



Global industry leader announced as new IAPCO President

Mathias Posch, President of International Conference Services Ltd, was elected IAPCO President at the largest-ever IAPCO Annual General Assembly in Tokyo last month, and takes over from outgoing President, Jan Tonkin, for a two-year term.

Along with a new president, the 9-strong Council welcomed three new elected members.

The three new council members, Barbara Calderwood, MCI UK, Monica Freire, AIM Group International, and Sarah Markey-Hamm, ICMS Pty Ltd, join the existing council members to create a truly global team.

Mathias says "I am very proud to be leading an international team with such broad and diverse experience. They are a great reflection of our Association and our industry and each member contributes a unique view and strengths to the Council".

IAPCO Council 2018 - 2019

President:	Mathias Posch , ICS, Canada
Vice President:	Ori Lahav , Kenes Group, Israel
Immediate Past President:	Jan Tonkin , The Conference Company, New Zealand
Treasurer:	Keith Burton , African Agenda, South Africa

Barbara Calderwood, MCI, UK
Monica Freire, AIM Group International, Portugal
Sarah Markey-Hamm, ICMS Pty Ltd, Australia
Kayo Nomura, Congress Corporation, Japan
Nicolette van Erven, Congress by design bv, Netherlands



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Melbourne Top Ranked in Asia-Pacific for Sustainability

Melbourne has been ranked the number one sustainable city in the Asia-Pacific for business events in the Global Destination Sustainability Index (GDS-Index). The GDS-Index is a platform that aims to promote the sustainable growth of international meeting destinations, highlighting best practices and responsible business tourism.

Ranked number 12 in the world overall, Melbourne and Melbourne Convention Bureau's (MCB) sustainability performance was evaluated based on the city environmental strategy and infrastructure, city social sustainability performance, industry supplier support and MCB strategy and initiatives. Melbourne's highest ranking was in the category of city social sustainability scoring 75 per cent, and convention bureau performance achieving a 74 per cent ranking.

MCB CEO, Karen Bolinger, said MCB recognises the value of sustainable practices for meeting organisers and delegates. "MCB actively contributes to and promotes the city's sustainability credentials to the business events industry in Australia and globally, and we're committed to making Melbourne one of the world's most sustainable cities."

The rating was bolstered by the Melbourne Convention and Exhibition Centre's (MCEC) third-party sustainability certification. MCEC was the first convention centre in the world to be awarded a 6-Star Green Star environmental rating.

Over the past two years the venue has decreased energy consumption in the Exhibition Centre by 30 per cent, due to the introduction of ecological and sustainable infrastructure. MCEC's CEO, Leighton Wood, said, after more than a decade of sustainable practice, MCEC achieved the coveted Gold Certification in June 2016 from EarthCheck, the world's leading sustainable benchmarking organisation. "This places us as a leader in a unique worldwide group of sustainable tourism operators and, in particular, confirms our status as the regional leader in both potable water consumption and waste diverted from landfill," Mr Wood said.





FROM THE PRESIDENT

“Meeting Quality” is more than a tagline, it is a responsibility – to our clients, to our partners, to each other as well as to the industry at large. Quality is more than just a checklist – it is an ongoing commitment to furthering our abilities and sharing best practices.

It goes beyond membership and gives us an opportunity to help move our industry forward and in fact lead it. IAPCO is the voice for PROFESSIONAL Congress Organisers in our industry. As we have been growing our international reach over the last few years, we are committed to continue on that path and promote the quality mark around the globe while putting a special focus on developing emerging conference markets. We are a unique association, as we are a group of competitors that realise that the common purpose – being a tested and reliable partner to our clients – unites us and opens up new opportunities for all of us.

It is that spirit that allows us to speak as one voice and shape the industry. IAPCO will remain committed to collaboration and it is our mandate to grow and strengthen the “P” in PCO and therefore be a reliable brand of quality to clients and our industry partners.



Mathias Posch,
IAPCO President 2018-2020

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The PCO: published by IAPCO

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Design: Frampton Creative - framptoncreative.co.uk



ON IAPCO PRESIDENT

Mathias Posch, elected during the Annual Meeting in Tokyo, embraces Japan



with hosts, with friends



awards, dressed for the occasion



all about IAPCO, press conference



ON AFEA

Departmental team tasks at AFEA's Annual Meeting under the overall theme of The Perfect Orchestra, representing the perfect event.



Everyday life in the PCO department, as complicated as the universe



PCO department wins lucky silver coin in cake



Our magic orchestra supported by team member maestro

ON ERASMUS

Celebrating and enjoying fun moments in between deadlines, busy action plans and demanding requests keeps us in the mood to work harder!



Fat Thursday (Tsiknopempti) 2018



New Year's office party



The ERASMUS Xmas Choir

ON MONDIAL'S SNAPSHOTS

The top three photos, elected via online voting, meet Mondial's challenge for their teams to nominate their 2017 events' favourite photos, capturing individual aspects in a unique way.



First Place



Second Place



Third Place



RIP Expo Revenue

Five realities about the changing buying habits of B2B professionals, and how they impact expo revenue

by **Dave Lutz, CMP, Author for Convene**

In the B2B space there are two primary segments that leverage the traditional exhibit business model — conferences with an expo and expos with a conference. Based on our deep analysis of dozens of shows, the former are the event business models most being disrupted. From our view, most industry mega-shows continue to thrive.

The slow death of expo revenue is not an indicator that meetings don't mean business any more. Many of these conferences still have high deal-making value. Much like a Macy's department store closing in a mall, the retail industry is healthy, but brick-and-mortar stores are on the decline.

Marketing effectiveness has evolved from push to pull. Here are five evolving trends and stats in the B2B-buyer journey that are impacting expositions.

1. Ninety percent of B2B buyers don't respond to cold outreach. This means that if you're allowing exhibitors to send an e-blast to your entire registration list, nine out of ten of your paying attendees tune-out. Instead, exhibitors should be encouraged to make targeted outreach with customers/prospects they already know. They should also do campaigns that make new prospects curious about the solutions being showcased. Exhibitors who calculate ROI based on the number of leads will be difficult to retain.

2. Three out of four B2B buyers conduct the majority of their research before talking to a salesperson. "Kicking tires" happens much later in the process today.

The online listings for your exhibitors should be rich (descriptions, links, images, and videos) and searchable.

3. Seventy-four percent of B2B buyers choose the sales rep who was the first to add value and insight. This means that helping is valued over selling. Booth personnel should be consultative, not salesy. In-booth education, white papers, and solution-based demos will be valued greater than a chance to win Alexa. Exhibitors who don't participate in education don't get this one.

4. B2B buying is a team sport — an average of 5.4 people are involved in the decision. This means that there are a lot more influencers walking around. Exhibitors are going to need to be careful to not disqualify prospects based on title or tenure. My favourite insight about influencers is that they can't say yes, but they can say no.

