

Experienced | Engaged | Energised

Eureka! Colloquium Numbr is a winner at IMEX Awards!



At the IMEX Gala 2019 in Frankfurt last month, Christophe Painvin received the IAPCO Innovation Award, supported by IMEX, on behalf of winner Elvire de Chalus, Colloquium, for her development of Colloquium Numbr! The Innovation Award is part of IAPCO's programme of Driving Excellence Awards and is designed to celebrate an innovative achievement by a young member of the team.

"We started working on Colloquium Numbr after a simple observation: knowing how to manage an event

budget is one of our main key assets as event professionals. The way you draw up a budget will influence the whole event organisation. As a PCO, we were looking for a digital tool that would allow us to monitor our events' budget and our events' data. Although we receive tons of emails about new event tools every day, none of them matched our needs. Most are mainly about either registrations or marketing, which is only a part of our work and so we decided to create our own tool: "Colloquium Numbr".

Reviewing a budget on a regular basis is a key tool in managing an event... but it is time-consuming. From budget creation to the closing process, Colloquium Numbr assists the project manager in each step of the budget. It can just select a budget template (preloaded or customised) and start to manage its budget by following Colloquium Numbr advice. At any time, Colloquium Numbr will calculate an accurate evaluation of income and expenses in order to help the project manager to make good decisions. Colloquium Numbr also assists the project manager in selecting suppliers, specifying its needs and analysing proposals. Once it has made its decision, you validate the offer and Colloquium Numbr will automatically update its budget accordingly."

Sezen Elagoz, of Kenes Group, was a close finalist, with her Innovation of providing the solution to too many participants in a restricted venue, when moving location was not an option.



#iapcoedgemunich

„Knowledge is the only resource that grows when you share it“



SHARE & CONNECT

IAPCO Edge, January 21 – 23, 2020
Munich, Germany



13 - 15 November 2019

Prague

INSPIRE



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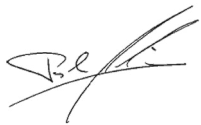
FROM THE PRESIDENT

Unleashing Potential

At the IMEX Gala Dinner in Frankfurt we got to announce another IAPCO Innovation Award Winner.

In just a few years, the Award has become a staple in the industry and enjoys much attention at IMEX and with industry partners. The reason for this is that it is a forward-looking award that highlights out-of-the box thinking by some of our youngest team members. It rewards excellence and paves the way for more to come. Just like the Collaboration Award, IAPCO founded the Innovation Award to highlight what great things our members are doing and to encourage further developments in the area.

They are perfect examples of "Positive Leadership" as presented in one of our Keynote Lectures at the IAPCO Annual Meeting in Basel. As an association, as well as leaders of our respective companies and teams, we need to make sure we develop as many "A-Players" in our industry as possible and what better way to do so than to build on people's strength. We will all be surprised by the potential we are able to unleash if we focus on leading positively. Many of our best people like to be challenged and the IAPCO Awards are a great way to define a goal for them as well as to incentivise. Our IAPCO Awardees are living proof of our "Meeting Quality" tagline and I can't wait to see who else will emerge in the upcoming years.



Mathias Posch,
IAPCO President 2018-2020

CONTENTS

Getting to know...Interplan	4
PCMA Column	5
Digital Disruption	6
Destination Dubai	7
Destination Melbourne	8
A moment with...Martin Boyle	9
New Member - Ortra	10
Changing Faces	11
Original Events	12
Introducing ICC Belfast	14
Recognition - Awards	16
The Wow Factor	19
Get Sustainable	20
Inside Story	22
Destination Toronto	23
GMID Day	24
Annual Survey Results	25
Destination Hamburg	26
Service Provider - Morressier	28
EDGE-ucation	30
The Experiential Event	32
Destination Hong Kong	33
Age of Adaptation	34
Edgineers	36
Destination Kigali	37
Member News	38
IMEX Frankfurt	40
Marketing Strategy	42
Our Partners	44



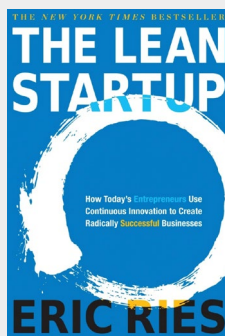
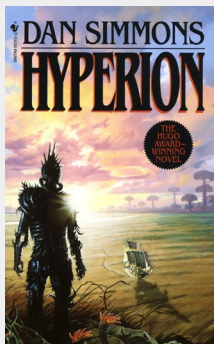
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GET READING! MEMBERS RECOMMEND



Hyperion

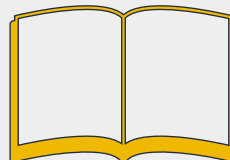
By Dan Simmons

"My favourite science fiction novel, it is the first book of Dan Simmons's Hyperion Cantos. The plot of the novel features multiple time-lines and characters – the world he builds is truly amazing". Recommended by Maggie Atanassova, Kenes Group

The Lean Startup

By Eric Ries

"Insightful and Interesting: in particular the 'focus on the minimum viable product' concept; it is not about building a shiny, polished finished product and then delivering that to a client. The point is to design a series of business experiments to learn what customers want most and then work together". Recommended by Ginevra Debellis, OIC Group





GETTING TO KNOW... INTERPLAN

IAPCO talks to Dr. Markus Preußner, Managing Director, INTERPLAN AG

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

Interplan has grown a lot in the last 10-15 years. When I started in 2003 we were some 15 staff, today we have 120 people in 4 offices. 70 are in our headquarters in Munich, the other 50 are located in Hamburg, Berlin and Leipzig.

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

Interplan was founded in 1969, therefore we are just one year younger than IAPCO! That means we will have our 50th anniversary this year, and we will celebrate throughout the year with our clients and our staff.

Of course, over 50 years there have been a lot of changes. My business life started with letters and faxes. Today we communicate via social media, and technical innovations come up more or less every day. That means our business life has been speeding up enormously. And also clients have changed. They have become much more demanding in all regards, and they expect an

overall consultancy not only congress-wise but also concerning, for example, their Society.

