



Arinex-cellent Winner of IAPCO Collaboration Award

IAPCO's Collaboration Award, supported by IBTM World, is a celebration of a special partnership, a key to successful events and all that in which IAPCO believes. Arinex entered into a special partnership with the Australian Microscopy and Microanalysis Society Inc. (AMMS) with the objective to increase revenue and the RoI for corporate partners, and to provide educational incentives beyond the international congress, IMC 2018. "We are absolutely delighted to be recognised in this way; our partnership with AMMS was very special, and the results were proof of a true collaborative effort", said Drew Whit, who collected the award at IBTM's Leadership Summit where the winner was announced.

Matthias Schultze, MD, German Convention Bureau, was announced as the winner of the JMIC Power and Profile Award, whilst Eric Bakermans, Director Marketing, Meetings & Convention at NBTC, won IBTM's World Lifetime Achievement Award.

Winner 2018

Arinex pty limited and the Australian Microscopy and Microanalysis Society Inc. (AMMS)

Shortlisted Candidates

MCI Brasil in collaboration with the ABDIB, the Brazilian Association of Infrastructure and Base Industries

OIC Group in collaboration with Firenze Convention Bureau

Highly Commended

AIM Group and Umed

MCI Group Canada and the Greater Houston CVB

AFEA Travel & Congress Services and the Hellenic National Committee for Space Research

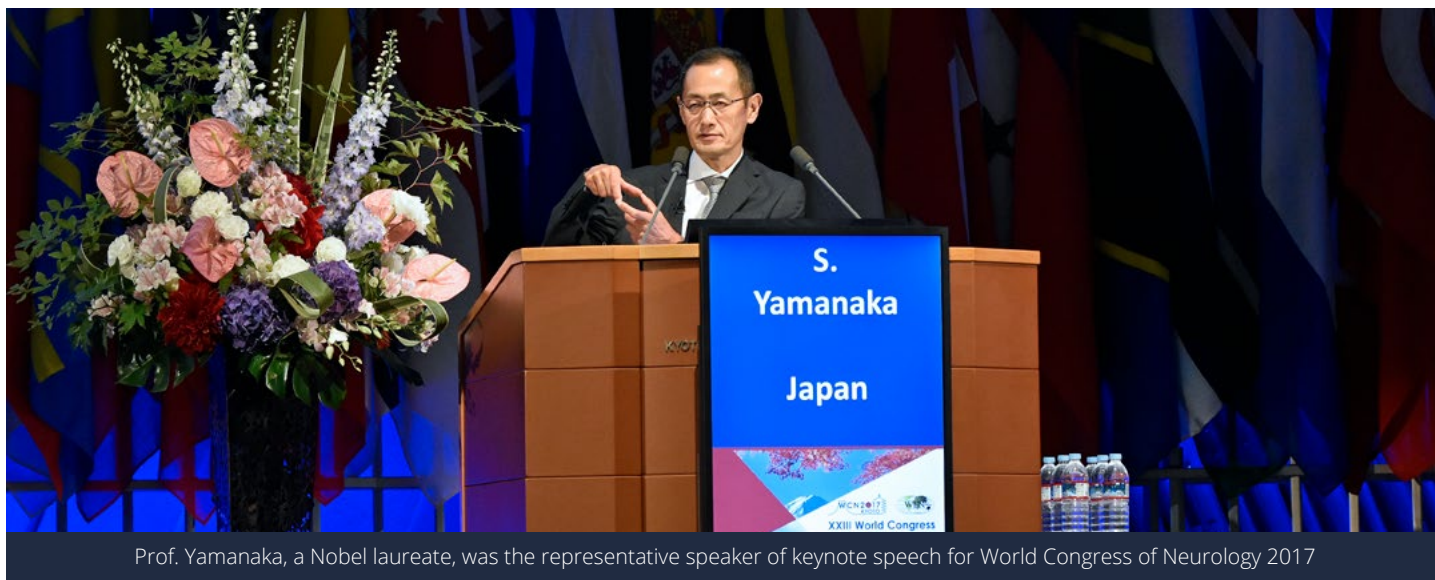
STOP PRESS New IAPCO CEO Appointed

IAPCO are delighted to announce the appointment of Martin Boyle as the new CEO of IAPCO.

Martin comes to IAPCO with a wealth of experience and a strategic vision that has been shaped over more than 20 years of working across a number of countries in the events and meetings industry. He has launched start-ups in Canada, driven sales at an international convention centre, worked with international associations while at a PCO in UK and has, for the past 6 years, been the Director of Europe for one of the top performing convention bureaux in the world, BESydney.

Sarah Storie-Pugh, the current ED, will be stepping back to continue a part-time role within the Association.

Martin will become CEO with effect of 1st April 2019.



Prof. Yamanaka, a Nobel laureate, was the representative speaker of keynote speech for World Congress of Neurology 2017



Japan. Meetings & Events

New ideas start here

JAPAN BRINGS YOU PIECE OF MIND

When the World Congress of Neurology (WCN) was held in Kyoto in 2017, things got complicated once it became clear that 2000 more delegates than were originally expected would actually attend. This naturally represented a significant challenge for the event organisers, but they rose magnificently to the occasion.

The final tally was 8641 attendees. Reflecting on the largest World Federation of Neurology (WFN) congress ever, Professor Raad Shakir, president of the WFN, gratefully noted that in Japan “the teamwork is meticulous, detailed and the attention to excellence is very impressive.”

The quietly efficient and effective delivery of service is exactly what you, too, can look forward to when you choose Japan, which has all the

technology, experience and expertise you need to make any event succeed beyond expectations.

With any Japanese local organising committee, venue, PCO and other related supplier, you will enjoy a sense that everything is on schedule, under control, in great shape, and advancing smoothly. In fact, Japan is arguably the easiest country in the world to get things done.

An unexpectedly high attendance is, however, very much par for the course in a country that has so many enthusiastic, active academic societies. Here are some of the words Prof. Shakir used to describe those involved in the neurology field in Japan: “very highly sophisticated, organised, and scientifically advanced.” You will find that these characteristics apply across the board in Japan.

Administrative and academic expertise were both key factors in the success of WCN 2017, which boasted 300 outstanding speakers, including three Nobel laureates.

The opening ceremony, attended by Their Imperial Highnesses the Crown Prince and Crown Princess, was a particularly auspicious and memorable occasion.

Kyoto is one of many places in Japan that showcase natural and cultural blessings. A city of temples, shrines and gardens, as well as world-class hotels, venues and contemporary architecture, Kyoto offers excellent conditions for reflecting on past achievements and considering the path ahead. It proved to be the perfect place, in fact, for a gathering whose theme was “Defining the Future of Neurology.”

In terms of outstanding cuisine, scenery, climate, infrastructure and, of course, service, Japan is up there with the best—and in some respects way ahead of the rest. Japan is waiting to welcome you with a smile that will tell you you’ve made the right choice.

For more information:
<https://www.japanmeetings.org/why-japan/case-studies/case-studies-detail.html>



FROM THE PRESIDENT

New territories for the next 50 years!

Our purpose is quality, our driver enthusiasm and our foundation a deep common set of principles and camaraderie. In that spirit, we embarked on a journey of setting IAPCO up for the future while cherishing our past and building on our legacy.

As part of this effort, IAPCO has expanded our Management Team with the arrival of our new CEO Martin Boyle. Martin comes to IAPCO with a wealth of experience and a strategic vision that has been shaped over more than 20 years of working across a number of countries in the events and meetings industry. Most importantly however he shares our values and has the vision and drive to help us achieve our ambitious goals.

Our longstanding Executive Director, Sarah Storie-Pugh, who has been instrumental in IAPCO's growth of the last years, will support Martin as Operations Manager, while Member Services & Marketing Manager, Olivia Galun, will continue to promote and engage IAPCO around the globe. We are proud of this outstanding team that is well respected in the industry and lives the spirit of IAPCO.

As IAPCO turns 51 in 2019, we are truly embarking into a new era. Our strong commitment to quality and our enthusiasm have just received that extra bit of steam to push us into new territories. What an exciting time for our industry!

Mathias Posch,
IAPCO President 2018-2020



Martin Boyle

"I am absolutely delighted to be joining the IAPCO team at this exciting and pivotal time in IAPCO's 50 year history. In today's global workspace, truly successful organisations set themselves apart from the norm by their attention to service quality and their focus on continued growth and development and IAPCO and its members are shining examples of this philosophy in action. I am very much looking forward to working with the IAPCO Council and on behalf of IAPCO members and partners to further develop the IAPCO offer and ensure

that, together, we can continue to raise standards, provide lasting economic value and continue to be the voice of the truly Professional Conference Organiser around the world."

Said Sarah Storie-Pugh, the outgoing full-time ED, "I think this is a wonderful opportunity for IAPCO to go forward into its next 50 years, and I am delighted to be continuing, albeit in a part time role, to support Martin Boyle in IAPCO's ongoing global influence."

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Whilst every care is taken in the preparation and publishing of The PCO, the views expressed are not necessarily those of IAPCO or its members and no responsibility can be taken for articles, errors or comment.

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IT'S CONGRATULATIONS ALL ROUND AT ICCA



IAPCO would like to congratulate James Rees [ExCel London's Executive Director] on his election to President of ICCA, announced at the ICCA General Assembly during their 57th Congress in Dubai last month.

He was first elected to the ICCA Board in 2012 and became vice-president in 2017. In a powerful speech to delegates, Rees said: "I will use ICCA's strengths to drive innovation and creativity." He also promised to be a true advocate for the business events business, "a champion of our sector [who will] ensure that ICCA's voice is heard by government, in a language they understand".

IAPCO also takes great pleasure in adding their congratulations to the most Inspirational Women, 10 of whom were named at ICCA's 57th Congress! IAPCO member Roslyn McLeod, OAM, founder and chair of Arinex, was one of the 10: "It is a humbling experience to receive

recognition from my industry peers and is a much-appreciated acknowledgement." Roslyn said.

Other winners included Alice Au, Director of Sales at Business Events, Toronto, and a much valued IAPCO Destination Partner. Also in the line-up were many IAPCO friends, including Carina Bauer, CEO, IMEX; Bettina Reventlow-Mourier, Deputy Convention Director at Copenhagen CVB; Anne Wallin Rødven, Norway; and Kitty Wong, President of K&A International Co. Ltd., Taiwan.



BEST LOVED QUOTES

Submitted by
Patrizia Buongiorno
AIM Group, Italy

"It's everything about keeping transforming ourselves to stay relevant for the future"

Submitted by
Dimitra Lignou
AFEA Congress & Events,
Greece

"If there is no way, create one!"

Submitted by
Keith Burton
African Agenda, South Africa

"If you can't see the fun in what you are doing, find another way of doing it"

Durban Seminar -
engaged students debate
Faculty: **Patrizia and Ori**

"A goal without a plan is just a wish"

Newly elected ICCA president, James Rees, together with immediate past president, Nina Freysen-Pretorius, presents award to IAPCO member, Roslyn McLeod



ON CPO HANSER SERVICE



CPO's first congress in the Middle East is a new and exciting experience – the Pathology World Congress in Jordan.

The rich cultural environment displayed at the Opening Ceremony.

HOW TO USE AR TO ENGAGE CONGRESS DELEGATES

IAPCO Member: Mondial Congress & Events, Austria



The many possible applications of Augmented Reality have been known for several years and are already used in many industries. In the events industry, the technology is still relatively under-utilized.

Augmented Reality (AR) stands for the enhancement of physical reality with computer-generated information. Common applications include augmenting photos or videos with digital content which can be made visible, for example, via a smartphone's or tablet's camera. This is used in apps such as Snapchat, in which photos can be decorated in real time with the help of AR filters.

