” accommodation and event space into a unique branded living and working experience, all in one physical place.

All in all, the best way to design strategies which are different from competitors, relevant for audiences and sustainable over time, is to be open for others’ experiences. You never know how they could spark new ideas and unusual solutions in you and your teams.

So, adapting a famous mantra into our context, we can say: “stay hungry, stay cross-pollinated”!
DEVELOPING NEW INTERDISCIPLINARY CONGRESS FORMATS

Discussing issues – sharing information – gaining new insights by collaborating on different disciplines – turning knowledge into practice: The various specialist topics are no longer considered individually, but instead the substantive issues of different scientific fields are linked together and discussed in combination with societal demands.

Interdisciplinary cooperation not only expands our scientific horizon, but it also enables us to change the perspective of one’s own discipline by reflecting on current methods and questioning the scope and limits of their applicability.

There is no doubt that interdisciplinarity holds many opportunities. Its advantage lies first and foremost in the fact that problems, which cannot be clearly assigned to established disciplines, are solved - thus opening new fields of research. This newly found opportunity for the exchanging of knowledge offers a suitable platform and a way to introduce and establish new congress formats.

CPO HANSER SERVICE GmbH, which is based in both Berlin and Hamburg, has many years of experience in the conception and strategic development of medical events. CPO HANSER SERVICE has been planning and developing the Sports, Medicine and Health Summit (SMHS) in collaboration with the German Society for Sports Medicine and Prevention (DGSP) since 2018. Due to the pandemic, it had to be postponed twice and finally took place as a virtual congress for the first time in 2021.

The Sports, Medicine and Health Summit’s vision is to promote a healthier lifestyle by encouraging people to exercise. This vision is supported by the scientific and subject-specific discourse (interdisciplinarity), the exchanging of ideas amongst various professional groups (multiprofessionalism), the transfer of scientific findings with regards to physical activity (knowledge transfer), the promotion of sports by forming specialist groups (behavioural prevention) and the creation of a suitable political framework (structural prevention).

Numerous important steps have already been realised: e.g. the signing of the “Hamburg Declaration” during the summit. It was signed by more than 50 national and international...
organisations, professional societies, and sports associations (such as the IOC International Olympic Committee and FIMS World Federation of Sports Physicians), which have subsequently committed themselves to setting a public example against physical inactivity in society. CPO HANSER SERVICE aims to continue to bring the Hamburg Declaration to life. The next sports summit will be taking place in the Hanseatic city of Hamburg in the year 2023, followed by the ones in 2025, 2027 ff. to ensure continuity and sustainability.

Another new interdisciplinary congress that will follow soon is the BBS - Berlin Brain Summit, which is set to take place in June of this year. The congress, which has been carefully planned and set into motion by CPO HANSER SERVICE is set to take place in June of this year. The BBS is a place for neurologists, psychiatrists, healthcare specialists from different disciplines and pharmacists to discuss healthcare policy challenges together with partners from the pharmaceutical industry. The congress offers, among many other things, a forum for interdisciplinary exchange - a critical, interprofessional and evidence-led communication of current knowledge on diagnosis and the treatment of diseases of the brain as well as an opportunity for interdisciplinary education and training.

CPO HANSER SERVICE is convinced that the new congress formats will help gain new scientific insights and enable the transfer of knowledge into practice.
Over the past year IAPCO, lead by Council Officer Sissi Lygnou, has reviewed and considerably updated the organisation’s white papers to include sustainability, diversity and hybrid elements.

The documents, primarily designed to provide guidelines and support to associations in the lead up to a congress, have also been re-formatted to offer a better reading experience. They are free to access and are intended for all parties in the organisation of a congress to foster better collaboration and facilitate discussion and role definition. Whether you are an association, a PCO, a convention bureau or a venue, we encourage you to download and share.

**Bidding for a Congress**

Bidding for an international congress requires commitment and effort by all parties involved in the process and warrants a dedicated course of action. The energy, hard work, and costs related to it are very often underestimated and it is vital that the parties which make up the “bid team” take their responsibilities seriously in order to mount a successful bid submission. This document highlights steps for a successful bid.

**First Steps for the Chair in the Preparation of an International Congress**

This paper is primarily designed to assist the Chair of the Local Organising Committee, going through 13 essential steps and providing useful knowledge to volunteers, but also helping all parties defining their unique roles.

