

PRESIDENT'S MESSAGE – Michel Neijmann

Exciting times



It is always exciting when you develop something new, as was the case with IAPCO's new EDGE educational programme, which we launched at IMEX in Frankfurt earlier this year – however, it warrants a true celebration when the new initiative comes to fruition. Our first EDGE seminar took place in Auckland last month and proved to be a resounding success. This important development in the history of our association, which had been a long time in the making, sets the benchmark for top quality education in the meetings industry. Of course, such an achievement relies on the collaboration of many dedicated professionals, and I am truly grateful to all those who have given so much of their time in realising the EDGE programme.

And so, with IMEX Frankfurt behind us, it is time to look to IMEX America. With the 'Atlantic Bridge' now firmly in place, we can expect more members from the Americas to join IAPCO. At IMEX America, we will continue to spread the word on the importance of quality and education in our industry, and we will reach out to the meeting professionals gathering in Las Vegas in October. Our participation will also

include an educational session in the SMART Monday programme – another part of IAPCO's educational offering.

With the international nature of our clients and business, and the continuous globalisation of society, IAPCO is extending its worldwide outreach. With in excess of 120 member companies in more than 40 countries, regional ambassadors have been appointed to further enhance the benefits to both destinations and to members. Strategic partnerships are being formed globally, with destinations and convention centres wishing to align themselves with the quality and professionalism of IAPCO and its members. This in itself is an exciting development for IAPCO, as we strive to enhance the profiles of our partners to our members. We are also pleased to continue our strategic partnership with PCMA and to maintain our combined efforts in facilitating the exchange of knowledge and in delivering value to our members.

Such strategic alliances and educational offerings, with such professionalism, represents the exciting future for IAPCO. After all, the more we offer to members, the better the service delivery gets!

Michel Neijmann, IAPCO President

Everybody needs an African sunset!



IAPCO is excited to be hosting its 2016 Annual Meeting and General Assembly in Cape Town, South Africa from 18 to 21 February 2016. Whilst the Annual Meeting is restricted to members and invitees only, IAPCO's visit to the country will have a wider reach.

Meetings Africa will be a major attraction for IAPCO. In recent years, the global meetings industry has begun to recognise Africa as a sought after destination, with Meetings Africa showcasing Africa's diverse offering of services and products where African associations

and African meetings industry professionals can partner to help transform the Continent. IAPCO members will have the opportunity to gauge Africa's readiness to host their international meetings by participating as a Hosted Buyer or as a visitor at Africa's meetings showcase – 24–25 February.

22 February is BOND Day for Meetings Africa which will include an IAPCO led Seminar, the first IAPCO Seminar to be held in South Africa. The Seminar will focus on current dilemmas: bidding, getting true value from site inspections, digital marketing and sponsorship. Speakers will include Jan Tonkin, The Conference Company and IAPCO Vice President; Sarah Storie-Pugh, IAPCO Executive Director; Sumaira Isaacs, MCI IMEA and IAPCO Council Member.

But some of the activities will be for IAPCO members only to experience, going beyond the traditional format. In addition to two-and-a-half days of IAPCO meetings in Cape Town providing high educational content at C-Suite level, participants can expect:

- An IAPCO pre-meeting safari, for a once in-a-lifetime African bush experience,
- The opportunity to make a difference by participating in a volunteering activity: building, painting, storytelling, playing, connecting in your own way and leaving a legacy,
- A destination that boasts beaches, mountains, winelands, city delights and rural retreats,
- A social programme offering a special little piece of Cape Town, including a sun downer cocktail on top of Table Mountain, one of the world's "New 7 Wonders of Nature",
- An overview of Johannesburg, where the IAPCO Council will meet, and to where members will transfer to visit Meetings Africa.

It will truly be an experience to remember and to revisit.

The PCMA Column



Why this Major Convention City is jumping into bed with AirBnB

David McMillin, Staff Writer, PCMA

As city leaders in San Francisco are gearing up for another vote on proposals that would place additional restrictions on AirBnB hosts, the well-known peer-to-peer rental company has found a new champion in the Bay Area: the San Francisco Travel Association.

San Francisco's destination marketing organisation generates 65% of its current budget from tax revenue from hotel rooms, but it sees some big potential with AirBnB owners. The organisation has formed a new partnership with AirBnB that is designed to help connect tourism to neighbourhoods and encourage visitors to live like locals. Many destination marketing organisations around the US are uncertain on how to approach AirBnB. Could it hurt their valued hotel partners? What does the lack of current regulation mean for the travel industry? San Francisco Travel Association isn't waiting around for the answers.

"AirBnB is part of the evolution of the travel industry," Joe D'Alessandro, President and CEO, San Francisco Travel Association, said. "As the destination marketing organisation for San Francisco, we'll continue our strong relationship with the hotel community as we leverage this new way of doing business."

The announcement revealed the partnership is about more than helping leisure travellers find accommodations. San Francisco Travel Association plans to connect AirBnB with meeting and event planners to "achieve peak attendance during city-wide conventions and big events while meeting the diverse lodging preferences of a wide range of delegates coming to the city."

How Are Other Destinations Talking About AirBnB?

There isn't a lot of on-the-record chatter from other DMOs about their thoughts on the potential for working with AirBnB. However, at the recent DMAI Annual Convention, rental properties and alternative accommodations fuelled a conversation in a session titled "Shaping Short-Term Rental Regulation to Benefit the Whole Community." The biggest issue on the agenda was how destinations can collect tax revenue from the owners of short-term rental properties listed on AirBnB and other sites such as HomeAway and VRBO. Many cities have not determined how to deal with the soaring popularity of short-term rentals. However, Carl Shepherd, Co-founder and Chief Strategy Officer, HomeAway, told the audience that they will want to figure out how to work with the community of rental owners.

"Why should destinations encourage short-term rentals?" Shepherd asked. "Because they're very profitable for cities." Shepherd cited statistics from some of the most popular tourist destinations around the United States to highlight the importance of hotel alternatives for travel and tourism. The most notable numbers came from Florida where short-term rentals help fuel 322 000 jobs and account for more than \$31 billion of economic impact. "Florida doesn't exist without short-term rentals," Shepherd said.

What does the future hold for services like AirBnB and HomeAway? Will other DMOs will follow San Francisco Travel's approach and build partnerships with rental companies?

Internal distribution please forward to:

EVENTS' CALENDAR

Year	Month	Date	Event	Location	
2015	Oct	13 – 15	IMEX America	Las Vegas, USA	
		19 – 24	IAPCO Council & Task Force Meetings	Dubai, UAE	
		21 – 23	ITB Asia	Singapore	
	Oct/Nov	31 – 4	54th ICCA Congress	Buenos Aires, Argentina	
	Nov	13	UIA Round Table Europe	Brussels, Belgium	
		17 – 19	IBTM World	Barcelona, Spain	
Dec	9 – 10	IME (International Meetings Expo)	Tokyo, Japan		
2016	Jan	10 – 13	PCMA Convening Leaders	Vancouver, Canada	
		21	HCEA Annual Marketing Summit	Chicago, USA	
		19 – 21	IAPCO EDGE Copenhagen	Copenhagen, Denmark	
	Feb	9 – 11	IBTM Arabia	Abu Dhabi, UAE	
		19 – 21	IAPCO Annual Meeting & General Assembly	Cape Town, South Africa	
		23 – 24	Meetings Africa	Johannesburg, South Africa	
	23 – 24	AIME	Melbourne, Australia		
		March	2 – 4	COCAL	Guadalajara, Mexico
	16 – 18	ACE of MICE Exhibition	Istanbul, Turkey		
		April	10 – 12	ASAE Great Ideas Conference	Kowloon, Hong Kong
			14 – 17	IAPCO Council & Task Force Meetings	Edinburgh, UK
	19 – 21	IMEX Frankfurt	Frankfurt, Germany		
		28	PCMA Education Foundation's Dinner	Washington DC, USA	
	May	25 – 27	IAPCO EDGE Whistler	Whistler, Canada	
	June	14 – 16	The Meetings Show	London, UK	
		15 – 17	IBTM America	Nashville, USA	
	26 – 29	PCMA Education Conference	St Louis, USA		
		Aug	13 – 16	ASAE Annual Meeting & Exposition	Salt Lake City, USA
	14 – 16		HCEA Annual Meeting	Savannah, GA, USA	
Sept	27 – 29	IT&CMA	Bangkok, Thailand		
	Oct	13 – 16	IAPCO Council & Task Force Meetings	Washington DC, USA	
18 – 20		IMEX America	Las Vegas, USA		
Nov	12 – 16	55th ICCA Congress	Kuching, Malaysia		
Nov/Dec	29 – 1	IBTM World	Barcelona, Spain		

