

EcoMobility is winning event for GIS Innovation Award

At the IMEX Gala Dinner last month, Amber Chen, Assistant Vice President, GIS Group Taiwan, was presented with 2017 IAPCO's Driving Excellence Innovation Award. Supported by IMEX, the Innovation Award is to commend the most creative and high achieving young member of staff of an IAPCO member

company and to recognise and celebrate the tremendous efforts of these individuals.

From 1-31 October 2017, Kaohsiung City, Taiwan, hosted the 3rd Eco-Mobility World Festival, an event which would require innovative thinking and organisation to succeed

within a community suspicious of change which might affect their lives. GIS, the IAPCO PCO appointed to manage the Festival, transformed the local neighbourhood into an ecomobile community.

**For EcoMobility Case Study
see page 13**



INNOVATION AWARD FINALISTS

Winner

Amber Chen,
Assistant Vice President,
GIS Group,
Taiwan

Runners Up

Christina Götze,
Meeting Planning Consultant,
Congrex Switzerland

Rosa Garriga Mora,
Meeting Architect,
Kenes Group

WHAT'S NEW?



A new brand



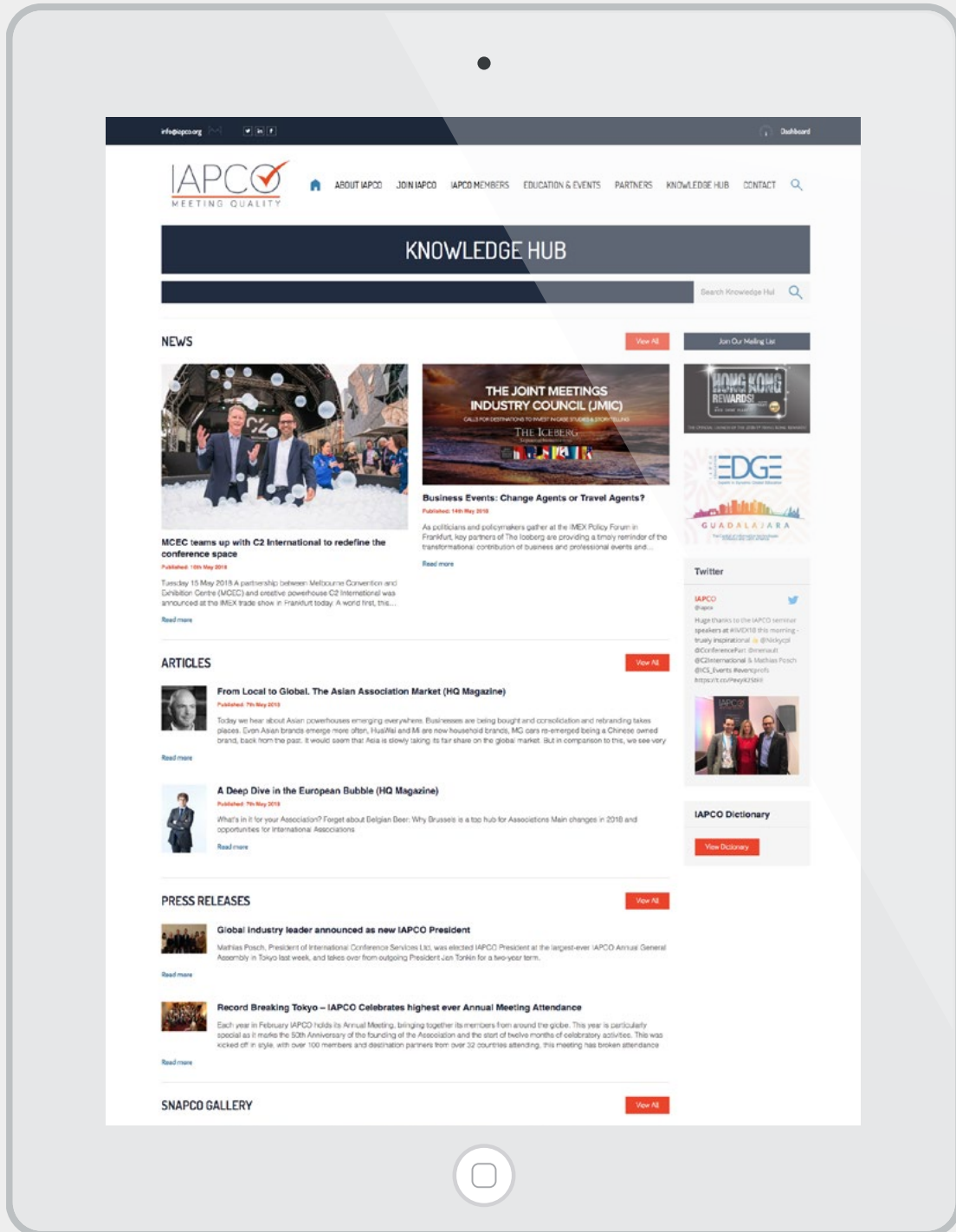
A new knowledge hub



A new website



And an anniversary IAPCO is 50 this year!



www.iapco.org



FROM THE PRESIDENT

A quality standard for the next 50 years

IAPCO is celebrating 50 years this year – a time to look back at the achievement of previous IAPCO leaders in establishing our Association, elevating our profession, and fostering some of the greatest talent in our industry. It leaves us with a great responsibility, to make the next 50 years count and set our profession up for the industry of tomorrow.

IAPCO's quality standard has gained wide industry recognition and our partners are eager to work with IAPCO to develop further quality programmes. We are proud to be recognised as the authority for quality management and see it as a privilege as much as a responsibility to set standards for the industry.

Education is a cornerstone of quality and therefore of IAPCO. Since launching our varied educational offerings under the "IAPCO EDGE" banner, the number of professionals being educated through IAPCO has multiplied significantly and, as we look forward, further seminars and educational offerings are being developed. IAPCO has moved from a "CEOs' platform" to reaching deep into our member companies and the industry at large – it is the depth and the initiatives we need to set our Association up for the next 50 years.

Mathias Posch,
IAPCO President 2018-2020

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ON IAPCO PRESIDENT IN TAIPEI

Mathias Posch, faculty on the EDGE Advanced, embraces Taiwan seminar



with fellow faculty, Jan and Michelle



always engaged



passionate teaching



GONZALO PEREZ CONSTANZO

The passing of a great human being

On May 26 former IAPCO President and long-time industry advocate Gonzalo Perez Constanzó passed away at the German Hospital in Buenos Aires. This ended his years of struggle with cancer.

We shall remember Gonzalo as a great champion of IAPCO and our mission, a man that has given so much to our association.

Gonzalo was a much respected industry professional whose career spanned over three decades and began under the tutorage of Jorge Castex in Argentina. From there he moved on to work for the World Bank in New York before returning to his roots and continuing on his earlier path in the organisation of international association meetings in Spain and South America.

Gonzalo has championed the profession of Professional Congress Organisers at all stages of his career. Not only was he a leader, pioneer and champion for the profession, he was a true diplomat and ambassador, always smoothing troubled waters and finding the best solution to many sides of an equation.

IAPCO was one of Gonzalo's great passions and he brought all of his qualities to the association – no matter in which role. He joined the

faculty of the IAPCO Annual Seminar in Wolfsberg in 2006 and has spoken at numerous IAPCO seminars around the globe. His dedication to share his



vast knowledge and inspire the next generation of PCOs was exemplary and motivated those around him. In 2009 he joined the IAPCO Council on which he served until 2016, including his term as President (2012-14). In his presidency, Gonzalo made sure to preserve the spirit of the IAPCO family while being a strong supporter of his Council and enabling the IAPCO Strategic Planning to be initiated. True to

his passion for education and sharing, he instigated the Albert Cronheim Scholarship which has since given many young conference professionals from economically disadvantaged countries the opportunity to participate in IAPCO education.

Gonzalo has earned respect around the globe and has left a great mark in this industry. The news of his passing has touched professionals and colleagues from all over the world, all of whom have fond memories of a diplomatic, generous and always kind person that deeply cared about the industry and those around him.

While Gonzalo shall be remembered as a great professional and a champion for IAPCO, his greatest qualities were those of being a friend and mentor. Many of us have stories of the great times we were able to share with Gonzalo and the incredible impact he left on our careers and our lives.

When Gonzalo saw something in people, he made sure to let them know – he gently guided and gave his advice without ever overstepping. I remember my own conversations with him starting at my first General Assembly in 2006 as a young and eager professional. He always listened, he weighed, he never disqualified or belittled. His guidance was clear and matter of fact but at the same time gentle and caring.

When talking about him with other friends in the industry, I hear similar stories. Gonzalo had that unique gift that when you talked to him he fully focused on you and made you feel that this conversation is of the utmost importance.

Memories of Gonzalo usually revolve around the importance of friendship. At a Council Dinner in Salzburg in 2013 Gonzalo gave a toast to friendship that moved everyone at the table to tears. He had a way with words and expressing his raw feelings that truly left people around him deeply touched. A couple years later during the ICCA congress in Buenos Aires, his IAPCO friends ditched the conference evening and joined Gonzalo in his apartment for a celebration of friendship. It was a moving and yet incredibly uplifting evening for all of us.