5. Seventy-five percent of B2B buyers rely on social proof for validation. Online reviews, peer recommendations, and ratings have never been more critical to the buying process. Nurturing existing customer relationships (and making them the hero) during conferences can help attract others like them.

If you have a conference with an expo that is in decline, consider shifting from an expo/trade show/marketplace to a solutions center. At a minimum, this shift can help slow down the decline; make it an irresistible learning destination that educates your participants and makes them smarter buyers.

ON MCI BRAZIL

MCI Brazil believe that our PCO team have to have fun to be successful. 2017 was a great year and we look forward to 2018.





PEOPLE NEWS

From Edinburgh to Vancouver, find out more about how IAPCO members are moving onwards and upwards into exciting jobs

Conference Partners International

Following a successful 2017 and continued growth in the UK markets, CPI has welcomed a new Operations Director for their UK offices and two new members to the Sales and Marketing Team within the Edinburgh office.



Lauren Pascu joined CPI at the end of 2017 as International Association Research Manager bringing a wealth of research experience from her previous role at Glasgow Convention Bureau.



Gosia Migdal started with CPI in February as International Association Research Executive having graduated from the University of the West of Scotland with an MSc in International Events Management in 2017.



Sarah Prior has been appointed as Operations Director for the UK. Based in the Edinburgh office, Sarah brings over 20 years' industry experience with an extensive background in Conference and Events as well as Leadership and Management to the role.

New CEO for International Conference Services

Jennifer Abbott is appointed to the position of Chief Executive Officer (CEO), of ICS, headquartered in Vancouver, BC, Canada, with immediate effect. Jenn joined ICS at the end of 2011 as Director of Business Development and was promoted to Vice President in 2013, before becoming an ownership Partner in 2015. Mathias Posch, President & Partner of ICS, commented:



"We are delighted to appoint Jenn as CEO. This appointment recognises her increasing leadership role, and the Board's full confidence in her ability to continue the growth of the company".

International appointments for AIM Group

Marco Quagliarella has been recently appointed as the new Director of International Operations at AIM Group International, reporting to the CEO and Managing Director, Gianluca Scavo.

In addition there is an organisational change within the Brussels Office. Wim Desloovere, with 20 years of experience working in various positions linked to the meetings industry, has assumed the role of Country Manager for the AIM Group Brussels Office.



ON GIS

Everyone shouting 'GIS do it' during the GIS sport themed annual dinner



GETTING TO KNOW... THE OIC GROUP

Meet the OIC Group, founded in 1975 and today a leader in event planning. With the headquarters in Florence but an international focus, they tell us about themselves and why an IAPCO membership makes a crucial difference.



How many members of staff are there?

The OIC Group has 110 people working in it. Of that, 15 are non-Italian, so you can hear conversations in British English, American English, Spanish, German and Russian taking place along the corridors.

Are there many OIC offices?

Our HQ is situated in the centre of Florence, but we have also opened an office in Milan.

How has the organisation changed?

We were set up over 40 years ago and were one of the first PCOs in Italy. All the planning and logistics were managed from a room in a hotel in Florence.

What are the current challenges?

The main one is that we face continuous budget restrictions. People expect PCOs to do more work for less money. You have to say 'that's the limit'.

Which have been the most successful meetings you've organised?

A congress for ophthalmologists. We have worked with this society for a number of years and seen a steady increase in delegate numbers. Over the years, we've got to know them and really want to make each event extra special.

Do you have any advice for PCOs?

Make sure you really listen. What your client says will be key to making a real difference, so you need to hear what they're saying.

How do you manage the wellbeing of your team?

Our offices in Florence have just been refurbished. We have had the chance to put in new, ergonomic work stations and make sure there is lots of natural light. At the moment, we're planning a 'zen corner' where people can relax and there's talk of a fitness club.

Why is it important that you are IAPCO members?

It shows that you are putting an emphasis on quality and high standards, that you are investing in providing that quality and surround yourself with colleagues who share those values. There is an openness to learning and to new experiences that makes it unique.

Is there a sense of unity in IAPCO?

Yes. Although we are competitors, there is a real family feel. After two AGMs, when we meet up with our rivals, it's like meeting old friends. Advice, information and reports are shared and there's a fruitful exchange of ideas.

Anything else to share?

Soon after becoming an IAPCO member, we put in a bid to host the 2018 EDGE Seminar in Florence. It turned out to be an amazing experience and meant so much to us that we also organised the EDGE Extended meeting to focus on sharing best practice from the seminar.



THE LAND OF THE RISING SUN AND AN ACE UP IAPCO'S SLEEVE

*A personal perspective by Magdalena Atanassova,
Marketing Communications Manager, Kenes Group*

It starts with Tokyo

As always, it starts with the destination. Tokyo proved to be the perfect match for the 2018 IAPCO Annual General Meeting (AGM). This is not the first time that Japan has hosted a IAPCO meeting – 25 years earlier, the AGM was held in the city of Chiba.

For Kenes Group, Japan is a regular destination for many client events. For me personally, it was the first time setting foot in the Land of the Rising Sun. I was very excited to see Tokyo, the capital and administrative base of the country, and one of the faces of Japan. My expectations of the city were largely based on the popular movie *Lost in Translation*, and to a lesser extent, *Godzilla*. I was not prepared to fall in love with the city as much as I did, and can honestly say – nothing was lost in translation during my visit. The culture, the hospitality of the people, the delicious food, the tremendous discipline and impeccable organisation, it all made a huge impression. It gave me a taste of how the locals operate and produce their events. And I thought I knew what “on time” meant, but this visit taught me otherwise.

Tokyo proved an irresistible draw for many IAPCO delegates too. The event was one of the largest AGMs outside Europe. With Asia Pacific as a target region for the Association, it showed that IAPCO is moving in the right direction when it comes to increasing its activity and popularity in this part of the world.

The Education Programme

Japan is synonymous with culture. This cultural richness was very well entwined with IAPCO's education programme. For example, we learned about *Chado* (the Japanese tea ceremony) and its four principles – harmony, respect, purity and tranquillity. We learned about the fine nuances of the word *Chotto* (means “a little”), thanks to the new IAPCO President, Mathias Posch, who turned out to be well versed in Japanese. We tapped into the brilliant minds of some local business people from the tech field, with speakers from *VEVO* and *Facebook Japan*. These sessions provided an insight into the delicate balance between the technological advancements and the fantastic attention to detail, spirituality, and personal touch for which the Japanese people are famous.

The programme also had inspiring presentations from Claire Smith on innovative meeting formats, Garr Reynolds on storytelling, as well as Hazel Jackson on how to appreciate more “the now”, and an eye-opening takeaway for me – what event professionals could do to finally get a life.