IMEX America

13–15 October

Visit IAPCO on Stand 3623

Find out about EDGE
IAPCO's new Educational Programme

Meeting E-xpectations:

Exploring the Future of Virtual Education

IAPCO SMART MONDAY Session – 13.45-15.00 Monday

Collaborate to improve your meeting ROI:

Using DMCs, DMOs and PCOs case studies
9.00-9.50 Wednesday IAPCO / ADMEI / DMAI Seminar

SMART Monday E-xpectations

SMART Monday, on 12 October, will kick off IMEX America, which is being held in Las Vegas on 13–15 October, with a full day of education. Among the educational opportunities on offer will be the IAPCO session focusing on 'Exploring the future of virtual education', also known as 'Meeting E-xpectations'. The session, which is scheduled for 13.45 and is being facilitated by Andrew Dergousoff of ICS Canada, will examine the disruptive impact that virtual education is having on the traditional meetings landscape. Magdalina Atanassova of AIM Group International will join Andrew on the platform.

The rise of digital learning methods will be explored in detail, with both current approaches and future directions being discussed. Among the questions to be explored will be: will meeting planners or PCOs who offer e-learning elements alongside their traditional meetings and events be better positioned for long-term relevance with the next generation of meeting participants? Session attendees will gain a firm understanding of what lies ahead in terms of combining traditional meetings and virtual education, as well as how to adjust their current strategies towards the coming trends, making this a session not to be missed.

First to optimize Marketing Automation Software

PCO: Kenes Group, Switzerland

Kenes Group recently announced the integration of Marketo digital marketing and automation software into its global marketing.

This is an important milestone as Kenes is the first PCO to be fully supported by Marketo's automation systems. Referred to as engagement marketing, Marketo software focuses on helping marketers tackle all aspects of digital marketing, from the planning and orchestration of

marketing activities to the delivery of personalised interactions that can be optimised in real-time.

By integrating Marketo, clients will receive better, more targeted, more relevant marketing services that, at the end of the day, will increase their event results. This translates into the creation of more efficient, more relevant – with the ability to succinctly track – email marketing activities, honing in on prospects and delegates' individual

needs and interests. This includes developing effective email marketing, landing pages, campaign management, lead generation, CRM integration, social marketing, and marketing analytics.

Kenes has been using Marketo since the beginning of 2015 for all of its digital marketing, resulting in, in just a little over six months, a 35% increase in the number of leads, as well as a 10% increase in click conversion rates.

After 88 years

PCO: C-In, Prague



IUGG1927.

Prague Congress Center played host to the 26th General Assembly of the International Union of Geodesy and Geophysics (IUGG) for an incredible 11 days from 23rd June this year, making the event one of the longest and largest ever organised by PCO C-In of Prague. This year's congress was also unique in that this was the first occasion in the history of the event on

which a city played host to the IUGG for a second time. Prague first enjoyed the honour of hosting the event back in 1927, 88 years ago, when the first Czechoslovakian president, TG Masaryk, personally welcomed participants to the 3rd IUGG general assembly. Today, this extraordinary congress on Earth Science is a globally important event, with eight international

associations united under the auspices of the IUGG. The meeting covers the complete range of Earth Sciences, from seismology and volcanology through geomagnetism to hydrology and oceanology. This year's congress was entitled 'Earth and Environmental Sciences for Future Generations', and featured a total of 2500 oral presentations, scientific meetings and seminars on topical issues in geophysics, delivered by leading experts from around the world. Scientific presentations covered topics such as the recent earthquakes in Nepal and global climate change, highlighting the importance of long-term research with regards to sustainability for future generations. Among the notable attendees at IUGG 2015 were the winner of the Nobel Prize for Chemistry, Professor Yuan T Lee, and Dr Patrick J McKeever from UNESCO's Geohazards Risk Reduction Section.

Unleashing the Potential

PCO: K.I.T. Group, Berlin

"Unleashing the potential" was the rallying call of the 8th Conventions India Conclave held near New Delhi this August. Some 400 national and international meetings industry professionals met for three days in the state-of-art facilities of India Expo and Mart. Convened by the India Convention Promotion Bureau and with a programme developed by IAPCO Member KW Conferences, the event featured high level contributions from the nation's business, political, administrative and association sectors.

International speakers included two IAPCO members. Ben Hainsworth of K.I.T. Group GmbH, who appeared alongside national AIDS and Epilepsy associations in a lively debate on how to win international bid processes, and Daniel Branik of Arinex Pty. Ltd. who spoke to an engaged audience about the challenges of integrating new technologies into events.

Media for Children

PCO: Conference Partners, Manchester



MediaCityUK – from left to right – Keelin Fagan (Conference Partners), Andrew Stokes (Marketing Manchester), Alice Webb (BBC Children's), Anthony Cassidy (Marketing Manchester), Gráinne Ní Ghiollagáin (Conference Partners).

WSMCF (World Summit on Media for Children Foundation) events are held every three years and provide a forum for producers, broadcasters, educators, regulators and other professionals committed to the improvement of the quality of media for children. Since the first summit in 1995, in Melbourne, Australia, WSMCF has been to London, Thessaloniki, Rio de Janeiro, Karlstad, Johannesburg and Kuala Lumpur.

The vision for the 8th WSMCF in Manchester, which has the unifying theme of 'The universal needs of children', is to bridge differences and find synergies across the enormously diverse media world. The proposal for the event is to explore a wide range of issues of particular relevance to the media and technology industries through the creative, educational and technological challenges and opportunities they present. The needs of children, including empowerment, learning, entertainment, connection and protection, will form the organising principle guiding the rich and varied programme, and will be explored through talks, masterclasses, workshop sessions and debates. At the conclusion of WSMCF, the ambition is

to harness the collective brain- and will-power of the summit to create a lasting global legacy. This philosophy culminated in Marketing Manchester and Conference Partners, together with BBC Children's as the lead content partner, winning the bid to host the 8th World Summit on Media for Children (WSMCF) in 2017 in Manchester.

JFK on the couch

PCO: CPO Hanser, Berlin

This year's World Congress on Attention Deficit Hyperactivity Disorder (ADHD), which took place in Glasgow on 28–31 May, featured a very special session aimed at illustrating an approach to evaluating a very bright adolescent whose chronic struggles in high school could be due to ADHD and/or emotional issues. However, this role-play did not feature just any adolescent – instead it comprised an anachronistic clinical interview of John F Kennedy at the age of 18 years! The interviewer was played by Thomas E Brown, a renowned US professor of psychiatry who worked for more than half a year on the role-play session, while JFK was due to be played by an actor. However, due to unforeseen circumstances, the actor could not make it to the congress, and instead Professor Brown's assistant gave a terrific performance in his place at the last minute! As well as JFK, a number of other prominent people are suspected to have suffered from ADHD, having displayed many of the symptoms of this disorder, including Walt Disney, Galileo, Mozart, and Albert Einstein.

The ADHD World Congress, organised by CPO HANSER SERVICE since 2007, takes place every other year and attracts approximately 2000 participants from more than 60 countries. The 2017 congress will take place in Vancouver on 20–23 April.

The ability for the industry to work together, to recognize its own strengths and to build a better understanding of the international client's perspective will be key to unleashing the potential of this remarkable country. The ICPB and CIC will undoubtedly be leading the way.