So more than anything else, let's remember Gonzalo as a true friend. Let's remember the glasses of wine we shared, the deep conversations and the laughs. The moments when he was the adult in the room, navigating problems and finding solutions, as well as the moments when he was just relaxed and sharing his boyish smile. Those who had the pleasure to know him well will have so much to remember, smile about and maybe shed a tear over. And those who weren't lucky enough to spend time with Gonzalo, shall know that so much we take for granted in our industry and our profession today, Gonzalo fought for and never took credit. You might not even know – but as a professional in our industry it is likely that Gonzalo touched your life in one way or the other.

Just days before his passing he told friends "I am prepared" – knowing what will happen but making sure to give those closest to him peace. Gonzalo will be remembered as a great human. We shall all aspire to leave a similar legacy.

We miss you Gonzalito!

Mathias



Photos from top:

- Gonzalo, at home, 2015, a party with IAPCO friends
- Gonzalo, world traveller, 2013, with friends André (l) and Peder (r)
- Gonzalo, 2004 AM Istanbul, with friends Vincent (l) and Jorge (r)

Right:

- Gonzalo, on education, 2013, speaking at World Meetings Forum

New Member

Sweden MEETX joins IAPCO ranks



SWEDEN MEETX



the MEETX team

MEETX is the latest company to have been accredited according to the IAPCO standard, and thus joins IAPCO as a Company Member, bringing the total membership to 118, of which 85 are Company Members and 33 are Member Offices.

"The IAPCO Accreditation is very important for us at MeetX and also for the industry. To be a PCO that is accredited by IAPCO means that you are a quality PCO and that you work within set processes. This will ensure our clients know what they can expect and that we have a certain quality level and a good experience of arranging scientific meetings. The accreditation also acknowledges that the staff at MEETX work in a professional, sustainable and proactive way", says Marie Jacobsson

Operations Director at MEETX. "We are proud to be a member of IAPCO and this great network where ideas, knowledge and education can be embraced to progress the handling of successful meetings in the future".

"We are delighted that Sweden MEETX has been successful in their application to join IAPCO. We know it is often a difficult journey to reach the standards required of IAPCO membership, but their application was a testament to the quality of the company and the services they provide", said Sarah Storie-Pugh, Executive Director IAPCO. "Everything was very well thought out" added Nicolette van Erven, Congress by design, who undertook the requisite site inspection, "I was made to feel

very welcome and, having met the whole, very friendly team, I think they are a worthy IAPCO member".

For more information please contact:

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marie.jacobsson@meetx.se



Marie Jacobsson

Sweden MEETX AB is a company within the Swedish Exhibition & Congress Centre concern, which is owned by the Swedish Exhibition & Congress Centre Foundation. The Foundation is financially independent, in that the company does not have any external owners or investors; all surpluses are reinvested in the business. Sweden MEETX has its headquarters in Gothenburg and takes assignments in Sweden and internationally.



ON OIC

International Medical Meeting took place in Milan: smiling for snaPCO we have: OIC Group's CEO Nicola Testai; Luciano Spalletti, International Coach; Professor Piero Volpi, the Congress Professor; Account Manager, Sabrina Gataleta; and International football player Andrea Ranocchia.



An exciting match! A premier league PCO: OIC Group and Serie A football!



Keynoters: Should You Choose Humility Over Celebrity?

A well-known personality can pull a crowd, but a humble storyteller can add purpose and credibility to your event.

Inspirational, entertaining, engaging, and charismatic — these are just some of the attributes people look for in keynote speakers. Deciding how to choose the right one for your event can be every bit as important as the destination, the venue, and food-and-beverage options.

Beatrice Remy, Managing Director at Hong Kong-based agency Lore, says speakers' bureaux can help narrow down speaker prospects with the right profile and keep a permanent watch on the latest options. In her experience, clients also like to invite speakers within their own ecosystem, such as prominent personalities on their boards, or partners and vendors.

Whomever you choose, she said, be careful to select someone "who corresponds to the image of the company. Beyond the 'alignment to the message' goal, it's about finding a compatible personality. And when the speaker is ready to make appearances before and after speaking, it doesn't feel like a 'paid' intervention anyone could buy."

Being able to tell a story and make it personable is also vital and as Remy

pointed out, independence matters for both the credibility of the speech and its legitimacy. "Even if some speakers only repeat materials that are readily available online, the delegates appreciate an up-close and personal experience," she said.

Marine Debatte, Head of Events Solutions, Asia Pacific & Japan, at agency BI Worldwide, is more inclined to recommend a high-profile speaker. "With so many events and conferences demanding attention", Debatte said, "potential delegates have to prioritise which ones to go to; a well-known speaker can be one way to attract them".

"I won't register even at a trade show before I see the list of panellists or speakers, because I am looking for more than networking, I am looking for value," Debatte said. "That's what our attendees and clients are looking for also."

Be very clear on the event's purpose and what needs to be communicated when choosing speakers. As Debatte highlighted, some speakers may sometimes "steal the stage" or not be team players, which reflects poorly on the event itself. Specialists too

may not always make the best speakers or people who are particularly passionate about a cause or specific issue — they may not perform well on stage.

"Being challenged and having different opinions is healthy and what we are looking for but this also needs to be carefully gauged," Debatte said. "Preparation is key with panellists, speakers and keynotes. There are many instances where speakers have arrived at midnight the day before to save costs and it's damaging to the quality of the 'performance'."

Staying curious and thinking outside the box can also help. Debatte recalls attending a MICE industry conference in Singapore last summer that featured a speaker from Spartan Race, which runs a series of obstacle races that test strength in teamwork in various cities across the globe. "That was incredibly relevant," she said, "although the fitness industry doesn't naturally come to mind when thinking of MICE."

Finally, she said, keep in mind that higher-priced speakers aren't necessarily better speakers.



ON CONGRESS CORPORATION

Organisers of the Patient Safety Global Summit



Day 1 – talks and discussions among experts from 44 countries



Reception – experience the playing of the traditional Japanese "Koto" (13 stringed wooden harp)



The Photo - everyone on stage in the proper order, directed by official photographer Mr Yuki Kato



Meeting Host: Bologna

*IAPCO Council met in May,
hosted by Bologna Welcome*

Bologna is the capital of the Emilia-Romagna region and the prestigious seat of learning, home of the oldest university, top quality medical institutions and world leading motor companies (Ducati, Ferrari, Maserati, Lamborghini).

With its medieval city centre, considered the best preserved by UNESCO, the ancient arcades, towers and the excellent cuisine, Bologna is ranked among top 50 European cities in terms of quality of life with also a very favourable cost of living index ranking.

Bologna enjoys a privileged geographical position and is a natural crossroads for Italy and Europe. It is easy to reach by plane, train and automobile. In the historical city centre you can easily get around

on foot, everything is centrally located and the efficient public transportation system allows you to quickly reach the entire city, near and far.

Thanks to its location in the very heart of Italy, Bologna enables quick connections with other famous Italian cities by high speed train and is also easily accessible through its intercontinental airport, just 7km from the city, which connects Bologna with 100 world cities.

The metropolitan area of Bologna is rich in different types of venues that are both exclusive and strongly integrated in the fabric of the city, with a capacities ranging from 10 to 6000 guests. A long experience in the MICE market ensures ease and reliability for any kind of event organisation.

The City has got more than 13000 hotel rooms with top quality standards in a very short distance area: array of hotels ranging from charming city centre hotels to modern international chains, allows a variety of options for any type of event.

In Bologna every event becomes a complete experience, with the possibility to easily visit the city and discover its most emblematic places.

www.bolognawelcome.com/business/

Council meets in Bologna

From mediaeval to modern – Ancient Italy to EATALY

There is nothing like experiencing a city first hand. We all hear about the wondrous mediaeval buildings of Bologna, carefully adapted to create functional and interesting event space, but nothing can tell you about their magnificent abundance and the suitability of areas that are steeped in history and yet practical for use today. Bologna is full of such treasures.

The IAPCO council met in Bologna last month, hosted by Bologna Welcome, and were provided with the hospitality that is so renowned of the Italians. Housed at the Royal Hotel Carlton, a Monrif Hotel, itself a wellness oasis in the beating heart of Bologna, council were impressed with the integral conference centre, and services and facilities available. Marble and colonnades abound as with many venues in this vibrant city, providing a local and desirable event space.

A visit to the Polo Congressuale (Convention Centre), an innovation in its time having been open since 1975, it is currently undergoing much renovation transforming its extensive space into a modern and functional



centre; already the new main auditorium, with divisible walls seamlessly reducing or expanding the size as required, is a delight. The new halls about to be built to expand the already extensive space, will further enhance this practical venue.

The Council visit began with the ancient mediaeval city, transgressed through the current conference facilities and culminated in the ultra-modern EATALY culinary extravaganza. Whilst the experience itself is something totally out of this world, a marketplace of everything excellent about Italian food, the conference centre itself was a delightful surprise. Three halls, ultra-modern (opened in November 2017), 200-300 as individual meeting

rooms, or 850 combined, with 7m high ceilings, daylight, in-built high tech and sleek modern lines, they are practical, comfortable and a dream to the organiser. Over 1000-m2 of adjacent exhibition space completes the package, and all housed around water and gardens.

Yes, Bologna was full of surprises: "it was great to be able to view such diverse venues first hand; nothing can show you the true value of a destination except a hands-on visit – and my heartfelt thanks to the Bologna CVB who were not only amazingly hospitable, but also justifiably proud of their city and the facilities on offer", said Mathias Posch, President of IAPCO.