3. What are your current challenges?

I think one of our main challenges today is to get and keep good staff. Especially in Germany the unemployment rate is as low as never before ... actually there is hardly any unemployment. This means we are not only competing with other PCOs or event agencies, but also with the event departments of BMW, Pfizer, Microsoft etc. In addition, the new staff generation think and work differently. Work life balance and the meaning of their work has become at least as important as their salary.

4. In the last 3 years, what has been the most successful meeting you have organised and why?

I don't know if the G20 Summit in Hamburg two years ago was our most successful meeting, but I would say it was the one that was our most exciting and challenging. We had to deal with lots of different demands and needs, and we also had to deal with some, let's say, "extraordinary"

ideas/issues. I still remember the black suitcase with more than half a million € cash inside which was meant to be a hotel deposit....and my wish for some hundred stretch limousines and an adequate central parking space in the city of Hamburg. And we managed to make our clients happy!

5. Have you had a successful partnerships with another IAPCO member?

Yes, of course, we had many in the past and still have. Whenever there is a chance of working together, we do it, and we have never regretted it.

6. Why do you value being an IAPCO member?

Being an IAPCO member is one of the greatest things on earth. There is an exchange of knowledge, experience and ideas across all company and all national borders. Especially in times when populist governments want to build walls, democratic global organisations like IAPCO gain even more importance. Apart from this, IAPCO also means big fun (especially during the GAs), and I definitely would agree with our president Mathias who said in Basel, "IAPCO means first of all 'friendship'."



SPEAKERS SPEAKING TO SPEAKERS

Flip the Abstract Model at Scientific Conferences

Author: Dave Lutz, CMP, Managing Director of Velvet Chainsaw Consulting.

Many health-care and STEM conference business models are heavily dependent on participants who are able to justify their attendance in part because their oral or poster abstract has been accepted. We've analyzed some conferences in which the majority — as high as 80 percent — of attendees is on the scientific program. We refer to these conferences as meetings of speakers speaking to speakers.

If your conference has the “speakers speaking to speakers” model, the primary avenue for growth has been to make room for more speaking slots or add to the poster-board footprint. But increases of this kind usually only result in further diluting the quality of the conference experience.

In his research article, “Peer Review: The Current Landscape and Future Trends,” Michael Jubb writes that there are “growing opportunities for researchers to publish non-peer-reviewed articles for review in an open environment”.

Many scientific journal articles cover details on research that has been

completed. Conversely, most conference abstracts cover work that is in progress.

If we apply these principles to the scientific meeting session design, these work-in-progress research projects should be more than just presented, they should be reviewed and improved in our conference settings — or to use Jubb's term, in “open” environments.

To accomplish this, scientific meeting organizers will need to shift from expert-centered, rapid-fire, low-engagement oral abstracts to conversation sessions during which peers help shape the research project's next steps. To accomplish this, abstracts should be available in advance so peers can come prepared to critique, much like the flipped-classroom model, in which students prepare on their own for classroom interaction.

This flipped concept to create peer critique sessions isn't new — it really goes back to the roots of scientific meetings. We've lost sight of improving research through collaboration at our conferences

as we have accepted more abstracts and made decisions to give students a chance to present. Not too many years ago, researchers would openly challenge findings. Today, we are more worried about hurting feelings than improving discovery.

For your next conference, introduce a new session format designed so that research projects are improved upon, not just presented. Use a session-format term like “peer critiques” to help describe the session design and to set the expectation for constructive criticism. Make the abstracts available in advance via video, digital poster, or in written form. Encourage the attendees to come to the session with honest opinions and advice. Abstract submitters should check their egos at the door so that they are in a frame of mind to welcome and consider all feedback.

This article ran in Convene.



OIC Group



InterMedical Meeting

on OIC GROUP

All smiles at the 2nd edition of the Inter Medical Meeting! OIC Group team with Prof. Piero Volpi, Inter's Medical Sector manager.

Digital Disruption in the Business Events Industry



*Author: Medhat Nassar,
CEO, Meeting Minds Experts,
Dubai – UAE*

Question - Do we need to spend more on technology to achieve growth? With so many digital tools from Web, Social, Mobile, Video, Voice, CRM, targeting and re-targeting, interactive, beacon, virtual ...etc it is easy to lose focus on the real benefit from such tools combined, making the term “going digital” in itself a distraction rather than a solution.

In an attempt to shift from a traditional to digital environment, some business events end up investing in technology and resources without achieving growth. Some may even lose ground and downsize, the common reasons being: (1) they wanted to see immediate results and (2) they didn't spend time thinking about the customer's experience.

Technology is supposed to help us know our customers better, otherwise they would just be an added cost, leading to frustration amongst clients and within the organisation itself. Some people say that millennials like to be more interactive and influence the interaction rather be told what to do. In my view, whatever the generation it doesn't really matter. What matters is our ability to understand our customers' needs and deliver what they want now through a simple and flow-less experience.

Going digital is intended to better interact with participants, encourage them to open up and allow us to do business. During every interaction, a participant will want to get something done right now, not later! Mapping the interaction stages and figuring out the customer needs at every stage and how they should be fulfilled now, not later, is in essence the whole meaning behind going digital or we risk losing the engagement, even with all the technological capabilities on our side.

The mapping process also helps identify issues that cause frustration, as well as identify the stages where customers are at the highest level of satisfaction to sell them something more or get them to advocate for the organisation.

Then comes disruption which means “challenging the status quo.” Disruption not only requires working smarter but harder, faster and often in a way so outside of the box that the established competition doesn't see you as a threat. It is about being so disruptive that bigger players cannot or will not adapt fast enough to knock you out of the game.

Disruption is not about thinking better, but about thinking differently. The process begins with asking why? If the answer to why is

weak, you have found an opportunity. The starting point is: “that's just the way we've always done it”. However, challenging the “norm” isn't always easy. Sometimes the best ideas can come too soon and the market may not be ready to accept them. So, it is most important to always test and keep trying.

Business events operate in a very disruptive space and the speed of change within the digital environment is so fast paced, which makes it very difficult to compete when coming from a traditional environment.