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Emirates fly to Orlando

Emirates has announced that it is starting a daily service to Orlando, Florida, from 1 September this year. The new route will be served by a US-built Boeing 777-200LR with eight First Class suites, 42 Business Class lie-flat beds and 216 Economy Class seats. Flight EK219 will depart Dubai International Terminal 3 at 3.50 am local time and arrive at Orlando International Airport Terminal B at 11.40 am local time, a flying time of 15 hours 50 minutes. The return flight, EK220, will depart Orlando International at 2.20 pm and arrive into Dubai at 12.30 pm the following day, a journey time of 14 hours 10 minutes.

Orlando, which is famous for its world-class theme parks, family entertainment and year-round sunshine, attracts more than 59 million visitors each year and also boasts a strong business base with thriving industries in advanced technology, film and digital media production, aerospace and life

sciences. And at the 'other end' of the new route, US visitors continue to visit Dubai – Emirates' home and hub – in their thousands. In 2014 more than 500 000 US citizens stayed in Dubai on business or to explore the Emirate's array of leisure opportunities.

The new Emirates flight, the first direct service from Florida to Dubai, will connect well with many of the airline's services to and from the Middle East, South Asia, the Far East and Africa, giving passengers from those regions seamless connectivity to the 'Sunshine State'. Emirates' customers will also be able to connect seamlessly on to many destinations in the US, the Caribbean and South America through the airline's codeshare partner JetBlue. JetBlue has a regional hub in Orlando that serves 24 cities including San Juan in Puerto Rico, Bogota in Colombia and Nassau in The Bahamas.



OFFICERS

IAPCO Council

President: Michel Neijmann, K2 Conference & Event Management Co.
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Co-opted: André Victor, Barceló Congressos
Keith Burton, African Agenda

Annual Meeting & General Assembly: Cape Town Host: Keith Burton

CASE STUDY

Continuing the series of case studies from leading PCOs around the world

Beyond Congress Management

Associations are more than their congress, and IAPCO PCOs are more than congress organisers. Delivering innumerable quality congresses has given IAPCO members invaluable insights into the business needs of their clients and has allowed them to become trusted advisors who can contribute to the success of an organisation beyond their congress. IAPCO's philosophy is entirely based on quality, and its members actively share best-practice and develop educational programmes and guidelines which enable them to perform at the highest levels in any area of expertise related to organisational excellence. To illustrate this, IAPCO regularly publishes success stories of members who have helped their clients to be successful not just by organising their congress, but by achieving overarching business objectives.

World Conference on Abdominal Wall Hernia Surgery 25–29 April 2015, Milan, Italy

Organised by AIM Group: Case Study by AIM Group International Milan Office

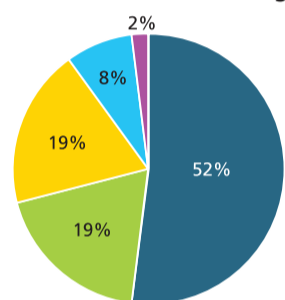
The challenge

Creating something for the first time is never easy – especially when it involves the interests of five different leading associations in one field. AIM Group International had the challenge of placing the 1st World Conference on Abdominal Wall Hernia Surgery on the map. The main objectives of the event were to achieve a high level of scientific content and present unique experiences and networking opportunities. In addition, the five associations involved were challenged to provide full support and invested in building the groundwork of this first congress in order to become a lasting platform for collaboration. If proven successful this would be the first of many such congresses and a first step in bringing the world to the fight against hernia together.

The solutions

AIM Group placed an experienced team at the core of the organisation of the event. From the very beginning, the team worked closely with the organising committee to address the goals and objectives. Building a second tier network to encompass all involved

1st World Conference on Abdominal Wall Hernia Surgery



- European Hernia Society
- Americas Hernia Society
- Asia Pacific Hernia Society
- Afro Middle East Hernia Society
- Australasian Hernia Society

associations proved to be a winning strategy to ensuring the success of the event. In order to highlight their support, each association announced their annual events at the same dates as the World Congress in order to not only raise awareness of this new initiative, but to contribute to building a strong network and ties between their members. Each association in the network

were, in addition, given the opportunity to present its best scientific resources to the delegates through its contribution to the scientific programme, by careful selection of speakers and thoughtful arrangement of sessions.

The outcomes

With the stage set and the support network in place, the base from which to communicate internationally to the right audience was laid. The conference attracted 2708 delegates from 96 countries plus 44 sponsors, and featured 324 posters selected from 800 submitted abstracts, as well as more than 4000m² of exhibition space. Participants were attracted by a scientific programme offering a number of exceptional



features, including three live surgery sessions that broadcast 17 operations, plus 70 special surgery video sessions (which had been produced and selected by each of the associations specifically for the event) that were projected on six LCD screens throughout, as well as breakout sessions and networking opportunities.

However, the highlight of the conference for many was perhaps the 1st World Hernia Soccer Challenge, which took place at the Stadio San Siro before the gala dinner. This was the first time that this iconic stadium, which was built in 1926 and is a top footballing venue that regularly plays host to Champions League matches, had opened its doors to non-professional footballers. Not only did the soccer challenge provide delegates with a unique experience, it served as a way of literally building teams and further tightening the bonds between colleagues in the newly created World Hernia Network. The vast success of the event allows the conference to go on and its second edition is now in the planning.

"If I have been able to realize the 1st World Conference on Abdominal Wall Hernia Surgery it was thanks to the co-operation of the five international



societies and the sponsors that honoured this event with their active participation and scientific involvement", said Giampiero Campanelli, Congress Chairman, 1st World Conference on Abdominal Wall Hernia Surgery, "I would also like to extend my gratitude to the organising secretariat, AIM Group International, who supported and sustained me in the organisation of this unique event from the very beginning, showing not only competence and serious professionalism, but also a smooth and very pleasant attitude and human touch."



A delighted Congress Chairman, Giampiero Campanelli.

Here's a Great Idea – Let's go to Hong Kong!

The American Society of Association Executives (ASAE) held its Great Ideas Conference in Asia for the first time earlier this year, with more than 200 high-profile association leaders and decision-makers from 16 countries convening in Hong Kong on 22–24 March. Meetings & Exhibitions Hong Kong (MEHK) was proud to be a partner for the Great Ideas in Association Management Conference, which aimed to educate participants on different areas of association management.



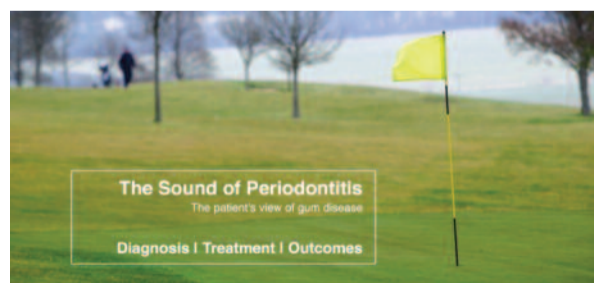
The MEHK team was able to showcase Hong Kong as the gateway to business opportunities in Asia and as a premier destination for MICE events in the region. They also helped facilitate a better understanding of Hong Kong and the greater Asia Pacific region among delegates, organising sessions on how to do

business in Hong Kong as well as on fun cultural experiences such as Tai Chi at sunrise and calligraphy. Following the success of this year's event, ASAE has confirmed that it will once again stage its conference in Hong Kong in 2016 – visit the website for more details, at: <https://www.greatideasasiapacific.org>

Silent disease finds its Voice

PCO: Mondial, Vienna

The highlight of the EuroPerio8 dental congress, which took place at ExCeL in London at the beginning of June this year, was the world premiere of a special film entitled 'The Sound of Periodontitis'. The film marked a new feature for the EuroPerio series of events and aimed to boost patient engagement and involvement in the congress. The film's title came from the fact that periodontitis is often referred to as 'the silent disease' – four patients were featured in the film talking openly about their experiences and, as one explained, it is often easier to talk about cancer than oral hygiene issues. The featured patients were also present at EuroPerio8 to support the film and to explain the patient's perspective direct to the delegates.



The 10-minute documentary, subtitled 'The patient's view of gum disease', follows the four patients as they describe their experiences of periodontitis, peri-implantitis, and periodontal treatment. It explores the experience of living with periodontal disease and receiving treatment, showing

both the substantial negative effects of periodontal disease and the beneficial – even life-changing – effects of treatment. The film can be viewed at the European Federation of Periodontology (EFP) website.