Another thing I enjoyed a great deal were the daily educational challenges. One day, we were asked to do a vlog challenge in collaboration with the IAPCO destination partners. Other days included such challenges as origami-making, helping each other in a “What keeps you up at night” session, an exciting treasure hunt in the city, and a quiz on a cruise. These were not only fun, but also very engaging for everyone involved. I almost forgot to mention the *Radio Exercise!* Hard to explain, but trust me it is fun, especially when the emcee is doing it in a kimono. Just Google it.

IAPCO is on the Rise

This was not my first IAPCO AGM and I had certain expectations as soon as I boarded the plane to Tokyo. I expected an exciting destination and a good programme. On both accounts, my expectations were exceeded.

The Education Programme – this is how you deliver value to your members. You grow together! Since my last AGM three years ago, IAPCO's immense growth is apparent. There is progress in delivering an engaging programme, one that is useful to your audience and helps in their day-to-day work. I made new friends and reconnected with old ones. In the end, I feel inspired to be a IAPCO Edgineer, and to support this wonderful and strong community in changing the industry one step at a time.

Tokyo – I believe, is a bucket-list location for many people, and I can wholeheartedly say – go and experience it. I am in love with Japan and that's just from visiting Tokyo alone. I will definitely be going back for more!



Top row l-r:

- Claire Smith, PCMA, on The Age of Engagement
- Jan Tonkin, IPP, commends Yoshito Takahashi, a past IAPCO Award Winner sharing his award legacy
- Excitement builds, preparing for the destination partners' marketing vlogs

Middle row l-r:

- IAPCO leaves a lasting legacy of 90 children's books for Sendai City where they will provide a source of inspiration to children in the region which suffered such extensive damage due to the earthquake and tsunami disaster
- It's all about the way you tell the story – Garr Reynolds
- IAPCO ED and Host with Pepper the Robot

Bottom image:

- Head table at the Formal Dinner, with guests!



ON CONGRES CORPORATION

Congress Corporation creates diverse programme and social functions for the Science Center World Summit at the National Museum of Emerging Science and Innovation in Tokyo 2017, including sessions, concerts and dinners under the Museum's Geo cosmos globe. Also featured on Japanese national TV depicting the work of a PCO focusing on working women in action.



Discussion on world science museums under the eye of planet earth



"Earthlight? Sonata" graces the social programme



Dinner in space, gazing on Planet Earth!

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DUBAI

Inaugural Associations' Conference

Strengthening the city's standing as a hub for innovation and knowledge

The inaugural Dubai Association Conference, supported by IAPCO together with other industry associations, was held from 11-12 December 2017, gathering more than 300 representatives and experts to discuss wide opportunities in Dubai and the Middle East afforded to global associations. The two-day event, a first-ever for the region and hosted by the Dubai Association Centre, founded in 2014 to assist associations and facilitate events, held sessions on public private partnerships, youth engagement, skills development, tools for success and others.



Held under the theme of 'Building a Community', the Conference connected groups from a range of industries, including healthcare, technology, and other sectors that are experiencing rapid growth in the UAE. During the event, delegates heard how the core function of associations is to make the world a better, smarter and safer place, with a strong focus on continued socio-economic development as Dubai progresses towards a knowledge-based economy.

"Trade associations and professional organisations play a central role in the economic diversification agenda, which is at the forefront of Dubai's strategic framework", said Steen Jakobsen, Director of Dubai Business Events. "Not only do such groups enhance innovation and creativity through sharing knowledge and expertise, they are also major drivers of economic activity and business growth. By bringing together global experts and association members in the Dubai Association Conference, this inaugural session has successfully contributed to sustainable socio-economic development across many sectors."

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HONG KONG lays foundation for growth

2018 marks the 10th anniversary of Meetings and Exhibitions Hong Kong (MEHK), a division of Hong Kong Tourism Board. Our anniversary coincides with the launch of a number of new and exciting developments that will lay the foundation for extraordinary growth for years to come.

We will see the first stage of the Hong Kong-Zhuhai-Macau Bridge make its debut, along with the launch of the Hong Kong section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link (XRL). The introduction of these new projects will not only provide Mainland Chinese visitors with greater convenience to travel to Hong Kong, but also facilitate overseas visitors' travel to Mainland China via Hong Kong, especially when coupled with the China visa exemption for visits to the Pearl River Delta region for a maximum of 144 hours (six days).

Hong Kong is ideally positioned as a super-connector due to its strategic location at the heart of Asia. The city is only a four-hour flight or less from Asia's key markets and a mere five-hour flight or less from half the world's population. All of these elements strengthen Hong Kong's position as the bridge to Mainland China, making the city the ideal hub for international meetings.

Other new developments include the opening in mid-September of the Rosewood Hong Kong at its prime waterfront location on Victoria Harbour; the Ocean Park Marriott Hotel with the largest function space on Hong Kong Island; and the opening of a new rooftop venue at the Harbour City Ocean Terminal which boasts a 270-degree spectacular view of the Victoria Harbour against the backdrop of the Hong Kong skyline.



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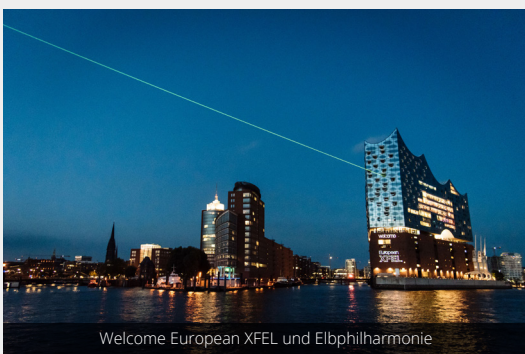
ON HAMBURG
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5G is the proposed, next telecommunications standards beyond the current 4G/IMT and will be standard in 2020. Industrial possibilities are being tested in the Port of Hamburg.



Project HEAT (Hamburg Electric Autonomous Transportation): first self-propelled electric buses will get underway in Hamburg's Hafencity this year.



The European XFEL is a research facility of superlatives: the world's largest X-ray laser will open up completely new research opportunities for scientists and industrial users.



In 2021 the ITS World Congress will take place in Hamburg. A big chance for the future livability in the city.

HOW MULTI-CULTURAL DESIGN THINKING LEADS TO BETTER EVENTS

*By Jasmine Zhu,
Author for Convene*

What defines culture? And how does culture impact meetings? These were a few of the topics discussed during the “Multi-Cultural Design Thinking: Custom Touches for Remarkable Events” session at Convening Leaders 2018.

According to Mathias Posch, President of International Conference Services, culture is influenced by two major factors: where you grew up, and your personal background and identity.