In a traditional environment, we put the process first then we allocate people, while in a digital environment we put the customer journey or experience in place first, then we allocate the processes and resources required. Then the customer journey becomes the product itself, not the technological infrastructure running behind it and, just like any other product, it requires planning, processes, resources, management, measuring and improvement.

It is anticipated that all safe havens will be subject to digital disruption by 2020, are you ready?

DUBAI ASSOCIATION CONFERENCE 2019 9 - 10th DECEMBER



Dubaiassociationcentre.com

For more information, please contact us at Junjiesi@dubaiassociationcentre.com

PEOPLE WITH DETERMINATION

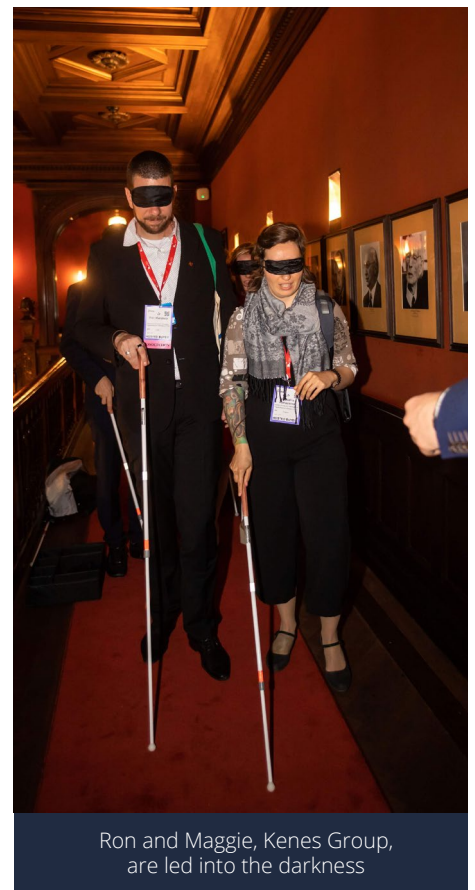
IAPCO Hosted Buyers were treated to an event with a difference: Dialogue in the Dark. Dubai Business Events and Team Melbourne (Melbourne CVB and MCEC) recently hosted the IAPCO IMEX Hosted Buyer Group.

The dinner was created to provide a thought-provoking experience and, talking to some of the guests afterwards, they certainly achieved that aim. Before dinner, guests were blindfolded, given a white stick, and guided into a dark room and divided into small groups, each of which was facilitated by a visually impaired host. The groups were challenged to identify scents through smell only, place articles in certain orders according to weight and communicate with each other through touch and spoken word. Following the challenges, perhaps the deepest challenge came from simple questions posed by the hosts:

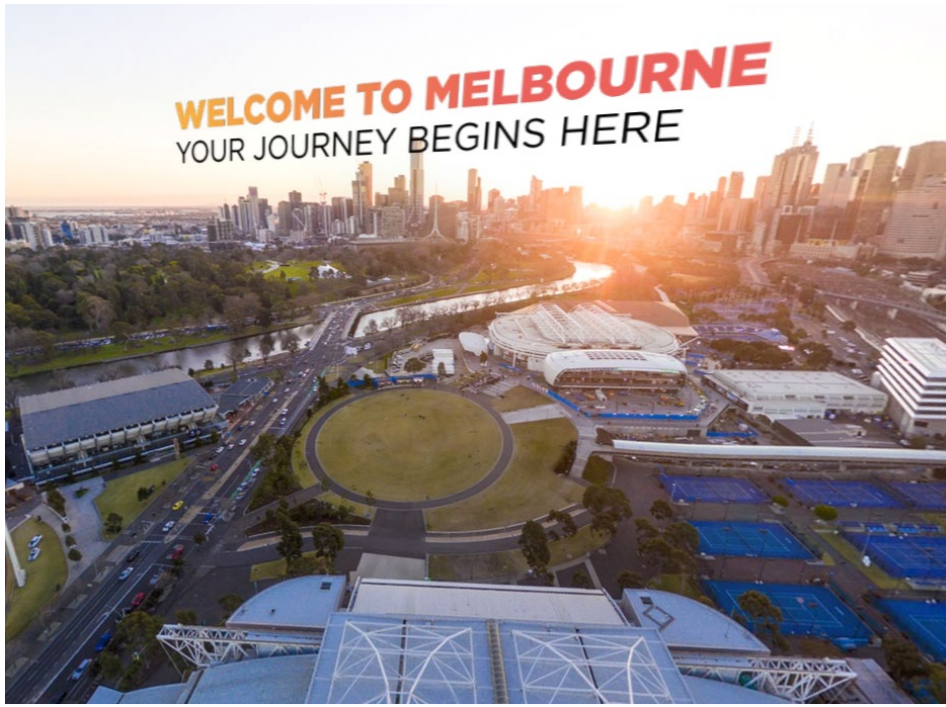
People
with
determination

How old do you think I am? How tall do you think I am?

Said Martin Boyle, CEO of IAPCO, "this was an extraordinary experience. As a person blessed with full sight, you think you can imagine what it might be like to be blind, but actually you have no idea. I learnt a lot and was deeply humbled by their determination to teach us what it is like to perform simple tasks without sight and to not take things for granted."



Ron and Maggie, Kenes Group, are led into the darkness



360 VR uncovering Melbourne debut at IMEX

The Melbourne Convention Bureau (MCB) has unveiled its latest tool – the Melbourne Virtual Site Visit - to help international associations and professional conference organisers (PCOs) plan their upcoming conference in Melbourne, Australia. Launched at IMEX Frankfurt, the Melbourne Virtual Site Visit, combines technologically advanced virtual reality (VR) and comprehensive immersive experiences showcasing various aspects of Melbourne and Victoria as a leading global business events destination.

Designed to inspire and deliver practical information, the Virtual Site Visit mirrors the standard site visit offering for international association clients and PCOs conducting inspections of the destination as part of their planning process, as well as useful information for potential delegates as to what they can do, see and experience in Melbourne during their conference stay.