ON BOLOGNA



IAPCO Council in Bologna



Great foods of Italy – at EATALY



Private Dining – an exceptional space

CREATIVE POWERHOUSE PARTNERSHIP – C2 and MCEC



A partnership between Melbourne Convention and Exhibition Centre (MCEC) and creative powerhouse C2 International was announced at the IMEX trade show in Frankfurt on 15 May. A world first, this union signals a dramatic shift ahead for the future of business events.

This alliance grants MCEC exclusive access to C2's experiential design platform and signature "labs", while providing C2 a gateway from which to continue the conversation in the Asia Pacific region.

Founded by Cirque du Soleil and Sid Lee, C2 International is a major innovative force in the global business events industry.

MCEC Chief Executive, Peter King, said the partnership would disrupt the business events industry and demonstrated MCEC's commitment to creating innovative experiences that inspire customers. "Together with C2, we'll work to reinvent the role venues play in helping deliver events that generate positive connections and meaningful experiences," Mr King said.

"This exclusive partnership is a differentiator in the competitive and contested market in which we compete both internationally and domestically."

Martin Enault, CEO Asia Pacific, C2 International said, "We are excited to be collaborating with MCEC in this world-first partnership, which completely transforms the traditional model of business events."

For the first time, C2 International will hold its three-day flagship event outside Montreal, transforming MCEC in October 17-19 this year. MCEC customers will be able to access C2 labs and experiences from 1 July 2018.

www.mcec.com.au/C2

KEY QUOTES FROM EDUCATION SESSIONS



IAPCO and PCMA. Claire Smith and Rosa Garriga Mora, discuss the changes in meeting design, skilfully moderated by Mathias Posch:

"if you learnt one thing from this seminar it was worth your while being here", the audience concurred.



Hong Kong lunch, guest speaker Tania Marshall, FT Live, on GDPR:

"building organic leads is much better than having to get consent from disengaged existing names".



Martin Enault, C2, at IAPCO Seminar, presenting alongside Nicky McGrane:

"If you are not good enough to bring new ideas to your events, then you are not good enough to be in business".

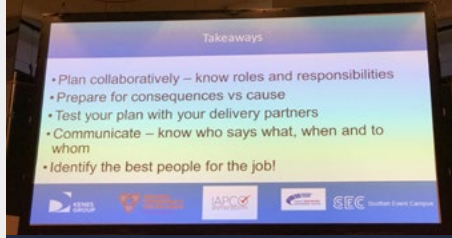


ON IMEX

IAPCO celebrates their 50th Anniversary at IMEX with a hive of activity and highly successful outcomes!



Hamburg hosted breakfast – innovation, past and present



Association Day Seminar, Crisis – Communicate!



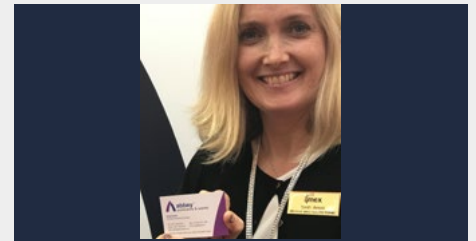
Press Conference launches Outreach and Ticky the Turtle



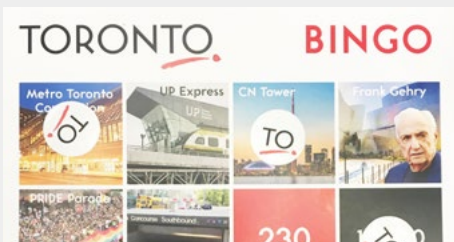
Golden Get Together – members and friends



Wall of Fame – telling an IAPCO Story



Sarah Arnold, IMEX, draws winner, Abbey, of 2019 AM free registration



Toronto hosted breakfast – let's play Bingo, what do you know?



Dubai hosted dinner – a sumptuous affair



Melbourne hosted lunch – C2 – meeting with a difference



Rio hosted cocktail – it's always a celebration in Brazil



Gala Evening – winner and finalists of Innovation Award



Friends and partners, IAPCO, PCMA, Melbourne



Sweet success for IAPCO's IMEX experience



Recognition Award goes to O2 Arena nominated by Guarant



Were you a Wolfie? Tell your Wolfie story

IMEX Association Day

Crisis: communication is key but who should be the communicator?

“One thing about doing events today”, said Kathleen Warden, moderator of the IAPCO Session at IMEX’s Association Day, “is that no-one knows what the next crisis will be, but we’re all soberly aware that our events could be affected; no matter where we are in the world, no-one is immune.” So how can we be better prepared for the next big event?

Terrorism immediately springs to mind, with incidents headlining our news stories on a daily basis, and to which, “with heaviness of heart” commented David Chisholm, panellist, of Metro Toronto Conference Centre, “we are becoming increasingly immune”. Three weeks ago David had felt that Toronto was a totally safe destination, but within a few days the single incident of a rogue driver mowing down innocent pedestrians made headlines and focussed attention on the effectiveness of the risk management strategies in place.

In some ways it feels as though such an occurrence could be avoidable, but other international disasters, such as SARS or the Icelandic Eyjafjallajökull volcanic ash cloud of 2010, are totally unpredictable and can only be described as force majeure.

Iftah Amit, Kenes Global, shared the actions taken by his company during EASL in Vienna in that particular crisis. Communication was the key. In all risk management plans, he noted, the lines of communication are paramount. In this instance the city and the venue were the managers of the risk on the ground; we, as the PCOs, were the communicators. We set up the situation room and every hour communicated updates to the client (whether there were updates or not); this was then fed to the



association executives and the delegates. We ensured that there was no fake news from the incident room, just factual instructions, no ambiguity.

Handling of the press and social media is one of the major factors. Mishandled, and the messages received globally within both the relevant community and wider, become fear factors affecting the destination’s future for potentially many years to come.

Ms Ilanit Melchior, of the Jerusalem CVB, a champion of overcoming misconceptions regarding a destination, drew attention to the effect on the meetings industry following major incidences. “It is a fact that, when something adverse hits the headlines, your destination will be affected.”

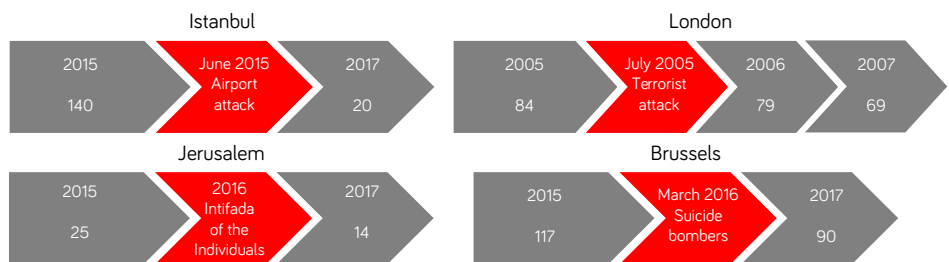
“Proportionate preparation is highly relevant”, continued Kathleen, “many threats are perceived vs. real. If an incident happens in one European city does this mean that Europe is not safe – No. There is a need to manage perception, and to put



proportionate sustainable measures in place”. Not all events are disasters, potentially a more likely scenario is that you could be dealing with a flood or severe weather, strike action or power failure. Not all incidences are a security issue.

Managing communication is the key, and indeed it takes a good communicator to manage the communication! All the different stakeholders probably have different priorities, and each wants to preserve their reputation. “Plan collaboratively”, wrapped up Kathleen, “know roles and responsibilities and prepare for consequences vs. cause.

Communicate, know who is to say what, when and to whom, and critically identify the best people for the job!”



Data - ICCA Annual Reports

2017 RESULTS ARE IN

For the 11th year, IAPCO members have submitted information regarding the events they organise. 2017 demonstrates yet again that business is on the increase and the economic impact which results from the 15000+ events organised is highly significant.



CASE STUDY

By Amber Chen, GIS Group
Winner of IAPCO Driving Excellence Innovation Award

Last October, we completed the 3rd EcoMobility World Festival 2017 in Kaohsiung. It was a live demonstration of creating an urban transportation culture in the historical Hamasen neighbourhood.

Organising this event was challenging as many objections were raised, the residents believing that the festival would significantly inconvenience them. Therefore, we started by educating the children, arranging story-telling sessions, so they could spread the word of the benefits of ecomobility to their families. Every two months, markets and fairs were organised on the public streets which allowed the locals to get used to the traffic re-arrangement. After a period of time, the locals agreed that the event actually created more business opportunities.

The 3-day EcoMobility World Congress was the highlight of the



Festival. Around 1200 delegates, 50 city leaders and 60 exhibitors participated. As the main purpose was to transform the local neighbourhood into an ecomobility community, a series of "green" highlights were applied. From the moment delegates stepped out from the airport, green transportation was arranged, including electric cars, electric buses and even an electric light rail.

With the special metro cards with stored value, delegates were easily able to take public transport

within the region. Environmental education, the exhibition and green transportation test rides were all arranged to get the locals engaged.

Sustainability plays an important role in this project. The Festival has taught the young generation about ecomobility. Most of the green transportation we introduced is now being used in Kaohsiung and even in the cities nearby.

As the event organisers it was an unforgettable learning experience for our team.



PEOPLE NEWS

Conference Partners International

Conference Partners International is delighted to welcome two new senior staff to their expanding team in the Dublin office.