Posch used a model developed by British linguist Richard Lewis as a reference, which determines communication and working styles based on regions. The Lewis Model is broken into three types: linear-active, reactive, and multi-active.

Linear-active groups are comprised of the English-speaking world (North America, Northern Europe, Australia and New Zealand) and are characterized by the trait of separating their social life from their professional life, and the tendency to plan ahead step by step.

Reactive groups are comprised of major countries in Asia — excluding the Indian sub-continent — and commonly connect their social lives to their professional lives. They are also more apt to listen than to talk (i.e., reacting over acting).

Multi-active groups are more diverse geographically, found in Mediterranean countries, South America, India, and many countries in the Middle East. Traits of multi-active groups include mixing their social lives and professional lives, and planning for the big picture. However, Posch cautioned, there’s more to culture than where one was raised. “It’s not just where we come from — there’s a whole variety of things that define us. Is a millennial in Japan the same as a millennial in Austria?” Posch asked. “There’s a big difference; we cannot generalise. People have different facets that define them.”

Factors like sexual orientation and ableness also make up one’s personal background and identity. Posch also stressed the concept of the “cultural iceberg” - there’s only so much one can glean from the surface when meeting someone. Being conscious of those differences, but also planning for inclusion is important for meetings.



Image: unsplash.com/@matiasengel

DRIVING EXCELLENCE



The winners of the 2017 Driving Excellence Awards were announced at the Formal Dinner on 8 February in Tokyo in front of a packed audience.

International Client Award
The American Society for Quality
nominated by MCI UAE.

Regional Client Award
ECTRIMS, The European Committee for Treatment and Research in Multiple Sclerosis, nominated by Congrex Switzerland

Recognition Award
Q2 Arena Bestsport, a.s., nominated by GUARANT International, Czech Republic.

In addition, the 2017 **Collaboration Award** as presented at, and supported by, the IBTM World Leaders' Summit, was highlighted with a video of the collaboration: between AIM Group International and SIAARTI [Società Italiana di Anestesia Analgesia Rianimazione e Terapia Intensiva].

The fourth award in IAPCO's stable of Driving Excellence is the **Innovation Award**, supported by IMEX, the winner of which will be announced at the IMEX gala evening. Three companies were shortlisted in a vote by the members during the General Assembly in Tokyo: Kenes Group, GIS Group and Congrex Switzerland.



ON AWARDS



International Client Award winner: ASQ; Ajay Bhojwani, MCI UAE, accepts the nominee's trophy from Jan Tonkin



Collaboration Award winner: AIM Group International and SIAARTI; Patrizia Semprebene Buongiorno, AIM Group, accepts the nominee's trophy from Mathias Posch



Regional Client Award winner: ECTRIMS; On the occasion of an ECTRIMS Executive Committee, Prof. David Miller, President, is presented with the "Reaching the Top" statue from Julia Bicher



AWARDS & RECOGNITION

IAPCO quality brings recognition, and there is no greater recognition than receiving industry awards and certification. IAPCO members frequently win awards, and here are just some recent triumphs.

KENES GROUP AND AIM GROUP NECK AND NECK IN AWARD STAKES

IAPCO Members certified as Ethical Trusted Partners by MedTech Europe

The Ethical Charter is a voluntary certification initiative for organisers of third-party educational events, proving the commitment of PCOs to the ethical standards and rules included in the new MedTech Europe Code of Ethical Business Practice which came into effect 1 January 2018.

The Ethical Charter aims also to facilitate the industry's support and sponsorship to organisations that are certified and who commit to comply with the Code when organising their events.

AIM Group International and the **Kenex Group** have both been certified as an Ethical MedTech Trusted Partner, a qualification which identifies organisations with a demonstrated know-how and expertise in Ethical Business Practice.

Eventex awards honour both AIM Group and Kenex Group

Kenex is one of the top winners at the 8th Eventex Awards, winning in two categories and finishing as runners-up in another two, including Best Agency. The 1st PANLAR-ACCAR Course, organised by **Kenex Group**, won first place in both Best Association Meeting and Best Medical Congress, pipping **AIM Group** into second place with 2016 AIPPI World Congress and Florentina2017. **AIM Group** however achieved first place with Florentina2017 in the Best Scientific Congress category.

And two of Kenex Group's Original Events, life science conferences initiated by the company, finished third in the categories of Best Medical Congress and Best Scientific Congress.

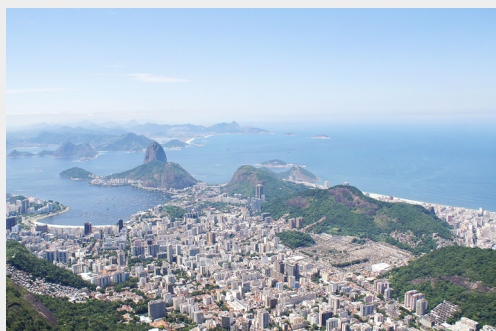
And more

The FCE [Federcongressi&eventi] Excellence Awards 2018, in the category Organisation of Congresses and Events, **AIM Group** was recognised for the SIAARTI Academy, a five-day educational congress held in Lampedusa for young members of the Italian Society for Anaesthesia, Analgesia, Resuscitation and Intensive Care (SIAARTI). The FCE Member Choice Award, granted by the popular vote of the Federcongressi&eventi members, was given to the SIAARTI Academy.



Image: rawpixel.com





7 AWARDS FOR MCI BRAZIL IN 2017

The Prêmio Caio (“Events Awards”), has the purpose of recognising and valuing the work of companies and professionals of the Brazilian Industry of Events and Tourism. Synonymous of quality, the Caio® Award is the only award in the industry, making its importance even greater.

MCI Brazil took home 7 awards in 2017 for events in 3 categories, National and International Congresses and Web Services for Events.

In addition, **Rodrigo Cordeiro**, PCO Director, MCI Brazil, received the Prêmio Caio GrandPrix, for the 3rd time in his career.

AFEA AWARDED WITH GOLD RECOGNITION LEVEL FOR CSR PRACTICES

AFEA received the Gold Recognition Level from EcoVadis for its Corporate Social Responsibility Strategy and actions, and was ranked as a result among the top 5% of companies from all sectors worldwide, assessed for their responsible business practices.

Additionally, AFEA became a signatory of the United Nations Global Compact, which is the international initiative of the United Nations which calls companies to take action towards the protection of labour and human rights, environmental protection and anti-corruption.

AFEA, ERASMUS AND ERA WIN “BEST PERFORMING COMPANIES” AWARD

Three companies, all active members of IAPCO in Greece, joined forces to organise a very successful IAPCO EDGE educational seminar in Athens in 2017.