At events, Augmented Reality applications are often used for the purpose of gamification, due to their innovative image. In this case study, we will show you how you can use Augmented Reality to thrill your delegates:

Case study: AR meets print meets gamification

The European Federation of Periodontology (EFP), was looking for an original way to announce the location for its next EuroPerio congress in 2021. The reveal should happen during the very last session of their 2018 congress in Amsterdam. Mondial suggested turning the announcement into a riddle by producing printed post cards and

ads for the programme book that would only give up the secret when additional content was accessed via an Augmented Reality app.

A browser app would allow users to access AR content without having to install an app on their phones or tablets. On the printed postcard and ad we only revealed the next congress date. Below it were a QR code and a marker. By scanning the QR code with a phone or tablet, a browser window would open and access the device's camera. When the camera was then pointed at the marker on the print, a digital hologram of the Little Mermaid would appear above it – landmark of Copenhagen, the next congress destination.

In the weeks leading up to the congress, the QR code could already be scanned, but the marker would only show an animated question

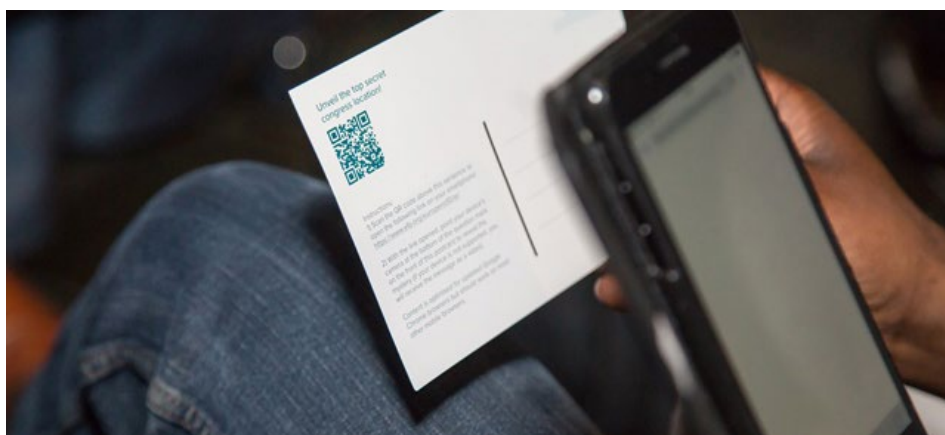
mark as well as a counter counting down the seconds to the congress in Amsterdam. After all, the location should not be revealed until the very final session.

When the big day arrived, the 4000 delegates in attendance at the auditorium each got a printed postcard with the QR code on it. Following the speaker's instructions, everyone then got scanning together to guess where the 2021 edition of the congress would be held. Only minutes before the presentation was the actual mermaid animation unlocked online.

Summing up

Because the EuroPerio congress is only held once every three years, it is important that the announcement stays in people's memories for a long time. Messages are more likely to stick if they are discovered actively by an audience itself.

Our case study is an example of a playful advertising campaign, but Augmented Reality can also be used for more "serious" purposes. In theory, all printed materials can be enhanced with AR, for example by placing a marker in the programme book that plays a digital speaker video when activated. AR markers can also be placed at exhibition booths to show 3D models of new products – the possibilities to blend realities are truly endless.



BOARDING PASS

NAME OF PASSENGER
Everybody

FROM
All Around The World

TO
RIO DE JANEIRO

FLIGHT
RJ5521

DATE
Always

TIME
Any Time

GATE
+5521

SEAT
021

INFINITE POSSIBILITIES

NAME OF PASSENGER
Everybody

FROM
All Around The World

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Rio

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Rio
CONVENTION
&
VISITORS
BUREAU

An Airline With A Dedicated Mice Team

Were you aware that Emirates Airline dedicates a team for MICE that can help you enhance the offering to your delegates? They are there to help you.... engage with them to enrich your event.

Emirates is the world's largest international airline with a global network of 161 destinations in 86 countries across six continents. Emirates operates 271 modern aircraft and is the world's largest operator of the Airbus A380 and Boeing 777 family of aircraft. The airline's luxurious amenities, regionally inspired gourmet cuisine, award-winning in-flight entertainment system – ice – and unmatched hospitality provided by its iconic multilingual Cabin Crew from over 135 nationalities, have made Emirates one of the world's most recognized airline brands.

Emirates Airline supports events both locally and internationally, where a specialized team focuses on MICE (Meetings, Incentive, Conferences and Events). Where the team evaluates and recommends the best method to support a movement

by providing promotional codes for individual travellers, and enhancing Groups travelling by offering a personalized on board experience. You can reach out to the team and inquire on emiratesmice@emirates.com





WHAT WORRIES EVENTS ORGANISERS? A recent survey of North American planners yields a few surprising results

Author: Jasmine Zhu, author for Convene

The No. 1 concern cited by 181 respondents to Development Counsellors International's (DCI) latest survey is safety and security issues in destinations. And that didn't come as a surprise to Daniella Middleton. The respondents are meeting planners in the U.S. and Canada who are responsible for planning meetings in the U.S. and international destinations. For them, "safety and security considerations have been a hot topic," Middleton, who is vice president at DCI, told Convene. "No destination is considered safe anymore."

But the stressor that came in second did take Middleton - who co-authored the report summarizing the survey results, "A View from Meeting Planners: Winning Strategies in Destination Marketing" - aback. It was the suppliers' responsiveness - or lack thereof - during the planning process.

38% of planners indicated that that was a big concern, beating out declining budgets. This indicates a mismatch between expectations of suppliers and buyers, she said, and

the question is: Are planners expecting quicker and more in-depth responses than suppliers are able to provide? "There is a gap," she said, "in what suppliers are currently doing in how they respond, versus what planners want and expect."

In third through fifth place for top stressors for meeting planners: declining budgets (36% of respondents indicated this as a concern), increase in workload with no increase in staff resources (35%), and declining attendance (23%).

Social Buzz and Biz

And while respondents indicated that incorporating new technology at events also stresses them out, they are embracing social media as a tool for both marketing and communication in growing numbers. DCI has been conducting a planner study every third year since 2012. In both the 2012 and 2015 research, less than 5% of respondents reported using social media for business purposes. This year, more than three times that number - 17% - of respondents

reported using social media for business compared to the two previous reports.

"For social media, we finally saw an uptick in importance. Our industry has been a little bit slower to that," Middleton said. "By no means is it the leading [influencer], but it was a significant enough jump for us to say, 'This is important, and if you don't have a plan or a strategy or you're not thinking about social media, now should be the time.' Because more and more planners are using LinkedIn or even Facebook to communicate with suppliers or get information on destinations."

LinkedIn is the top social-media platform planner respondents say they use for business: (65%), followed by Facebook (48%), and industry forums (26%).

To learn more about "A View from Meeting Planners: Winning Strategies in Destination Marketing,"

Visit: convn.org/dci-report



ON FEDERCONGRESSI SEMINAR, BOLOGNA

Nicola McGrane, CPI, Dublin, and Ginevra Debellis, OIC, Florence, presented to 30 enthusiastic Italian participants, at the recent PCCO Academy and Federcongressi seminar in Bologna, showcasing EDGE The Flow.



ARE YOU HAPPY WITH YOUR 3%?

We're pretty good at marketing within the events aren't we? Our industry is doing better than ever before, isn't it? We increase the number of attendees at our events each year, and our membership grows. We can be comfortable with our 3% increase year on.

Not so, said Shawn Pierce, at the recent IAPCO/PCMA Seminar at IMEX America. "Yes growth is around 3% within the meetings industry, but in the majority of cases that does not even equate with GNP. 3% might be comfortable for some but it's not good enough. Marketing needs to be tactical, you need to be strategic, evolving the component of your event. Furthermore, the 3% growth maybe the reality, but the measurement is false – the numbers may increase but who are the people – are they relevant, are they building the community you want to achieve?

"We are the perfect eco-system for data. We collect everything we need from all who enter our event space – from sessions they are interested in, from demographics, from personal data and interests – we need to use it to make further connections."

"We get comfortable as long as we see the line-up increasing, in any type of growth. But we can do so much more to ensure a steeper growth curve" added Derrick Johnson, senior director of meetings at the Council of Insurance Agents and Brokers. "You need to see things differently, to take your events to the next level."

"Whilst It is important to know who is our audience, the next level is to know what our audience wants", as Mathias Posch adds to the discussion, "diversification is key."

By including diversification into an event, there is a need to also ensure representation of that diversification at board level, either physically adjoined to the board, or by introducing opportunities for them to engage as a separate and dedicated stream.

Diversity and inclusion is essential to embrace all sectors – 20 years ago a typical line up would consist of one gender, one ethnic group, one sexual preference, one religion; those who do not fit that line-up automatically feel excluded, and are unlikely to relate to the event. In the lead-up to an event today, diversification is key, so that all feel included. A not so obvious example could be that of the glitzy, expansive, business style destination promotion around your event, does that give the impression of excluding those from a smaller less slick destination – would they feel out of place, would they feel excluded from the main stream.

Map your audience demographics, break it down, divide your marketing budget and plan to target to focus on that sector – you can then measure that growth.

By expanding the core values of your organisation and applying it to your meetings, you can easily incorporate diversification. You have a strategic plan for your company or association, be sure to create a strategic plan for each event. And that plan should evolve with each event. If you copy the successful plan from last year to implement the same for next year, you will stay still, but the industry will move on – within a few years you will be left behind. Make change, implement change.

Keep people connected. Utilising such tools as LinkedIn can grow

your community in a personal way. Someone considering attending your event can be shown how many of their contacts have registered, encouraging them to be part of their experience, to feel you will have friends and colleagues, at the event, in particular sessions. They can see themselves inside the event.

And once there, engage with them. Organisers should not sit in the show offices, they should be out there, creating 1:2:1 communication, finding out about people, why they attended, what makes them tick. Make a brand ambassador out of everyone encouraging them to enlarge your community by bringing colleagues.

Events are beyond education - we are an emotional connecting industry, we touch people at our events, and that emotional connection lights a fire for people to take home and do something different, to make a difference...**our meetings touch people's lives.**

A content capture of an IAPCO/PCMA Seminar held at IMEX America, moderated by IAPCO president Mathias Posch, with speakers Derrick Johnson, senior director of meetings at the Council of Insurance Agents and Brokers, representing PCMA and Shawn Pierce, President Strategic Events, Meetings and Incentives, MCI USA, representing IAPCO.



Mathias, Shawn, Derrick

HIGH SPEED TO HONG KONG

World's dual super-infrastructure 'speeds up' connectivity to Mainland China:

Hong Kong's connectivity has long made it the ideal destination for international conventions. Now, the city is even more connected with the opening of the [Guangzhou-Shenzhen-Hong Kong High Speed Rail \(Hong Kong Section\)](#) on 23 September. The 26 km rail link is the first to link Hong Kong to Mainland China's vast high-speed rail network. The journey from Guangzhou to Hong Kong will now only take 40 minutes instead of 2 hours.



Multi-media Materials appear courtesy of MTR Corporation Limited



The opening of the [Hong Kong Zhuhai-Macao Bridge](#) on 24 October has also made it faster than ever to embark on a multi-destination excursion as it now takes less than one hour to travel between Hong Kong, Macao and the western coast of the Pearl River Delta.

The world's longest bridge is the first major combined road and tunnel sea-crossing in the Greater Bay Area, spanning the sea from an artificial island near Hong Kong International Airport to Macao and the mainland Chinese city of Zhuhai. At 55 km, it is 20 times longer than San Francisco's Golden Gate Bridge.