The Melbourne Virtual Site Visit boasts visually appealing and

persuasive features, and showcases various Melbourne landmarks, select hotels and event venues, Melbourne's Convention Precinct, Knowledge Precinct, as well as popular regional touring locations in 360 VR.

“With the time and resources required to conduct site visits, along with the increasing costs of international travel and the time spent away from the office for organising committees, MCB aims to eliminate these major pain points by offering a Virtual Site Visit as a viable and realistic option to view many of Melbourne's points of interest anytime and anywhere,” said Beverley Williamson, MCB General Manager Business Development and Bids.

Melbourne Convention Bureau has partnered with Tourism Australia and a Melbourne-based production company Situ360 on this innovative project, to promote Melbourne and Australia to key international audiences.

For more information, visit:
www.melbournecb.com.au

TECH PROTOTYPE FOR VISION-IMPAIRED DELEGATES

IAPCO Member: Arinex Pty Ltd

Arinex has worked with the International Deafblind Conference 2019 committee to make it easier for vision-impaired users to use its event technology.

The accessibility enhancements for eOrganiser – Arinex' abstract and programme management solution – are part of a new release across Arinex' entire technology range. Committee members from the International Deafblind Conference 2019 collaborated in the product-test of the prototype providing feedback to refine it in time for their upcoming Conference in August. The results are an optional accessibility mode with compatible text-to-voice technology, providing an easier user experience for vision-impaired delegates.



Deafblind
International **DbI**

Renu Minhas, from the International Deafblind Conference 2019 Organising Committee, said: “It is great to be among the first to road test the new technology for our 2019 Conference. We decided to use eOrganiser because it will simplify the abstract submission and review process; however, we were particularly impressed with the willingness from Arinex' technology team to seek our feedback and input in order to adjust the product to our users' specific needs. The resulting changes will greatly assist those users who are vision impaired.”

60 SECONDS WITH ... MARTIN BOYLE

CEO, IAPCO



Tell us about what you are working on at the moment for IAPCO

Well, having just started with IAPCO HQ, I'm currently reaching out to all of our members, partners and service providers to hear from them, share insights and plan for IAPCO's future. I'm also learning as much as I possibly can about all things IAPCO from Sarah and Olivia. By the time this will have been published, I will have just presented at the IAPCO EDGE Seminar in Taipei alongside IAPCO President, Mathias Posch, and PCMA's Regional Business Director APAC, Antonio Codinach, as well as participating in a very active IMEX!

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

I have found LinkedIn to be a valuable on-line resource to facilitate introductions, gain access to interesting articles and keep on top of who's doing what in our industry. I also like to read and refer to Fast Company and The Economist publications regularly to keep me up to speed on global trends, business and political activities.



Any advice for someone joining the event industry as a PCO?

Don't fear the unexpected, expect to be surprised, grab hold of opportunities, to volunteer when you can and always try to consider what your clients, delegates and partners would want and expect. Go for it!

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

A water-ski instructor. I just love to see the beaming smiles on the faces of the skiers the moment they eventually stand up on their skis for the first time. I have to add, however, that I'd prefer to do this in a warm, sunny climate as opposed to doing so in Scotland where I live!

Tell us something that might surprise us about you

When I was a young lad living in Singapore in the mid 70s, I was asked to be an extra in a Bollywood film. I didn't realise it at the time, but given that I didn't get a call back to be in the sequel, I must have been better behind the scenes with the event staff, not acting. A foreshadow of my path into the events industry, I suppose.

What is your personal philosophy/quote?

I would have to quote the following: 'Do unto others as you would have done to you'.



Lior Gelfand, CEO



ORTRA Ltd
Tel Aviv, Israel
www.ortra.com

Established in Tel Aviv in 1982, ORTRA is Israel's leading Professional Conference Organiser (PCO) & Destination Management Company (DMC) with a permanent staff of 40 professionals and skilled employees.

"Over the years, we have accumulated the knowledge, experience, connections and financial standing that enables us to provide comprehensive event management services of the highest quality.

Working hand-in-hand with our clients on different formats of event, (local/International Events, Learning Expeditions, Corporate Travel groups) we know how to deliver the specific solution that meets each client's needs."

ORTRA is a "One Stop Shop" providing holistic solutions for organising international conferences and events.

So, as we say here at ORTRA - Your event IS our business.



**Changing faces
 at Melbourne CB**

Change at Melbourne CB After seven-and-a-half years at the helm, **Karen Bolinger** has resigned as CEO of the Melbourne Convention Bureau (MCB). Under Karen's guidance the MCB team has delivered the most successful years on record and, with the support of Visit Victoria, the FY18/19 period is expected to deliver its highest ever economic contribution to Victoria of almost \$500 million.

Julia Swanson has stepped in as Acting CEO, while MCB initiates a recruitment search for the ongoing CEO role. Julia joined the MCB as Director – Business Development and Convention Sales in 2010 and, prior to this, had extensive experience in hospitality and hotels with InterContinental Hotels Group (IHG), Rydges Hotels and Resorts as well as sales and marketing roles with Mt Buller Chalet and Courage Breweries (London).



**Therese Dolan
 MCI UK
 Announcement**

Therese Dolan joined MCI UK in Spring 2019 as Director, Association Management and Consulting Services. Therese has over 14 years' experience in the conference and events industry, moving into the Association and PCO sector in 2007. Since then, she has gained a wealth of experience working with national and international associations before moving in-house to lead the Conference and Events team at Diabetes UK.

Amy Calvert confirmed as new CEO for EIC

The Events Industry Council (EIC) announced today that they have selected a new Chief Executive Officer after a global executive search process, appointing Amy Calvert, who previously served as Senior Vice President of Convention Sales & Services with Visit Baltimore.

With more than 30 years of experience in hospitality and destination marketing, Amy brings a diverse background from her roles with the Long Beach Convention Bureau, Intercontinental Hotels Group (IHG) and most recently with Visit Baltimore for the past 10 years.