On December 7, and during the “Treasures of Greek Tourism 2017” award ceremony, **AFEA**, **ERASMUS** and **ERA** were awarded the “Best Performing Companies” award for this collaboration. This award is a very important distinction for all three companies as well as a recognition of the positive results of an effective collaboration in the Meetings Industry. This recognition followed a “certification of best practice” which the three companies received as IAPCO Collaboration Award finalists (supported by IBTM World) during the “IAPCO Driving Excellence Award Ceremony” in Barcelona, on 27 November.

MCI SUPERBRAND

Geneva, 23 February 2018. **MCI Middle East**, the only event agency and association management company to be recognized as a Superbrand, has done it again! For the 5th consecutive year, the Superbrand’s Council in the United Arab Emirates awarded the most respected universal seal of enduring excellence to a truly elite brand. Superbrand is widely recognised as the worldwide independent authority and arbitrator of branding excellence, operating in 85 countries. Its annual branding awards programme selects elite brands in all categories nationwide before being shortlisted. This programme cannot be applied for, is an invitation-only award scheme, and thus the recognition is doubly of value.





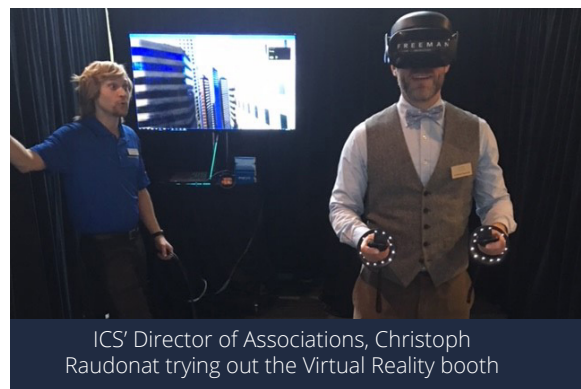
MEMBERS' NEWS

FIRST ANNUAL STAFF WORKSHOP FOR ICS *IAPCO Member: International Conference Services, Canada*

International Conference Services Ltd. (ICS) was delighted to host its 1st Annual Staff Workshop, 19-20 January 2018 in Vancouver, Canada. The workshop theme was Mission to Mars: What the events industry will look like in 2030. Over the course of the two day workshop, ICS President Mathias Posch and his team discussed how ICS would adapt to changes in accessibility, collaboration and connectivity and social responsibility in the events industry over the coming years.



Step back in time, 1930s with an added modern twist, cellphones!



ICS' Director of Associations, Christoph Raudonat trying out the Virtual Reality booth



Sukwhan Chung, Junior Conference Manager at ICS, and colleague (robot!) Petra Feistl during a presentation

A BUSY MONTH FOR INTERPLAN *IAPCO Member: INTERPLAN ag, Germany*

The stats for September 2017: 10 congresses – 57000 delegates – 720 exhibitors – 23200 exhibition sqm – 14250 room nights – 88 Interplan staff members on-site – 3 Countries / 9 Cities. That's busy!

NAME CHANGE AND BRAND *IAPCO Member: BCO Congressos, Spain*

On 1 March, Barceló Congressos became BCO Congressos. This name change and brand evolution is part of the multi brand strategy of Grupo Barceló. There is no change of ownership, and André Vietor remains Managing Director.



WCP 2017 EMBRACES THE ARTS *IAPCO Member: CPO HANSER SERVICE*

Five years after the Bid was won, the WPA XVII World Congress of Psychiatry took place in Berlin in October 2017 organised by CPO HANSER SERVICE. 11000 delegates from 127 countries attended the event, with over 900 scientific sessions. From anxiety disorder to obsessive-compulsive disorder, from science to care – over the course of five days the WCP 2017 provided all the expertise in the field of mental health in one place.

Mental disorders are also an important topic in art, and music. The WCP 2017 offered, beside the scientific programme, the opportunity to see different art exhibitions and performances (produced by patients) and to personally get in touch with authors and filmmakers. On top of this, the New York psychiatrist and pianist Richard Kogan played works by the composer Robert Schumann, who was assumed to suffer from bipolar disorder. Another notable guest was Mohan Agashe, the Indian actor and psychiatrist who received an award last year for his role as an Alzheimer patient in the Film "Astu – so be it".



TOP TIPS

Top 5 Tips... to build relationships between Members and Attendees

IAPCO Member: MCI Barcelona, Spain, Author: Nuria Codina

What will make an event memorable? If content is key, one of the elements of an impactful congress strategy is the strong relationships that are established between members and congress attendees. Depending on the audience profile and the attendees' needs and expectations, various approaches can be implemented. **Here are a few ideas:**



Tip 1.

Use education as a tool for building relationships: make educational sessions more interactive and engaging with roundtable discussions and think-write-share exercises. Members and congress attendees share best practices and experience and build business relationships.



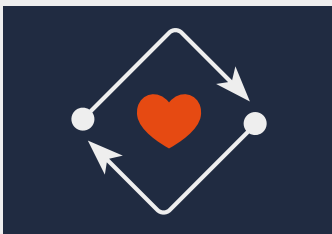
Tip 2.

Facilitate dialogue with games: stimulate creativity and leadership in a fun and casual environment with gamification, hackathons or team-building activities, such as escape rooms or cooking groups. Members and attendees interact during the game and build even stronger relationships if a prize is offered.



Tip 3.

Give back to the community and raise the organisation's profile: members and attendees participate jointly in a fundraising event or project and develop a feeling of camaraderie.



Tip 4.

Be the matchmaker: improve the quality of networking by looking at attendees' data analytics to pique curiosity and facilitate the creation of special-interest groups, mixing members and attendees.



Tip 5.

Introduce tutoring programmes: build interest and engagement in the organisation with volunteer members or long-time attendees responsible for tutoring new attendees.

Hackathons

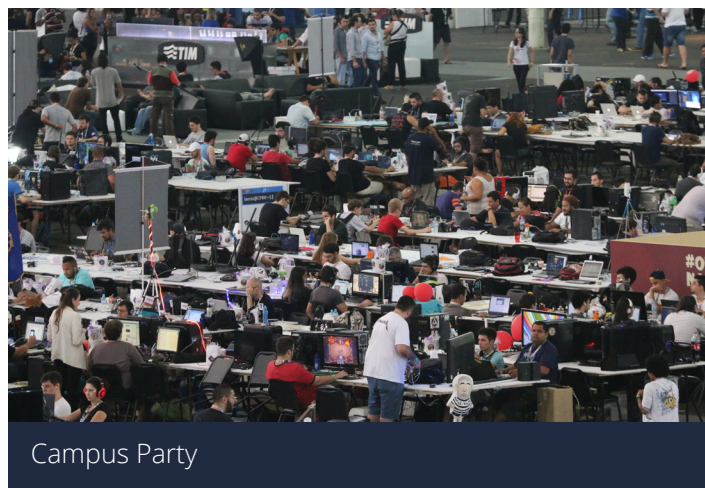
Innovation in Knowledge Exchange – Hackathons, co-creating the future
Feature Article by IAPCO Member MCI Brazil

Hackathons, a combination of ‘hack’ and ‘marathon’, is the notion of bringing to life concepts elaborated by computer programmers and software developers.