Jane Governey, Senior Account Manager

Jane is a skilled Conference Organiser, with 23 years' experience, who has managed and delivered conferences in 18 countries. She is also an Association Governance expert with 12 years' experience managing the Secretariat for a European Medical Association.



Gillian Mahon, HR Director

An experienced HR and Recruitment Manager, Gillian Mahon has a background in both leading recruitment agency teams and in setting up an in-house EMEA recruitment function for a software company. From a HR perspective, Gill has experience in managing teams, HR business partnering, talent management and training and development.



MAJOR WINS

IAPCO members celebrate some of their recent key wins.

MCI Middle East wins two consecutive meetings in the field of Nephrology

MCI will be working alongside the Emirates Medical Association-Nephrology Society as they prepare to host the 13th International Society of Hemodialysis Congress, 5-8 December 2018, and the 15th Congress of the International Society for Organ donation and Procurement, 13-15 November 2019, both in Dubai.

European Conference of EELA Association appoints Prague C-IN

The executive council of the European Employment Lawyers Association (EELA) has joined forces with C-IN congress agency for their next three annual conferences, commencing in 2019 with their event in Tallinn, Estonia, C-IN having successfully organised the EELA Congress in Prague in 2016.

Copenhagen awarded Host-city of world's largest Architectural Congress

IAPCO member CAP Partner has, together with the Danish Architects Association, Real Dania, Wonderful Copenhagen, Copenhagen Goodwill Ambassadors and the Ministry of Foreign Affairs of Denmark, among others, helped secure Denmark's role as host for the World Congress Architects in 2023.

Up to 10000 of the world's leading architects will travel to Copenhagen to discuss how architecture can contribute to the achievement of the UN's sustainable development goals.

"As architects, we have much to contribute to help realise the UN's 17 sustainable development goals. Nordic architecture, landscaping, planning and design have a great deal to offer, and we very much look forward to sharing this with colleagues from around the world," says Natalie Mossin, the chair of the Danish Architects Association.

AIM Group International wins important Medical and Scientific Congresses

AIM Group International strengthens its presence in the medical and scientific field thanks to the acquisition of three important national conferences: SIFO 2018 - XXXIX National Congress of the Italian Society of Hospital Pharmacology and Pharmaceutical Services of Healthcare Companies; SICP 2018 - XV National Congress of the Italian Society of Palliative Care; and SIGG - National Congress of the Italian Society of Gerontology and Geriatrics. These three recently won tenders enrich their 2018 event portfolio



GETTING TO KNOW...

KW Conferences Pvt Ltd

IAPCO talks to Arjun Narne, Director, KW Conferences, to find out more.

Tell us about KWC

We are a team of 26 members working across India. We have offices in Hyderabad and Mumbai and are Headquartered in Gurgaon, Delhi NCR. Founded in 1992, KW Conferences (KWC) is India's first professional conference organiser.

Have you seen a change in the meetings industry over the years?

Over the past 25 years we have seen a rapid evolution in the way both associations and their meetings are managed. The core team still recalls the days when we managed large conferences with one laptop and the best registration tool was MS Access. Since then, we have come a long way in empowering the entire team with the latest technology and cutting-edge software.

What has been the most successful meeting you have organised?

This is a very difficult question because at KWC we are proud of all the conferences we handle. However, if I was to clinically analyse the last few conferences, the one I take pride in is the 24th IUC Congress (International Union of

Crystallography) in Hyderabad from 21-28 August 2017 due to its highly complex development, at the Bid stage, in the management stage, and the event itself.

One piece of advice for running a PCO business?

I constantly tell my team that running a meeting is not rocket science. However, understanding the clients' need and delivering a meeting requires systematic planning and approach. The three important aspects to delivering a successful meeting are (a) Research & Planning, (b) Reconnaissance & Planning and (c) Co-ordination & Planning. Complacency is akin to committing hara-kiri.

Have you had a successful partnership with another IAPCO member?

Yes, we have worked closely with Congress Corporation, Japan, on an event and also, on another occasion, seeking their advice for a Bid we were preparing. Similarly with The Conference Company, New Zealand, we received helpful insights for the APAA Congress we are planning in November this year.

How do you manage the wellbeing of the team?

Our people are what have made KWC the leaders in the Indian Meetings Industry. Despite our busy schedule, we make it a point to take the whole team on an annual offsite; it helps the team to bond and they return to their desks fully recharged. We offer flexi timings and work from home options so that the team gets to spend time with their families and at the same time are available on the ground, round the clock, when the show hits the floor.

How do you value being an IAPCO member?

I had read somewhere that the purpose of education is not to put bread on the table but to make each mouthful sweeter. Similarly, there are meeting planners and then there are the IAPCO accredited meeting planners. So, having IAPCO accreditation makes each success sweeter.

Anything else we have missed?

I would like to thank IAPCO for providing a platform where we all can learn from each other's experiences and improve our skills.



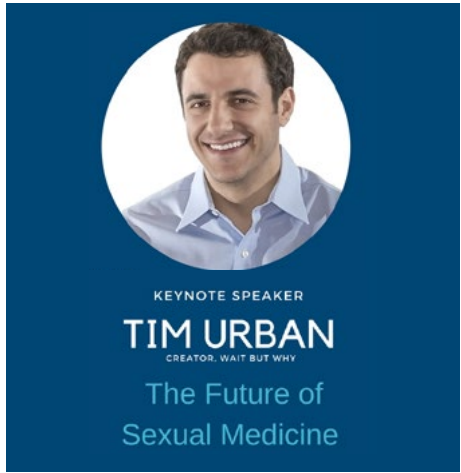
EVENT NEWS

The session with a difference: a different-style speaker

IAPCO PCO:
CPO HANSER SERVICE

The purpose of congresses is the imparting and exchange of scientific content of a particular subject. Classical formats are oral presentations, workshops, poster contributions etc. but as meeting architecture develops, so does delivering the relevant content in a different way.

Recently, the International and European Societies of Sexual Medicine (ISSM/ESSM), CPO HANSER SERVICE's longest Core PCO client [2002], held a joint congress in Lisbon with 1500 participants. The session with a difference: creator of popular



long-form, stick figure illustrated blog Wait But Why and owner of the most watched TED Talk of 2016, Tim Urban discussed the future of sexual medicine proving to be one of the most popular keynote speakers, presenting the topic in a fresh and very different way.

An earth-breaking event

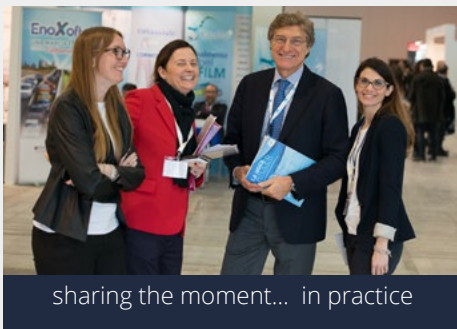
IAPCO PCO:
Business Travel Consulting

It's 6 o'clock in the morning, it's the BTC team, geared up to start the operation of the International Mining Convention 2017, a mega event, attracting more than 15000 participants. "Events like this", said Alejandro of Business Travel Consulting, Mexico, "involve the efforts of many people; this one for example, took a couple of years to be granted, almost a year-and-a-half for planning, 3 days for the setup of the exhibition area (300000 sqft), a full team to design the content of hundreds of sessions and workshops, and another team just to work on protocol, and that's before



ON AIM GROUP INTERNATIONAL

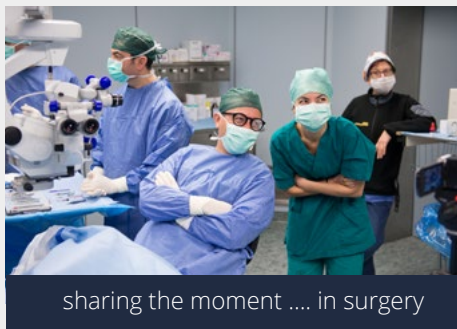
Some moments shared at AICCCR, the congress about cataract surgery



sharing the moment... in practice



sharing the moment in plenary



sharing the moment in surgery

the provision of standard services. Our job focuses on delivering results for our clients and a great experience for attendees, however, too often the faces of the people responsible of the outcome are not recognised; hence the reason why we wanted to take a few minutes to capture the team behind such a successful event.

World Scleroderma Congress: a different approach

IAPCO PCO:
AIM Group International

Scleroderma is a rare and serious disease and for a long time has only been on the agenda of Rheumatology Congresses. In 2010 a small group of specialised professors, together with the World Scleroderma Foundation, decided to dedicate an entire congress to this complex disease. As rare diseases attract less attention and funds it meant building the entire project from scratch.



Bringing local children with diabetes and world leaders in paediatrics to the slopes of Innsbruck as part of ISPAD event

A particular challenge of the 3-day congress is that it gathers not only physicians, health professionals and researchers but also patients. "The connection between physicians and patient," explains Francesca Manzani, head of AIM Group Florence Office, "makes this congress really original and particularly rich in human empathy, embracing a patient-oriented point of view. The patients' involvement means a different approach to the organisation: two parallel congresses have to be realised, with particular attention to ethics standards."

ERA celebrates record business year



ERA celebrated a record business year in 2017 with the organisation of 77 national and international conferences and meetings, an overall handling of 17000 delegates and 1.5M in sponsorship raising and management.

hands on challenges

ON K.I.T.