An attendance generator for MICE planners:

"Hong Kong has a powerful pull for international conventions and attracts record attendees from around the world. Now more than ever, those from Mainland China have faster and easier access to and from the city. The inauguration of the high speed rail connects Hong

Kong to 44 cities in Mainland China, without the need for changing trains, together with the Hong Kong-Zhuhai-Macao Bridge; this mega boost in connectivity provides additional efficient travel options for convention attendees from Mainland China and will become a great attendance generator for international conventions taking place in Hong Kong," said Dawn Page, Director of the UK and Northern Europe for the Hong Kong Tourism Board.

Visit: www.mehongkong.com



Traditionally, the last night of an ACA Congress is Friendship Night, and every country represented at the Congress performs on stage – in this case under the direction of Congress Corporation!

ON CONGRESS CORPORATION ON ACA

Lots of laughs and fun in trying to manage the impromptu nature (and running order) of all the performances! The creativity of architects really shone through!

FAST FACTS

- Asian Congress of Architects (ACA 2018) and ARCASIA Student Jamboree 2018
- 10-14 September 2018
- Organiser: Architects Regional Council Asia (ARCASIA)
- Host: The Japan Institute of Architects
- PCO: Congress Corporation
- Theme: Simplicity | Multiplicity



Institutes of Architects Bangladesh



Hong Kong Institute of Architects



The Architectural Society of China



ENHANCING YOUR EVENT WITH PUBLIC ENGAGEMENT

Authors: *Natasha Hilliard and Yvonne Sharpe,
MCI Canada (Vancouver)*

Six Tips to Engaging the Public

- 1 An enhanced committee with clear objectives:** engage stakeholders that are outside of your traditional scientific community; have clear objectives as to why the public would want to attend and what you want them to get out of attending.
- 2 Collaborate with the local community:** engage the local community from the early stages to develop the programme including grassroots organisations, the arts, schools and volunteers.
- 3 Break away from the traditional expo:** expand your exhibitors to appeal to the public and add in elements throughout the expo such as a speaker series, film screenings, novel readings, an art display etc., that will attract public interest.
- 4 Create a dialogue between delegates and the public:** invite the public to join your other elements of the programme including a public opening ceremony, advocacy efforts and health and wellness activities.
- 5 Media, media and more media:** invest in both traditional and social media for additional exposure that will enhance your event from both the congress delegate and public perspectives.
- 6 Leave a legacy:** aligned with your objectives, create a legacy of which everyone will be proud to be a part and highlight its impact throughout the congress.

PCOs today are continuously challenged to do more with less, expand the reach whilst remaining compliant and create new ways for both the congress and its content to remain innovative and relevant.

In August 2018, upwards of 8000 ornithologists, conservationists, and “birders” (bird enthusiasts) gathered in Vancouver, Canada, for a seven-day congress and festival that went beyond the traditional congress programme.

Through the vision of a strong committee, the International Ornithological Congress (IOCongress) went from a traditional scientific congress of 1500 avian researchers and conservationists to the first ever IOCongress and Vancouver International Bird Festival.

The Opening Ceremonies kicked-off with a 200+ person bird parade (people on stilts wearing locally made bird costumes) and unveiling of four limited edition stamps from Canada Post in honour of the Congress.

The expo featured 1000 scientific posters, 80+ exhibitors and opened their doors to both Congress delegates and general public



ON KEY LEARNING



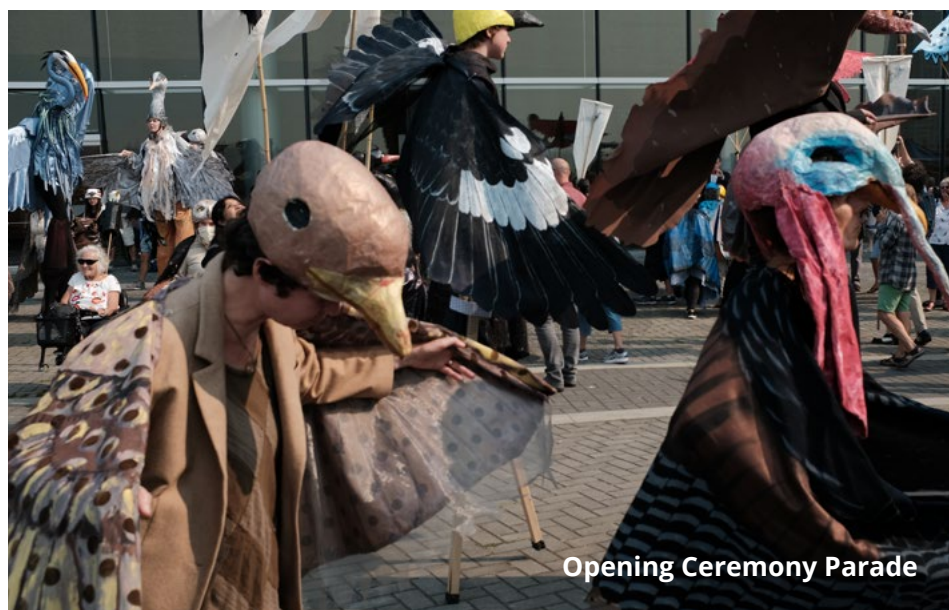
Silent Skies Mural

over a six-day period. The centrepiece of the expo was the ‘Silent Skies Mural’ which featured portraits of endangered bird species painted by professional artists and local school children. In addition, a speaker series open to the public featured 2017 Whitley Award-winner Purnima Barman and acclaimed science and nature writer Jennifer Ackerman.

Because of the unique programme and collaboration with locals, the congress earned 54 million media and 245K Twitter impressions,

150+ press mentions, on-air coverage on four local broadcasting organisations, and press mentions on nine international online media outlets.

So, whether it be birders, scientists, policy makers, advocates, healthcare or patients, we encourage you to ask yourselves how you can expand the reach of the knowledge exchange and take your next congress to the next level.



Opening Ceremony Parade



Asian Development Bank in-house training

Faculty: Mathias Posch, ICS
Arjun Narne, KWC
Dates: 12-14 September 2018
Location: ADB HQ, Manila, Philippines
Audience: 25 in-house ADB organisers



Sharp EDGE Seminar at IBTM Multi Cultural Design Thinking

Faculty: Mathias Posch, ICS
Nicola McGrane, CPI
Location: IBTM World, Barcelona, Spain
Audience: 80+



Sharp EDGE Seminar at ICCA Bidding from the Core PCO's point of view

Faculty: Jocelyn Mülli K.I.T. Group
Jeannie Lim, Singapore TB
Location: ICCA, Dubai, UAE
Audience: over 250, standing room only

Are you wedded to exhibitions?

Author: Kristofer Herlitz, Managing Director,
AIM Group International, New York Office



The ever-changing landscape of events organisation, communication technologies and sponsorship strategies demand to innovate the way exhibition areas are planned and designed and the attendees are offered useful experiences.

When organising an exhibition or the exhibition area of a congress, the logistics and design of an exhibit programme and floor plan are essential and that is something we will address and drill down on, BUT before you ever get to that stage you first need to address the most essential question or you will never achieve your goal of success. And your definition and measurement of success leads to the heart of this question: "Why are you organising this event? Why hold an exhibition?"

Ultimately, you want to put your attendees and exhibitors in the same room for an open dialog.

Measure the value

There are some basics to a good exhibit programme including a well-designed floor plan, a clear and thorough exhibit prospectus sent out well in advance of the meeting, dedicated programme breaks allowing attendees unopposed hours to visit the exhibits, and attentive exhibit management before, during, and after the meeting. However, these days you need more! Today's exhibitors need more than just an exhibit hall and strong attendance. In fact, record attendance does not ensure any exhibitor will experience a better meeting than the previous

one with lower attendance. The ROI that exhibitors need to show to upper management to justify the expense of booth and sponsorship support is no longer the quantity of booth visits and leads but the quality.

Here some key questions you must consider if you want to increase the real, added value offered to exhibitors and sponsors:

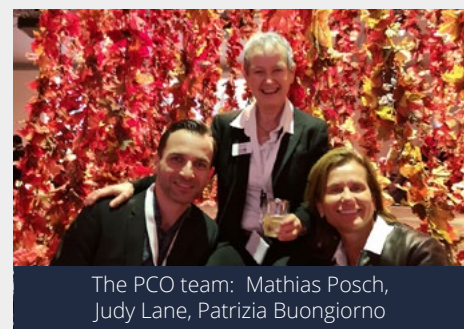
- How can they meet the key opinion leaders within your attendees?
- Is the congress' leadership invested?
- What unique sponsorships and what metrics do you offer?



ON AIM GROUP – IBA

International Bar Association - more than 4000 bar and legal professionals enjoyed the spectacular "baroque"

welcome party of the IBA 2018 Annual Conference held in Rome in October



The PCO team: Mathias Posch, Judy Lane, Patrizia Buongiorno



Change it consistently

Here four ingredients you should put into your project:

“Something Old”: Key Relationships are as old as the industry itself and are still a key component; are you maintaining yours?

You build relationships over time but eventually your contacts change; a new generation is moving in and what excited your previous contact may not speak to your new contact – find out what they are thinking.

“Something New”: The same exhibit floor year in and year out becomes stale. Try something new to draw the attendees in and

engage with the exhibitors in a different manner.

Show floor meeting rooms can serve a variety of purposes for the exhibitors. Whether it is just a quiet place to converse with attendees or space for on-site user groups and small presentations, this unique face-to-face time is what exhibitors are looking for to share their message.

“Something Borrowed”: Educating your Exhibitors is worth your time – lend them a hand by sharing what you know!

Hold a quick pow-wow with your primary booth contacts on the show floor on opening day to make sure your key messaging is not being lost

along the way. Help them have a better show and it will reflect on their future participation and levels of support.

“Something Blue”: Using Beacons and Bluetooth technology paints a much fuller picture of the booth activity for your exhibitors.

This attendee tracking allows you to see not just the amount of traffic that came into the exhibit hall (great for session tracking as well!) but a heat map of where and when they congregated (and didn't). Exhibitors are able to determine not only who visited their booth but the length of the visit, who was in the proximity that did not stop in, and the demographics of both those groups.



ON CONGREX SWITZERLAND

Almost 20 years of trustful collaboration – time flies.... Our team spent three amazing days in Berlin,

managing a truly successful 34th Annual ECTRIMS Congress.





DISRUPTIVE LEADERSHIP

Author: Nicola McGrane, CEO,
Conference Partners International, Ireland

Everyone is talking about disruption. Disruption of the markets, disruption of the global order, disruption of technology, disruption of the economy, disrupt or get disrupted, disrupt yourself, disrupt or die. We have been disrupted and we have been disrupting. Disruption has become one of the most critical phenomenon of our times. We say disrupt so many times, some would ask has it been overused? I do not believe so, however, sometimes we perceive this disruptive world as a world for another person or another industry. We must make disruption relevant to our own world of business events, our market place and how must we adapt as leaders to understand the disruptive world in which we operate. It can be overwhelming! The old way of doing things is being buried under new technologies that shift, destroy and rebirth tremendous newness. Let's embrace it!

Disruption is now the new normal – what is your responsibility? Mobile, social, cloud and big data technologies, 3D printing, internet of things, block chain technologies, smart cities, smart cars, smart health, smart energy - we have entered a new era where the old order is simply gone. The disruption is now the new

normal. The meetings industry is the facilitator of change - we create the meeting grounds where disruptive ideas are shared, knowledge is disseminated to people who transport these new ideas back to their cities who in turn act upon them to create positive change. Through our meetings, we are witness to the constant change across many industries, but how are we being disruptive? We have an enviable vantage point from where we have visibility of change across many industries. The questions we need to ask ourselves, are we leveraging this position, what should our leadership look like now? What is our responsibility to effect change in our industry first and then within society? When you are disrupted, it is already too late. As leaders, we need to be adaptive and visionary in our thinking to create impact within our lifetime. Rather than be the facilitator of change, can we be the vehicle of change?