From ideas to reality

From several hours to several days, teams of participants collaborate intensively on an identified challenge, and in developing a working prototype from scratch. After time runs out, teams present their project to a panel of subject-matter experts and industry leaders. The winning team is rewarded and its solution implemented.

Through technology, hackathons, also called “hackfest”, provide a venue for self-expression and creativity through technology, in an informal atmosphere. In less than 20 years, hackathons have become significantly common to companies and organisations as a way to develop new areas for innovation and funding. They have spread to almost every industry sector.



Campus Party

Hackathons for associations

Hackathons are about community and collaboration. For associations, hackathons have become a powerful tool to promote engagement and collaboration with attendees, especially because the core mission of hackathons has endless possible applications. They can be a powerful motivator, such as coming up with better ideas to bring the United Nation’s Sustainable Development Goals to life.

UN case study: Innovation in knowledge exchange

“The Big Hackathon”, a pioneering tech event organised during the 2017 Campus Party in São Paulo, Brazil, involved more than 1300 participants in a hacking competition devoted to finding tech solutions to bolster the UN’s 17 Sustainable Development Goals.

During the two-day event, innovative individuals tested their coding development skills under the guidance of well-known tech influencers and experienced coders. In all, 193 countries formed a collaborative platform for a 15-year project that aims to provide solutions to key global issues. The 17 Goals included in this UN plan, serve as a guide for addressing these challenges.

Campus Party, an event managed by MCI Brazil, was the perfect platform to run the UN Hackathon and attract the most technically capable individuals to act as mentors and judges, providing the ideal environment for the competition. As a result, the 1300 participants totalled 100 hours of coding and 51 projects were presented with the support of 300+ coding mentors. The four winning teams have been accredited with the UN stamp.



UN Hackathon



Campus Party

What makes a successful hackfest?

Several areas are key to organising a successful hackathon:

- Define a reasonable and realistic challenge
- Carefully select candidates (so you don't expose projects' content to competition)
- Limit the number of participants
- Identify the judges and the reward offered to the winners. It can be monetary or in-kind
- Ensure strong internet access and appropriate bandwidth for the exchange of live information during the hack
- The room layout should encourage interaction, idea-sharing and facilitate teamwork.
- The environment should be flexible and adaptable, informal but yet professional
- Provide the latest technology in the rooms for teams to present their projects in an innovative way
- Food and caffeine: to keep up with the long hours and stress, the room must be filled with food, energising drinks and coffee, on 24h delivery
- Open doors to sponsors to alleviate costs like F&B and equipment
- Bring in influencers and developers able to develop solutions presented by the teams.



G20 opportunity for Argentina

IAPCO Member: MCI Argentina



October 2017, MCI Argentina (as part of a Joint Venture Agreement along with Messe Frankfurt Argentina) was appointed the official organiser for the G20 preparatory events whose components include over 50 meetings of ministers, foreign ministry emissaries (known as sherpas), central bank governors, and world leaders. This events' cycle culminates in the G20 Leaders' Summit, attended by heads of state or government, where they issue a joint declaration on the policy formed by the G20 meetings throughout the year.

The Group of Twenty (G20) is a leading forum of the world's major economies that seeks to develop global policies to address today's most pressing challenges. The G20 is made up of 19 countries and the European Union. The 19 countries are Argentina, Australia, Brazil, Canada, China, Germany, France, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Africa, South Korea, Turkey, the United Kingdom and the United States.

The first event organised by MCI Argentina was the "Finance & Central Bank Deputies Meeting", held from

November 30-2 December at Llao Llao Hotel in Bariloche, gathering around 250 participants. Some of the topics discussed on the agenda were the future of work, international financial architecture and infrastructure.

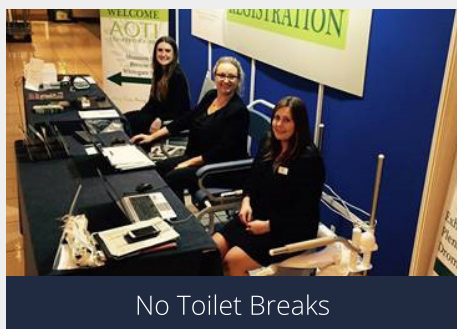
The second event was the "G20 First Sherpa Meeting" held from 14-16 December also in Bariloche. Representatives of countries and international organisations joined this Meeting where the presidential theme was "Building consensus for fair and sustainable development", with priorities based on the future of work, infrastructure for development and a sustainable food future. Some other items on the agenda included education, employment, digital economy and agriculture.

G20 offers a great opportunity for Argentina, as for the first time in its history, it will be able to place priorities and dialogue with the main players of the world's leading economies, giving the opportunity to move forward into globalisation towards a greater inclusiveness, fairness and equality.



ON CONFERENCE PARTNERS INTERNATIONAL

CPI Staff prove that its not just all work and no play while onsite at their events!



No Toilet Breaks



Fawty Towers



Milking It

Coming Back for Seconds: The Value of Working with a Core PCO

IAPCO Member: JPdL, Canada



Picture a restaurant you frequent often; where the staff know you by name and understand what you like simply by telling them you'll have "the usual". It is more likely that you will trust any new, innovative suggestion they have, based on your established relationship with the staff and familiarity with the menu.

Replace 'restaurant' with 'Core PCO'; NOW you're speaking OUR language.

The role of a Core PCO is like being an extension of a client's team. It's our job to know our clients' tastes; to act as their voice with hotels, Conventions Centres, CVBs, and suppliers. This level of understanding gives us more negotiating power with partners and suppliers.

"The beauty of a multi-year contract is that there is more room for growth and constant improvement. You may not have the time or budget to implement a new idea one year, however it's motivating to know that you can carry those ideas with you to future congresses" says Marie-Josée Talarico, CMP, Director of Operations for JPdL International. Furthermore, a Core PCO can act as a crucial resource for an event's history and lessons learned, both positive and negative. In the event that a client's organising committee has a high turnover, a Core PCO can help orient the new members of the committee as they acclimatize to their new role.

"What keeps re-occurring mandates interesting is the constant push to innovate on current processes and ideas. Each edition may have the same structure but it's up to the core PCO to jazz up existing formats and bring new flavours to the table." says Jean-Paul de Lavisson, CMP, President of JPdL.