Annalisa Ponchia joins AIM Group International



AIM Group International has established a new strategic position, with the appointment of Annalisa Ponchia as Director of Innovation and Customer Experience. "We intend to promote a profound evolution in our Company's culture with a thoughtful strategic approach that responds to clients' unmet needs and participants' expectations," explains Gianluca Buongiorno, President of AIM Group International. "The ultimate goal of innovation is to enhance the delegates' emotional, learning and sensorial experience. We are sure that Annalisa Ponchia, with her outstanding track record and highly-skilled professional profile, is the right person to lead this process".



ICCA President James Rees and new ICCA CEO Senthil Gopinath

ICCA selects Senthil Gopinath as incoming CEO

ICCA's Board of Directors has selected Senthil Gopinath to serve as the organisation's new CEO, who took up the post in April 2109.

Senthil's career in the meetings travel industry spans more than 20 years, with 18 years spent working within ICCA member organisations. He joined the ICCA team in 2016 as Regional Director of ICCA Middle East (ME). In that role, he forged new relationships with regional governments and industry partners, and grew ICCA ME membership by more than 80 percent.



Christian Mutschlechner joins Congrex' Board

Congrex Switzerland extends its board of directors and welcomes Christian Mutschlechner, former director of the Vienna Convention Bureau, as their newest member of the governing board.

Said Christian on his new role: "First of all, I can help the other board members to better understand the meetings industry and how this business changes, basically every day. Secondly, do what a member of a board of directors needs to do, control, advise and sometimes help the leadership of the company". And will he still have enough time to enjoy his retirement? "Definitely, I will take the job as a board member seriously but it is not a salary based activity so this gives me a lot of time helping friends in the industry and also now to enjoy more free time."



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IAPCO Annual Meeting

Next Generation Conference Management

12-15 February 2020
Vancouver

Local PCOs join forces to jointly host IAPCO's Annual Meeting & General Assembly

Folks who are creating this awesome event



International Conference Services



MCI Canada



Venue West Conference Services

THE FUTURE OF MEETINGS: ORIGINAL EVENTS

IAPCO Member: Kenes Group

The events industry is constantly challenged to deliver solutions that meet the expectations, and answers the ever-evolving needs of the market. Industries with a high accumulation of information require more ways to meet, exchange knowledge, collaborate and build networks. In this environment, new fields and topics pick-up speed fast, but often traditional associations cannot address them at annual meetings due to limited resources. These trending issues require fresh ideas from planners to create dedicated platforms. Kenes Group calls these: Original Events.

What is the model of Original Events? They are often initiated and driven by different stakeholders: a corporation, government, venue, convention and visitor bureau (CVB), an association, or the professional conference organiser (PCO) itself. Often, the PCO is the facilitator leading all involved parties.

Original Events offer independence to PCOs, and the opportunity to fill a market gap while expanding their business portfolio and penetrating

new segments. The main process to kick-off a project is straightforward: identify ideas with growth potential, invest in emerging topics, create a solid business case, and assess and mitigate all risks. Embarking on this path requires an investment of time and resources, as well as adaptability to different business models for which each platform may call.

To organise such an event, the main requirement is co-creation and combining resources with destinations, CVBs, venues, to get access to local knowledge hubs, innovation centres, and institutions. Involving Key Opinion Leaders in the field is vital as they lead the content creation for each event. The PCO and partners navigate together toward establishing a new brand, supported

by thorough research, pre-financing and a clear marketing strategy. Original Events are built on the strength of each stakeholder involved: research, regional competences, knowledge hubs, the right environment and infrastructure, or the ability to reach local academia.

Meetings are a powerful tool to build a community and a network that connects like-minded professionals and companies. It is expected from all of us in the industry to accept the challenge, take the risk and provide support in creating effective new event brands.

Welcome to a future filled with Original Events.

Original Events – Kick-off Process

- identify ideas with growth potential
- invest in emerging topics
- create a solid business case
- assess and mitigate all risks

HOSPITAL AT HOME INNOVATORS

IAPCO Member: Kenes Group

For the very first time, International Hospital at Home (HaH) stakeholders met at the World Hospital at Home Congress (WHAHC), held in Madrid, 5-6 April 2019, to connect the HaH ecosystem beyond borders.

The World Hospital at Home Congress is a first-of-its-kind international platform to advance the HaH model, instituted by the Kenes Group Original Events team. The goal of the meeting is to provide all parties, from healthcare practitioners to policy makers, dedicated education and a place to showcase homecare best practices and technologies.

The inaugural edition of the congress gathered more than 400 participants from 40 countries. The interest in the event surpassed all expectations with over 200 speaking and abstract submissions. Among the session formats, there was a lot of interest in the one-on-one meetings, campfire discussions and the house of demonstrations – a set onsite that served to present different solutions for treating patients at home. There was also a session on the authentic experience of the participants that



WHAHC Team

joined the Madrid HaH Tours – three groups visited respectively a hospital, an HaH unit, and a patient’s home to learn first-hand from Spain’s model. The delegates were delighted to meet the event mascot, a cat called Homey, who carries the power of healing from the inside out, while helping people feel calm and at home.

Prof. Bruce Allen Leff, co-chair of the event, commented: “We talked a lot about the HaH community that this

meeting has helped to build, but with this congress we became a tribe. A tribe is a group of people who are “your people” in a deeply meaningful way. We addressed the models, technology, scalability, and more; but for what I am most pleased is what the future holds - HaH is a major culture change, and we will continue developing it beyond borders through more meetings and the dedicated WHAHC community space.”



on Kenes Group’s WHAHC mascot “HOMEY”



DRIVING DIGITAL FIRST

Following the reposition of its conferencing brand in October 2018 from Belfast Waterfront to ICC Belfast, Chief Executive, Catherine Toolan is proud to report how the digital approach is driving the venues ambitions on a global stage.

ICC Belfast, has adopted a 'digital-first' approach to marketing that has seen a greater emphasis placed on the development of digital tools and assets, designed to support the conferencing client – anytime, anywhere. This digital strategy helps to fulfil its compelling value proposition of delivering for Belfast and Northern Ireland socially, culturally and economically by showcasing the city and beyond as a unique, vibrant and flourishing business tourism destination. Given that Belfast is still considered by some to be a hidden gem, educating professional conference organisers and event professionals about the ambition, optimism and energy of a city that is well-equipped to compete on the world-stage is critical.