**How to Choose the Right PCO**

These guidelines have been produced to assist associations with the appointment of a Professional Congress Organiser (PCO). What is a PCO? What is the role of a PCO? What criteria to consider to appoint a PCO?
How to Choose a Core PCO

These guidelines have been produced to assist associations with the appointment of a Core Professional Congress Organiser (PCO). What is a core PCO? What is the role of a core PCO? What criteria to consider to appoint a core PCO?

Request for Proposal for the Appointment of a PCO for International and National Meetings

When asking companies to tender for the organisation of a congress, it is important to give them as much information as possible. This paper provides a template and guidelines from which organisations can create their own RfP. While it is not exhaustive, it will provide the essential elements required. It is hoped that this will assist with the process and reduce the workload for the Organising Committee.

www.iapco.org/white-papers
How next-generation technology is streamlining events

Event managers are increasingly using technology to streamline the planning and execution of events. Having recently won the Best Abstract Management System Award at the 12th Global Eventex Awards, eTechSuite is at the forefront of this innovation.

The Australian event technology provider was one of 606 entries from 33 countries in the 2022 Eventex Awards, which celebrate creativity, innovation and effectiveness in the events industry.

The award recognised eTechSuite’s product eOrganiser – an end-to-end abstract, paper and program management system for events.

How it works

Designed by event managers, eOrganiser allows users to move seamlessly between submissions, the peer review process and drag and drop program creation – all within the one system.

Marcel van Egdom, eTechSuite’s General Manager, said the key selling point of eOrganiser is the time and cost savings it provides clients.

“eOrganiser can save 60 hours of work for every 100 paper submissions. This is a huge benefit to Professional Conference Organisers and Associations that are faced with significant resource challenges in the industry,” Mr van Egdom said.

One of eTechSuite’s clients, Engineers Australia, used eOrganiser for its World Engineers Convention in 2019. General Manager of Professional Development, Nicole Appleby explained the role the system played in program management.

“Technical abstracts, reviews, scoring and ranking, presentation types and full paper submissions are all components of a technical conference,” Ms Appleby said.

“We ran the World Engineers Convention in 2019 and had more than 600 abstracts submitted. Without e-Organiser we’re not sure how well we would have coped. It makes the abstract submission process a breeze and its capability for mass speaker communications is particularly handy.”

Not surprisingly, eOrganiser saw a 145% increase in usage between 2020 and 2021 - a period when, because of Covid-19, the events industry relied more on technology.

One important feature that became more relevant was the ability for event managers to collaborate on their event programs with committee and program chairs anywhere in the world.

“Live collaboration enables multiple people to not only view but also contribute to the conference program from different devices at the same time,” Mr van Egdom said.

“eOrganiser also enables locking the program to one person, and supports saving of multiple program versions, whilst approved program changes can be made available on any event website.

“The program also gives live access to information and reporting. Users can synchronise with registration systems, run real-time reports or create custom reports to enable efficient management of the overall process.

“With a click of a button, conference proceedings can be made available and data can be exported to Excel or published online.”

eTechSuite is continually improving eOrganiser in line with technology advancements and client needs. Recent
In a series of firsts for IMC, technology solutions were implemented using eTechSuite platforms, eOrganiser (abstract and program management), eMobilise (mobile app) and ePresenter (digital posters).

eOrganiser was critical to the program planning for IMC19, managing abstract submissions and reducing time spent scheduling with its ability to signal any clashes. Among its many other capabilities, eMobilise hosted the program and offered delegates the opportunity to plan their own conference schedule, while also acting as a communications tool between all participants with a news feed and messaging capability.

Introducing digital posters to IMC for the first time with ePresenter gave delegates an interactive tool to view the submitted work by presenters.

Clever use of the exhibition space maximised engagement opportunities. The digital poster terminals were strategically placed around the floor, as were ‘theatrettes’ to host mini oral presentations – another IMC19 first – to encourage foot traffic to all corners. That was complemented by a dedicated hard-copy poster area showcasing a select body of work, giving participants more conversation-starters.