"For the first time we're bringing patients into EuroPerio to tell their story," said Ian Needleman, professor of restorative dentistry and evidence-based healthcare at University College London (UCL) Eastman Dental Institute, who chaired the film's working group and who presented the film at EuroPerio8. "The people in the film describe the devastating effects of periodontal disease lucidly and in the real world. We hope that patients will find it helpful to understand that many others are affected and that there is real hope with treatment." He added that a "key message that we need to shout very loudly is that periodontitis has a big impact on people."

In keeping with this message, EuroPerio8 itself had a big impact. Organised by the EFP together with its Core PCO Mondial Congress & Events, EuroPerio8 attracted nearly 10000 participants, representing an increase of 25% compared with the previous record-breaking EuroPerio7 event in 2012. Attendees included 8300 delegates, who comprised a mix of periodontists, general dentists, hygienists and health professionals from 115 countries, plus 1400 company staff. The 4-day event took place across three levels of the cavernous ExCeL venue, and included a vast exhibition area with 134 exhibitors, numerous presentations running in parallel throughout the congress, and a number of workshops, poster sites and networking events.

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Michel Nejmman

IAPCO Headquarters

Sarah Storie-Pugh, Executive Director
Olivia Wragg, Secretariat
Email: info@iapco.org

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Published by: IAPCO
Editor: Sarah Storie-Pugh

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IAPCO EDUCATION
EDGE
COPENHAGEN

INTRODUCTION

This second Seminar is a Level 2 course on Professional Congress Organisation. As meetings industry professionals, participants face a future of rapid and profound change, as the logistics aspects of the business become increasingly commoditised, a worldwide shift to an 'experience economy' is becoming progressively more evident.

In this challenging environment, success for your clients and company means being able to deliver real and measurable value based on current learning and experience.

This EDGE Seminar learning environment is informal, stimulating, and interactive, offering opportunities to debate and explore, share knowledge and problem-solve. You will come away with practical ideas and new approaches to help you deliver increasing know-how and value to your clients and to contribute to the success of your organisation.



COOL COPENHAGEN!

KEY INFORMATION

Date: 19–21 January 2016
 Destination: Copenhagen, Denmark
 Venue: Scandic Copenhagen
 Host Organiser: DIS Congress Service
 Fees: IAPCO member 680 €+ VAT (850 €)
 Non-member 760 €+ VAT (950 €)
 Accommodation: At congress venue – Scandic Copenhagen – just 122 € per night
 Destination Host: This seminar is hosted and supported by the Wonderful Copenhagen Convention Bureau
 Website: www.EDGEseminar.dk



EDGE SEMINAR LEVEL 2 – PARTICIPANTS

This seminar is designed for professionals in the meetings industry, embracing PCOs, Convention Bureaux, Venues and Association Executives; for those who are consolidated in their position with 5 or more years of experience in the industry and have recognised this as their career path; who know their job and how to do it, but are looking to broaden their skill base and grow their expertise in specific areas as well as growing their understanding of the global environment in which they operate.

Expect to take-away:

- Advanced conference management skills and tool kits
- Advanced understanding of how the industry collaborates and operates

SOCIAL NETWORKING

- Welcome Reception
- Informal Dinner
- Festive Dinner Show at Wallmans



Programme Highlights

19 January 2016 – Afternoon Focus

Bidding for a Conference

Winning the Bid is the start of generating business. The session will guide you through the practical “ins” and “outs” of winning and, of course, sometimes losing Bids:

- Where to start? And how to decide whether to bid or not to bid?
- The Bid Team members and their role
- When you decide to bid?
- What makes the difference?
- Case studies and tips from the CVB & PCO
- Project managing the Bid Costs involved and ROI

20 January 2016 – Morning Focus

Engaging the Delegate

As participants’ expectations of meetings continue to change, delegate engagement must increasingly be the focus of PCOs and their clients.

With technology providing a diverse range of other ways for people to connect and learn, delegates need to be convinced of the value your conference will deliver, including high-quality content and opportunities for networking and social interaction. This session and workshop explores ways to more fully engage delegates, from programme and meeting design to marketing.

New Technical Trends

Technology is moving incredibly fast and programmes written can be out of date before they are fully implemented. Tools and new techniques are only as good as they are practical and affordable. So what makes technology work for you, your company, your client, your congress? Learn from the experts as to what is considered to be everyday technology (second nature); what is a “must have” for any successful event; what is a gimmick or one-off and should be avoided? Can you make money for your event from technology or is it just an additional expense for little gain? How to make best use of new technologies to enhance the conference experience? Find out first hand that the implementation of technology can not only be simple but also affordable: making technology work for you.

20 January 2016 – Afternoon Focus

Negotiation

Negotiation is an integral part of all meeting- and congress-organisers’ work and takes the shape of both formal meetings about contracts and other deals but also as a wide range of other, less formal, result-driven dialogues. The purpose of the workshop will therefore be to strengthen the participants’ negotiation skills but also to draw attention to the many less obvious day-to-day situations, where negotiation can be used as a both constructive and efficient facilitation tool.

- The definition of negotiation; when and where do we negotiate?
- Negotiation experience; what works when you negotiate?
- Result-driven dialogue; how to use negotiation in less formal situations?
- Disagreement as a factor in negotiation
- A recipe for constructive negotiations; formal as well as informal

21 January 2016 – Morning Focus

Meeting Client Expectations

To justify your role as a PCO, you need to meet or exceed your clients’ expectations and deliver real and measurable value. To do so, you need to understand the key steps in the process, identify the various stakeholders and ensure the value of the result exceeds the cost of the resources. This presentation and panel discussion addresses questions such as how to assess the real needs of your clients, how to ensure that you achieve the meeting’s objectives, and how to measure that success.

Meeting Sponsors’ Expectations & Compliance

How to maximise your revenue, whilst ensuring that you give market value and service to sponsors:

- Timing and research
- How to raise sponsorship
- Innovative ideas
- Technical management
- Meeting the sponsors’ needs

Compliance within the pharma industry is with us to stay and the meetings industry has to embrace this, but it is not only the healthcare sector that is being affected by current legislation, it applies to many other sectors of the meetings market. And what emanates from the US is often further strengthened when adopted in Europe.

21 January 2016 – Afternoon Focus

The Digital Age – Marketing

In this economic climate it is even more important to recognise the need to attract the participants; there is more for them to choose from; there are many platforms other than congresses to tempt them. Key challenges on delivering content marketing: blogs, infographics, case studies, videos, events ... how to judge what is valuable marketing and what is wasted effort:

- Channel mix for web 2.0
- Content Marketing defined
- B2B content marketing channels
- B2B content marketing tactics/ ideas/examples

INTERNATIONAL FACULTY



Nicola McGrane
IAPCO Council Member

Managing Director, Conference Partners, Dublin, Ireland



André Vietor
Chair, IAPCO Training Academy

Managing Director, Barceló Congressos, Barcelona, Spain



Bettina Reventlow-Mourier

Deputy Convention Director, Wonderful Copenhagen, Denmark



Malene Rix MA

Executive advisor and trainer in leadership, negotiation and process facilitation, Denmark



Martin H. Jensen
Co-President IPCAA

Head of Global Congress & Event Management, H. Lundbeck A/S, Denmark



Simon Geraghty

CEO, DotDash B2B Digital Marketing

IAPCO HOSTS

This seminar is hosted and organised by DIS Congress Service.



IAPCO
EDUCATION
EDGE
WHISTLER



This will be the first ever IAPCO Educational Seminar in North America and Whistler, BC, provides the perfect environment for this in-depth learning experience. Meetings professionals are invited to join us for a unique learning experience that is focused on a well-rounded look at conference management and the changing landscape of our industry. In order to maximise learning outcomes and networking opportunities, this seminar is strictly limited in size and allows for maximum interaction with faculty and industry experts. If you are serious about your career in the meetings industry, you must not miss this rare opportunity.