“Placing digital at the forefront of all of our marketing activity allows us to be targeted, measured, efficient and responsive”, explains Catherine. “How customers interact with us is continually changing, it's therefore imperative that we adapt to our customers' needs. At the minute, focusing on digital marketing is crucial to addressing those needs.”

“Many learnings taken from our venue's live entertainment brands, the Waterfront Hall and Ulster Hall, have been used to influence the conferencing roadmap, including the introduction of an 'always on' digital advertising campaign. Of course, a local consumer who wants to purchase two tickets to a concert has a different agenda to an international conference organiser, however, there is undeniable crossover between the audiences that we leverage as often



as possible to improve our overall digital marketing efforts.”

A new ICC Belfast website was also created to better serve the unique needs of this market. “The need for a dedicated conferencing website was obvious. The majority of research carried out or conducted at the initial stages of organising a conference or business event is done online. Having a state-of-the-art website that was built, with the needs of the time-poor end-users in mind, can only help us in moving our prospects along the conversion funnel to eventually becoming booked business.”

Catherine concluded: “The new website is just the start of the digital transformation in conferencing for

ICC Belfast. Through the successful implementation of new digital innovations, we can communicate the correct content to the correct audience, through the most appropriate channels. This should result in more event organisers not only shortlisting the city but actually booking and hosting in our venue.

We have the potential to become one of the UK and Ireland's best performing International Convention Centres. ICC Belfast's facilities are world-class, the brand stands up against the best in the industry and our digital-first approach will absolutely support and further what we already have to help the business deliver commercially. Today, tomorrow and beyond.”





Northern Ireland's only purpose-built international convention centre at the heart of Belfast – one of Europe's most accessible, vibrant and flourishing cities.

ICCBELFAST.COM



ICC Belfast is the latest addition to IAPCO's Convention Centre/Service Provider partners.

Visit www.iccbelfast.com to find out more about the business' capabilities as an international conference and convention venue.

All about the ICC Belfast

ICC Belfast is Northern Ireland's only purpose-built international convention centre with over 20 years' experience in delivering premier events for local, national and international clients.

The 7000m² venue boasts exclusive infrastructure, state of the art technology and an experienced and ambitious multi-disciplinary team who will work with you at every touchpoint to lay the foundations for an event that is guaranteed to exceed expectations. Hosting your event in Belfast means you not only experience the passion and warmth of the ICC Belfast team, but of the entire city, who delivers your event socially, culturally and economically.

Today, tomorrow and beyond.

Visit www.iccbelfast.com



SERVICE PROVIDERS

Do you want to reach out to the Members of the International Association of Professional Congress Organisers? Here's how.

Why join the Service Providers?

- Access to over 130 company members positioned globally representing over 9100 key event professionals
- IAPCO members research and select the suppliers for their events – you can be one of those suppliers
- IAPCO members place business worldwide – you can be one of the convention centres they choose
- IAPCO members deliver over 18500 meetings worldwide per year [18662 in 2018]
- The economic impact of the members' business is 9.1 billion euros [2018] per annum and increasing
- An opportunity to align yourself with the IAPCO accredited members of a quality meetings' association
- Outreach to IAPCO database of over 3500 interested industry contacts

Roslyn McLeod, OAM, wins IMEX Academy Award

IAPCO Member: Arinex Pty Ltd.

Professionals across all levels of the global business events industry were honoured at the IMEX Gala Dinner Awards at the Alte Oper in Frankfurt last month.

As part of IMEX in Frankfurt (21-23 May), the awards bring together meeting and event professionals to celebrate outstanding achievements in the industry.

With many honoured throughout the evening, it was the The Paul Flackett IMEX Academy Awards, named in tribute to the former IMEX Managing Director, that provided a fitting climax to the IMEX Gala dinner. Three outstanding women were recognised for their long-term commitment to the industry, for pushing back the boundaries around innovation, understanding the importance of impeccable customer service, and knowing exactly how to get the best out of a team.

The 2019 roll call reached across the globe, recognising Roslyn McLeod, Founder and Chair, Arinex, from Australia; Madelyn Marusa, DMCP, CIS VP, Industry Relations, Strategic Initiatives PRA BusinessEvents, Inc., USA; and Heike Mahmoud, Chief Operating



Officer, Congress Center Hamburg, covering Europe.

Carina Bauer, IMEX Group CEO, said: "Massive congratulations to our award winners – their pioneering efforts are truly making waves in our industry. These awards go from strength to strength, but only because of the continuing efforts of our attendees tonight and the business events community as a whole."

Further accolades for Arinex

Arinex received four awards at the Meeting & Events Australia (MEA) National Awards evening at the Brisbane Convention & Exhibition Centre on 2 April:

- Professional Conference Organiser (PCO) of the Year
- Event Manager of the Year (Melissa Murphy)
- Future Leaders (Ashleigh Dann)
- Platinum Award – Individual (Melissa Murphy).



Barbara Calderwood, Divisional Director, Associations, at MCI with Association of Chartered Certified Accountants (ACCA) who proudly received the 'Most Innovative Development by an Association' award.

European Association Awards 2019

IAPCO Member: MCI UK

On behalf of MCI UK, Barbara Calderwood was delighted to judge at the European Association Awards in Brussels on 28 March. The annual awards celebrate and recognise the outstanding work from Associations across Europe. Barbara was highly impressed by the exceptional quality and calibre of entries in her categories: 'Most Innovative

Development by an Association' and 'Best Association Partnership or Collaboration'.

In September 2018, ACCA launched a twelve-month Mentoring Programme pilot in six key locations to 92000 members and affiliates. The Mentoring Programme aims to encourage shared best practice, boost professional skills and nurture valuable connections. Further rollout is expected following ACCA's overwhelming pilot success. Silver was awarded to European Respiratory Society (ERS) for their Satellite Initiative in eight major cities.

RECOGNITION FOR IAPCO CLIENTS



Two awards for clients of C-IN

IAPCO Member: C-IN

The Tenth Jubilee Awards Evening for Congress Ambassadors for 2018 was held in the representative residence of the Mayor of Prague, with honours being given to two clients of the PCO company C-IN.