The initiatives worked, with 100% of sponsors and exhibitors interviewed saying their objectives were met. The congress app was downloaded by 71% of attendees with 83% of them actively using it throughout, including features such as program bookmarks (27,000) and abstract download requests (10,000). Altogether digital posters attracted 17,504 views.

developments have enhanced the ability to upload MP4 pre-recorded presentations to allow the user to qualify the duration of the MP4 according to the allocated timings in the program.

eOrganiser is part of a holistic range of eTechSuite products all designed to enhance the event management process through technology, including:

• ePresenter - interactive, paperless posters
• eSpeaker - a dynamic speaker management system
• eMobilise - a flexible event app platform
• eMeeting - a hybrid and virtual event platform.

Solutions:

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CASE STUDY: TECH SOLUTIONS BOOST ATTENDEE PARTICIPATION

Challenges:

With multiple programs running concurrently across several venue spaces during the 19th International Microscopy Congress (IMC19), maintaining high engagement across the entire event was critical. Altogether, 1,400 speakers and presenters were scheduled to present in one of 12 different rooms, before 2,800 participants.

Further, the congress was expecting its biggest-ever exhibition with a sold-out show floor, so it was important to encourage meaningful interactions between delegates and sponsors/exhibitors which helped vendors achieve maximum ROI and meet their objectives.

Outcome:

The initiatives worked, with 100% of sponsors and exhibitors interviewed saying their objectives were met. The congress app was downloaded by 71% of attendees with 83% of them actively using it throughout, including features such as program bookmarks (27,000) and abstract download requests (10,000). Altogether digital posters attracted 17,504 views.
The Melbourne Convention Bureau (MCB) has unveiled its latest inspiration tool – the interactive e-guide. Connecting event planners and delegates with inspiring new and undiscovered experiences of the city, the first edition of the Melbourne e-guide showcases a snapshot into why Melbourne is a coveted destination for domestic and international conferences.

MCB Chief Executive, Julia Swanson explained the Melbourne e-guide is an exciting new development for MCB. “Melbourne’s e-guide is the ‘must have’ planning tool that will encourage both planners and delegates alike to rethink their next visit to Melbourne. From the inspirational articles and interviews with industry experts and packaged up accessible information, readers can learn about what’s new in our thriving city.”

Developed following audience research taking into consideration user experience best practice and event planners and delegates desires for short and inspiring content. Readers will enjoy the guide’s rich in motion design that incorporates animated avatars, embedded videos and gifs that offers multiple engagement points for viewers that engages right to the very last page.”

“The key to an extraordinary event is more than just getting the right venue and accommodation, it’s the connection between the event, the host city, and its exciting offerings,” Ms Swanson added.

Event owners, planners and attendees can plan their trip and activities by using the geographic and category searchable interactive map embedded within the guide. Offering videos, images, product descriptors, hyperlinks and 360-degree experiences, the interactive map assists with familiarising users about how to make the most of their time in Melbourne.

This new tool provides the opportunity to create custom conference and event participant tours once the user is in the city including a real time directional feature accessible via mobile phones.
Part of the charm of Melbourne is that its constantly evolving, innovating, and adapting to meet new needs, which is evident in the creation of exciting and creative spaces built to host national and international conferences, meetings, exhibitions, and incentive programs. Melbourne is a knowledge hub across multiple sectors. Event planners will be encouraged to now think outside the box and consider booking a unique venue highlighted in the guide.

Tourism Australia supported the project via its Business Events Advance Program which partners with industry on activity that aims to increase the number and value of international business events for Australia.

MELBOURNE E-GUIDE
TOP FEATURES

- New responsive digital platform, rich in motion design offering multiple engagement points for viewers, including animated avatars, embedded videos, and GIFs.
- Intuitive navigation, short and relevant content layout that can be easily replicated for following editions.
- Developed for easy shareability with a focus on inclusive design to allow for more accessibility online.
- Viewer behaviour analytics will help direct future content, user interface and user experience optimisation.
- Interactive map top features.

- Event owners, planners and attendees can plan their trip and activities by a geographic and category searchable interactive map.
- The interactive map offers videos, images, product descriptors, hyperlinks and 360-degree experiences to familiarise viewers about what can be experienced in Melbourne.
- Opportunity to create custom conference and event participant tours once there are in the city including a real time directional feature accessible via mobile phones.
- Offers the possibility to create specific site and famil itineraries and more partner listings with individual brand exposure including hyperlinks for direct lead generation.

When it comes to excitement, entertainment, accessibility, and memorable experiences, don’t go past Melbourne for your next business event.