On their home territory as they organise ISTH – along with a celebrity appearance from the Berlin bear!

K.I.T. given the keys to the city

IAPCO PCO:
K.I.T. Group



The International Council of Museums (ICOM) holds its General Conference every three years. K.I.T. Group organised the event in Milan in 2016 and in 2019 it will be in Kyoto. Right now, as consultants on the bidding process for 2022, they are analysing the relative advantages of Alexandria, Prague and Oslo. The Egyptian city is actively building upon its cultural heritage and legendary hospitality to open up and develop the meetings and events industry. K.I.T. Group's Ms. Baudouin meets up with Alexandria's Governor, Doctor Mohamed Sultan – what better symbol of his commitment than offering this IAPCO member the keys to his city? A final decision for 2022 will be voted on in Paris on 7 June.

K.I.T. specialises in medical meetings, and aims to make a difference



Supporting the efforts of the IUIS for a healthy Africa – immunology without borders in Tunisia





IAPCO **50**
 timeline
 1968 ————— 2018



1968

IAPCO is founded with 4 members



IAPCO has first General Assembly

1969



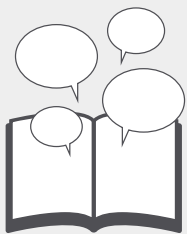
1973

First Event in South America



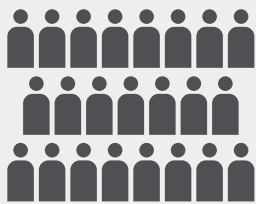
1974

First IAPCO Seminar



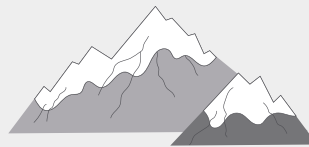
1976

IAPCO's first Wolfsberg Seminar



1978

10th Anniversary IAPCO has 23 members



1982

IAPCO is registered in Switzerland



1987

IAPCO's First PCO Magazine

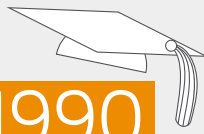


1988

20th Anniversary
IAPCO has
30 members



First National Seminar
in Kuala Lumpur



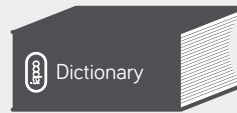
1990

Training Academy
Formed (ICMT)

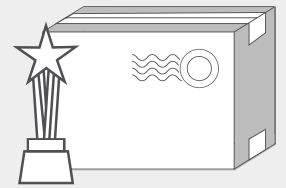
First International
and National
Client Awards



1992



IAPCO Dictionary
Created



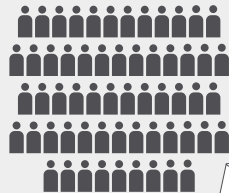
1993

IAPCO's first
Supplier Award



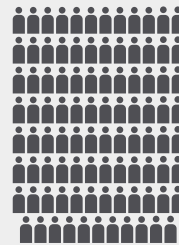
1997

New Look
for IAPCO



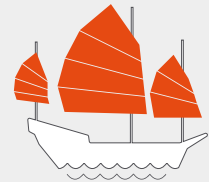
1998

30th Anniversary
IAPCO has 49 members



2008

40th Anniversary
IAPCO has
95 members



2013

First Destination Partner
signing Hong Kong

PCMA Strategic
partnership



2014

IAPCO's first
Innovation
Award



2015

First
EDGE Seminar
Auckland

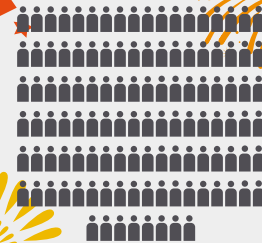


First
Collaboration
Award

2016



2018



50th Anniversary
IAPCO has
116 members



World Forum raises awareness on water related issues

*IAPCO PCO:
MCI Brazil, Rodrigo Cordeiro*

Today, one in nine people lack access to safe drinking water and 2.6 billion people lack basic sanitation. Safe drinking water is essential for our well-being, and is also a primary requisite for agricultural, industrial and energy-related developments.

The World Water Forum, organised by the World Water Council*, is the largest global event on the theme of "water". The objective of the event is to raise concern about water-related issues including causes and reasons affecting the water crisis, such as climate change, population growth, water waste and price, and the continuous increase in clean water demand; and also to build political commitment and trigger actions on critical water issues.

**The Council is an umbrella organisation for all stakeholders.*



A unique platform for the water community

The National Water Agency (ANA) contracted MCI Brazil for the full production, organisation, and management of the World Water Forum. With the clear objective to increase awareness about water-related issues, MCI Brazil introduced a new concept with the scope to reach not only water professionals, scientists and governments but also the public at-large.

The new concept consisted of an additional 36000m² of tents built in the stadium adjacent to the congress centre, and divided into three main areas, the Citizen Village, an interactive area with cinema, tech booths, and a content arena; the Fair (B2C and B2S) with direct access to active local water-related organisations and societies; and the Expo (B2B) for country pavilions and companies to present their innovative solutions for water-waste and water-sanitisation related issues.

The Citizen Village - an immersive experience for the public at-large

The Citizen Village was a free space open to the public at-large, where people can participate in informative, cultural, interactive, sensorial activities and build dialogues aimed at improving water use, promoting innovative solutions to the problems that citizens face in their everyday lives.

The Citizen's Village was an immersive interactive learning space organised around five main areas including:

- The Agua Eyes Avenue, consisting of multiple TVs, screens featuring some 110 videos about conservation, protection, development, planning and use of water
- The Voice Festival Solutions Market presenting 60 individual experiences and community projects from all over the world, all relating to good management practices and water use

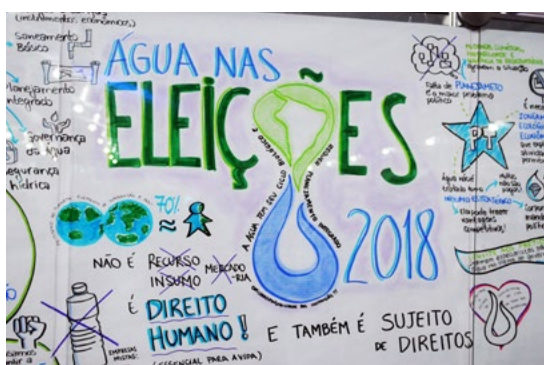


- The Citizen Cinema, a room featuring national and international water-concerned movies, also hosting various lectures and awards

- The Water Arena, or content arena, set up for up to 300 people and hosts conferences, presentations and discussions with national and international guests.

- The Green Nation space of which the objective was to link water and environment, and relate them to the daily lives of people through educational and interactive scenarios

“In some parts of the world, if you live in a slum, you pay more for your water than people living in developed countries. Water related issues are everyone’s concern. In the Citizen Village, we wanted young people, adults, children, scientists, students and government representatives to have an open dialogue, and stimulate the exchange of knowledge and experience. Visitors could realise that they can replicate initiatives or create their own solutions. Every initiative counts” says Rodrigo Cordeiro, World Water Forum Director, MCI Brazil.



Know Your Facts

120000 visitors from **173** countries

59000 children visited the exhibition

12 Presidents and **150** Ministers from around the world

2000 journalists

15000 mentions in the press during the event

9200 App downloads

80000 square meters exhibition

88 exhibitors

100% paperless forum

TORONTO

Bingo – IMEX breakfast a great success

30 IAPCO hosted buyers took part in the Toronto hosted breakfast at IMEX and played Bingo! Following a brief introduction on the various hotels and facilities on offer in Toronto, guests were set to test their memory, playing bingo for great prizes.



Major Tech Conference Moves to Toronto in 2019

North America's fastest growing tech conference will be moving to North America's fastest growing tech region when Collision heads to Toronto next year, May 20-23 2019. All three levels of government, Tourism Toronto and Exhibition Place partnered for the bid, which is expected to bring more than 90000 attendees to Toronto over three years with an economic impact of \$147 million.

Alice celebrates IAPCO's Anniversary

"We've been partners of IAPCO for over 3 years now, and it is our most valuable partnership. And we are looking forward to hosting the council in Toronto in October", Alice Au, Director of Sales, International Congress at Business Events Toronto.



Excite your senses to the sights, sounds and taste of a multicultural city with creativity and unlimited possibilities!

Visit www.seetorontonow.com

HONG KONG

All "eyes" on HK as the city strengthens their "backbone" of success

Hong Kong's strength as a host for medical conventions has just been underscored. The Spine World Summit 2018, the first and only regional summit featuring key opinion leaders (KOL) from multiple disciplines that served as the backbone of success, was followed by the 33rd Asia-Pacific Academy of Ophthalmology (APAO) Congress aimed at preparing today's ophthalmic practitioners for the ever-evolving future of eye care.

Spine World Summit 2018 gathered over 4000 delegates in orthopaedics, neurosurgery and other healthcare practices from more than 100 distinguished faculties and 25 international associations at the Hong Kong Convention and Exhibition Centre (HKCEC) from 26-27 January. Thanks to Hong Kong's excellent connectivity and proximity to China, the number of overseas visitors doubled, with over 50% from Mainland China.