GENERAL INFORMATION

Date: 25-27 May 2016
Venue: Whistler Conference Centre
Host Organiser: ICS Vancouver, Canada

PROGRAMME TOPICS

- The New Face of Meetings 2016
- Basics of Bidding
- Project Plan
- A Career in the PCO Industry
- Strategic Marketing – beyond the email blast
- Engaging the Delegate
- Managing the Client & Client Expectations
- Contract Management
- Conducting Successful Site Visits & Fam Trips
- Compliance
- Sponsorship & Fundraising
- Programme Management

HOSTS

This EDGE Seminar is co-hosted by International Congress Services Ltd, Vancouver, Canada and by Tourism Whistler.



FIRST EDGE SEMINAR TRIUMPH



Jan, Mathias and Michel with Leonie Ashford, International Bid Manager for Tourism New Zealand Business Events.

“It was with some trepidation that I agreed to host the first EDGE Seminar” commented Jan Tonkin, MD of The Conference Company, “as New Zealand is often perceived to be a faraway destination, possibly even on the edge of the world. With a new educational offering, I felt this might be a challenge. I was delighted therefore to well exceed our target numbers, with participants travelling from Zimbabwe and Australia to take part in this innovative environment. The support I received from Tourism New Zealand Business Events and the Auckland Convention Bureau was a major contributing factor to the success of this seminar”.

Michel Neijmann, Figur, Istanbul; Mathias Posch, ICS, Vancouver and Jan Tonkin comprised the international faculty, sharing their extensive experience. Listening to presentations, however, formed only a small part of the programme: interactive and conversational discussion, sharing experiences, deep dive sessions on topics such as Bidding and Serving the Clients of the Future played a key part allowing participants to engage with the themes and bring away insights and strategies that have an immediate impact on the way they work in today’s fast pace environment.

Over 40 participants took part, representing an even split between PCOs, Convention Bureaux and venues, engaging in a programme that was intensely focused on the future of the meetings industry and the rapidly changing realities of life as a PCO.

Participants took an in-depth look at a range of issues preoccupying the meetings world right now including delegate engagement and experiences, hybrid meetings and managing project finances.

While time to showcase Auckland was limited, the group dined on two occasions at offsite venues and enjoyed great views of the city’s harbour on one side and a park on the other from the daylight meeting room on the top floor of the Pullman Hotel.

The feedback from participants was exceptional, with 97% confirming that the seminar represented good value for money and an excellent learning forum. “Connecting, Inspiring and Dynamic” said Tesa Chikaponya of the Zimbabwe Tourism Authority; “A very well thought out and executed seminar, was educational, thought provoking and engaging” added Claire Martin of Positively Wellington Tourism; “The IAPCO EDGE seminar offered expert industry insight and advice specific to the MICE world. Great networking and

discussion with like-minded professionals that will no doubt assist me and the team in both personal and professional growth” concluded Rebecca Morgan of Arinex Pty Ltd.

“EDGE lived up to its name” commented Jan, “this truly was dynamic global education, and I am proud that New Zealand lived up to its reputation as a first-class destination and that IAPCO is continuing its remit of providing expert education for the meetings industry professional”.

IAPCO: SPEAKING TO THE WORLD

IAPCO members are frequently invited to share their experience and impart their knowledge at a range of different events around the world:

Stefan Walter, Managing Director of Mondial Congress & Events, was recently invited to speak at Convention4u, which took place in Innsbruck on 22-23 June this year, as part of a panel discussing the topic of ‘Apps and more – the paperless congress’. The meeting, which is the annual congress of the Austria Convention Bureau, attracted approximately 180 local event professionals.

Caroline Windsor of TFI Group, gave a presentation to the Association Meetings Conference on 6 July in London as part of a panel debate on ‘The evolving function of meeting planning’. Several key topics were addressed including the on-going debate about professionalism in the PCO industry, which addressed the question: “How can we expect conference organising to be viewed as a profession unless there is a regulatory framework in place for PCOs, as well as standards of governance for associations?”

Isabel Bardinnet, European Society of Cardiology’s CEO, was keynote speaker at the European Association Summit “Pioneers of Change, New Associations Models for the Future” (5-6 May in Brussels), with an address on Managing your Association like a football club. Over 80 senior association executives attended, from medical, scientific, industrial and food and agriculture sectors.

Conference Partners’ latest recruit, **Sarah Fitzpatrick**, represented IAPCO at the ABPCO Round Table on 22 September in Oxford, UK, covering many of the debated issues on stakeholders in the Bid situation, limiting the number of RfPs and covering the costs of the Bids.

Nicola McGrane of Conference Partners, Dublin, has joined the faculty for the European Cities Marketing (ECM) Summer School, representing IAPCO. At the most recent ECM Summer School, which was held in Vienna on 22-26 August, she spoke to the 50 participants on the subject of ‘Intermediaries: are they clients, are they suppliers... what role are they playing?’.

tion was missing. Ultimately, they were asked to provide recommendations regarding improvements and on how to approach the client in order to gather essential missing data. “I found the solution to win more international congresses to my organisation,” said one enthusiastic participant, while another commented that the seminar provided, “an excellent platform of education, networking, sharing and exchanging ideas, and case studies from domestic and international stakeholders.”

Jan Tonkin, Managing Director of The Conference Company and IAPCO Vice President, presented the stream on conference management, within the overall theme of ‘The next generation of associations’ at the Malaysia Association NEXT Conference, which took place on 28 September in Kuala Lumpur.

Ajay Bhojwani of MCI UAE attended the MICE Asia Pacific Exhibition on 10-11 September and gave a presentation on the subject of Boosting Event Revenues, a session which explored the strategic sales and marketing tactics deployed by meeting planners and organisers to have greater outreach and promotion for events in an era where digitization of these is crucial.

On May 18, **Ben Hainsworth** of K.I.T. Group GmbH joined the first Best Cities Global Alliance Client Advisory Board in Frankfurt. On 26 August he spoke in the PCMA session at the Best Cities Alliance Workshop in Berlin.

Masahiko Hagiwara, Corporate Officer of Congress Corporation, Tokyo, Japan, presented a lecture on 26 August entitled ‘On the ground

at international meetings hosted by the government – Operations and Challenges’ at the ‘Seminar to foster global MICE human assets’ organised by Tokyo Convention & Visitors Bureau (TCVB). Congress Corporation was invited to speak due to their extensive experience in operating governmental meetings.

Irene Tolis of ERA, Vice-President HAPCO, and **Sissi Lignou** of AFEA, Secretary General HAPCO (Hellenic Association of Professional Congress Organizers), were Chairs of the Co-ordination Committee for the HAPCO/EFAPCO ThinkFORUM, in Athens. Over 100 specialists and students from the European & Greek Meetings industry joined EFAPCO for the two-day business programme. The first day (HAPCO Day) was dedicated to tackling burning issues facing the meetings and events sector in Greece whilst the second day (EFAPCO Day) focused on European matters, including The Institute of Event Management, the EFPIA Transparency Code, and the Differences between National PCO Organisations.

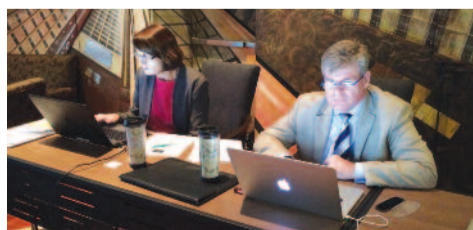
Real Life Scenarios in Bangkok

IAPCO is renowned worldwide and particularly in Asia for its regional seminars. Today, these educational meetings are taking on a new look, with the regional seminars now offering bespoke programmes specifically tailored to meet the needs of a particular market. IAPCO’s third Bespoke Regional Seminar for the Thailand Convention and Exhibition Bureau (TCEB) was held recently in Bangkok, and featured a highly focussed programme designed to fulfil the requirements of TCEB. More than 50 participants benefitted from the experience of the international faculty, which comprised Jan Tonkin of The Conference Company, New Zealand, André Viator of Barceló Congressos, Spain, and Michel Neijmann of Figur, Turkey.

The seminar looked at the question of what makes associations special, and why meetings are essential to their existence. Delegates were invited to focus on different association clients, and the critical role played by meetings in delivering value to the associations’

memberships – one important aspect was looking at how to provide platforms for communication and access to science, and how to engage with members through face-to-face meetings and e-learning. Attendees were given insights into the strategic developments taking place in many associations that have a direct impact on the selection of future venues for their meetings.