CASE STUDY: MISSION POSSIBLE – ONE TEAM, TWO CO-LOCATED HYBRID KENES ORIGINAL EVENTS

Unique circumstances created the opportunity for Kenes Group to co-locate two hybrid events at the Austria Centre Vienna, organised by one single team - the 3rd International Conference on Fatty Liver (ICFL 2022) and the 3rd World of Microbiome International Conference (WoM 2022).

Dates: 28 – 30 April 2022
Location: Vienna, Austria
Service: Original Event

Challenge

The 3rd International Conference on Fatty Liver (ICFL 2022) had to be postponed from February 2022, due to the peak of the Omicron wave. The team wanted to do everything in their power to stage this event and decided to co-locate it with the 3rd World of Microbiome International Conference (WoM 2022), which was set to take place at the end of April. Both events were planned as hybrid meetings, which added an additional element of logistics and planning.

The venue, Austria Centre Vienna, was just reopening after the pandemic, and the renovation that they had initiated during the lockdowns, was still ongoing in parts of the building. This added one more hurdle for the team – how to ensure a smooth and safe experience for two simultaneous audiences, while also streaming all the content to the virtual participants.

Solution

The solution came down to a few simple steps:

- Communication and then some more – no matter if something was a part of one person’s responsibility or not, everything was so intertwined that it required the attention of the whole team so that each person would understand their role and that of everyone else in this unique setting

- Emotional intelligence – the situation was unprecedented, and it took a toll on many stakeholders, so empathy was vital to build a strong support system, a community sense, so that each function receives the support needed, no matter on which side of the equation they stood

- Making sure that the expectations of all parties are aligned – the difficulties and uncertainty around the organisation of the co-located events were extreme, so everyone – from the team to the clients, all the way to the last participant needed to know what to expect, so consistent and open communication was key

Outcomes

The two events were a success – two meetings appreciated by an audience thirsty for face-to-face contact, while giving the possibility to meet online to anyone that could not travel to Vienna, Austria.

The co-location of the events worked for a few different reasons:

- Both event brands are Kenes Group Original Events, thus allowing all decision-making to be done quickly in-house

- The events are in close scientific areas, which allowed for shared exhibition space

- The team is very knowledgeable in organising hybrid events

- The virtual element of both conferences was created on the Kenes Group-owned platform, VirtuOz

- The team was versatile and flexible, allowing them to be creative and to find quick solutions at the moment, all acting as one, no matter their clear roles and responsibilities

- Belief and understanding that it was all possible!
ICFL in numbers:

- 258 participants: 211 on-site & 47 virtual
- 36 represented countries
- 35+ speakers and oral presenters
- 8 supporters & exhibitors
- 55 posters
- 68 e-Posters
- Industry supported session

WoM in numbers:

- 529 participants: 401 on-site & 128 virtual
- 3 parallel zones – Pregnancy, Birth & Infancy;

Digestive & Metabolic Health; Oral

- 48 represented countries
- 50+ speakers and oral presenters
- 15 supporters & exhibitors
- 109 posters
- 129 e-Posters
- Industry supported session
- Product theatre presentations
Endorsed by The Cardiovascular Research, Education & Prevention Foundation-CVREP & organized by ICOM Group, CardioAlex.22 took place in Alexandria from 07 – 10 June.

CardioAlex succeeds each year in bringing together the majority of cardiovascular HCPs from Egypt, Middle East, Europe, USA, and Africa thanks to its Board, Executive, and Organizing Committees. It focuses on discussing a variety of critical topics connected to the cardiovascular disease, including its types and methods of prevention. The significance of the conference stems from the fact that it is the largest event of its type in the field of cardiovascular diseases, attracting a huge number of world leaders, senior officials, health authorities and industry professionals.

“For numerous years, we have worked with many companies and societies to organize innovative events—because innovation is why Events Management is still standing. We have been studying and implementing the International Guidelines for Events Management to ensure that our events have an influence on our country and contribute to the growth of Egypt’s Tourism Industry”, said Dr. Ahmed El Shal, ICOM Group Chairman.

It is undeniable that having a fantastic team makes all the difference. This is especially true when organizing a large event. A dream event planning team, where everyone has a job to play and eagerly contributes to the event’s success, is the cornerstone of a successful event. That’s exactly what happened in CardioAlex.22.