"Selecting a host city in Asia Pacific for our conference is never an easy task. Hong Kong simply has the DNA for hosting a successful conference: its prime location as a central hub, modern infrastructure, visa-free policy and not to mention its fascinating choice of local attractions that appeal to our KOLs, academic leaders, clinical experts and our sponsors." Patrick Wong, Managing Director, Spine World Limited.



All eyes were on Hong Kong during the 33rd Asia-Pacific Academy of Ophthalmology (APAO) Congress, a dominant driving force behind ophthalmic development in the region. Held from 8-11 February, at the HKCEC, and attended by over 5000 delegates from 87 countries, the congress' goal was to support visually impaired athletes.

Visit our events calendar to see a great line-up of events in association conventions.

www.mehongkong.com/eng/past-upcoming-events



**Recognition:
Two new Awards
for AIM Group's
Prague Office**

Congress of The Year 2017 and Corporate Event of The Year 2017: those are the awards granted to two events organised by the AIM Group International Prague Office at Prague Convention Bureau Ambassadors Awards.

Congress of the Year 2017:

AIM Group, in collaboration with the awarded Czech Professor Doctor Michal Vrablík, organised the 85th EAS - European Atherosclerosis Society Congress. "The event came to the Central and Eastern Europe for the first time ever and the Prague edition registered a record-breaking attendance of 2500 delegates" announced the awards motivations report.

**Corporate Event
of the Year 2017:**

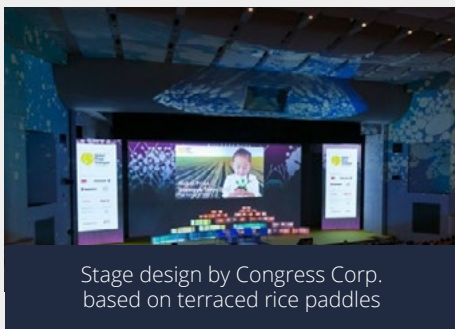
Motorola Solutions - Enhancing Vision Event, named as outstanding "for the unique fusion of the cutting-edge technologies set in a historical event venue".



**ON CONGRESS
CORPORATION**

Images © Nobel Media AB

The Nobel Prize Dialogue Tokyo 2018, hosted by Nobel Media AB and the Japan Society for the Promotion of Science, on the theme of "The Future of Food", with PCO support and design from Congress Corporation.



Stage design by Congress Corp. based on terraced rice paddies



Tasting outer space food, explained by Ms. Chiaka Mukai, Astronaut



Nobel Laureate Discussion "The Flavour of Creativity"

ON CONGREX SWITZERLAND

"We love our job. Never forget to have fun while working hard."



Congrex in style



Enjoying the beach



Taking a picture

Part of the Bigger Picture

WERE YOU PART OF THE BIGGER PICTURE?

12 April 2018

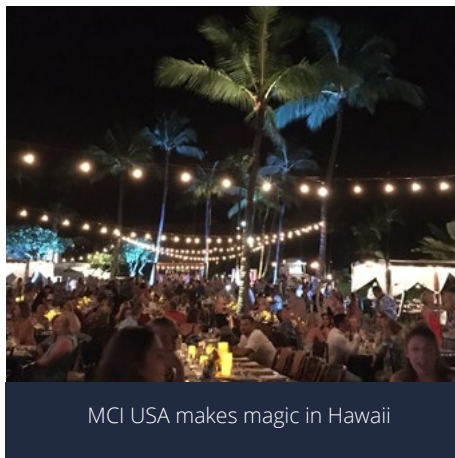
IAPCO

MEETINGS MEAN BUSINESS GLOBAL MEETINGS INDUSTRY DAY APRIL 12, 2018

HONG KONG TOURISM BOARD



Congress Corporation receives 91 books at AM&GA Tokyo to give to Everyone's Library in Sendou



MCI USA makes magic in Hawaii



The Conference Company's four offices are the first to celebrate GMID day!



African Agenda's Sedicka Allies joins the IAPCO hosted buyer programme for IMEX Frankfurt



Congrex Switzerland's team is thrilled to welcome the 50th AM&GA to Basel in February 2019



Mondial, in 2017, gave 3 congresses the "Green Meeting" certification. Another small step towards a more sustainable meetings industry



AFAFEA Events proudly celebrates an exciting, successful and full of experiences 40-year long journey in the Meetings & Travel Industry!



JPdL, with 36 years of experience, has 70 employees proud to be part of the bigger picture



OIC's EDGE Florence – a milestone moment to celebrate GMID day



Congress by design celebrating the coming of spring and the new conference season



MCI Amsterdam at the ExpoAstana Netherlands Pavilion where 208172 people (among them some very happy clients!) paid a visit to enjoy the moment

CONGRATULATIONS!

Congratulations to Mondial Congress who were the winner of the first #IAPCOImpact 50th Anniversary prize kindly donated by Meetings & Exhibitions Hong Kong – the prize, one free registration to EDGE The Hague.



MELBOURNE

Food for Thought

Melbourne Convention and Exhibition Centre (MCEC) are throwing out the rule book when it comes to the conference, meetings and events food experience.

New Melbourne-inspired menus have been carefully crafted to foster ideas, fuel productivity and most importantly, get people talking. From traditional favourites to cutting-edge creations, each dish is a reflection of the culture, craft and quiriness inherent to the city.

"Each menu option, whether it's breakfast through to a gala dinner, has been thoughtfully designed to offer our customers more flexibility and access to only the finest quality, locally sourced produce," said MCEC's Executive Chef, Peter Haycroft. "Our team works hard to ensure the food we provide complements your event and adds to the experience."



Breakfast Buddah Bowl



Conference Poke Bowl

The new 2018 menu planning guide also includes 'green rated' meal options which have been analysed by an accredited practicing dietician, in line with the Victorian Government's healthy choices traffic light system. "Interest in healthy dining choices continues to grow, and to address this we've added plant powered salads and wraps, vegan Buddha bowls and a range of nutritious smoothies," Mr Haycroft added.

"Our team of extraordinary chefs believes in applying a very hands-on approach. That's why much of our food, including the refreshments in our cafes and dishes served at our events, is crafted in-house and shaped by hand using ingredients of the finest quality. It's how we consistently deliver our seriously mouth-watering food."

Visit www.mcec.com.au

RIO DE JANEIRO

Perhaps you haven't realized it yet, but your next destination for congresses and events, has already been chosen.

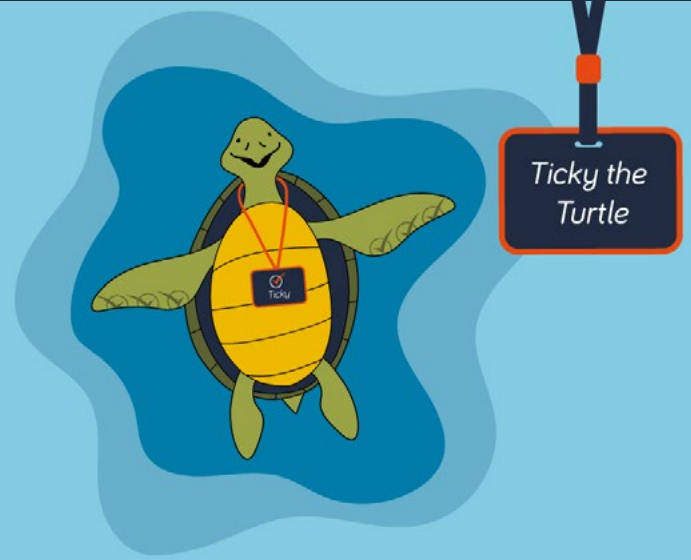


www.rcvb.com.br





**NEWS
MAY
2018**



JJ stands for President

Juan Jose Garcia, [JJ], Director of Marketing and Sales at BCO Congresos, Spain; after 8 years as First Vice President of ICCA, is now standing for election for President. Results will be announced at ICCA Congress in Dubai 11-14 November.



Roger Tondeur awarded Xaver of the Year

The Xaver of the Year, the Swiss Award for Live Communication, honours personalities who have shaped and driven the live com industry for years. The 2018 Live Time Achievement Award was presented to Roger Tondeur, President of MCI, last month [May 2018]

Business Events: Change Agents or Travel Agents?

As politicians and policymakers gathered at the IMEX Policy Forum in Frankfurt, key partners of The Iceberg provided a timely reminder of the transformational contribution of business and professional events and their 'beyond tourism' benefits. Leading destination marketers in Europe are increasingly aligned to the economic development framework of their governments. [They are focussing on key sectors for growth, as discussed by industry leaders.](#) The Iceberg has always tried to shine a light on the benefits of business and professional events that lie hidden beneath the surface and get ignored alongside the visible tip of travel and hospitality spend.

[Click here to read the newsletter.](#)



Not a Drop in the Ocean

Look out for Ticky the Turtle (above), IAPCO's Anniversary Legacy Programme, coming to you soon!

Be prepared to take the pledge and make a meaningful difference to help rid our industry of non-reusable plastic.

The RAI - New Convention Centre Partner for IAPCO



Kenes Group Signs Agreement with CHEST

Kenes Group is pleased to announce a new five-year to support the international education strategy of the American College of Chest Physicians (CHEST). CHEST is the global leader in advancing patient outcomes through innovative education, clinical research, and team-based care. CHEST's partnership with leading professional conference organiser (PCO), Kenes Group, is for the management of a new education series—one global conference and two regional meetings each year.