Emirates



CONFEX INDUSTRY IMPACTS WIDER BUSINESS SECTOR

**IAPCO Convention Centre Partner,
Sandton Convention Centre**

“The conference and exhibition industry has an ongoing and significant impact on the greater business and tourism value chain, contributing to growth in a wide variety of sectors”, says Shaun Bird, Sandton Convention Centre’s GM. “For every person who participates in an exhibition or conference, as an exhibitor, visitor, or delegate, there are positive repercussions for the local economy.”

As examples, he cites travel costs – flights, car rentals, taxis, Gautrain – accommodation, food and entertainment during the event, as well as pre- or post-event leisure travel within the country, and notes: “Recent research by the National Convention Bureau shows that up to 60% of international delegates who have come to South Africa, will come back within the next five years with their family – creating a ripple effect in the economy.” He adds that the research also found that about half the visiting business delegates are accompanied by one other person on their trips to South Africa, and a significant number are joined by three or more fellow travellers – colleagues or family members.

The National Economic Contribution Study 2014-2016 by the SA National Convention Bureau states that, in job creation and economic impact, the international business events industry annually supports on average about 252 000 direct and indirect job equivalents in SA and contributes in total, over R115-billion to SA’s annual GDP. The study states: “South Africa is host to approximately one million international business events delegates annually whose primary purpose of visit is to attend meetings, convention, conference or exhibition.”

Bird notes that leisure visitors to the country tend to spend their own money when travelling here, whereas business delegates tend to travel on company money and have a larger amount of disposable income as their accommodation, flights, and conference expenses are taken care of. This allows them extra budget for shopping, excursions, and leisure travel within the country.

He believes there is more that can be done by the southern African conference and exhibition industry in terms of developing a rotational strategy for major global business events, both within South Africa, between the major cities, as well as within the SADC countries. “When major events are rotating within a region, it stimulates growth of the size of the pie, rather than growth in the number of slices in the same size pie,” says Bird.

MEETINGS AFRICA

The theme of this year’s Meetings Africa 2018, ‘Shared Economies’, echoes this perspective. Meetings Africa, which is Africa’s premier business events trade show, took place at Sandton Convention Centre from 26-28 February. Amanda Kotze-Nhlapo, Chief Convention Bureau Officer at SA Tourism, reinforces the importance of the business events industry to the continent’s economy. “The Shared Economies theme is a critical component of the work that our industry does, which is way beyond tourism. The goal this year was to expand the overall conversation and focus on how collaboration can help us find innovative solutions to bettering the lives of our people.”

Meetings Africa is an iconic industry event that showcases Africa’s diverse offering of services and products, and offers a platform for African associations



ON MEETINGS AFRICA
SANDTON CONVENTION
CENTRE

and meetings industry professionals to partner to help transform the continent. Bird comments: "Meetings Africa is the continent's largest business tourism event and has been a signature event on the SCC calendar for 12 years." The trade show was opened by Tourism Minister, Tokozile Xasa and Sisa Ntshona, CEO of South African Tourism.

As a world class venue with the ability to host events, exhibitions or conferences of any size, ranging from 10 to 10 000 delegates, Sandton Convention Centre provides high quality service, state-of-the-art technology and dynamic facilities. "Meetings Africa has chosen Sandton Convention Centre as the host venue for all 13 years in which the trade show has taken place, and we are honoured to play a role in the necessary and exciting transformation of the burgeoning African continent," concluded Shaun Bird.

Visit: www.saconventioncentre.co.za



Meetings Africa opens



Minister of Tourism, Tokozile Xasa



Sandton Convention Centre



IAPCO EDUCATION FLORENCE

EDGE FLORENCE FLOWS - LEAVING A LASTING LEGACY

IAPCO Member: OIC, Florence, Italy; authors Ginevra De Bellis and Anna Michaels



What engagement is all about

In its totality, the EDGE seminar in Florence has been an incredible experience for all involved: for OIC Group as a IAPCO Host Member, for the 70 participants from over 20 countries and for the wider Florence community from which there has been an overwhelming collaborative response, with teams ranging from caterers to calligraphers wanting to take part and contribute to the success of the EDGE in this city. In particular, the amazing collaboration and team work from Firenze Convention Bureau, Firenze Fiera as EDGE venue, and Tecnoconference Group as AV partner and so many more enhanced the experience.

Last spring, a small team at OIC Group strategically mapped out each week of The Flow, leading up to January 2018: the monthly newsletters, an enticing educational programme, superlative speakers and social event venues, menus filled with local specialties and carefully thought out extra touches that would wow our EDGE guests. We will not forget the social networking in a hurry: the Welcome Reception in the



Sumptuous dining – farewell dinner

realm of the Renaissance – the fresco covered Salone dei Cinquecento - followed by dinner in Sala D'Arme lit up with custom projections of the city; the Gala Dinner that began with live demonstrations by local artisans, followed by sharing vino and conversation by candlelight while seated together at the long Imperial table.

The learning, sharing of best practises, discussing the changes taking place in the meeting industry, the networking and the fun were extraordinary, however in just 72 short hours EDGE Florence came and went.

With the exchange of the final 'arrivederci' all the buzz, the noise, and the excitement slowly quietened down, leading us to ask ourselves 'Now what?'

As all event organisers, we were prepared for this moment, which led to a discussion regarding the need to leave a multilevel lasting legacy and to create a continuum that would flow from one EDGE to the next.



ON EDUCATION

AIM Group attended IAPCO EDGE Florence with great enthusiasm.



Patrizia Semprebene Buongiorno



AIM Group delegates



AIM's interactive participation



The Flow!

EDGE-EDUCATION is the key and sharing this knowledge, putting the know-how from the EDGE seminar to good use is what can make the difference.

At the end of February, OIC Group held a half-day EDGE – Extended ‘Coffee morning’ in their Florence offices. The three OIC Group staff who participated in the seminar presented their key learnings from the presentations, sharing the discovery and new insights with all 100 members of OIC Group’s staff.

The meeting focussed on ‘hands on’ applications to the everyday working life of OIC Group as a IAPCO PCO, with the hopes of integrating EDGE learnings to make positive improvements in our daily approach to project work and strategy development. Referencing our EDGE learning in our daily work and instilling change is the lasting legacy and mark that the EDGE will leave in Florence. Tout court, it’s all about getting the right FLOW!



Super Heroes



An anniversary cake for IAPCO

SEE YOU AT
IAPCO EDGE The Hague
The Netherlands
January 23 - 25, 2019



Aim Group delegates





IAPCO EDUCATION EDGE ADVANCED

Taipei – 19-21 April 2018



REGISTER NOW!
iapcoedgetaipei.org



We are pleased to invite you to the first Level 3 IAPCO EDGE Seminar around the globe. On top of the valuable insights shared by our professional speakers, discussions and workshops were also organized for delegates to interact and engage.

