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Unlocking the latest updates for the IAPCO Member Community

June 2025

Dear IAPCO Members,

May brought significant advancements across a number of IAPCO activities with the successful delivery of an exciting IMEX Frankfurt, where we welcomed almost 40 of you in our Hosted Buyer group, delivered a number of educational sessions and collaborated with our commercial and strategic partners.

This was immediately followed by the Council Meeting which was graciously hosted by the Vienna Convention Bureau, wherein Council conducted another interactive Stakeholder Engagement Session with both IAPCO members and industry partners from in and around Vienna.

Your Council members and each of our volunteer committees are continually driving initiatives forward with further development of our endorser campaign, an expansion of our sustainability strategy to include a new Sustainability Award, and new community engagement activities.

Advocating on your behalf to associations, CVBs and policy-makers remains a priority. Our President, Sissi Lignou, has spoken at a number of industry events and to university students this month whilst I have had the privilege to address 14 policy-makers from the LATAM region at the latest FIEXPO event in Costa Rica.

Updated Advocacy assets that we encourage each of you to use in your

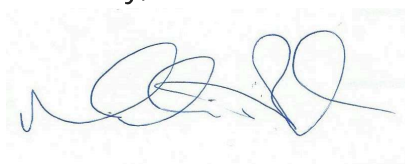
come from working with IAPCO accredited PCOs.

IBTM Americas (August 2025), IMEX America (October 2025), ICCA Porto (November 2025), EDGE Stockholm (January 2026), AM&GA Athens (February 2026) and IAPCO/LCE Workshop (March 2026) are just some of the upcoming industry-related events we are currently planning to deliver educational sessions and advocacy initiatives at. In addition, our Collaboration Award call for nominees will be going out shortly, so please consider which client project you would like to be considered.

So, as I hope you can see, although holiday season is upon some of us in certain parts of the world, your HQ team, Council and volunteers remain focussed, productive and committed to driving IAPCO's mission forward and to providing you with continued value. If you have any questions about any of our activities, please do not hesitate to get in touch.

Have a great month ahead.

Sincerely,



Martin Boyle
CEO



SAVE THE DATE:
IAPCO AM&GA Athens 2026



The Odyssey Reinvented – A Very Human Journey Toward the Meetings of Tomorrow

 **25–28 February 2026**

We invite you to embark on a transformative journey with a vision – a modern Odyssey where innovation meets human connection.

Proudly hosted by four IAPCO PCO members — **AFEA Congress**, **CONVIN S.A.**, **ERA Ltd**, and **ERASMUS Conferences & Events S.A.** — together with IAPCO destination partner **This is Athens-Convention & Visitors Bureau**, this landmark gathering will bring the IAPCO community together in the birthplace of the first symposia, united in purpose to keep #UnlockingExcellence.

 [Watch the official promo video](#)

 [Discover more on the official website](#)

Bids are open for IAPCO AM&GA 2028!

Expressions of Interest (EoIs) are now being accepted from members wishing to bid for the Annual Meeting and General Assembly. Benefits of hosting our AM&GA include:

- *Raise your companies' profile amongst the IAPCO community and peers globally*
- *Raise the international profile of your host destination*
- *Demonstrate "best in class" of PCO services*
- *Deepen relationships with stakeholders in your region*
- *Build team dynamics within your company and introduce more of your team to IAPCO*
- *Collaborate with IAPCO*

Contact [Martin](#) for the latest Bid Guidelines and A-Z

IAPCO Members Unlocked New Opportunities at IMEX – Next Stop: IBTM World 2025!

Exclusive for IAPCO Members



After a successful showing at IMEX Frankfurt 2025, where IAPCO brought its largest-ever Hosted Buyer Group, we're building on that momentum — and on the success of our first-ever Hosted Buyer Group at IBTM World last year — to return to **IBTM World 2025**, 17–20 November in Barcelona.