Participants were then given case studies of ‘real-life’ association clients and challenged to work on RfPs, addressing them from a city/service provider’s perspective, analysing what was good and bad with regards to content, and identifying what informa-



Jan and Andre focus on participants’ submissions.

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NEWS IN BRIEF

Future UEG weeks focus on Vienna and Barcelona

The United European Gastroenterology (UEG) medical association has made the strategic decision to reduce the number of destinations for its annual 5-day 'UEG week' congress between 2014 and 2019 to two, in order to focus fully on the development of a high-quality scientific programme. UEG week, which attracts more than 14000 participants, will now alternate between Vienna and Barcelona, with the 2015 event taking place in the latter city in October. UEG retains the majority of the organisation of the congress in-house, but has contracted hotel and registration services to Mondial Congress & Events, a PCO which feels at home in both cities.

Japanese MICE industry establishes the JCMA

The Japan Convention Management Association (JCMA) was formed on 1 April this year through a consolidation style merger between the Japan Association of Professional Congress Organisers (JAPCO) and the Convention Planners Association of Japan (CPA). JCMA celebrated its founding and held its inaugural meeting at Toranomon Hills Forum in Tokyo on 4 June; the event attracted 510 attendees, including not only JCMA members but also delegates from 213 organisations such as relevant governmental ministries and agencies, Japanese municipalities, convention groups and MICE-related organisations, and various tourism boards. Michel Neijmann, IAPCO President congratulated JCMA: "It is always more effective to have one strong voice representing the Japan MICE industry", he stated, "Japan can now position itself in more strategic ways to the rest of the world, which will contribute to the further development of our industry, not only in Japan and Asia, but around the globe."

Conference Partners wins Best PCO Award

Conference Partners was announced as the winner of the Best Professional Conference Organiser Award at Ireland's Event Industry Awards 2015. This is the 7th time that Conference Partners has won an Event Industry award and the 4th time the company has won the award for Best PCO in Ireland. "With a proactive approach and an energised team, we have delivered over 80 conferences and events for 66 clients in 2014, with attendances varying from 100 to 5000 delegates," commented Managing Director Nicola McGrane, speaking about the company's success. "In 2014 alone we estimate that the value of confirmed business (proactive plus reactive) that Conference Partners, in partnership with our clients, secured for Ireland for future years is worth a total of €16.85 million to the Irish economy."

Stéphanie Cuillierier joins JPdL

Stéphanie Cuillierier is JPdL's new destination management expert, bringing a full spectrum of experience from creating and packaging events to the nitty-gritty of planning and co-ordinating.



Steph will complement the existing JPdL team with her outgoing attitude and outside-the-box thinking, and will add a little of her own inspiration and some Montreal 'vibe' to JPdL's already top-notch roster of events and programmes. Steph will be working alongside JPdL Montreal's Sales Director, Laure Gazalé.

A month of anniversaries

INTERPLAN had plenty of reasons to celebrate in July this year. First, there was a 'silver' anniversary: Board member Bruno Lichtinger marked 25 successful years at the company and was treated to a very emotional surprise event in the Munich office.



Bruno Lichtinger.

Additionally, in Hamburg, a double ten-year anniversary was celebrated: Ursula Lau-Thurner, Managing Director of INTERPLAN in Hamburg, and Astrid Remnitz, Team Leader, were surprised by their colleagues with a special celebration on the roof terrace of the SIDE Hotel.

International Event Planner Award for Sumaira Isaacs

Sumaira Isaacs, IAPCO Council Member and Chief Operating Officer of MCI India, Middle East & Africa (IMEA), won the special 'Event Planner: International' award at Meetings magazine's Women in MICE 2015 event in Johannesburg on 20 August. An industry veteran, Sumaira has gained more than 20 years' worth of experience, international knowledge and insights into the IMEA market. Women in MICE is an annual initiative that honours and celebrates women who have made outstanding contributions within the MICE industry. The event originated from the need to recognise the excellent work done with diligence and passion by women in the industry, and focuses on the importance of women in the workplace as a whole, as well as in the MICE industry.

New website for optimal viewing
Congrex Switzerland has recently launched a new, redesigned version of its website at www.congrex.com. Key features of the site include a cleaner, more intuitive look and feel, as well as a more engaging user experience. The website has also been developed using a responsive design, with the display adapting itself for optimal viewing on screens of any size and resolution.

A gem of a company

MCI India has celebrated its second consecutive award win this year having been conferred with the prestigious title of 'KOH e NOOR of Hyderabad' at the 1st Telangana Chamber of Events Industry (TCEI) Annual Awards. MCI India was the unanimous choice of the jury for its leadership contribution to the events industry of Hyderabad. Priti Khanna, Chairperson of MCI India, received the award on behalf of the organisation.

New team members for Conference Partners

Conference Partners has announced two new appointments to its UK and Scotland teams. Sarah Fitzpatrick has joined the UK team as Conference Director. Sarah has more than 25 years' experience working in the events industry in both the corporate and association sectors. Characterised by her passion for the industry and for driving quality standards, Sarah regularly participates in industry forums and held the position of Chair of the IAPCO Quality Committee from 2008 to 2012. Scottish-born Andrew Pratt has joined Conference Partners' Scotland team as Business Development Manager. Andrew has worked in the events industry for more than 9 years, beginning his career in 2006 at Visit Scotland. He then worked with Aberdeen Convention Bureau across numerous roles, which included developing the Ambassador Programme and identifying new opportunities for the bureau.

AIM helps bring a little light to the world

PCO: AIM Group International, Italy

At IMEX 2015 in Frankfurt, AIM Group International engaged the emotions of those in the events industry to help enrich the impact of a valuable project that it supports. Little Sun is a social business that addresses the need for a clean, safe, and affordable source of light for the 1.1 billion people in the world who are living without electricity. In addition to benefitting communities without electricity around the world, it creates local jobs and generates local profits – all through the sales of attractive, high-quality LED lamps.



Little Sun, a global and socially responsible business, operates by selling its solar LED lamps at a relatively higher price in areas of the world that have electricity. The company then uses

this money from the 'on-grid' areas to invest in building its distribution system and making its lamps available to 'off-grid' users at locally affordable prices. By contributing to Little Sun, AIM Group is investing in the delivery of light to those who need it most in our world.

NEW MEMBERS

IAPCO welcomes first US member – ICS America

IAPCO welcomes its first member in the United States. The Denver office of International Conference Services (ICS), headquartered in Vancouver, has met the strict eligibility criteria for IAPCO membership and joined the organisation in June this year. Under the management of Jennifer Brock, ICS America upholds the high standards set by the Vancouver HQ, including the organisation of the recent 16th World Lung Conference this September, which attracted more than 6000 participations to Denver.



Jennifer Brock, ICS America.

New IAPCO member from Czech Republic

"Since 1992, when our company was established, GUARANT International has gained unique event experience from various perspectives. As a result, we provide premium PCO, Core PCO, AMC, venue management and corporate event management services. Our company is based in Prague and all of our client events from around the world are operated from our headquarters. GUARANT International proudly employs more than 100 members of staff and contractors."



Tomas Raboch, Guarant.



ICS America
Jennifer Brock
13100 East Colfax Avenue,
Unit 10 Denver, CO, USA
E-mail: jennifer@icsevents.com
Website: www.icsevents.com



GUARANT International spol. s r.o.
Tomas Raboch
Senior Sales Manager
Na Pankráci 17, 140 21 Prague 4,
Czech Republic
E-mail: guarant@guarant.cz
Website: www.guarant.cz

WHERE INFRASTRUCTURE MEETS INNOVATION

The regional commercial hub and gateway between East and West, Dubai is a city built on innovation and infused with opportunities. The city's diverse knowledge base and community of trained professionals make Dubai the ideal location for association conferences, corporate meetings and incentive events. Direct access from over 260 destinations worldwide, an array of venues, over 93,000 hotel rooms in all categories and numerous exciting activities in and around Dubai make this city the most remarkable destination for successful business events.