Introduction

Given the endless information that clogs up our computers, desks and minds, increasingly, modern society is starved of face-to-face communication. Never before has creating communities and a sense of individual belonging to group-think been so important to maximising the potential for individual and societal growth and learning. To excel in your area of expertise, sharing knowledge and understanding different perspectives from a global community is essential to remaining enthused, motivated and ahead of your game.

As individuals, we are craving to be part of a wider community. Some want to lead, some want to be led but we all thrive in an environment where there is a sense of belonging, in a place where we can share our knowledge and form positive and lasting relationships.

Understanding associations

To build a community and create a sense of belonging, we need to firstly understand what associations are. Why did democracy flourish in the US? Alexis de Tocqueville laid the success of democracy at the feet of associations and the engagement of a community of peers who “associate” with each other and “share what they know”. Associations are vehicles through which people exchange information

and initiative. The suppliers and customers of an association are the same. The members are the engine, the heart and soul of the association and deliver the content quality of the congress.

The members

- *share information*
- *gain insights*
- *generate content*
- *make connections that extend beyond the congress*

Building communities

In order to build a community, we need to help people to associate. The research is clear – the person who thinks the work they do is important, or even noble, is far more motivated to share what they know than those who believe they just have jobs.

Attracting the right people into your community is critical. The world of associations is a competitive one and unless there is value in the quality of the members, a long-lasting sense of belonging may be short lived. The objective of many associations is to build a community through collective partnerships, to create a long-term plan to support and advocate for the community in order to create spaces for all identities.

Ultimately, we hope all members of an association leave a congress with a sense of belonging and a plan of

advocacy within their community. Attending association congresses has developed from being “the activity” to becoming the “communication platform” for all association activities. The meeting platform of a congress intends to cultivate a space for members to feel empowered in their intersectional identities.

Personal benefit

The balance between personal benefit versus collective benefits to the community needs to be considered. As well as selling the need to care about your industry, we need to sell the personal benefit of being part of a global community. To achieve this, we need to create the most favourable environment to make meaningful connections, build memorable moments, and personalised learning for all members. Attract new members by demonstrating - what’s in it for them? It may be career awareness or giving back to your profession by sharing your experience and knowledge.

Engagement

To create a sense of belonging and a strong community spirit of inspired and dynamic members, associations need to engage with their community before, during and after the congress and through the annual calendar of activities. Interaction needs to be voluntary and not forced, so engagement is about quality and

not always quantity. Not everyone will want to interact, many will want to be spectators, however, they may interact and engage when their personal and professional environment has become more comfortable and as individuals they become more confident.

Members of an engaged community want meaningful learning through discussion with others who are tackling similar challenges. They want to:

- have their thinking disrupted by encountering new and surprising information
- test out new ideas to improve on the quality of their service or product
- bounce their ideas off others for feedback
- connect with leaders and experienced practitioners
- be part of a community purpose, even a higher purpose; for example, The World Economic Forum is committed to improving the state of the world.

So how do we deliver engagement to create a sense of belonging?

- Produce an equal mix of top-down learning and group learning. To create a sense of belonging, members want to contribute and be part of the collective long-term plan to support and advocate for the community.
- Propose the challenges of the community and allow members to select which groups they join to find the solutions. Create an environment of constructive conflict to arrive at harmonious solutions.
- Develop interactive technology tools and platforms to facilitate shared learning and experiences.
- Create an environment where leaders are elbow-to-elbow with members and draw on their respective skills.
- Encourage leaders and speakers to stay and continue to share outside the meeting room. The foyer is the new meeting space – ensure it is a comfortable environment to encourage meaningful discussion and learning. Create hubs and seating clusters to gather groups.

• Create an experience that an individual cannot access on their own.

• Extend the life of the congress and extend the audience by repurposing content for other uses. Develop technical knowledge to package, produce and deliver content in a creative way.

An engaged and energetic membership leads to a powerful sense of belonging and a loyalty to a community of friends and colleagues that is rarely broken. It is my honour and privilege to belong to such a global community and that is IAPCO - The International Association of Professional Congress Organisers.

Conference Partners International celebrates 20 years in the Meetings Industry

This year will be cause for great celebration in CPI as they celebrate 20 years in the business. Having started in 1998 in Dublin with a team of just two people, CPI now has offices spanning across Dublin, Edinburgh and Manchester. With a team today of over 70 people there will be lots of celebration in the coming months!



DUBAI

Dubai Business Events looks to build on 15 years

Dubai Business Events (DBE) is looking to further consolidate Dubai's position as one of the world's leading business events destination, as the convention bureau celebrates the 15th anniversary of its formation. Set up in 2003, DBE is part of Dubai Corporation for Tourism and Commerce Marketing (Dubai Tourism) and plays an important role in promoting the destination and attracting international meetings, incentives, conferences and exhibitions that can help grow economic development, jobs and knowledge creation in the emirate.

In 2017, DBE had its most successful year to date, securing a total of 212 bids, which will bring an additional 95000 delegates to



Burj Khalifa

Dubai over the coming years and deliver an economic impact of approximately US\$195 million.

Last year also saw DBE and its partners in the Dubai Association Centre, Dubai World Trade Centre and Dubai Chamber,

organise the inaugural Dubai Association Conference. With speakers and attendees from around the world, the event offered a unique platform for the growth and development of associations in Dubai and the region.

Steen Jakobsen, Director of DBE, said: "Propelled by our successes to date, we are looking forward to hosting a number of significant events in the city over the next few years. The strength of Dubai as a business events destination and knowledge hub is proven year-on-year. Our strategy is aligned with Dubai Tourism's Vision 2020 to attract 20 million visitors to the emirate, per year, by the year 2020 and our goal is to build on this momentum to transport the city's reputation to new heights."

www.visitdubai.com



ON HAMBURG

Hotspot for events that rock
Visit www.unpackhamburg.com

Big ideas meet big audiences: Hamburg is the stage for Europe's largest marketing event. Online Marketing Rockstars inspire visitors to embrace the future of their industry.

[Watch OMR video here](#)



The stage is the limit: Having grown from 200 to 40000 delegates in just a few years, OMR has become a leading event of groundbreaking impact



Disruption all around! Plus endless space for delegates to meet, learn and play



Showcasing the Hamburg experience in a 360° virtual tour perfectly matched the spirit of the conference



Big ideas inspire a big party. Trailblazing performances a stimulating conference setting and a great party vibe

BURUNDI BASKETBALL COURT COMPLETE

Dear Sarah, Olivia and dear Mr. President,

Today was a memorable day...we had the Official Opening of the IAPCO Basket Ball Court in Burundi, village of Bubanza.

The whole community attended this unique event where the first basketball match between Professors and students was held. The Professors won...but the students were very very good...

I would like to thank you as well as the past Council members and the whole IAPCO community that have strongly supported this project and believed in it...I am very proud that we achieved it, this is a unique gift for them...and an example of what can be achieved in terms of CSR for an association!

Love from Burundi

Patrizia

26th April 2018



Bringing happiness to the children of Burundi

2012 – 2017

The Bubanza Hospital, supported by FIMAC, International Foundation of Doctors for Central Africa, is a major institution dedicated to the health of the local community. IAPCO endorsed and supported FIMAC's work at this hospital contributing to the management and care cost of hospital beds. In addition, as part of the strategy to improve healthcare and wellbeing, a basketball court was built, funded by IAPCO members, and completed in 2017.



in anticipation



it's for everyone



waiting for Patrizia to arrive



the match



watching the match



Patrizia made it happen



Creating and Growing Premier Diabetes Congress

IAPCO PCO: MCI Group - Middle East

Diabetes and Middle East

The prevalence of Type 2 Diabetes (T2D) has increased dramatically in the Middle East over the last three decades, with six Middle Eastern countries now counted among the top 10 countries in terms of global T2D prevalence.

The Emirates Diabetes Society (EDS), a non-profit medical society established in 1996, is the primary body in the UAE responsible for research, education, and the dissemination of diabetes information.

Faced with a growing number of diabetes patients in the region and physicians in need of continuous and up-to-date information regarding research, treatment and prevention, the Society decided to create a regional conference to more effectively spread its strong scientific content and keep target groups appropriately informed.

With a lack of a strategic medical conference addressing diabetes in the region, EDS embarked on an ambitious task to create a local meeting. Without an in-house meetings team and having no experience in organising large scale congresses, EDS decided to bring a PCO on board to ensure the success of this key knowledge-sharing

platform, the PCO being MCI, engaged as a partner for the strategic design and delivery of the first-ever Emirates Diabetes & Endocrine Congress.

A decade of success

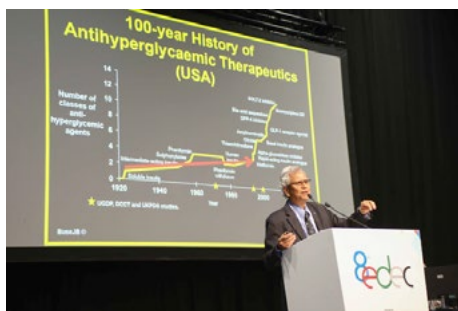
Since the conference's creation in 2009, EDS has developed research that addresses the impact of diabetes and the results of reducing the prevalence of T2D in society. Hence since 2013, the conference year-on-year reports the national diabetes data and national strategies that are assisting healthcare professionals reduce the prevalence of the disease. The strategies discussed are aligned to the International Diabetes Federation and the Endocrine Society's global guidelines.