The seminar is tailor-made for those at senior management level of the MICE industry who are keen to strengthen their management skills, learn about the trends of International meetings and development in international partnerships. Join us and be inspired.

Main Topics:

- ◆ Trends in Meeting Industry
- ◆ Meeting Design
- ◆ How Clients Make Selections
- ◆ PCO Business and Pricing Model
- ◆ Corporate Meetings Market
- ◆ Team Management

SPEAKERS



Mathias Posch
IAPCO President
President, ICS Canada



Jan Tonkin
IAPCO Immediate Past
President
Managing Director, The
Conference Company



Michelle Crowley
Senior Director, Global
Strategy, PCMA

Date Programme

**Day 1
Apr 19**

What trends are affecting the meeting industry?

- Trends that impact how clients work
- Case studies including how medical professionals manage technology

How clients select a destination and suppliers?

- Think how clients think and learn what they want to know
- What makes clients' decisions easy or difficult for association conferences

How to maintain your corporate meeting market?

- Highlights about maintaining the corporate meeting market
- Case studies including how does the US market work

**Day 2
Apr 20**

Design a total experience for your meetings

- Long term impacts and opportunities of bringing a meeting to a destination
- Mechanisms to collect and share data about those impacts and opportunities
- Marketing strategies including promotion for future buyers

Evolution of PCO business and pricing model

- How PCO business models are changing
- What do those changes mean for others in the supply chain
- PCO pricing models

**Day 3
Apr 21**

Getting your team to be engaged

- Cultural intelligence
- Building productive and engaged teams



IAPCO EDUCATION EDGE SEMINAR

Guadalajara – 6-8 August 2018

Key Topics

REGISTER NOW!

6-8 August 2018

<http://www.iapcoedgecdmx.org/>



GUADALAJARA

The Capital of information technologies
in Mexico and Latin America

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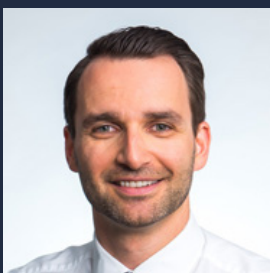


ORGANIZED BY



- Association Meetings and Current Trends
- Destination Promotion and Bidding to Win
- Client decision-making and Site Visits
- Marketing a Congress
- Financial Planning & Budgets
- Bringing a conference to Mexico/Latin America - unique opportunities and challenges
- Client & People Management

The International Faculty – leaders in Education



Mathias Posch,
President IAPCO;
President, International
Conference Services (ICS),
Vancouver, Canada

Mathias Posch is President and Partner of International Conference Services (ICS). With its Headquarters in Vancouver, Canada, and branch offices in Toronto, Denver, London, Vienna & Barcelona, the company manages conferences around the globe – in 38 countries on 6 continents thus far. Mathias is President of IAPCO, and a

respected industry expert having been invited to speak at numerous international and national conferences. He was a Faculty Member of the IAPCO Wolfsberg Annual Seminar as well as the Meetings MasterClass and has presented at many IAPCO EDGE and other Industry Seminars.



Nicola McGrane,
CEO, Conference
Partners International,
Ireland

Nicola established Conference Partners International (CPI) in Ireland in 1998 and the business has since expanded its reach to the UK and Central Europe.

With a strong emphasis on partnering with leading researchers and innovators, CPI has bid for and delivered over 500 International meetings. Renowned for her ability to identify opportunities, Nicola's creative thinking and strategic advice has been sought at the highest level by numerous Associations, Corporations and Industry bodies. Nicola gives generously of her expertise and hands on skills, via many teaching seminars, for the benefit of others.



Oscar Cerezales,
Chief Operating Officer,
MCI Asia-Pacific, Singapore
Born in Barcelona (Spain), Oscar Cerezales has been working in the meetings

industry for more than 25 years. Currently, he is a member of the Board of Trustees for PCMA, Chair of the ICESAP Advisory Board as well as Member of the Scientific Board for the Latin American Association of Convention Bureaus. Since 2008 he currently works at MCI Group. After running the association business development division for MCI in Europe, Oscar moved to Sao Paulo, Brazil to manage MCI throughout the Americas region. Since 2012 Oscar resides in Singapore and manages the Asia-Pacific region.

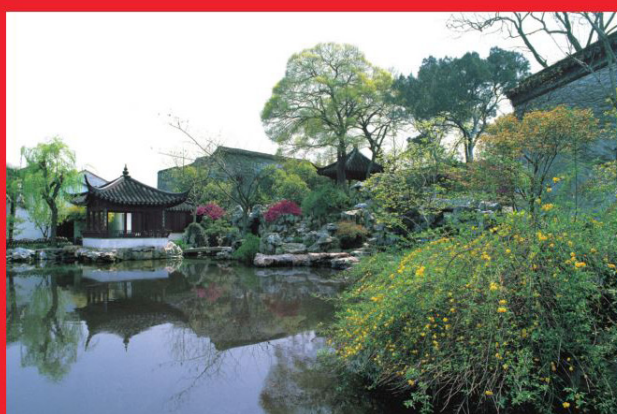




IAPCO BESPOKE EDUCATION

The 3rd IAPCO Seminar in Suzhou, China – 9-11 April 2018

国际专业会议组织者协会 (IAPCO) 培训通知
 苏州 2018年4月9日——4月11日



Venue: Novotel Suzhou SIP

Level: Advanced

Fee: RMB 4800 yuan (excluding accommodation)

Contact/IAPCO China Training Representative:
 Alicia Yao

Registration:
 Tel: 13801309629,
 010-85325338

Email:
alicia.yao@ime-consulting.com.cn

PROGRAMME

Time	Monday 9 April	Tuesday 10 April	Wednesday 11 April
09.00		Creating a new meeting from scratch with an existing association Sarah Markey-Hamm	Risk and crisis management Jan Tonkin
10.00	Official Opening - Introduction to IAPCO Yvonne Hu [in Mandarin]	Creating a new meeting from scratch as your own business venture Iftah Amit	Event security – can you protect your event? Iftah Amit
11.00	The changing role of the PCO Jan Tonkin	The difference between managing international and national conferences Jan Tonkin	Summary of key learning points Close of Seminar
14.00	How to integrate digital content into your programmes Sarah Markey-Hamm	Creating a successful partnership between CVBs/Centers and PCOs Sarah Markey-Hamm	
15.00	Boosting delegate numbers Iftah Amit	Workshop	
16.00	Workshop	Team management Jan Tonkin	



Jan Tonkin

Immediate Past President IAPCO; MD, The Conference Company, Auckland, New Zealand



Iftah Amit

VP Global Sales & Marketing, Kenes Group, Israel



Sarah Markey-Hamm

CEO, ICMS Pty, Australia