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OFFICERS

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President: Michel Neijmann,
K2 Conference & Event Management Co.
Vice-President: Jan Tonkin,
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Treasurer: Peder Andersen,
DIS Congress Service
Members:
Nicky McGrane, Conference Partners

Patrizia Semprebene Buongiorno, AIM Group
Kayo Nomura, Congress Corporation
Mathias Posch, International Conference Services
Sumaira Isaacs, MCI Group (IMEA)

Co-opted:
André Victor, Barceló Congressos
Keith Burton, African Agenda

Annual Meeting & General Assembly:
Cape Town Host: Keith Burton

DESTINATION FOCUS

Why Washington DC?



Washington DC will be partnering with IAPCO by hosting their October 2016 Council Meeting. The city, one of the top destinations for US meetings, is now attracting the attention of international planners, who are keeping the capital on their radar for everything from intimate corporate retreats to annual congresses with thousands of delegates. The city is in the process of being transformed into a global hub for world-class living, dining, shopping and entertainment, as well as an exceptional site for global conventions, thanks to US\$9 bln. of developments.

More than 2000 national and international associations have their headquarters in the DC area. As a result, Destination DC, the city's official destination marketing organisation, has developed to become a partner and one-stop shop for association buyers and their meetings, and an expert in hosting global events of all sizes. Destination DC understands the needs of international association clients when planning a meeting in the US,

and works with meeting planners and PCOs during the bidding process and in advance of the meeting, as well as during and after the event. Its 'Ambassador Circle Program' engages local hosts when needed, and its strategic partnerships with Core PCOs enable association clients to access a variety of expertise.

The team works to stay on top of the latest trends in the MICE industry through an International Client Advisory Board, which includes Mathias Posch, President of International Conference Services and a member of the IAPCO Council. "DC has so much to offer and is an ideal US destination for international meetings due to its appeal and the easiness of getting there," he commented. "Destination DC completes that offering perfectly by not only providing fantastic support to PCOs and associations but by actively engaging in the industry and constantly innovating based on their interactions with key association and PCO players."

Melbourne partnership renewal



IAPCO is delighted to announce a new corporate partnership with Melbourne, the city being represented by the Melbourne Convention Bureau (MCB) and the Melbourne Convention & Exhibition Centre (MCEC). IAPCO has now completed its portfolio of corporate partnerships, with representatives from each of five regions of the world. "We are

absolutely delighted that Melbourne has decided to come on board," commented Nicola McGrane, IAPCO Corporate Partnerships. "Last year the MCEC tested the IAPCO partnership programme as a Convention Centre Partner; following that success, they have become a full Corporate Partner, thus confirming the successful partnerships that IAPCO has with the meetings industry."



HAMBURG: 22000 ROTARIANS

Hamburg has been selected as the host city for the 2019 Rotary International Convention (RIC), the annual event of Rotary, the oldest service club in the world. RIC is expected to attract approximately 22000 Rotarians from 180 countries and regions worldwide to northern Germany on 1-5 June 2019. The convention will take place on the exhibition grounds of Hamburg Messe und Congress GmbH (HMC), which is located in the heart of the city and boasts state-of-the-art infrastructure.

Hamburg's bid for RIC was jointly managed by the Hamburg Convention Bureau GmbH and Rotary District 1890. They demonstrated to Rotary International the benefits of Hamburg as a host city, with the central location of the HMC venue, the short distances to travel, and the support provided by the city itself and Germany's Rotary districts being among the key reasons why Hamburg was chosen. Additionally, Hamburg's experience in hosting major events also played a decisive role - Hamburg hosted the

Lions Club International Convention in 2013, demonstrating its expertise in planning and implementing large-scale events.

And so, after an absence of six years, RIC will be held in Europe again, with Hamburg adding its name to the illustrious list of RIC host cities, which includes Barcelona (2002), Salt Lake City (2007), Lisbon (2013), and Sydney (2014). Its selection as the destination for RIC 2019 confirms that Hamburg is at the forefront of meetings and convention destinations and meets the high standards required for such a well-renowned, large-scale event.

Michael Kern, DEKON Group, Turkey, and Jude Cosway, TFI Group, UK, were the lucky winners of the IMEX breakfast, hosted by Hamburg, prize draw for a fantastic weekend in Hamburg.



Open for Business

The 8100 sqm facility is the latest addition to ACC Liverpool, currently home to BT Convention Centre and Echo Arena. It has more than doubled the existing 7125 sqm at the waterfront complex to 15225 sqm of integrated and flexible event space.

Kerrin MacPhie, director of conference and exhibition sales at ACC Liverpool, said: "The construction of Exhibition Centre Liverpool has been a tremendous journey since we first announced our plans. "We can now host many more consumer and trade exhibitions, large conferences and entertainment events. We are delighted to welcome visitors, clients and delegates to our new venue which has brought something unique and exciting to the industry."

The venue features an atrium glazed with waterfront views as well as food and beverage outlets, multiple meeting rooms and a business centre. External areas include a riverside terrace overlooking the River Mersey as well as exhibition space which will be used for stand-alone conferences, banquets and events. Additionally, an integrated 216-room Pullman hotel is taking bookings from January next year.

The newly expanded complex will host trade and consumer exhibitions, large

Expanded Fort Island

With the completion of the expansion of Fort Island, Madinat Jumeirah, the 'Arabian Resort of Dubai', will offer the largest hotel event space in the UAE. Fort Island has tripled in size to 1750 m² and will be used to host banquets, parties, exhibitions, product launches, music concerts, weddings, sports events and festivals for up to 1400 people. The expanded venue preserves the fort's traditional look and feel and features an attractive and sustainable landscape.



Located in the heart of the resort and surrounded by Madinat Jumeirah's characteristic waterways, the venue has spectacular views of the Burj Al Arab Jumeirah. The venue was originally commissioned in recognition of the history, culture and character of old Dubai and was inspired by the Al Fahdi fort located in the oldest existing part of the Dubai creek. Fort Island is connected to the rest of the resort by four bridges, and guests can also access the venue by the traditional wooden abra boats when staying in one of Madinat Jumeirah's three hotels. Its location, just a few steps away from the bustling Souk Madinat, the 600-seat outdoor amphitheatre, Madinat Theatre, and the nearest hotel, Jumeirah Mina A' Salam, makes Fort Island a unique venue for spectacular events.

"We are delighted to be unveiling the new Fort Island at Madinat Jumeirah, one of the city's most innovative and exclusive outdoor venues," said Margaret Paul, Resort General Manager. "This redevelopment demonstrates our commitment to continually enhance the guest experience, and we look forward to catering for a larger and wider range of prestigious events for the MICE industry."



national and international conferences, banquets, concerts and sporting events on a national and international scale. Public shows confirmed so far include The Ultimate Christmas Fair; Toytopia; Dualco Antiques and Collectors Fair; Girls Day Out; MCM Expo; The Allergy and Free From Show North and the Telegraph Cruise and Travel Show. Lift Ex and the Federation of Petroleum Suppliers are among trade exhibitions while conferences include RenewableUK and the European Association for International Education (EAIE) congress.



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Supporting NEDO's needs for the DARPA Robotics Challenge

PCO: Congress Corporation, Japan

The DARPA Robotics Challenge (DRC) was an international competition that aimed to stimulate the technological development of robots that could maintain mobility and perform critical tasks in a simulated environment reflective of the aftermath of a disaster. The finals of the DRC were held in California in June this year, and Congress Corporation provided logistical support in the run-up to and at the event itself for three teams from New Energy and Industrial Technology Development Organization (NEDO) in Japan.

To prepare for the competition, Congress Corporation supported the NEDO teams over a period of six months in advance of the finals, beginning with researching a venue and creating a practice obstacle course in Japan. The robots were set tasks that included driving a vehicle unaided, opening and going through a door, negotiating rubble, and climbing stairs, as well as an unknown surprise task. Once the final specifications were received, the Congress Corporation team supported with the construction of a 'test field' in the US, which incorporated the various changes in tasks and specifications between the trials and the finals event, and also provided full logistical and on-site support.