“CardioAlex’s distinct success comes from our extensive event planning experience received from the IAPCO & ICCA Guidelines, trainings and workshops, which ensures that any event runs smoothly. We learned, to pay close attention to every stage of the project, from strategic planning to coordination, operations, on-site management, assessment, and follow-up. At ICOM Group, we strive to operate as actual partners, not just providers,” stated Salma Darwiche - Chief of Business Development.
The conference program was packed. The plenary sessions featured keynote speakers from a variety of international countries, and some were connected remotely from abroad. Parallel courses for trainees and specialized doctors included hands-on workshops with simulators. The social schedule was equally packed, with the ICONIC Omar Khayrat performing at the Bibliotheca Alexandrina’s closing ceremony.

With 6342 physical and 2250 virtual, this edition experienced a big growth in the number of attendees compared to 2021 & 2020.

All online services were delivered with cutting edge web platform. ICOM Group used its in-house Events Management System that handles registration, accommodation, exhibitions, scientific programs, abstracts and speakers. The system is secure and efficient, it provides real time data before, during and after events. The software has been designed for the management of events with up to 40K participants, and interfaces with smartphones and tablets. Its flexibility means it can be adjusted to meet specific requests and system integration needs.

Great things in business are never done by one person. They are done by a team of people

“As a member of ICOM’s younger generation, CardioAlex was a large event for me to handle alone, but with the help of my superiors and coworkers, I was able to execute 100% as expected and even more”, stated Sandra Wasfy, Operations Division.

Finally, ICOM Group helped the large event to be eco-friendly as green events are destined to become the standard. This year, the organisation was keen on reducing the amount of waste, saving energy, reusing and recycling all the leftovers, and increasing the percentage of digital materials rather than printed ones.

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CONGRÈS INC. AND GDS-MOVEMENT ANNOUNCE COLLABORATIVE PARTNERSHIP

Company: Congrès Inc. Country: Japan

Japan member Congrès Inc. is delighted to announce its exclusive collaborative partnership in Japan with GDS-Movement, the key international platform dedicated to progressing the sustainability of tourism and meetings & events destinations.

Through this partnership, Congrès will serve as the sole entity and contact point in Japan for promulgating, accelerating and providing consulting related to the GDS-Index, which measures, benchmarks and improves the sustainability strategy and performance of meetings, events and business tourism destinations.

Background of the partnership
As destinations across the globe emerge from the pandemic and get back to business, opportunities to invite large-scale international meetings & events to Japan that would in turn attract delegates and visitors, are on the rise. It is a must for Japan’s destinations to be fully prepared to take advantage of these opportunities toward full recovery of the country’s meetings & events and tourism sectors, through being recognized internationally as trusted sustainable destinations. By combining our strengths, Congrès and GDS-Movement aim to increase the number of Japanese destinations with sustainability strategies, and that are benchmarked by the GDS-Index.

In light of the recently announced forecast from the WTTC’s Economic Impact Report (EIR), which is expecting Japan’s travel and tourism sector to contribute nearly 40 trillion yen (US$293.5 billion) to the country’s GDP by the end of 2023, Congrès is all the more keen to work closely with regional destinations in Japan to prepare for the full-scale recovery of meetings & events along with tourism while ensuring sustainability.

COSPAR ATHENS 2022 - AN AMAZING JOURNEY TO THE STARS!

Member: AFEA Country: Greece

For a whole week Athens, the capital city of Greece, had been the center of the global community of Space Research and Technology!

The 44th COSPAR Scientific Assembly, a prestigious conference hosted at the Megaron Athens International Conference Center (MAICC) & Divani Caravel Convention Hotel from July 16 to 24, 2022, the ultimate event of Space Research worldwide, is considered as the crown of global space research and technology conferences. It was also one of the first in-person events in combination with virtual attendance in such an extensive scientific program in this community.

COSPAR Assembly brought together international experts at the forefront of the scientific discovery of space to discuss the latest research and technology related to planetary science, astrophysics, and space exploration.

The plan was clear, yet challenging: 30 parallel meeting rooms, 7 full conference days, 5 full set up days, over 140 scientific sessions, more than 2,000 in person participants, 500+ virtual attendees, 3,500 scientific announcements, 8 thematic sections, 600 posters in 2 different venues.