A shift in thinking

There is far too much emphasis in today's businesses on continuity and far too little on introducing deliberate discontinuity—ideas and concepts inconsistent or in direct conflict with what currently makes a business

or an industry successful. We can become stuck in a pattern in how we do things. The same thinking that gets you into a situation is not the thinking that will get you out of it. Shift the thinking! It is not enough to just disrupt your thoughts you also need to disrupt the status quo of the business or even the industry.

Dare to be brave

It is only if we dare that we can create new things. Every day is the start of something new. But this is mind-set and human behaviour. If we are successful, we tend to look towards the past and think that yesterday's success will create tomorrow's success as well. This is not necessarily true and if I am honest, a little arrogant. I followed that path once. An economic and banking crisis taught me a valuable lesson. I will never create a future based on a past again. The tricky bit is the present as this is the only bit we have knowledge of. The hard part is the future – the future becomes guess work. A good description of the present is the best starting point for making a new future. But what will be the future we create for the meetings industry and do YOU want to be part of that change?

Do you want to be a disruptive leader?

Disruptive leadership is about disrupting yourself first. Understanding your standards and your leadership potential is a critical starting point. Are you willing to battle the inertia of the status quo? What are your true values as a leader, how do you want to operate in your market place and where are you heading? When you understand how you tick, then you can focus your attention on others. How to understand another person is to step into their world. The potential for reinvention and accelerated change is within everyone's grasp. It's a matter of

1. Creating an awareness and a willingness to change
2. Investing a lot of time for reinvention
3. Choosing the right people to implement change

4. Bringing the non-changers with you or not.

5. Realise the change in a staged approach

Disruptive thinking can help you as a leader to create value, differentiation and identify new ways to support long-term growth. Merging the tried and tested with the new and bold isn't easy, but the importance of doing so is undeniable. The business that goes in the direction of the familiar will ultimately breed inertia. Complacency is dangerous in business and leadership because it leaves no room for alternative possibilities

meetings industry, the principal is the same. The person or people who dare to go first are the game changers to drive progress.

To quote my hero Nelson Mandela: "There are times when a leader must move out ahead of the flock, go off in a new direction, confident that he is leading his people the right way."

To all leaders in the business of events, let me repeat my question in paragraph one.

Rather than be the facilitator of change, can we be the vehicle of change?

Choosing the right people

What was once measured in money is increasingly measured in people. It is people's ability to innovate, to be disruptive, that is the basis for all growth and progress. Be it the banking industry, food industry or the

Conference Partners International celebrates its 20th Anniversary in style

CPI turned 20 this year and to celebrate their wonderful and exciting journey, an intimate evening of appreciation was gifted to clients, industry colleagues, friends and family. The event was held at the exclusive Luttrellstown Castle Estate, set in 560 acres providing an air of historic grandeur and elegance, the perfect setting for the celebrations.

Over 70 people attended and enjoyed a truly magnificent evening of gratitude, entertainment, festivities and appreciation from CPI. A glass was raised not only to CPI's 20th Anniversary but to all in attendance for playing an instrumental part in their successful journey so far.





WHEN DISRUPTIVE IDEAS ACCELERATE SUCCESS

Author: Zaid Attawala, Project Manager, MCI Middle East.

A report from the World Health Organization (WHO) mentioned that nine Middle Eastern countries ranked highest in the obesity statistics among adults aged 18 and above. The figures also showed a tripling increase since 1975, leading to a population burdened with cardiovascular and other lifestyle diseases. Another study published in 2016 in the World Journal of Diabetes, revealed that the Middle Eastern and North African region has the second highest rate of increases in diabetes in the world and the number of people with diabetes is projected to increase by 96.2% by 2035. Alarming statistics such as these played a significant part in facilitating The International Federation for the Surgery of Obesity and Metabolic Disorders (IFSO) decision in choosing Dubai as a destination to host the 2018 IFSO congress. The Emirates Society of Metabolic and Bariatric Surgery also hoped to raise awareness on the rising epidemic that is facing the Region in hopes of creating viable solutions to avoid and reverse the effects of obesity.

For MCI, the appointed PCO, introducing innovative ideas to raise awareness in the region and

increase delegate engagement was paramount, and thus a series of innovative ideas were introduced into the congress programme.

The Debut of IFSO's First Fencing Matches

Hosted in one of the breakout sessions, the five fencing matches consisted of having two doctors, head to head, engaged in a riveting 10-15 minutes debate and a panel of participants scoring them. The doctors used this new method to present their arguments on specific topics and were evaluated on the quality of the content presented. The topics of the five matches were debating gastroesophageal reflux disease (GERD) mechanisms and resolution.



First-ever IFSO Medical Court Session

Delegates were enlightened with the first ever medical court session which was brought to life with actual lawyers and judges along with a panel of experts. Held in the main plenary and open to all delegates, participants to the courtroom were invited to define medical responsibilities and its limits, the relationship between the doctor's action and the harm to the patients. Initially developed by the scientific committee, some of the topics looked at medicolegal cases from the USA. This layout facilitated healthy debates and provided for a new style of engagement.

A video championship

For the first time, the programme committee incorporated online video submissions as part of IFSO's requirements, resulting in a record-breaking number of abstracts received, which peaked at 1209, including 232 video abstracts. Some 171 videos were selected and the top 20 were presented during the sessions. The other videos were presented in the designated video section in the exhibition area. At the same time a world Bariatric video championship and emergencies online courses were launched during the event.

Dubai launches Middle East's first government-backed blockchain platform

As Dubai's government continues its drive towards becoming paperless by 2021, it has put its backing behind a new blockchain platform that will transform and digitize government processes and citizen services.

Smart Dubai and IBM have rolled out Dubai Blockchain Platform, an enterprise-ready platform that will allow organisations in the UAE and globally to transition their blockchain testing and development into full-production. In addition, the platform will help integrate digitized services and experiences into citizens' day-to-day lives.

Her Excellency Dr. Aisha Bint Butti Bin Bishr, Director General of the Smart Dubai Office (SDO), said: "Dubai has been a pioneer in blockchain technology since its inception, while other major cities around the world were reluctant to embrace it for city-wide implementation.



"Dubai Blockchain Strategy set a clear path for the emirate to have the world's first fully digitized government by 2021. The Dubai Blockchain Platform drives us forward in our mission and allows us to power all blockchain applications in the city from one united portal."

As part of the Dubai Blockchain Strategy, Dubai has seen the launch of various blockchain applications and projects in government entities across various sectors, including roads and

transport, energy, healthcare and education.

The momentum behind blockchain is part of wider pushes in the areas of technology and innovation in Dubai, and has seen it become a popular host city for business events focusing on the technology, such as The Future Blockchain Summit.

Keep up to date with Business Dubai on Twitter #Dubai @BusinessDubai
Visit www.visitdubai.com



Simulation Centre - The 'Superstar' of IFSO 2018

The congress hosted its first simulation centre where delegates alongside IFSO professionals could perform live stitching and suturing on animal specimens. Some 20 stations

with the latest endoscopy robotics were installed spanning over 200sqm of the exhibition. Over the three days, 600 delegates were given the opportunity to work and enhance their learning while being supervised by qualified trainers.

IFSO 2018 in numbers

- 2400 delegates
- 500 speakers
- 86 sessions and courses
- 1209 abstracts submitted
- 95 countries

Engagement Innovations

- Simulation Centre
- Medical Court Session
- Fencing Matches
- Video championship

"I am very happy about everything that was achieved during this congress. These were four days of excellence, and the technical level was higher than most conventions I have attended" raved IFSO President, Prof Jacques Himens.

MEET THE IAPCO AMBASSADORS OF LATAM



ALEJANDRO

Alejandro Ramirez Tabche
CEO
Business Travel Consulting
Member since 2012



MARIANO

Mariano R. Castex
Managing Director
MCI Argentina Buenos Aires
Member since 1971



RODRIGO

Rodrigo Cordeiro
Managing Director
MCI Brazil (Sao Paulo)
Member since 2012

Why is it important that you are a member of IAPCO?

Mariano: "It is important to keep updated on trends and share common challenges among colleagues. It is a seal of quality for clients."

Rodrigo: "My first accreditation in IAPCO was through Acqua Consultoria the company I used to own until 2012. I really say that this accreditation has represented the big change in my professional life. I started to think globally and sharing experiences with the best from all over the world is really amazing. IAPCO is a big family."

Alejandro: "Business Travel Consulting is a company which operates with the highest quality standards; and being part of an association like IAPCO, gives us an international recognition and positioning in the meetings tourism industry; besides the opportunity to collaborate with companies with the same goals."

As an ambassador, what do you feel is your greatest strength in representing IAPCO in Latin America?

Alejandro: "We are among the top ten meeting planners in Mexico and

we are an important reference in Latinoamerica; distinguished for organising important congresses using technology and providing quality service".

Rodrigo: "It is such a great experience to represent the main Association for the sector we work for. Organising conferences is a lifestyle and to be alone is not an option for such a huge market".

Why is education especially important for Latin America?

Mariano: "Latin America is a region with great potential but it is behind in some aspects. Education is a fundamental tool to shorten that gap, generating opportunities to re-position the region. The democratization of information is key".

Alejandro: "Just because we need it; to provide a better service, have better events, much more satisfied customers and generate greater profitability. Seminars like the one we recently had in Mexico, in Guadalajara City: IAPCO EDGE, was a great opportunity to bring specialised education to Latin America, involving all those who are part of the value chain in the tourism industry".

What are the current challenges in the meetings industry in LATAM today?

Mariano: "There are many challenges, not least:

- the perceived value of traditional PCO services is decreasing
- the bringing of new competences
- new technologies, and budgets vs new technologies
- the immaturity of the association market
- communication of the associations with the new generations
- the contribution of the pharmaceutical industry is increasingly restricted
- rigid structures lead to difficulties to absorb the application of creative and / or disruptive processes, which are necessary for continuous changes."

Rodrigo: "There is a big change happening in the conference market. More and more events for all the subspecialities. But the time participants have to travel, and the money from the investor, have not so far increased. It is time to deliver one experience for each participant or brand and it has to be exactly what will make the participant or investor decide to go. More strategy for less operation."

THE NEXT FUNDRAISING GOLDMINE

Education in Healthcare

Author: Lieven Mariën, External Relations Manager, MCI Benelux

As medical associations face more and more barriers in securing industry funding – the need for new and innovative models of revenue generation grows each year. Additionally, the ever-changing relationship between industry, healthcare professionals and medical associations requires constant re-visiting of industry outreach opportunities.

Moving away from typical and obsolete association event sponsorship and exhibition models, it is important to identify the needs that lie beyond a marketers' perspective, as the business relationship between an industry sponsor and an association often too highly depends on the success of annual congresses.

Associations and industry players share the goal to educate healthcare professionals – it is therefore in their common interest to design new fundable initiatives and partner other educational opportunities, whilst remaining neutral and cutting edge.

With a 365° methodology a healthcare society reached a 217% increase in sponex revenues and gained the trust of 14 new sponsors in just two years. The

365° methodology consisted of guiding the association through 4 phases (identify- plan- execute- review) whereby the key to success was the set-up of the sponsor microsite.

