

CASE STUDY

No. 10

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.

One Young World Summit 2014

15th – 18th October 2014, Dublin/Ireland

One Young World

Organised by IAPCO Member:
Conference Partners, Dublin, Ireland

The challenge

To realise the Dublin bid promise of One Thousand Welcomes

One Young World is a unique concept that gathers the brightest young leaders, aged between 18-30 years old, from every country in the world, empowering them to make lasting connections and develop solutions to some of the world's most pressing issues.

The Dublin 2014 Summit bid was built around the concept of 'One Thousand Welcomes', a play on the traditional one hundred thousand Irish welcomes or Céad Mile Fáilte, adapted to complement the One Young World brand. This hugely high profile and influential conference was won for Ireland by Bob Coggins, Clara Kelleher and Valerie McGrane under the guidance of Nicola McGrane, Managing Director of Conference Partners,



who brought over 20 years' experience in winning conferences for Ireland to the process.

Once secured the challenge was to realise the bid promise of 'One Thousand Welcomes' in a tangible and authentic way for delegates from 190 countries, giving them a real introduction to the Irish way of life and our legendary welcoming reputation.

The solution

The 'One Thousand Welcomes' concept was delivered through a series of external breakouts and cultural events held in iconic locations.

External breakouts took place across 26 separate sites in Dublin on the afternoon of Friday, 17th October. Delegates pre-registered

for their breakout of interest and were then transported in groups of 30-35 people to the off-site location. Each breakout was hosted by a company or organisation such as the Gaelic Athletic Association, Google and Dublin City Council. The unusually large scale, offsite activity was coordinated by Conference Partners with each host providing lunch, the venue and an exciting interactive programme.



Delegates were then introduced to a young Dubliner who took them on a local's' One Thousand Welcomes' tour to see the real sights and sounds of the city, not just the ones from tourist maps, but the authentic fabric of Irish life. Guides were volunteers from the breakout session host organisations and although they were provided with briefing notes and suggestions of itineraries, the idea was that they take ownership of the tour and bring their own personality and creativity to it. Conference Partners also arranged for a number of visitor attractions to stay open later to facilitate the groups.



The outcomes

One Young World measures its impact through a PwC approved guide which estimates that over 6.6 million people worldwide have been impacted by the work of One Young World Ambassadors.

The 2014 Summit's live stream reached 2536 cities in 187 countries, receiving 29 103 views. On Facebook and Google+ the livestream, key quotes and pictures and daily-curated video of highlights were promoted, reaching 286 796 users and receiving 125 051 likes. The Summit posted 417 tweets, received 4.5k retweets and 41M impressions with total followers numbering 124 302. Videos of the main sessions and delegate speeches were uploaded on YouTube, receiving a total of 2 175 944 views and 37 751 likes. One Young World Ambassador Yeonmi Park's speech about human rights abuses in North Korea has been viewed over 1.7million times on YouTube since the Dublin Summit.

International media outlets attended and reported on the 2014 Summit, interviewing the young leaders and telling their stories to the world. Broadcast coverage was achieved across BBC World, CNN International, CNBC, Sky News, Al Jazeera, Bloomberg TV, CCTV, SABC and RTE, with press coverage spanning 186 countries.



Learn more about IAPCO and what its members can do for your organisation by visiting our website:
www.iapco.org or by contacting us on info@iapco.org.