The means to success: a team of 30+ members, 70+ AV and IT technicians, 120+ volunteers and a dedicated Local Organizing & Scientific Committee, 30+ coordination meetings within the last period and genuine efforts that would lead to success, starting from bidding process period in 2016.

This journey was long and challenging, but at the same time exciting and one of a kind!

Now, a few days after the completion of this amazing project, we can surely say that “challenge was accepted and mission was accomplished”!

AFEA has been the official PCO of the conference since the Bidding process (started in 2016).
A SUCCESSFUL HYBRID ESH MEETING 2022 ON AIM PHYGITAL PLATFORM

Member: AIM Group Country: Italy

The annual meeting of the European Hypertension Society has been realised in Athens combining 2,000 participants in person with another 2,000 online.

The most recent editions of the ESH Annual Meeting have been so different to normal. The last in-person edition took place in Milan in 2019. The 2020 congress was cancelled due to the pandemic, while the 2021 edition was fully virtual.

In 2022, ESH decided to organise the event in Athens using a hybrid format. This gave physicians from low-income countries or with limitations to travel the chance to easily attend the online version, while guaranteeing the European community the chance to meet in person again.

“This choice was the right one with almost 2,000 participants registered on site in Greece and another 2,000 online delegates following remotely. It is a very satisfying result, considering that the pandemic and the travel limitations are still ongoing. The hybrid option allowed more people from different countries to attend. 20% of remote delegates came from Asia and the Far East. India and China ranked in the top ten countries followed by Greece, Italy, Portugal, Spain, France, Romania and Poland. Unfortunately, the Ukrainian war also had an impact. No Russian, Ukrainian nor Belarus doctors were present in Athens” explains Maddalena Massaro, Business Manager of AIM Group.

AIM Group, which has organised the ESH meeting since its first edition in 1982, also managed the online version. The AIM Phygital Platform provided a completely customised, interactive and multifunctional virtual congress hub.

Participants were able to easily access the congress, navigate the platform and explore the scientific program. They were able to save their favourite sessions in a personalised agenda, visit the sponsor area, consult the sponsor documents and videos, discover the e-posters, contact the faculty, chat with other participants in a lounge area and watch the shared content on the social wall.

All the education sessions were broadcast live during the congress and are available on demand for the next three months for all the registered participants (including the in-person ones).

The online event was as rich as the in-person edition, which counted 126 congress sessions including the plenary, breakouts, workshops, working groups, meet-the-expert sessions, clinical case studies, ‘how-to’ sessions; 360 speakers (one third connected remotely); 12 sponsored symposia; 23 sponsors in the 400sqm-exhibition area; and 14 joint sessions realised in collaboration with other scientific societies, from other regions of the world (India, Korea, Latin America, United States, etc.).

“The ESH Annual Meeting has a long tradition which has been made possible by its strong European scientific community. In the last few years, it has expanded its geographical scope and started to involve other scientific communities like the Chinese and Indian Hypertension Societies which has helped give freshness to the event. The 2022 meeting has also left a strong digital footprint, with the first hybrid edition, while. ESH’s social media has continued to attract more followers. As pointed out by Maddalena Massaro, Business Manager of AIM Group “having a long tradition does not have to be synonymous with getting old”.
HELLENIC ASSOCIATION OF PCOS & DESTINATION EVENTS SPECIALISTS APPOINTS SISSI LIGNOU AS THE NEW PRESIDENT OF THE BoD

COSPAR ATHENS 2022 - AN AMAZING JOURNEY TO THE STARS!
Run for a cause at the ESPID meeting in Athens, under the lead of Olympic Marathon Maria Polyzou!
#espid2022 #kenesgroup #runforukraine
#panathenaicstadium #history

Meeting ready to “kick off” at the beautiful city of Ljubljana.
#PAGE2022 #afeameetings

Congrès Inc. produces “Japan Drone”
drawing 17,000 attendees in person

Company: Congrès Inc. Country: Japan

The 7th edition of “Japan Drone” exhibition & international conference, produced by Congrès Inc. annually since 2016, was successfully held as a physical event in June 2022, with a record-breaking 17,000 attendees.
DESTINATION PARTNERS

Long-term partners of IAPCO, each representing specific regions of the world

HOSTS, SERVICE PROVIDERS & CONVENTION CENTRES

Recognising convention centres and suppliers to the meetings industry who provide an insight into current trends, latest innovations, advice and tips and quality service.