The microsite is an online platform where sponsors can design their ideal package based upon their goals and budget as they can select à-la-carte options to design the package that best fits their needs. As sponsors are no longer obliged to pick a pre-defined package (gold, silver, bronze..), which always include items that will not bring any value at all, it will allow sponsors to focus more on educational opportunities than commercial opportunities which is completely in line with the current trends and industry interest.

For instance, should industry partners have the choice to support education opportunities over exhibiting as there is a decline in exhibition interest?

Part of MCI Group's series of webinars

<http://association.mci-group.com/?dl=2>

The Microsite:

No. 1

Upon designing their ideal package, a booking form is prepopulated automatically to simplify their experience and they can access real-time analytics or historical purchases made previously.

No. 2

Second, to create a sense of urgency, the microsite showcases all confirmed purchases made by sponsoring companies and what they booked with the organisation.

No. 3

Third, it also includes all relevant information to make their participation a success (exhibition manual, hotel accommodation information, floor plan, event demographics...)



GETTING TO KNOW...

CANKARJEV DOM

IAPCO talks to Vidergar Maja Vidergar, of IAPCO Member, CD-CC, Slovenia, to find out more

1. How many members of staff? How many offices and where are they located?

Cankarjev dom, CD Congress Centre Ljubljana, is Slovenia's main meetings venue, located in the very centre of its capital, Ljubljana. In its 22 multipurpose halls and 36000 sq. m., Cankarjev dom conducts two missions under one roof: the national cultural programme occupying 70% of time slots and 30% time slots reserved for a variety of events within the meetings industry. Currently the team comprises 155 members. More precisely, there are 13 people working in the Congress and Events Management Department.

2. What year was the company set up and have you seen a change in the meetings industry?

The first international meeting held at Cankarjev dom was the 7th Symposia on Scoliosis & Kyphosis in 1981, just a year after Cankarjev dom's official opening. There has been a tremendous change within the industry since then. Our role as the PCO is not just smooth and flawless organisation (that goes without saying), our job is to secure the association or the client with the income. We are witnessing the turn which has made PCOs producers of

meetings, with eminent specialised speakers being hired for the purpose. Social skills and close relationships are what differentiates us from artificial intelligence.

3. What kind of meetings do you organise?

Our meetings differ from one scientific discipline to another. We are witnessing the latest robotics and automatization solutions, surgeries, the wonders of medicine and extension of boundaries in humanism, as well as the future and the evolution of human society and our planet. In this process learning is the key. I am a strong advocate of free access to knowledge.

4. One piece of advice for running a PCO business?

Be patient and determined. Never underestimate your opponent. We welcome positive criticism that allows us to make progress. In business, we swear by loyalty.

5. What about recommending your best book to read?

A book? Many. But I would like to single out *Grit: The Power of Passion and Perseverance* by Angela Duckworth.

6. How do you manage the wellbeing of the team?

Our job is demanding, stressful and can literally drain you out. In order to cope with its demands, we encourage sports activities: *Mens sana in corpore sano* (healthy mind in a healthy body). We organise a fitness workout once a week, a back massage once a month.

7. Why do you value being an IAPCO member?

IAPCO sets the standards for our industry and that is what we all need; a professional yet impartial organisation that provides quality educational programmes, networking and a platform for connecting members.

8. Anything else we have missed that you would love to tell us...

Cankarjev dom is a rarity among IAPCO members, being a PCO (a member of IAPCO since 1980) but also having a residential venue. Sometimes this is misleading and clients believe that we only work at Cankarjev dom, our principal establishment. However, this is not so. We strive to provide an ideal venue for the meetings we organise. So, like any other member of IAPCO, we are free to do events and meetings wherever we choose.

RAISING THE SUCCESS OF CME EVENTS

Author: Barbara Sambugaro, Business Manager, AIM Education, AIM Group International

Active learning, web platforms and apps, edu-games, soft skills and hybrid formats are some of the innovations put in place by AIM Education to raise the success of Continuing Medical Education events.

When it comes to CME the most important objectives are a high quality of educational content, compliant with regulations, and effective learning. Involving healthcare professionals, answering their formative needs and helping them acquire key knowledge are the goals at AIM Education.

But to keep attention high and to effectively convey educational content it is necessary to innovate formats, training techniques and tools.

“Active learning, effective education and new technologies are the keywords that describe the actual trend in CME events organisation” points out Barbara Sambugaro, Business Manager of AIM Education, the AIM Group International Division which realises 400 CME accredited events each year in Italy.

Here there are three useful ways to make the CME events more effective:

More engagement. “Keeping healthcare professionals engaged in learning activities is not easy. Using technology tools such as iPads, e-touch tables or even smartphones can be useful to enhance their CME experience. Some of the activities we created allowed participants to

- independently solve clinical cases and share their outcomes,
- play interactive edu-games with human patients’ simulators,
- augment reality exercises for a realistic learning where the healthcare professionals needed only to point their smartphone camera at a full-body training manikin to open important information, pictures,



videos, or ultrasound results which were useful in making a diagnosis,

- join in webinars with open Q&A sessions
- and many other events.

There are numerous possibilities but remember to also introduce new activities to returning learners”, explains Sambugaro.

Focus on soft skills. “Since doctors’ roles and tasks are complex and go beyond medical treatment, more and more we can offer doctors the opportunity to also develop expertise in soft, non-scientific skills such as management, leadership and team co-ordination, legal issues, communication with patients and their families, work-related stress management and burnout prevention, building a web reputation, etc. Feedback on these topics is very positive and interest is high”.

Facilitate knowledge sharing. “Doctors need to share best practices

and knowledge, beyond the annual congress, so we organised several formative events putting different small hospitals in contact via a web videoconference with major scientific research centres or specialised hospitals for a series of lessons. The web platforms allow participants to download further documents, contact the speakers, insert clinical cases, and establish a network”.

“Summing up, listening to health professionals’ needs and being imaginative are the keys to success in the CME events”, summarises Sambugaro.





2.2 MILLION KILOMETRES; 1750 HOURS IN THE AIR!

During IAPCO's 50th anniversary celebrations, Arinex Founder and Chair Roslyn McLeod reflects on what the organisation has gained from its membership...

"Arinex has a long and fruitful history with IAPCO stretching back to 1997, when we became one of the first Australasian PCOs to join the membership.

We've gained invaluable connections from our participation with IAPCO, including instant access to world-leading conference organisers and the ability to tap into their knowledge while building a strong global network.

IAPCO has also helped us sell Australia as a destination, thanks to this network both with other regional PCOs and also international colleagues. It has been particularly valuable given our remote location, which can be a challenge when it comes to winning international business and convincing overseas delegates and sponsors to attend our events. But over the years we've been able to continuously improve our proposition for international events and have developed convincing marketing strategies to support this.

Due to our long-haul distance, Arinex' active involvement in IAPCO has seen us chalk up thousands of air miles. We have followed in the footsteps of IAPCO great, Jorge Castex of Congressos Internacionales, Argentina (now MCI Buenos Aires), to travel some of the furthest distances with such regularity.

From Paris Disneyland in an antique fire engine to Queenstown in a hot air balloon the Council went to great lengths to get to their meetings!



Arinex staff have completed about 70 long-haul trips from across Australia to take advantage of the education and networking opportunities – equalling at least 2.2 million kilometres and 1750 hours in the air.

This knowledge-sharing has not only given us a deeper understanding of what drives the international conference market, but it has also strengthened our expertise across many other areas, such as the ability to more accurately forecast attendance for our conferences, which has added tremendous value to our clients over the years. Our membership also keeps us abreast of industry trends across the world, including event technology innovation, which

motivates us to continuously enhance our in-house products and services.

For the international events community, IAPCO plays a role in helping drive our industry forward and strengthen its reputation. This has positively impacted individual nations, including additional government support and funding as well as a general increase in awareness and appreciation of events.

In 2003 we were proud to host the IAPCO General Assembly in Sydney, which was a fantastic opportunity. Unfortunately, it coincided with the global outbreak of Severe Acute Respiratory Syndrome (SARS), which drastically depleted attendance numbers. Still, 18 IAPCO members took part despite the global health outbreak and, while we had low numbers, it was a hugely successful and memorable gathering. It was voted the best IAPCO meeting to date, a title it held for 10 years.

Another valuable IAPCO offering has been the Wolfsberg and EDGE education seminars. Arinex has sent staff to attend and the alumni that formed as a result has been particularly fulfilling. We have taken learnings from those sessions and put them to practice, and of course stayed in touch with other alumni.

We join the rest of our members in celebrating IAPCO's 50th birthday and look forward to travelling the world to experience what the next 50 years will bring!"



TAKING THE LEAD ON SUSTAINABILITY

Opinion Article – Written by Marko Sanovic, Associate Director, Business Development and Bids, Melbourne Convention Bureau

Sustainability has been the buzz word for some time now, not the least within the business events industry. But is enough being done to embed sustainable practice in the sector, and who is taking the lead?

More and more companies are choosing to incorporate sustainability initiatives into their meetings, and for some this is a key decision driver when selecting the location for their next event. There are plenty of examples of suppliers providing sustainable solutions for meeting planners. They are recognising that sustainability makes good business sense and are making it easier for planners to tick the green box in their planning checklist.

There are plenty of examples of organisations taking a proactive stance on sustainability. The Melbourne Convention and Exhibition Centre (MCEC) puts sustainability at the core of its business priorities and has invested substantially in a CO2 monitoring system, while event signage company, Evan Evans recycles used banners, turning them into quality carry bags for delegates.

Whilst there are organisations on both sides of the conference equation embracing sustainability, DMOs are in the ideal position to play the lead role in influencing the broader industry. In many ways DMOs are spearheading the industry and can create meaningful impact on the direction sustainability takes,

as entities that many organisations look to for business insight.

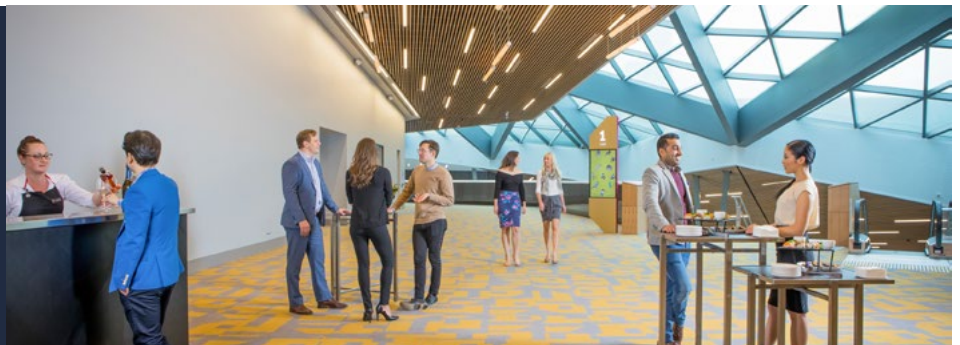
The Global Destination Sustainability Index is an example of destinations around the world setting a benchmark for sustainability. The GDS-Index group is growing each year with more cities recognising the competitive advantage of establishing sustainability as a key pillar in their strategy. These destinations are strongly advocating for sustainability and enabling it to flourish in the events industry. Melbourne Convention Bureau is one of those members, aiming to weave sustainability into the fabric of business events.

Whilst all businesses have the responsibility to implement sustainability, DMOs can take the lead in shifting the mindset to the importance of sustainable practice and galvanize initiatives in the meetings and events industry. Their ability to demonstrate the value will be the key to unlocking wider investment in sustainability across the industry.

Visit www.melbournecb.com.au

A golden milestone for MCEC

Melbourne Convention and Exhibition Centre's (MCEC) expansion site officially opened in July 2018.