The most important element in growth has been the content. The content has in-depth scientific discourse that covers national, regional and international research, cutting edge science and state of the art topics that are pushing the boundaries of treatment and care. This critical element is propelling the Emirates Diabetes & Endocrine Congress as the premier must attend event for healthcare professionals in the Middle East region.

The successful partnership between MCI and EDS resulted in an increased delegate attendance by 475% from 800 delegates in 2009 to 3800 delegates in 2018, and a growth in sponsorship revenues by over 150%.

MCI's Top Tips for Growing a World Class Diabetes Meeting

- Use your existing networks
- Create connections within the local healthcare community
- Facilitate partnerships between local and international societies, in this case, EDS and the American Endocrine Society, thus engaging global subject-matter experts.
- Deploy extensive advertising and marketing campaigns both online and offline.
- Implement global delegate acquisition activities within own networks (focus on regions)
- Carefully research and target exhibition and sponsorship campaigns. EDS devised and implemented strategies to recruit industry partners.
- patient needs are addressed so that the issues they face daily are tackled



Photos above top to bottom:

- Presenting international data for national review
- Using technology to learn
- Patient presenting at EDEC 2018

About Emirates

Emirates connects people and places around the globe, inspiring travel and facilitating trade in over 150 destinations in 84 countries and territories. On-board its modern and efficient fleet of over 260 aircraft, Emirates offers award-winning comfort and service, delivered by friendly cabin crew representing over 135 nationalities. Today, Emirates operates the world's largest fleets of the iconic A380 and popular Boeing 777s.

On the ground, Emirates connects millions of people each year through its other operations including Emirates Holidays, its destination marketing arm, and tour operator Arabian Adventures. Seamless trade connections are supported through Emirates SkyCargo, its cargo division.

Visit www.emirates.com



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ON TAIPEI

"Inspired concepts to discuss during the seminar, really helps us to move on in the business".
Jennifer Ho, Willy Event PCO

"Clear and motivational seminar".
Santi Lokejaroenarb, Rajavithi Hospital

Know your Facts

Location: Taipei

Dates: 19-21 April 2018

Participants: 32

Host: GIS Group

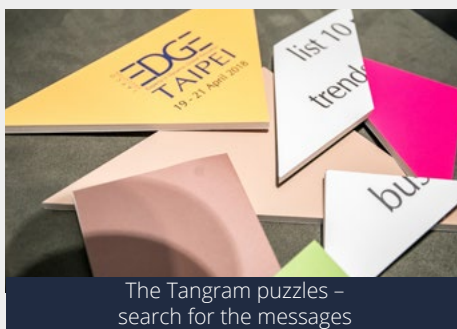
Faculty:

- Jan Tonkin
- Mathias Posch
- Michelle Crowley, PCMA

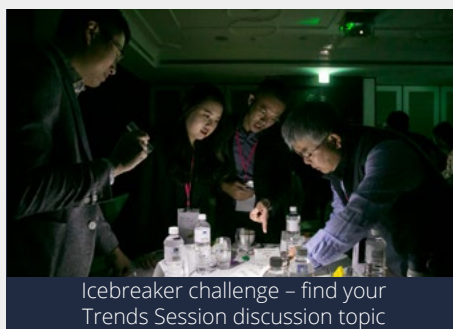
Level: Advanced

Satisfaction score: 90%

Top topic: Design a Total Experience for your Meetings



The Tangram puzzles – search for the messages



Icebreaker challenge – find your Trends Session discussion topic



Engaged – discussing, sharing experiences, having fun



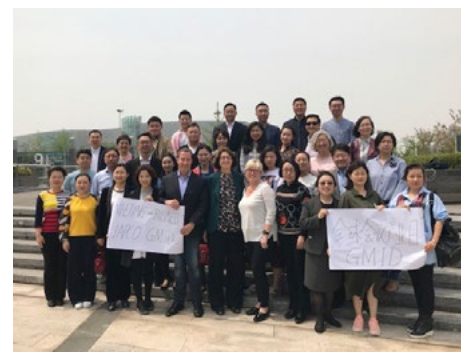
Collaboration – team work, forming different shapes, one finger only



Success – students receive the IAPCO Training Certificate

SUZHOU ASSOCIATIONS IN CHINA

**Author: Dr. Yvonne Hu, Conference Interpreter Services,
Invited Member of IAPCO**



IAPCO has just finished its third Suzhou EDGE Bespoke Seminar and was attended by participants from all over China, as far flung as Inner Mongolia, Shenzhen, Guangzhou, Beijing, Tianjin, Hunan, Shanghai, Yiwu, Qingdao, among others. Led by the IAPCO Immediate Past President Jan Tonkin, MD of The Conference Company, New Zealand, the IAPCO faculty consisted of Sarah Markey-Hamm, CEO of ICMS Melbourne, and Iftah Amit of global Kenes Meetings Group, in addition to Jan herself.

The association meetings market in China is going through tremendous change, from the previously government-subsidised operations to now being ones that are independent and stand-alone. Hence creating meetings from scratch, one of the key focusses of the seminar, with an existing association is new, current and very pertinent with a lack of precedence on which to draw, resulting in a thirst for knowhow and experience.

Lisa Xu, Managing Director of East Star Event Management Company, a veteran in the industry, discussed the difficulty being faced in expanding associations' brand and influence in China. She commented that in essence Asian Associations do not trust PCOs. Furthermore Asian associations do not pay much attention to their brand promotion, and remain mired in traditional channels of publicity. She feels

that there is much to learn from the experience of the companies represented by the faculty members here in Suzhou in creating meetings from scratch, either establishing one's own brand through the joint efforts of KOL, internet celebrities, the government and industry stakeholders or helping an existing association to spawn a series of meetings.

Associations require vision, to be able to identify emerging issues with growth potential and invest in it; working with PCOs to establish a solid business model, assess all possible risks, reduce risks in operation, and create a model in which all stakeholders can join.

Lisa said that taking time out of her busy schedule to attend this seminar had proved utterly worthwhile. "One of the chief characteristics of IAPCO education seminar is that it provides a comprehensive summary of the preparation, operation and post-event sustainability of complex, seemingly irregular or random events."

Photos above L-R

- Yvonne Hu
- Faculty and Organisers
- It was GMID Day!

Know your Facts

Location: Suzhou

Dates: 9-11 April 2018

Participants: 38

Faculty:

- Jan Tonkin
- Iftah Amit
- Sarah Markey-Hamm

Level: Advanced

Satisfaction Score: 89%

Top topic: Managing Risks

Professor Lan Xing



Professor Lan Xing

Professor Lan Xing from Shanghai University of International Business & Economics (SUIBE) attended all three IAPCO Suzhou Seminars. "I am very happy to have attended the IAPCO China seminars thrice, and noticed more of my peers from universities taking part in the training course with many real-life cases, which makes us clearer of the industrial trend and closer to professionals. Thanks a lot!"



IAPCO EDUCATION NEXT EDGE SEMINAR

Guadalajara – 6-8 August 2018

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Mathias Posch,
President IAPCO;
President, International
Conference Services,
Vancouver, Canada

Nicola McGrane,
CEO, Conference Partners
International, Ireland

Oscar Cerezales,
COO, MCI-Asia-Pacific,
Singapore

Monday 6 August

Trends that are shaping our industry

The pace of change in the 21st century is now one of the biggest challenges for individuals, companies and associations. The ability to react and adapt to changing circumstances has become necessary for survival.

Bidding & Client Decision Making

What is the client-decision making process and how will it affect the Bid? Who should be involved? Which is the best location and venue to attract a win? What is the Bid plan? How much funding is needed? What obstacles should you expect? What are the secrets of success?

Bringing a conference to Mexico/Central America - unique opportunities & challenges

The competition among destinations to host events is tougher now than ever; how to market your Bid by creating a strong, unified brand story around your destination, your people and your wider community of stakeholders. Looking at case studies of successful and unsuccessful site visits, and providing pointers on preparation and what really matters most.

Tuesday 7 August

Client Expectations & Your Destination/Company

To win business, we often focus very much on what we can offer rather than on what the client expects. That however is imperative to create a winning proposition for either a company or a destination.

Positioning your Conference

As competition for delegates, sponsors and general attention among conferences is getting tougher, it becomes more and more important, to position your conference before starting any planning – defining goals, setting out approaches and identifying target groups.

Financial Planning & Sponsorship

The general principles of financial management, including aspects of budgeting, budget control and cashflow forecasting. How can you maximise your revenue while ensuring that you deliver market value and service?

Marketing Today

Today, not only do we need to inform our audience, we need to engage them. In our digital world, it is more challenging to retain your brand (event) in your potential delegates' top of mind. Social media, email marketing and other marketing tools provide the ideal solution - but it's still not enough!

Tuesday 7 August cont.

Engaging the Delegate and Meeting Formats across the spectrum

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.

Wednesday 8 August

Multiplying the potential of a team

The conference business is the people's business and Conference Management is ultimately People Management. It is therefore incredibly important to improve our people skills as part of our professional development. Managing a team properly means to get the full potential out of every member.

People Management - Practical Tips

Building on "multiplying the potential of the team"; going deeper into some practical tips on how to deal with a demanding client, a team member that is not pulling their weight or a leader that fails to lead...

Wrap up, Open Forum & Certificates