However, that was not all – one of the PCO's toughest challenges encompassed the logistical complexities and sheer physical hard work involved in



packing and transporting the extremely fragile robots from Japan to California. Shipping required the development of custom-made special flight cases constructed to each robot's safety specifications, with other issues including complying with dangerous goods regulations for shipping the batteries, managing export carnet procedures, and shipping the large buggy-type vehicles that the robots were going to drive in the practice sessions leading up to the finals of the competition. Co-ordination of export and import dates was key to ensuring that the teams could smoothly conduct their important practice sessions within the extremely tight schedule available to them.

The competition was stiff, with outstanding teams entering from around the world. Although the Japanese teams did not come home with the prize, Congress Corporation was proud to support NEDO's technological endeavours in a field that will prove extremely beneficial to society and our planet in the future.

FEATURE ARTICLE

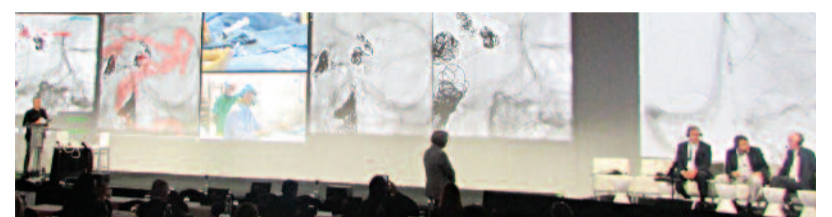
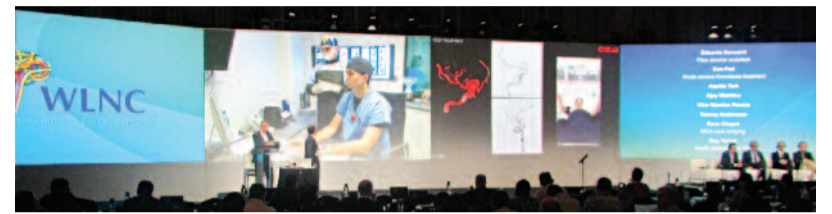
Six Cities Live Surgery

Author: Michael Kern, Executive Director – PCO: DEKON Group, Istanbul

When we at DEKON were brainstorming with our clients several years ago to develop novel alternative formats for an educational event in the field of neuroradiology, we certainly didn't think that our ideas would progress into one of our signature events some years later. However, from these beginnings, DEKON, in collaboration with a number of renowned international specialists in the field of cerebrovascular surgery and radiology, developed a new technically demanding and entertaining conference concept that also provided high-level learning for participants – the World Live Neurovascular Conference (WLNC).

When the WLNC was designed, the aim was to have the latest evidence-based data presented by leading physicians, nurses, and scientists in order to affect the practice of neurointervention and endovascular medicine. The conference has a broad audience, being intended for neurosurgeons, interventional neuroradiologists, neurologists, endovascular surgeons, residents, nurse clinicians, physician assistants and interventional technicians, and other health care professionals with a special interest in the field of neurointerventional and cerebrovascular surgery.

A central concept from the beginning



of WLNC was the presentation of educational sessions in a large auditorium with live neuroradiology cases being transmitted by satellite from six cities in five different countries – Istanbul, Buenos Aires, Kobe, Shanghai, Chicago and Buffalo. The images for these sessions are transmitted through fully redundant inter-continental satellite uplinks and fibre links to achieve uninterrupted transmission. Since the inception of WLNC, the field of neurointervention has grown and proved to be very dynamic, with landmark trials and new-generation devices to treat stroke and brain aneurism patients. This rapid pace of development has created very demanding challenges for the PCO and its technology providers. However, together with specialists in neurointervention, DEKON and its IT team has risen to this challenge; they have not only provided a showcase of great cases and experience from around the world, but also introduced new technologies and devices.

This year's WLNC, which was held in Chicago on 8–10 June, featured not only the six main hospitals providing satellite transmissions but also five

other US hospitals in which doctors had been equipped with Google Glass in their treatment rooms. Using this novel technology of Google Glass live transmissions, WLNC delegates experienced everything in real time, from the stroke call through to the surgery itself. This new initiative with the five US centres enabled the presentation of live stroke cases and allowed real-time discussions of the workflow and treatment of the acute ischaemic stroke patient.

The room setup was aligned with the needs of this educational event, enabling delegates in the auditorium to follow live surgery cases on the big screens. They could ask questions through their mobile devices to a panel of specialists on the stage who were acting as intermediaries for the surgeons performing the ongoing procedures.

And some details for those readers with a technical interest in the project.

- A digital matrix intercom panel was at the core of all communications; in 2015 for the first time, multiple centres were connected with almost loss-less IP audio codecs, backed up with PSTN lines.
- Attendees were part of the interactive flow; a custom-built voting & questions software, running on Amazon Cloud servers, was made available to all delegates on all mobile device platforms, and distributed through a broadband Wi-Fi infrastructure.
- Another first in 2015 was a custom-built tablet computer system that enabled the doctors on stage to interactively control the playback of the live cases and to draw commentaries on the moving images.
- A second multi-camera setup was used for internet streaming of the event, through a content delivery network, to serve a high number of concurrent viewers worldwide.

WLNC was designed to provide a ground-breaking forum that brought both expert and novice providers together to share cases, highlight techniques and discuss new approaches to the treatment of complex problems. It is a living example of how, through close co-operation between healthcare specialists and an experienced PCO, an innovative event format can be developed, benefitting the practical learning that physicians need to improve patient outcomes. The next WLNC is being organised by DEKON in Shanghai, China, in 2016.

Quick thinking keeps EGOS on track during crisis

PCO: Erasmus, Greece

It was not the best of circumstances in which to organise a congress: while the Erasmus team was preparing 2000 delegate badges and congress bags to welcome participants to the 31st European Group for Organizational Studies (EGOS) Colloquium in Athens on 2–4 July this year, there was turmoil in Greece as the country's referendum on 5 July drew nearer and capital controls were enforced. In order to minimise concerns and to reassure participants that travel to Athens remained safe and feasible, Erasmus



and the congress organisers took quick and targeted action using emails, Facebook, Twitter and official websites, with the result that more than 1700 delegates from 40 countries

gathered for the official opening of the EGOS Colloquium on 2 July.

This extremely difficult period for Greece posed many organisational challenges for Erasmus, including hosting the EGOS gala dinner on 3 July right in the heart of Athens. The event took place literally between two enormous demonstrations – one in favour of a 'No' vote and the other in favour of 'Yes'. The Erasmus team remained cool and showed great flexibility, with a positive, reassuring approach, in order to offer participants an unforgettable night against the backdrop of the floodlit Acropolis – thus providing further evidence that nothing is impossible for an IAPCO PCO!

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- Toronto is home to North America's largest combined life sciences sector and is ranked as one of the top 10 bio-medical sectors in the world.¹
- Toronto has emerged as the second largest financial centre in North America and ranks as a 'Top Ten' global financial centre.²
- 32% of the nation's technology businesses occupy Toronto, making it Canada's centre for technology research and development.¹

¹City of Toronto
²Toronto Financial Services Alliance

Toronto Convention & Visitors Association

Different but Same – Odd Socks Day

PCO: MCI Management India Pvt. Ltd.

Down Syndrome International (DSi) along with its local hosts, 'Down Syndrome Association of Tamil Nadu', successfully hosted the 12th World Down Syndrome Congress 2015, for the first time in India, in Chennai from 19–21 August 2015, drawing together over 500 national and international delegates representing 37 countries, including, and most importantly, individuals with Down Syndrome.

MCI India used digital marketing campaigns to bring people together and to foster global discussions on issues related to Down's syndrome. A creative social media campaign titled 'Donate Your Voice' was developed to drive social awareness and to share the inspirational life experiences of people living with Down Syndrome, promoted extensively as part of the event outreach strategy.

A 'Different but Same – Odd Socks Day' campaign was organised, to celebrate the extraordinary lives of people with Down Syndrome and the challenges they face in acceptance of their differences, by wearing outrageously bright odd socks for the event.

In its endeavour to deliver a sustainable and socially responsible event, MCI India, along with the event organising committee, planted trees at the event venue.