The \$205 million expansion adds 20000 square metres, increasing MCEC's total size to 70000 square metres, heralding the venue as Australia's largest convention and exhibition space.

MCEC Chief Executive, Peter King, said the expansion cements the venue as a leader in major business events. "We have delivered a world class facility that is functional, adaptable and aesthetically pleasing with a quality and sophistication that reflects the attributes of Melbourne," said King.

- The expansion includes:
- The Goldfields Theatre - a 9000 square metre multi-purpose event space with a retractable 1000 seat theatre
 - New exhibition halls
 - Eureka meeting rooms
 - Outdoor terrace area
 - Sovereign Room banquet space
 - and Goldfields Café and Bar.

The new space has been purpose built to leverage the venue's original innovative approach to integrated audio visual and ICT technologies.

The expansion will feature 4k laser projectors, LED based theatrical lighting equipment and fully integrated rigging infrastructure, creating highly customisable event spaces.

MCEC took inspiration from Victoria's rich history in determining names for key spaces within its expansion. The gold colour of the expansion's exterior culminated in Victoria's goldfields becoming the theme from which names would be drawn.

Visit www.mcec.com.au



WE BELIEVE IN GREEN

IAPCO Member: OIC Group, Italy

A few weeks ago OIC Group joined the IAPCO Plastics Pledge along with other IAPCO PCOs that are committed to making change happen in the meetings industry, in short, making what we do more environmentally friendly and sustainable.

Over the last year, various colleagues at OIC Group had taken an active and passionate interest in wanting to improve how we operate as a PCO and making steps in becoming a greener company.

Our colleagues in OIC Group attended presentations and workshops in Italy and abroad, gaining more information on how to reduce the meetings' waste impact globally, looking into how to make meetings more eco-friendly and sustainable in the long term from various perspectives. On return they eagerly reported back the learning and insights to the rest of the team.

This soon led to the spontaneous creation of the OIC Group Green Team, a group of colleagues that are actively involved and committed to making change happen, in which the overriding philosophy is "We believe in Green".

The bottom-line is that in order to encourage our stakeholders locally and internationally to adopt an environmentally friendly and more sustainable approach, we needed to be coherent and committed ourselves from within the company.

We are already making big Green strides forward, and so enthusiastic to be doing so.

We have recycling areas on all 3 floors of our HQ building, we have water coolers to promote the reduction of single-use plastic bottles, we are reducing the use of printed paper, we are aiming to use only recycled office supplies.

The OIC Group Green Team acts as the 'change agent' within the company, holding meetings and updates and measuring progress.

We believe our green approach has to start from within our company first, so that when working with our stakeholders there is coherence in what we are doing. We are making changes, we are committed, We Believe in Green!



Recycling is a reality at OIC



Tanja Mitrovic, a Green Team "mover"

TICKY – LOTS OF PEOPLE LOVE TICKY!

NOT JUST A DROP IN THE OCEAN
IAPCO's 50th Anniversary Legacy




Have you made your Ticky the Turtle Pledge?
www.iapco.org/about-iapco/ticky-the-turtle

By 2050 there will be more plastic in the sea than fish; by 2050 IAPCO aims to rid the meetings industry of single-use plastic.


As part of IAPCO's 50th Anniversary legacy, the Not Just a Drop in the Ocean CSR Campaign has been launched. Already members, partners and industry stakeholders are signing up to the pledge, and Ticky continues to travel the world with amazing pledges committed at IMEX America.

Join IAPCO in its mission to rid the meetings industry of single-use plastic
Sign the pledge now and save Ticky The Turtle




Nele Aumann, Destination Partner, from Hamburg, Germany

Join IAPCO in its mission to rid the meetings industry of single-use plastic
Sign the pledge now and save Ticky The Turtle



Amber Chen, Innovaton Award Winner, GIS, from Taiwan



Alice Au, Destination Partner and recent Council Host, Toronto, Canada

NEW TREND / NEW SERVICE
IAPCO Member: Afea Travel & Congress Service, Greece

The future of sustainability is already here; it brings along challenges and opportunities, and those businesses who are proactive are already reaping the consequential benefits from their forward-looking practices. This new trend is growing significantly with no signs of stopping.

AFEA's new service, "Sustainable Events", is designed to address companies interested in organising meetings and events based on the principles of Sustainable Development and Corporate Responsibility.

Recognizing that meetings are sometimes related to negative impacts on the environment (energy consumption and emissions, paper and plastic consumption, waste generation, etc.) and in local

communities, AFEA has developed a network of partners/suppliers, who have been carefully selected based on their sustainability performance (sustainable suppliers). This way, customized proposals, of enhanced sustainable performance, are offered to each client according to its meetings and event's needs.



Show leadership by shaping the future/creating added value/being the actual change

Some of the benefits

- Boosting of your CSR profile
- Incorporation of environmental friendly practices
- Enhancement of brand and public image
- Differentiation from the competition with a surpassing event
- Creation of an ethical profile and increase of social awareness
- Creation of a market opportunity
- Meet and exceed the expectations of event participants

WHAT REALLY MAKES THE GENERATION OF MILLENNIAL ASSOCIATION ACTIVISTS TICK?

Author: *Jwana Ribeiro da Silva, Team Member of AMDiv, K.I.T. Group GmbH, Germany*

It all starts with values. Faced with a shrinking pool of funds and increased competition, associations have understood the importance of rationalisation and have been slowly but surely becoming more and more business-like. The use of managerial tools, techniques and modes of thinking is no longer the exception in the world of associations. Contracting the professional services of an Association Management Company is an attractive and efficient way to acquire high levels of expertise, staffing and resources.

We provide models of governance, administrative frameworks, fundraising expertise, a flair for communication, highly developed event management skills and an armoury of technologies to support all these efforts. But there is one feature that all our clients share as organisations and that is the fact that they are truly value-driven. It is members' shared interests and aspirations that give the organisation

its purpose. It is people's willingness to volunteer that make the association's mission, goals and objectives achievable. This may seem obvious, but it helps put the notion of membership in context, we should perhaps not consider membership as an end in itself, but as a means to acquire the capital required to meet its goals.

Volunteers and volunteer opportunities are key to sustainable impact

While some individuals may join an association simply to access a service or enjoy a specific benefit, for the majority a meaningful membership is more than just a subscription. Studies show that volunteers are amongst the most engaged members and that they play a key role in promoting the association both internally and to the outside world.

Keeping volunteer opportunities attractive and appropriate for new generations of professionals is

essential for the organisation's mission and value proposition. We must help our association clients nurture the drive that people have to make valuable contributions and to be true stakeholders in the community.

There is a long standing myth that Millennials are not interested in volunteering. But that is simply not true: volunteering is mission-driven and Millennials are achievement oriented. They are keen on volunteering, but perhaps in slightly different ways. The typical association mould simply no longer suits newer generations' habits and aspirations. Generation Y will represent more than half of the global workforce by 2025 and so our volunteer opportunities will soon be redundant. If the way people are willing to contribute evolves, opportunities to volunteer must evolve too.



Micro volunteering

Solutions for associations to diversify their membership makeup through offering new forms of volunteering opportunities are provided by K.I.T. Group GmbH Association Management. Not all member profiles are willing or able to commit to holding office for multiple terms and may not find themselves on Boards or Committees. It is nevertheless essential that all profiles get to contribute and clients are encouraged to create possibilities for people to serve on specific projects for a specific term or to work on a specific project until completion. Here lies the appeal of micro volunteering: allowing members to voluntarily contribute in a more concentrated and focused fashion. Far from being disinterested in volunteering, younger generations see volunteer participation as a win-win and want to know that their contribution is making an impact. By keeping these people engaged we strengthen the output of the association and consolidate its membership.

The possibilities for micro volunteering are countless and can prove highly effective at engaging all sorts of member profile, from students through to those in retirement, from surgeons to technicians, from renowned scientists to social workers – the key is to offer a choice of ways to make meaningful contributions.

Conferences are a fantastic context in which to convert delegates into stakeholders. For example, The International Society for Pediatric and Adolescent Diabetes (ISPAD) recruits members to become roving reporters on social media; the International Liver Transplant Society (ILTS) Vanguard Committee members serve as mentors to first-time attendees; the International Union of Immunological Societies (IUIS) meanwhile ensures gender, age, geographical and topical inclusion with a rigorous diversity policy in every sector of the programme.

Throughout the year all of our association clients use our online community tools to engage their communities. This way we can maximise contributions to society activities even by those with the least time and means to travel. European Operating Room Nurses Association (EORNA) activists translate guidelines into their languages for use by their compatriots and ISPAD members, from every part of the developed and developing world, advise each other online on the treatment of kids with diabetes.

In short

The importance of the individual's enduring drive to volunteer is equalled only by the importance of associations and AMCs to provide meaningful and relevant ways for them to contribute. So yes - it's smart to learn about membership modelling, mapping and to build a strong membership model, but be sure that appropriate and meaningful volunteering options are part of the equation.

IAPCO AND RWANDA – A PARTNERSHIP SEALED AT IMEX

IMEX America proved to be the perfect platform at which to sign the destination partnership agreement between the Rwanda Convention Bureau and IAPCO.

Strategically, IAPCO is focusing on expanding its outreach in Africa, having previously established destination partnerships in Europe, North America, Asia, Middle East, Latin America and Australasia. Rwanda completes IAPCO's stable of regionally exclusive global partnerships, and together they will be able to create high quality platforms for the exchange of knowledge, business and cultural understanding,

IAPCO, with 130 company members across 41 countries, representing more than 7500 professional congress organisers and meeting

professionals, has the potential to bring major International Association business to the city and region.

"It is essential that we, as PCOs, are kept up-to-date with developments, facilities and benefits that will assist us in making key recommendations for our clients," said Mathias Posch, President of IAPCO. "We are extremely excited about this collaboration and look forward to working closely with this vibrant and forward thinking city and country".

"Having Kigali as a partner of IAPCO is extremely important for Rwanda, not just for the fact that the city is the only representative in Africa within IAPCO, but also for the exclusive range of opportunities and advantages that this partnership provides us, to showcase the unique congress and events infrastructure

that our city has", declared Frank Murangwa, Director of MICE Destination Marketing, Rwanda Convention & Visitors Bureau. "There is no doubt that as a partner of IAPCO we will consolidate Kigali as one of the most desired destinations in Africa for meetings, congresses and events".

"Such a partnership provides IAPCO members with knowledge and first-hand information empowering them to make informed decisions embracing Kigali's profile as an international meetings destination," added Frank. "We are thrilled about this partnership and look forward to working closely with IAPCO members".

www.rcb.rw



ON AIM GROUP – FIMP



Powerful learning is the key at the FIMP 2018 [Federazione Italiana Medici Pediatri] National Congress. But so is an element of fun - bringing the logo to life!

ON AFEA CONGRESS SERVICES



Express dancing detox break for AFEA team. Time to breathe!

*"Thank you for all your dedication in changing lives of the people of Durban",
Sonto Mayise*



IAPCO OUTREACH SEMINAR IN DURBAN

Know your Facts:

Date:

21-29 October 2018

Destination:

Durban, South Africa

Venue:

Hilton Durban, Durban

ICC Hosts:

Durban KZN
Convention Bureau

**No. of
Participants:**

35

CMP Points:

20.75

**International
Faculty:**

Patrizia Semprebene
Buongiorno, AIM Group

Ori Lahav, Kenes Group

"I cannot thank you enough for the seminar in Durban, it was so inspiring and educational at the same time. Patrizia and Ori were the best, the group loved them so much, we are still receiving positive feedback about their facilitation skills. I am really happy about the outcome. Thank you once again and please, please send my words of

gratitude to both Patrizia and Ori for the outstanding work they delivered, lives were indeed changed for the better."