As part of the IAPCO HB Group, you'll stay with fellow members, enjoy group activities, and take part in IAPCO's educational sessions — all while networking with global industry leaders in one of the world's premier MICE marketplaces.

What's Included:

- Return travel to Barcelona (reimbursed up to IBTM limits)
- Hotel accommodation (3–4 nights)
- Airport-hotel-show transfers
- Access to all official networking events, hosted buyer lounges
- Opportunities to connect with 3,000+ buyers and 12,000+ participants
- Meetings with 3,000+ suppliers from over 100 countries

For more information, visit: [High-Quality Event Industry Hosted Buyers Programme | IBTM World](#)

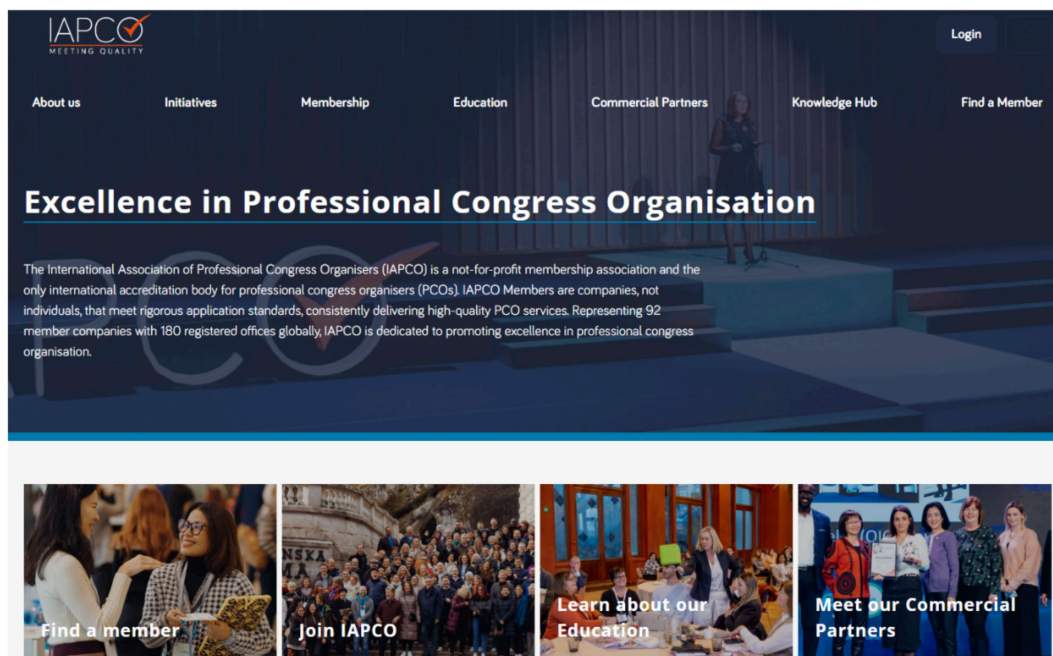
👉 [Register your interest to be a Group Buyer at IBTM World 2025](#)

🔑 Use the IAPCO Group Code: IAPCO_GLB_25

📅 **Deadlines:**

The IBTM team will review your application and follow up with next steps. **Good luck!**
Let's keep Unlocking new Connections, new Opportunities, and Excellence.

2025/2026 Membership Invoices



Invoice emails for your 2025/2026 Membership have now been sent to each Member Company main contact.

Your invoice can be found in your Member Hub area of the website. Please visit www.iapco.org and click onto the "login" button on the top right corner, but if you need assistance, please contact Nicolette at nicolette@iapco.org.

The **NextGen Committee Guidelines** have now also been added to the Member Hub. You may find them under [IAPCO Member Resources](#).



