



IAPCO National Seminar

20-22 March 2012 VILNIUS

Radisson Blu Lietuva Hotel

The Key to Successful International Meetings Management. Basic & Advanced training sessions for PCOs and Meetings Professionals

Organised by
Vilnius Convention Bureau in cooperation with IAPCO

VILNIUS *Open*
Convention Bureau

IAPCO
International Association of Professional Congress Organisers
MEETING QUALITY



Dear Colleagues,

It is a great honour to invite you to participate in this IAPCO national seminar in Vilnius on behalf of Vilnius Convention Bureau. This is the first time that we have held such a seminar in Lithuania, and it is with pleasure that IAPCO participates in your country.

We all work in a young industry which, since its foundation over 40 years ago has produced its own dynamism and direction. Client expectations have never been higher, nor those of participants. So the expertise and innovation of the PCO has never been more embracing or more in-depth.

IAPCO is the universally recognised benchmark for quality by the congress organisations and is the global branding for excellence in the meetings industry, your partner for quality and excellence! This seminar is an endorsement of the future vision of the meetings industry of Vilnius, recognising that education is the route to quality and excellence and the pathway to successful meetings, both bidding and winning, and the delivery.

We are delighted to be a part of your training programme, and IAPCO endorses the work and dedication which you contribute to this industry.



Yours sincerely,

André Vietor
Chair, Training Academy, IAPCO

A handwritten signature in black ink, appearing to read 'André Vietor'.

Dear Colleagues,

It is my pleasure to invite you to the IAPCO National Seminar Vilnius, which will be held on 20-22 March, 2012. The Seminar is organised by Vilnius Convention Bureau in co-operation with IAPCO (The International Association of Professional Congress Organisers).

IAPCO is one of the prominent meeting industry associations representing today more than 115 professional organisers, meeting planners and managers of international and national congresses, conventions and special events from 40 countries. Association members organise in excess of 6100 meetings annually, totaling some 2.24 million delegates and representing an economic impact in the region of 3.63 billion euros. Since 1975, when the first IAPCO seminar on Professional Congress Organisation was held, IAPCO has built a reputation second to none in the field of international meetings management training.

Vilnius Convention Bureau is proud to host the first IAPCO National Seminar in the country and I believe this exceptional training opportunity will provide a substantial amount of practical information and invaluable knowledge to the participants.

The IAPCO's educational programme will provide specialist training not only for professional congress organisers and meeting planners, but to all sectors who play a key role in the meeting industry market. The programme is prepared in consultation with the IAPCO Training Academy and I assure you that participants will benefit highly from it.

I look forward to seeing you in the seminar.



Yours sincerely,

Jolanta Beniulienė
Director, Vilnius Convention Bureau



What is IAPCO?

IAPCO was founded in 1968 by professionals for professionals engaged in the organization and management of international congresses, conventions and special events: professional conference organizers (PCOs).

What is an IAPCO Seminar?

A major part of IAPCO is to provide specialist training for PCOs. IAPCO's education programme is regulated by the IAPCO Training Academy where over 2,600 people worldwide have obtained an IAPCO Seminar Certificate of Attendance. Since the first IAPCO Seminar in 1975, IAPCO has built up an unequalled reputation in the field of international meetings management training.

Who should attend?

Anyone involved in the meetings industry is welcome, and the programme will benefit those of all levels of knowledge, whether new to the industry or having many years of experience. Participants will come from: PCO companies, DMCs, convention bureaux, conference hotels, national tourism bodies, travel management companies, conference centres, exhibition management companies, association management companies.

The Venue

The Radisson Blu Hotel Lietuva is located in the centre of Vilnius on the north bank of Neris river. The hotel boasts many facilities including a large conference centre featuring multifunctional rooms that in total can accommodate up to 1,200 people with the largest room being able to fit in 600 people. The Radisson Blu Hotel Lietuva has 291 rooms and suites, including 222 single/double standards, 62 business class, three family rooms plus three suites and a presidential suite.

Application

Participation in the Seminar is limited. Applicants will be accepted on a first-come first-served basis and only those persons who have received an invitation.

Certificate

A certificate of attendance from IAPCO will be issued to all participants at the final session of the Seminar.

PROGRAMME FOR IAPCO NATIONAL SEMINAR

DAY 1. Tuesday, 20 March

- 13:00 – 13:30** Registration
- 13:45 – 14:45** Opening and Introduction to IAPCO and the PCO and Association Meetings (Patrizia Buongiorno)
- 14:45 – 15:15** Refreshment Break
- 15:15 – 16:15** Promoting a Destination and Bidding to Win (Patrizia Buongiorno)
- 16:15 – 17:30** Working Group Part 1
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DAY 2. Wednesday, 21 March

- 09:00 – 10:00** Creating the Project Plan (Sarah Storie-Pugh)
- 10:00 – 11:00** Promotion of a Congress (Patrizia Buongiorno)
- 11:00 – 11:30** Refreshment Break
- 11:30 – 12:30** Social Communication and Electronic Marketing (Patrizia Buongiorno & Sarah Storie-Pugh)
- 12:30 – 13:45** Lunch Break
- 13:45 – 14:45** Financial Planning and Budgets (Sarah Storie-Pugh)
- 14:45 – 15:15** Refreshment Break
- 15:15 – 16:15** Programme Management (Patrizia Buongiorno)
- 16:15 – 17:30** Working Group Part 2
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DAY 3. Thursday, 22 March