'Congress of the Year for up to 500 Participants' was presented to Professor MUDr. David Školoudík Ph.D. for the 23rd Annual Conference of the European Society of Neurosonology and Cerebral Hemodynamics (ESNCH). Programme innovations included for the very first time a unique live brain surgery, with the event attracting the highest attendance to date.

In the category of 'Long-term Contribution to Congress Tourism', the award was presented to Prof. RNDr. Jiří Vlček, CSc, a leading Czech pharmacoepidemiologist and long-term client of C-In.



Kenes' Clients triumph at Association Awards

IAPCO Member: Kenes Group

Two core clients of Kenes Group Association Management team finish first at the International & European Association Awards. At the ceremony that took place on 8 April in Gothenburg, Sweden, the International Papillomavirus Society (IPVS) and the International Society for Neurochemistry (ISN), both long-term Kenes Group clients, won in their respective categories – Campaign of the Year and Best Association Website.

Additionally, at the 9th Eventex Awards, during the online ceremony aired on 26th March, Kenes Group finished as runner-up in the category Medical Congress and, in another two, the result was a third place - Best Association Meeting and Cause Event.



EOS Wins Best Business Event

IAPCO Member: TFI Group Ltd

EOS 2018, 94th Annual Congress of the European Orthodontics Society, organised by TFI Group Ltd and held at the EICC Edinburgh, triumphed at the Scottish Thistle Awards in Edinburgh in March 2019, winning 'Best Business Event 2018'.

The 5-day congress brought almost 2400 orthodontists to Edinburgh in June 2018. It had a varied scientific programme with international keynote speakers and extensive networking programme taking place in six different venues: The Assembly Rooms, The National Museum of Scotland, The Royal College of Surgeons, The Royal Yacht Britannia, Stirling Castle and The Usher Hall. This was a unique successful collaboration between the EICC, TFI Group and the rest of the Scottish partners.

FENS receives IAPCO Regional Client Award

IAPCO Member: Kenes Group

Lars Kristiansen, Executive Director of FENS (Federation of European Neuroscience Societies), received the IAPCO Regional Client Award at IMEX last month. Nominated by Tamara Wasserman of Kenes Group, who commented: "A strong collaboration takes time and effort to build on both sides. When the two collaborating parties, FENS and Kenes Group,

work together towards achieving one common mission – an excellent and engaging experience for every attendee at the biennial FENS Forum - then this collaboration should be recognised. It, in fact, changes the direction of one whole medical field. FENS pushes the boundaries of the event management world. A visionary organisation with clear objectives for

their meetings, FENS has high requirements, a good understanding of the smart use of technology, and the ability to provide the balanced mix of online and live events to satisfy the needs of practitioners in the ever-developing field of neuroscience."



MedTech recognises IAPCO members

MedTech Europe is the European trade association representing the medical technology industry. It is an association of health technology manufacturers, and places great emphasis on the ethical criteria of relationships with public administrations and healthcare providers, fair market behaviour, environmental friendliness and development of human resources.

The MedTech Europe Code of Ethical Business Practice regulates all aspects of the industry's relationship with Healthcare Professionals (HCPs) and Healthcare Organisations (HCOs).

Official recognition of C-IN's Triple-Es journey

C-IN's long-term commitment to ecology, environment and ethics (C-IN's Triple-Es) has been officially fully acknowledged. At the end of March, C-IN successfully completed the Code of Ethics certification and is proud to be officially recognised as a trusted partner of the Medtech Europe Ethical Charter.

"At C-IN, we organise dozens of medical and scientific congresses a year, and the MedTech certification was the next step towards maintaining the high quality and transparency of our events," commented Tomáš Maxa, Director of the Project Department at C-IN.

CPO is Trusted Partner of Ethical MedTech

MedTech recently certified CPO HANSER SERVICE as an Ethical MedTech Trusted Partner. This certificate ensures that CPO commits to the appropriate application of the MedTech Europe Code of Ethical Business Practice requirements for educational events for which CPO seeks the industry's financial support.

"We are delighted to have received this certification as it further endorses our commitment to the healthcare meetings industry", commented Inge Hanser, Director, CPO HANSER SERVICE.

Four First Prizes for AIM Group

AIM Group International received four First Prizes at the 9th Global Eventex Awards for their organisation of effective and creative events. The finalists were chosen from 331 entries from 42 countries from around the world. The AIM Group awards were:

• SIAARTI Academy – 1st Prize 'Educational Event'

SIAARTI Academy is a complex training event that includes classroom training, interactive sessions, hands-on workstations and a maxi simulation of an emergency situation. Young doctors put in place the skills acquired during the training week and played the roles of the victims, the rescuers and the observers.

• SIAARTI Academy – 1st Prize 'CSR Event'

The event was hosted for seven days on the island of Lampedusa, sadly known for the landings of migrants, considered as the most suitable place to show the impact of an emergency situation. Choosing a small island, usually not considered for scientific congresses, has been a way to leave a positive legacy on the destination in terms of image and professionalism and economic development.



• ESH 2018 – 1st Prize 'Medical Congress'

With the support of a sponsor willing to open up new markets, a live streaming between the congress in Barcelona and Beijing was organised during the presentation of the new ESH Guidelines. The event was named "ESH in China" and was organised in collaboration with the China Hypertension Alliance. Almost 5000 attendees in China followed the event through streaming: a real boost to the attendance.

• IBA Welcome Party – 1st Prize Gala – see Wow Factor opposite



The spectacular IBA2018 Welcome Party

*IAPCO Member:
AIM Group International*

4000 international guests experienced a really cohesive atmosphere thanks to the very unique venue coupled with a multi-sensory event which brought a real WOW factor to the party.

The International Bar Association (IBA) is the world's leading international organisation of legal practitioners, bar associations and law societies. As the Association shapes the future of the legal profession, AIM Group International, contracted by the UK-based PCO Judy Lane ICS, was asked to design a unique experience for the Welcome Party of the IBA2018 Annual Conference held in Rome.