The following seminars and workshops are open to **all IAPCO members**—an exceptional opportunity to unlock knowledge, growth, and meaningful connections. **Be sure to join us.**



Join us for the **first-ever ICCA-IAPCO Capacity Building Workshop** on 9 July in Belgrade, Serbia, led by **IAPCO President Sissi Lignou**. This **complimentary workshop** is open to **ICCA and IAPCO members**, as well as non-members. It forms part of the **IAPCO-ICCA MoU**, a strategic partnership dedicated to advancing the meetings industry through capacity-building. [🌐 See more here](#)

[Register Now](#)



IAPCO EDGE Stockholm | January 2026

Sharpen your edge. Step into the future of event management with expert-led learning and powerful networking in vibrant Stockholm, Sweden.



Don't forget that **webEDGE** is a great place for your new, Next Gen talents to start learning about the world of PCOs and how we deliver turly impactful events. Register at webedge.iapco.org

Access to IAPCO Members if included in your Membership.

Access our online Calendar with all industry & IAPCO events globally.



IAPCO remains at the forefront of #UnlockingAdvocacy—ensuring the voice of its members and the PCO sector is heard where it matters most, and where decisions shape the future of the global meetings industry.



IAPCO President Sissi Lignou proudly championed the global IAPCO community at UFI European Events Week 2025 in Thessaloniki, Greece which marked 100 Years of Excellence in the exhibition industry.

As a key panellist in “Doing Business in Greece – A Golden Opportunity,” Lignou highlighted the vital role of business events in driving economic and social impact. She also took part in the **CEFA General Assembly**, sharing IAPCO’s mission and exploring future collaboration with industry leaders.

[more here](#)

Sarah Markey-Hamm
Immediate Past President, IAPCO

At AIME Melbourne 2025, **IAPCO's Immediate Past-President, Sarah Markey-Hamm**, shared her insights in a brief interview with ***The Iceberg***, emphasising the importance of breaking out of the industry bubble to reach mainstream audiences—where real influence on policy and investment can occur. **IAPCO's PR consultant, Felicity Zadro**, also highlighted the value of peer-reviewed, accredited PCOs and the impact of collaborative, member-facilitated events. [🔗 Watch the interview and read the full article here](#)



At the **FIEXPO Latin America 2025 Politicians Forum** in Costa Rica, our **CEO, Martin Boyle** elevated IAPCO's voice on a platform dedicated to **high-level dialogue** with government officials, policy influencers, and industry leaders.

Speaking on "Geopolitics in Tension: New Realities for the Meetings

geopolitical climate. Drawing from **IAPCO's 2024 Annual Member Report** and **2025 Global Socio-Political Impact Survey**, he highlighted the **essential role of IAPCO PCOs** as drivers of economic, scientific, and social advancement—calling for deeper collaboration, policy engagement, and future-ready strategies.

Martin was also a key contributor to the **FIEXPO Convention Bureau Challenge** which convened leaders from CVBs, DMOs, Ministries of Tourism, and City Councils across Latin America to address key regional challenges in destination marketing and competitiveness.

As one of five invited international experts, Martin shared **IAPCO's perspective** on “Professionalisation & Global Standards – Why It Matters in Winning Events,” offering insights into how raising standards directly supports destination success.



At the **Arabian Travel Market** in Dubai this April, our CEO, **Martin Boyle**, along with **IAPCO Council Member, Ajay Bhojwani**, represented the global IAPCO community at the **Global Tourism Forum Leaders' Dinner**, advancing advocacy efforts and engaging key stakeholders.

In a brief impromptu on-camera interview, Martin highlighted **the scale and significance of the business events industry**, emphasising its critical role in driving **economic growth and societal advancement**. 📺 [Watch the full interview on LinkedIn here](#)





Following a successful **IMEX in Frankfurt**, the **IAPCO Council** convened in **Vienna** for its second in-person meeting of the year, graciously hosted by the **Vienna Convention Bureau (VCB)**.

Over three focused days, the Council advanced **strategic goals** to deliver greater value to **members** and the **global meetings industry**.

A standout moment was the **Stakeholder Engagement Workshop**, where local professionals joined IAPCO to explore **trends, challenges**, and **opportunities** in hosting international events.