**Sonto Mayise, Business
Development & Relations
Manager, Durban KZN
Convention Bureau**



Outdoor working group sessions at the Durban Seminar encouraging "outside of the box" thinking, whilst enjoying the fresh air!



WHEN IT RAINS, IT POURS!

IAPCO PCO: International Conference Services (ICS), Canada

Just two months' prior to the IASLC 19th World Conference on Lung Cancer 2018 (WCLC 2018), it started to rain, and it kept on raining, in fact it poured!

During August 2018, Toronto saw torrential rain which left a trail of flooding across the city. One of the most impacted buildings included Level 100 of the Metro Toronto Convention Centre (MTCC), the host venue for WCLC 2018.

In the event of a flood, and the loss of some of your largest session rooms, what does one do as the conference secretariat to one of the world's largest international meetings for top medical professionals working to eradicate lung cancer? Well, after some deep (and slow) breaths, you rely on your company's experience, after all they have been in this industry for almost 43 years, and that with some creative thinking and a determined team, you will find a solution to still host this vast international conference of over 7500 participants.

With such a large meeting, all available convention space was already utilised in the meticulous planning, so catering for loss of space became the prime concern. The International Association for the Study of Lung Cancer (IASLC), MTCC, Tourism Toronto, many of the event's contracted hotels and International Conference Services (ICS), the Core PCO for WCLC, formed an inimitable partnership, working diligently to shuffle around session rooms that were lost due to the flood.

The conference sessions at this year's WCLC 2018 included ground-breaking medical research which will ultimately change the future of how lung cancer is treated, so in order to ensure that these were still accessible to all WCLC delegates, ICS created an interactive overflow area and system in the exhibit hall to cater to any rooms that quickly hit capacity. Delegates were also still able to receive their CME credits through the overflow systems that were set up in the entranceway to these overflow areas.

The loss of several session rooms also meant the loss of various offices for, not only the ICS team but too, the IASLC and Press & Media interview rooms. In order to ensure a space for these offices, constructed offices were built at the back of the exhibit hall and the press conferences were creatively fitted into a pop up area in the plenary hall.

"The value of a PCO is most apparent when things are not going your way and I am pleased that the team was able to apply creative solutions that contributed to a resounding success and lots of highly positive feedback. The partnership with the IASLC, MTCC and Tourism Toronto was invaluable to making sure all these changes could be implemented at such short notice. A true team effort that made sure the conference goals can be achieved" – Mathias Posch, President of International Conference Services



ON TORONTO

Visit www.seetorontonow.com



A "home" welcome with a party at Loren's house – true friends

The IAPCO Council was literally wowed by their experience at the recent Council Meeting in Toronto. Hosted by the Toronto Team, headed up by Alice Au and Loren Christie, the eleven council members were treated to a programme designed to be "spectacular"! The attention to detail, the welcome, the fun, the

professionalism displayed during this four-day visit, makes Toronto a "must take an event to" destination. Just a few of our council events



The Council in Toronto



A delicious lunch with suitable pairings at Peller Estates winery



No trip to Toronto is complete without a visit to Niagara Falls



Alice tries "sabre-ing" – or is she just tired of us?



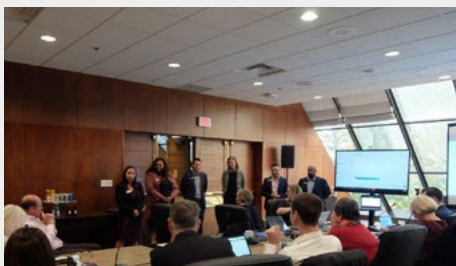
Celebrity Chef Corbin delights us with his amazing recipes



And of course you must view the Falls from the air



It's not that cold! The Iced Wine cave



And Council must work – 3 days of planning for the next 50 years!



Not all play – great networking with the industry of Toronto

Toronto was delighted to confirm that they will be renewing their partnership with IAPCO for the next three years.



Joined IAPCO Council in 2016

60 SECONDS WITH KEITH BURTON

African Agenda,
Managing Director

Treasurer, IAPCO

1. Tell us about what you are working on at the moment for IAPCO and your own company

Currently IAPCO Treasurer tasked with balancing the need to ensure capacity and delivery on objectives with long-term financial stability; at the office, leading the African Agenda team in their pursuit of world class delivery.

2. What is the best book / online resource you have / currently use / recommend?

I follow people on Twitter where I feel they post useful stuff, but not a big business development reader – I prefer to speak and engage with people who can and will share expertise and experience.

3. What is your personal philosophy/ quote?

If you can't see the fun in what you are doing, find another way of doing it

4. What would you do for a career if you were not an eventprof?

Property Developer / Construction

5. Any advice for someone joining the events industry as a PCO?

Roll up your sleeves, nobody is too important to pack delegate bags and run microphones!

6. Tell us something that might surprise us about you?

I am a wannabee farmer – currently I farm some sheep, some flowers, some chickens and soon to have some cows and hopefully some pigs again!

..... or maybe a fisherman!



HAMBURG HAPPENS AT IBTM

IAPCO and the Hamburg Convention Bureau extended their partnership agreement with IAPCO for a further three years, signed at IBTM.

EGA won the Hamburg prize draw for IAPCO's Anniversary Impact Story, with Kenes winning the Dubai prize draw for their contribution.



ADVICE, DIALOGUE AND INSPIRATION

Common Focus on quality and strong networks

Hamburg is delighted with the three-year partnership with IAPCO. Our joint partnership is characterised by a close exchange with a jointly high standard of quality. We are both convinced that the co-operation between Convention Bureaux and PCOs will benefit both parties. This co-operation leads to added value for the entire meetings and events industry, and for this reason, we organised our 3rd Hamburg IAPCO Advisory Board in August 2018.

One of the main goals was to discuss strategic topics together in order to further establish and develop Hamburg as a high-quality international congress location. In addition to the Hamburg Convention Bureau and IAPCO, we also entered into an exchange with the ministries as well as with partners from the Hamburg MICE sector. On the agenda this time were questions surrounding the acquisition of corporate events as



well as strategies for creating value collaboratively through new forms of co-operation between congress organisers and the host city.

The discussions were accompanied by a highly selective supporting

programme full of Hamburg highlights. Look on:

<https://bit.ly/20lhBil>

Visit

www.hamburg-convention.com



ON HAMBURG'S IAPCO ADVISORY BOARD



Hamburg always good for a surprise; Elbphilharmonie – the Metropolis at the waterfront; the CCH (Congress Center Hamburg) with a chance to experience the future of the revitalised location by a real-time engine; the Fontenay, driven by the spirit of innovation, and no trip to Hamburg would be complete without a boat trip!

IAPCO members were impressed: Said Mónica Freire (AIM Group): "I found Hamburg to be a big surprise. I wasn't expecting such a good balance between its cosmopolitan feel and the sense of tranquility as well as the security you get." Others discovered new sides of the metropolis on the Elbe: Annette Bulgrin (K.I.T. Group) declared: "Even if Hamburg is not an unknown city for me, it surprises me again and again." Whilst Nicola Testai (OIC Group) revealed his excitement over his first visit to Hamburg: "The city is embracing innovation in so many ways. You can feel that buzz of new things in the air."

PUBLIC AFFAIRS & MARKET EXPANSION: TWO SIDES OF THE SAME COIN [EU & US]

Author: Ludovic Cartigny, Government Affairs & Transport Policy Manager at LOGOS Public Affairs, MCI Group

Have you ever considered Public Affairs to drive more business and grow your community? Or maybe you are seeking better results from an unproductive Public Affairs strategy?

American and international organisations see the European market as a great opportunity to expand. Multiple challenges, however, need to be considered, such as the lack of visibility from regulators in Europe, conveying the right message, customising communication materials to European audiences and understanding the specificities of the European market.

Therefore, not tailoring a PA/PR strategy to the European market can be detrimental to market expansion. Here are three steps for an efficient strategy building process:

Step 1 – « Know thyself » - Understand how EU regulators and industry stakeholders perceive your organisation as it may diverge from the US

Step 2 – Define your strategy by drawing an assessment of your perception audit, determine priorities with realistic goals and monitor political developments to adapt the strategy

Step 3 – Roll out and engage with regulators

What regulatory initiative? Who to contact? When to act?

Targeting the right decision-makers is key to the success of the PA strategy. It requires a sound monitoring of legislative developments to deliver timely and impactful lobbying actions. Likewise, targeting the right institution and the right individual is key to maximize the impact of your activities: the European Commission to propose legislation, the European Parliament to adopt the legislation and the European Council to adopt legislation and determine the political roadmap. Your objectives will allow you to assess which strategy is better suited (top-down vs bottom-up) actions.

It's not PA or PR: It's both

PA and PR are increasingly intertwined and delivering an efficient government relations engagement requires both. American organisations can make a difference in presenting a cross regional overview and areas where Europe and the US should work closer. Building your reputation in Europe requires communication activities towards regulators and industry representatives (e.g. policy events). Brussels is a stage for many "policy events" which are an opportunity to gather regulators, industry and civil society

10

THE TEN COMMANDMENTS TO PA

1. Be patient
2. Be humble
3. Make friends before you need them
4. Different market, different rules
5. Tailor your messages to EU decision-makers
6. Collect sound intelligence
7. Target the right stakeholders
8. Define realistic goals
9. Communicate about your activities
10. Keep your commercial arguments out of discussions with regulators

Part of MCI Group's series of webinars - <http://association.mci-group.com/?dl=2>

MEETINGS MEAN BUSINESS COALITION

Heidi Welker, Freeman Audio Visual Canada, an IAPCO Service Provider partner, explains

The Meetings Mean Business Coalition (MMB), a cross-industry communications and advocacy initiative, is a platform for industry professionals in every corner of the globe to better advocate for the power of face-to-face meetings. A newly created licensing agreement allows partners in countries and regions outside of the United States to use MMB branding, messaging and research to form one strong, cohesive voice for the industry.

The Business Events Industry Coalition of Canada (BEICC), founded in 2009 to advocate on behalf of the Canadian meetings industry, is the first to execute the MMB licensing agreement and has rebranded as Meetings Mean Business Canada

(MMB Canada). The MMB Canada board is actively reaching out to key industry stakeholders across all sectors of the Canadian Meetings Industry to transform the coalition into a proactive, well-funded advocacy movement with strong connections to federal, provincial and municipal governments.

The MMB Canada 2018 Chair, Heidi Welker, said, "I think success for business events is the same regardless of the country in which you live. By example, for us in Canada success means we have the resources and assets in place to effectively inform public policy and mobilize Business Events industry participants.

Success means that certain policy decisions never get made because they would be harmful to our industry. Success means that when an economic crisis or some other unforeseen incident occurs, everyone is able to respond with a unified, consistent message. Success means we become the go-to resource for educational institutions training future leaders, for policy makers looking to knowledgeably talk about our industry, for elected officials to better understand the importance of the Business Events Industry to Canada. Success means that we become a unified source of curated data regarding the Business Events industry in Canada."