- 09:00 – 10:00** Sponsorship (Sarah Storie-Pugh)
- 10:00 – 11:00** Exhibitions (Sarah Storie-Pugh)
- 11:00 – 11:30** Refreshment Break
- 11:30 – 12:30** Venue and Accommodation Management (Sarah Fitzpatrick)
- 12:30 – 13:45** Lunch Break
- 13:45 – 14:45** Registration and On-Site Arrangements (Sarah Fitzpatrick)
- 14:45 – 15:15** Refreshment Break
- 15:15 – 16:15** Presentation of Working Groups
Closing of Seminar
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SPEAKERS



Patrizia Semprebene Buongiorno

MD, AIM Group International, Rome, Italy

Patrizia has been the Managing Director of AIM Congress of AIM Group International for the past 15 years. Currently Immediate Past-President of IAPCO and a member of the Training Academy and a partner of INCON, she also teaches tourism management and marketing at the Universities of Economics of Rome and Milan. The medical-scientific world has always been the focal point of Patrizia, nevertheless the Group diversification into other market segments has reached new heights. The full management of congresses, meetings and events on behalf of associations, corporations and institutions is the Group's core business which employs more than 400 permanent staff in 13 cities worldwide.



Sarah Fitzpatrick

Managing Director – Congrex UK Ltd

Sarah Fitzpatrick, has over 20 years of experience in the meetings and events industry, with specific expertise in corporate meetings and medical congresses. Sarah started her career managing corporate IT and finance events, moving into the PCO field ten years ago when she joined Congrex.

Sarah was appointed as Managing Director for Congrex UK Ltd in 2005. She leads a team of over 30 staff, with offices in London and Glasgow. Sarah is an IAPCO Council Member and is the Chair of the Quality Committee.



Sarah Storie-Pugh

IAPCO Administrator

Sarah's background is purely that of conference organisation with personal involvement in over 350 events from 200-10000 participants and 100-4000 m2 exhibitions. Sarah joined Concorde Services in 1983 as joint MD and partner, having spent the previous six years organizing international association events. She retired from the company when it was sold to the Congrex Group. Sarah was awarded the Meetings Industry Personality of the Year Award 2006 and, this year, the Lifetime Outstanding Achievement Award by the British Association of PCOs; she is a past President and former Treasurer of IAPCO and the current Administrator of the Association. She is a frequent lecturer at international, regional and national seminars worldwide.

PROGRAMME CONTENT

The following programme has been selected to provide you with a snapshot understanding of the mechanics of conferences and exhibitions and in the time available gain an overview of some of the elements of organisation.

Introduction to Association Meetings

This seminar is focused on the organisation of international association meetings, however, the principals can be applied to all kinds of congresses. This brief introduction will describe IAPCO and today's PCOs, together with a look at the international association market, and RfPs [Requests for Proposals].

Creating the Project Plan

A new congress is a new venture which needs to be planned from the beginning. As with any business a full project plan will need to be created from within a given framework.

Promoting a Destination and Bidding to Win

As more and more countries and cities compete for the major international congresses, it is becoming increasingly important to understand the marketplace, to know when to lobby and when not to, and how to create that winning Bid.

Financial Planning and Budgets

Budgeting and budget control is the essential ingredient to a well-run meeting. Obtaining quotations, assessing delegate and exhibition revenue to create a workable budget; looking at pre-financing and cashflow objectives.

Dynamics of Programme Management, Abstracts & CME

Attention to detail is essential when undertaking scientific programmes and publications. Whether managing invited speakers, understanding CME, preparing clear and logical print and web materials, or handling the receipt of 100s of abstracts, it is the programme that is the key to any congress.

Sponsorship

Congresses provide the opportunity for companies to gain exposure to their client base and lift their profile; how to construct a sponsorship strategy to achieve financial advantage to the congress and deliver satisfactory outcomes for sponsors.

Promotion of a Congress

Most congresses need a marketing plan and the actions to attract delegates, prominent speakers, delegates, sponsors and exhibitors. This takes careful planning to raise the awareness of the congress whilst keeping the costs to a minimum.

Social Communication and Electronic Marketing

Includes information on website, email broadcasts, social media such as facebook, linkedIn, in promotion of a congress; what are they and how do they serve our new connected hybrid audience.

Exhibitions

An exhibition is an extension of the congress scientific programme, providing an ambience within which to do business and to what is often compared to a modern supermarket of a specialist product or service. Learn why exhibitions have become an important part of most congresses and how to plan one.

Venue and Accommodation Management

Despite the technological revolution, the selection of the right venue remains a crucial task; how that venue is used to maximise its potential; basic hall management skills with correct scheduling form an integral part of the planning process. How to develop a win-win relationship with hotels when booking accommodation; understand revenue and yield management, the requirements of the client, the PCO and industry.

Registration and On-Site Arrangements

Establishing an effective pre-registration system is essential. Deciding which technology is the most suitable for you and your clients, and how to use it efficiently to ensure the perfect registration system. On-site registration is as important as the advance procedures.

Working Group Presentations

Working Group sessions will be held as part of the seminar programme, providing students with the opportunity to network, to work as a team, to draw on the presentations of the seminar, and to learn from the experience of colleagues.