While in Helsinki on IAPCO business, **Membership Manager Nicolette van Erven** joined a panel discussion on the do's and don'ts of FAM trips and site inspections, organised by local partners.

Part of an EU-funded initiative, the session brought together stakeholders from Helsinki, Espoo, and Vantaa as they prepare to welcome international event organisers and PCOs to the capital region.

By offering practical insights into what organisers value during destination visits, IAPCO continues to drive **#UnlockingExcellence**—empowering local



Unlocking Partnerships

Featured Destination Partner - Geneva Convention Bureau



Boston: A Meeting Destination in Every Sea



Book a New Group in Boston – Enjoy 10% Off

Recently named the **#1 International Meeting Destination in the U.S.** by the International Congress & Convention Association, Boston sets the standard for world-class gatherings. Famed for its warm hospitality, walkable neighborhoods, and rich blend of history and innovation, Greater Boston offers an ideal setting for meetings year-round. Whether you're planning an intimate board meeting or a citywide convention, the city offers a variety of options to make your meeting extraordinary.

[Explore Boston's Hotels and Venues >](#)



Meet Smart in Boston

With two state-of-the-art convention centers, a wide range of hotels—from luxury to lifestyle—and distinctive venues across the city, Boston accommodates groups from 10 to 10,000 with ease.

[Discover Our Spaces >](#)

Getting Here Is Easy

With direct service from 80+ domestic and 60+ international destinations, Boston is closer than you think. Logan International Airport is just 15 minutes from downtown by car, public transit, or even ferry—offering seamless access for your attendees.

Winter in Boston Incentive

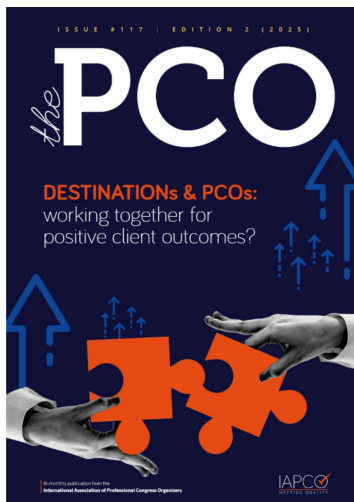
Book a new meeting in Q1 of 2026 through 2030 and receive [10% off guestrooms and banquet F&B](#) at participating hotels. The Meet Boston sales team and its partners are here to help you plan a memorable, productive event.

[Learn More >](#)

Questions? Contact us at sales@meetboston.com



The PCO Magazine – The Current Issue



The PCO - Issue #117 | Edition 2 (2025): "Destinations & PCOs: Working Together for Positive Client Outcomes"

A strong partnership between Convention and Visitor Bureaus (CVBs) and PCOs represents a best practice in the global meetings and events industry, fostering innovation, efficiency and enhanced client experiences. It as simple as that.

This issue will provide you with very insightful articles, inspiring stories, case studies, best practices focused on the value of partnerships and joint efforts.

[Read The PCO here](#)

Our next issue will be released at the beginning of August.



Issue #118 | Edition 3 (2025)

Theme:

TEAMS: FROM GOOD TO GREAT **What makes a team go from good to great?**

We often work in teams within our work environment, no one can pull off event organization alone, so what are the 'special ingredients' that make a team work and work efficiently and well, what hinders teamwork, how do you deal with that?

Regional Feature: Asia-Pacific (APAC)

Following the successful launch of our regional feature in the current issue #117 with LATAM, the upcoming edition of The PCO will shine a spotlight on the dynamic Asia-Pacific region.

Content Submission Deadline: 30th June 2025

We welcome submissions from all our members from around the world. Editorial support is provided to non-English speakers.

For future submissions, in the subject line of your email, please clearly indicate which section of the magazine your submission is for: On Point, Member News or SnapCO. Also please try to include at least two pictures.

Please send in your news, articles, opinion pieces and images by email to pco@iapco.org



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