

UNPRECEDENTED IAPCO AM&GA ATTENDANCE IN DUBAI

The 2017 IAPCO Annual Meeting and General Assembly recorded the highest recorded attendance for an IAPCO Annual Meeting taking place outside of Europe, with a turnout of 115 delegates from over 30 countries worldwide.



The event, hosted by Dubai-based IAPCO member company Meeting Minds Experts and supported by Dubai Business Events (DBE), took place in Dubai from February 16-19 at Hyatt Regency Dubai Creek Heights. Dubai is the first city in the GCC region to host the IAPCO meeting and General Assembly, now in its 48th year.

Themed around 'Leading the Future, Creating Opportunities', the three-day event was packed with inspiring and informative keynotes and lively debate sessions featuring industry leaders who discussed both the opportunities and the challenges facing the modern conference and convention industry. There were also a destination teamwork challenge and the Driving Excellence Awards Ceremony, which celebrated the achievements of IAPCO members.

Issam Kazim, Chief Executive Officer of Dubai Corporation for Tourism and Commerce Marketing (DCTCM), said, "We are extremely honoured for the opportunity to host an event of such a calibre and welcome members of IAPCO. This further strengthens Dubai's profile as a premier international business event destination and highlights the emirate's diversified offering—comprising global connectivity,

"As our reputation of being a dynamic host city for business events grows, we anticipate further growth in the number of visitors to the emirate in line with Dubai's Tourism Vision for 2020 and the UAE Vision 2021."

Issam Kazim, Chief Executive Officer, DCTCM

state-of-the-art facilities, first-class infrastructure, and great hospitality—to key stakeholders who shape the business events industry."

The event also provided plenty of opportunities for networking, as well as treating guests to Arabia's famous hospitality with a desert Bedouin experience and other social occasions with a local flavour.

IAPCO President Jan Tonkin concluded professional congress organisers had a lot to gain from the event. "This year's annual meeting and general assembly offered a unique platform to discuss the all-important quality standards we strive to achieve globally, and to network with other like-minded partners in an environment that is more than collegial. Attendees were made privy to best

practice in addition to witnessing outstanding presentations from experts who stimulated each to think differently."

IAPCO (International Association of Professional Congress Organisers) is the leading international association for professional conference organisers. Its mission is to raise the standards of service among its 115 member organisations and other sectors of the meetings industry through continued education, connection and support.

FOR FURTHER INFORMATION, PLEASE
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