IAPCO SERVICE PROVIDERS GROW

IAPCO's new partner concept profiles specialised suppliers to the meetings industry, who provide an insight into current trends, latest innovations, advice and tips. www.iapco.org/iapco-partners/service-providers

IAPCO welcomes three new partners:



ACS audiovisual solutions

ACS audiovisual solutions supplies high-end audiovisual and IT solutions for conferences, congresses and business events throughout all of Europe. They have extensive experience with building temporary rooms to transform every location into the ideal conference location complete with AV equipment, power supply systems and décor. Thanks to IT label Eventresult they can also offer powerful IT services such as presentation management and webcasting.

www.acsaudiovisual.com



Interprefy

Interprefy AG has revolutionized interpreting. The user-friendly platform allows interpreters to work remotely and event or meeting participants to use their smartphones as receivers. Because interpreters need not travel and no AV equipment and interpretation booths are needed on-site, cost savings compared to conventional interpreting technology are substantial. Its powerful cloud-based platform can provide remote simultaneous interpreting for meetings and events of any kind. Anytime. Anywhere.

www.interprefy.com



Parthen Meeting Services

Parthen Meeting Services is one of the leading companies providing PCO and Associations all over the world with congress supplies, such as bags, badges, lanyards and all other items needed for congresses and events. Parthen has almost 30 years' experience in the meetings industry, specialising in (Butterfly-) badges, lanyards and custom made conference bags which can be adjusted to any requirement, e.g. in terms of colour, fabric and features.

www.parthen.com



MEMBERS' NEWS



Tunnel Vision?

*IAPCO Member:
DIS Congress Service, Denmark*

Don't give up! Efforts had been made since 2012 to get the World Tunnel Congress to Copenhagen, and now, at last, it is confirmed for 2021, with DIS Congress Services selected as the PCO. It is important to not give up, if you do not win the Congress the first time.

In collaboration with the Danish Tunneling Society and Wonderful Copenhagen, DIS made the first bid for the 2015 Congress in 2012 – which was lost, unfortunately, for political reasons to Croatia, since they were a new member of the international association. The next time the Congress had the opportunity to come to Europe was in 2017. This time Norway wanted to make a bid and therefore the Danish society chose not to bid, as a gentlemen's agreement. Norway won – so the next possibility was 2021. A good bid was put together and Copenhagen was up against London, who withdrew before the final vote during the Dubai Congress at the end of April 2018.

New office in Barcelona

*IAPCO Member:
AIM Group International, Spain*

AIM Group International celebrated its 10th anniversary in Spain with its Madrid office and announced the opening of a new office in Barcelona. The announcement was made during the 10 Years Party held on 18th September in Madrid, which involved clients, partners, providers, journalists and industry representatives. During the past 10 years, AIM Group's Madrid Office has delivered more than 1000 events in 35 different destinations for 230 clients with approximately 100000 participants.



JCS 50th Anniversary

*IAPCO Member:
Japan Convention Services Inc, Japan*

Japan Convention Services, Inc. (JCS) was founded in 1967 as the very first event and congress management company in Japan. In addition to providing planning, management, and association management services for international and academic conferences, JCS also takes pride in engaging in simultaneous interpreting, staffing services, and providing facilities management and overall communication services.

Celebrating their 50th Anniversary last December, JCS set one year to December 2018 as a 50th Anniversary Year. As the highlight of this anniversary year, JCS held 50th anniversary receptions to acknowledge the continued support from precious business partners. These receptions were held throughout Japan in the six areas where JCS offices are located. On August 28, the first reception for Kansai area was held in Osaka inviting more than 80 people from convention



JCS President, Hirotake Chikanami, makes appreciation speech to invited business partners.

bureaux, convention centres, hotels, and other business partners. The other five receptions, including the largest one in Tokyo, were held as a series with the last taking place this November.

With this series of receptions, building upon the ideas of its predecessors, JCS once again decided to further improve communication with clients, business partners and other stakeholders, to cement future communication.

World Biogas goes to Greece

IAPCO Member:
ERA Ltd, Greece

Changes in the political and environmental landscapes provide a breeding ground for new congresses to be created. One such event, the 1st World Biogas Association Congress, will be held 3-4 May 2019 in Athens, under the management of official PCO, ERA Ltd.

The 1st World Biogas Association Congress' goal is to demonstrate to all – and in particular the governments and municipalities developing the policies to meet their country's energy needs, climate change commitments and UN Sustainable Development Goals – that they need to put biogas at the heart of those plans. The 1st World Biogas Association Congress also aims to promote the exchange of good practices and know-how on the potential and usefulness of the biogas industry at global and regional levels.



Transforming Your Vision

IAPCO Member:
JPdL International, Canada

JPdL, Destination Management Company and Professional Conference Organizer, recently announced the launch of its newly redesigned website, www.jpdl.com. Featuring a modern look, refreshed content and easy navigation, it is the one-stop solution for those looking to transform their vision into unique events. Visitors will get to know JPdL through a variety of images displaying the company's customizable services, outstanding achievements and well-rounded team of business event specialists. An interactive map will allow visitors to learn more about the exciting Canadian destinations in which JPdL operates. JPdL encourages visitors to explore the new and improved website and connect with one of their event specialists today!

www.jpdl.com

Listening to Nobel Prize winners a privilege

IAPCO Member:
Kenes Group International, Israel

There's a lot to be celebrated after the 2018 Nobel Prize announcements. Every effort to improve even a little in the world that we live is worth all our respect and appreciation and these people have taken giant steps towards one better world. This November, at the International Society of Paediatric Oncology's (SIOP) congress, we welcomed Dr Tasuku Honjo who had just been

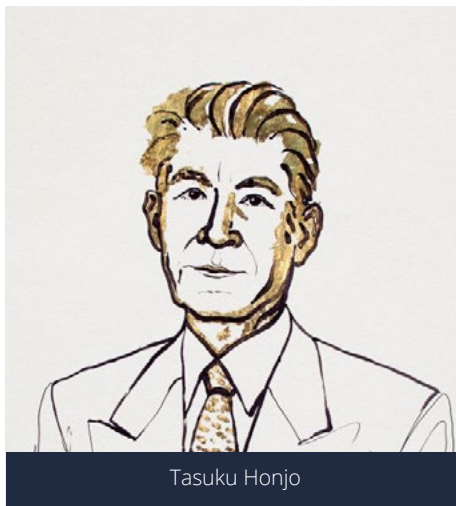
awarded a Nobel Prize for his landmark cancer immunotherapy discovery. Dr Yoshinori Ohsumi was another distinguished Nobel Prize Laureate presenting at SIOP 2018. Hearing what these exceptional healthcare professionals, and the rest of the keynote speakers, had to say, and the knowledge they shared with SIOP's community to ultimately improve patient care, was a privilege.

Delivering Congress Bids for Dublin

IAPCO Member:
Keynote PCO, Ireland

The highly effective team at Keynote PCO have managed three recent international bid successes, of major scientific congresses, bringing over 7500 delegates to the Convention Centre Dublin:

- EuChemS European Chemistry Congress (2022) – 3000 pax
- European Congress of Immunology (2024) – 3000 pax
- International Conference on Coordination Chemistry (2026) - 1500 pax



Tasuku Honjo

HOW ASSOCIATIONS CAN BROADEN THEIR EDUCATIONAL OFFERING

Author: Louise Gorringe, Director of Association Management Operations, Kenes Group

Beyond associations

Most medical associations exist to advance the body of knowledge in their field. Surveys and feedback from members of different organisations confirm that education and development is a key motivator to become a part of a professional society.

Today associations have to decide how to make their academic offering readily available and suitable for the needs of their community. One conference a year cannot ensure that medical professionals are abreast of all innovations and informed about the best standards of patient care. It has long been recognised that the level of each physician varies, so tailored solutions are a must to satisfy unique lifelong learning needs – of those just entering the field as well as the veterans.

The European Society for Immunodeficiencies (ESID) and the International Society of Endocrinology (ISE) are just two of many associations

who regard education as the most essential element in achieving their mission. Both societies rely on different activities to reach their goals, such as organising international conferences, supporting regional and national meetings, facilitating collaboration among members, and others. However, with both focusing on disseminating education across geographical borders, they wanted to develop a system that can reach all stakeholders, offer different learning methods and provide the flexibility to study on demand.

Continuous education strategy

A continuous education strategy is an integrated approach that puts education at the heart of the association. It includes three main pillars: online education, blended learning and live events. Each of these approaches encompasses different activities as follows:

- Online Learning:
 - eLearning courses
 - Webcasts
 - Online forum
- Blended Learning:
 - Online pre-event test
 - Online post-event test
- Live events:
 - Annual meeting
 - Workshops and sessions
 - Sessions at endorsed meetings

ESID developed an education portal that includes content scalable to individual objectives and schedules, while also featuring modules that provide CME credits. Some of the results of members using the portal include:

- Over half of ESID's members have registered for the portal
- Over 25% of those users have completed one or more case studies
- 80% of the users agree that these case studies will help them to advance in their professional practice.



For ISE, the online portal is being designed as the main hub for all materials. Every healthcare professional will be able to access it and tailor their learning path by choosing what they need to discover at the right time, in the right setting, and getting the best outcomes possible.

A continuous education strategy suggests combining methods such as simulations, scenario-based learning, demonstrations, hands-on workshops, etc. All of these are effective ways of increasing knowledge and practical application, as well as engaging members to participate at live events. Attendees can be involved before, during and after a conference to get the most out of a scientific session through blended learning programmes. This offers unprecedented possibilities for effective and customised learning, the opportunity to measure outcomes, as well as incorporating these interactions into the event itself.

Strategy development

The development of a continuous education strategy requires time and planning. It starts with understanding the needs of members and investing in creating the materials and repurposing the content to fit the different educational methods, and to suit accrediting bodies and lecturers alike. ESID needed over a year to develop the portal with the right content, creating a well-working mix of online and offline learning, and ISE is currently setting on this path too.

Blended learning and eLearning courses can also take a couple of years to be built and fused with other society activities. Once they are ready, everything should be put into action – from the launch and promotion to continuing the expansion of educational methods on offer. And last but not least, associations need to look for opportunities to partner with external organisations, including industry, who also have similar educational targets and objectives.

Broadening Science

The advantages of such an integrated strategy are many: from increasing the society's direct reach to their audience, as in the case of ESID and ISE, to allowing them to utilise their resources more efficiently. The combination of methods aids the longevity of all content and materials distributed as online webcasts, case-studies, pre-/post- event questions, forums and more. And with the possibility to measure everything, the content can be adapted to the changing needs of the community, ensuring that all members are equipped with the best know-how available.

Whatever the mix of tools, the goal of associations adopting a continuous education strategy is to empower the learner to achieve understanding in a given topic, become self-sufficient, improve workplace performance and ultimately – improve patient care.



**The Hague Marriott Hotel,
The Netherlands**

**On-line registration open:
www.iapcoedgethehague.org**

Fees from €890
60% full as at 6th December

THE FACULTY



MATHIAS Posch
IAPCO President;
President
International
Conference
Services,
Canada



NICOLA McGrane
IAPCO Education
Europe;
CEO, Conference
Partners
International,
Ireland



ORI Lahav
IAPCO Vice
President;
VP Client &
Operations,
Kenes Group,
Israel

PRELIMINARY PROGRAMME

Tuesday 22

Arrival of participants

Get together

Wednesday 23

Registration, Welcome, Introductions
Session 1 – Trends
Panel Discussion - CVBs + PCOs
Session 2 – Bidding
Lunch
Group Discussion on Bidding
Group Presentations
Key Learnings of the Day
Prizes for Best Bid
Evening Welcome Reception

Thursday 24

Session 3 – Marketing
Session 4 – People Skills
Group Work
Session 5 – Engaging the Delegate
Transfer to Humanity Hub/Lunch
Session 6 – Debate
Session 7 – Big Data + Privacy
Key Learnings of the Day
*Evening Dinner and
After Dinner Party*

Friday 25

Session 8 – Challenges in Medical
Sponsorship
Session 9 – Financial Management +
Different Models
Session 10 – TBD
What will you do differently
on Monday?
Group Learning
Evaluation
Lunch and Close