The aristocratic Villa Aldobrandini in the hills overlooking Rome,

an architectural and artistic masterpiece, rarely open to events, was the perfect location for an astonishing gala dinner. Taking inspiration from the venue, a sumptuous Baroque feast was re-created, filled with surprises and enchanting performances.

- The guests were welcomed at the front terrace by dancers in light infused crinolines three-metres-tall.
- Live performances were created to mark the Four Seasons by dancers with floral costumes under a suspended ceiling of 15000 fresh wheat stalks and flowers.
- The fairy Signs of the Zodiac Garden were staged along a path to the main Pavilion. Each zodiac sign was represented by a flower by enchanting ladies decorated with clothes resembling Botticelli's Venus.
- A dedicated show called "Il Fin, la Meraviglia" was performed at the nymphaeum and provided a rare opportunity to enjoy a breath-taking

masterpiece, with aerial dancers and pyrotechnics, based on the show staged in 1589 for the wedding of Ferdinando de' Medici.

- During the dinner, guests watched three spectacular firework displays from the privileged location of the villa's terrace, overlooking the valley and the dome of St. Peter's in the Vatican. This was the icing on the cake of an exquisite event giving it an undeniable WOW factor!

The gala dinner in numbers:

- 4000** guests
- 2500** square metres of pavilion
- 15000** fresh flowers
- 75** dancers and artists involved overall
- 3** fireworks displays
- 234** tweets & retweets within few hours



Photo Credit: Eva Tolosa

Venue West team on 5 April 2019 collaborating with the City of Vancouver and Great Canadian Shore Cleanup in cleaning up Vancouver's Third Beach shore lines. One bit of trash at a time.

7 WAYS TO CREATE A SUSTAINABLE CONFERENCE

One bit of trash at a time

IAPCO Member: Venue West

312675 liters of water, 107338 kilowatts of energy, and 6.4 tons of waste - welcome to a typical event in 2019. At a time where organisations have entire departments dedicated to sustainable practices, 41% of all event waste is still ending up in landfills.

There is no doubt that creating sustainable conferences, tradeshow and events present a major challenge for committees looking to deliver buzz-worthy brilliance within tight budgets. But sustainable credentials are now the expectation of sponsors,

local governments and a new generation of eco-minded attendees looking for experiences that leave a lasting impact.

The good news is that planning sustainable events within budget can be possible with the right approach and careful planning. Here are seven key tactics to help plan a sustainable conference, trade show, or event, from the ground up.

7 Ways to Create a Sustainable Conference

1. Select a Sustainable Venue
2. Cut the Paper & Go Digital
3. Ditch the Goodie Bags
4. Opt for Reusable Solutions
5. Source and Donate Locally
6. Educate Conference Attendees and Committee Delegates
7. Partner up with a PCO

1. Select a Sustainable Venue

In an ideal world, we would be on top of all our sustainability practices, but it is unrealistic to expect committees to do all the work. Choosing a sustainable event venue is a crucial step when securing the right level of support, given how integral venue partners are in delivering waste-management, power supply, catering, and a host of other key event deliverables.

A recent survey reported that only 25% of venues are routinely supplying over 50% of their power from sustainable sources. That means finding a sustainable conference venue is easier said than done. Looking for a LEED-certified venue is a good place to start—they typically produce 34% less CO2 emissions.

A shining light in this space is the world's first double LEED-Platinum certified venue, the Vancouver Convention Centre. The venue's green credentials are, quite literally, visible from miles away thanks to a one-of-a-kind green roof. It also stands as the leading donor for local recycling and sustainability project United We Can; all whilst utilising sea-water to heat and cool the building.

An oft-overlooked element of venue selection is the role the host city can play in the sustainability picture. As Gothenberg's Director of Convention Bureau, Anika Hallman, puts it - "You must consider how effectively the city recycles and disposes of waste, environmental certification of hotels and restaurants, emission of greenhouse gases, accessibility, the traffic situation, and whether both public and private stakeholders have sustainability strategies in place".

2. Cut the Paper & Go Digital

The average conference or tradeshow lays waste to around 170 trees worth of paper, and the environmental cost isn't where this story ends. Disposing of all that garbage comes with an eye-watering price tag. One easy way to reduce waste while also improving the guest experience is to ditch paper altogether.

3. Ditch the Goodie Bags

Speaking of relics, how many of us have drawers filled with keychains, free pens, and never-used notepads from past events? It goes without saying that the production and distribution of novelty totes are not pushing us any steps closer to sustainability.

Given that these environmentally damaging swag bags are at odds with a new generation of conference attendees who value experiences more than things, why not redirect focus to create a conference experience that won't be forgotten? Adding in experiential moments like yoga or massages as part of the event can help make a more memorable impact than those branded cotton bags.

4. Opt for Reusable Solutions

500 billion plastic cups hit the landfill each year. In a world where single-use plastics are becoming a political flashpoint, organisations are looking at ways to reduce, reuse and recycle.

Reusable and compostable containers offer an easy way to reduce the environmental toll without significantly upping the cost, while plastic bottles can be ditched for jars, ceramics, or reusable water bottles.

5. Source & Donate Locally

From flowers to food; sourcing local, in-season supplies and produce through local planning partners, helps reduce the environmental impact while helping to stimulate the local economy—another key for true sustainability.

Working with a venue partner who understands sustainability values is essential. Over half of the surveyed venues in the Green Venue 2017 report said they donate leftover food on a regular basis, at no additional expense to event organisers. Setting policies with the venue can ensure that everyone is on the same page when it comes to local connections and donations.

6. Educate Conference Attendees

To be clear, the responsibility for reducing the carbon footprint of events lies with organisers in creating honest communication about sustainability policies for event attendees.

Approaches can include early signposting for recycling programmes, repeated mention of sustainable goals in integrated content, and branded pre-event communications which outline any sustainable recommendations. For example, a confirmation email may encourage the use of local public transit options, effectively saving up to 5kg of carbon emissions per trip.

7. Partner up with a PCO

The volume of moving parts that goes into planning a top-notch, professional, and sustainable conference can be overwhelming for even the most experienced organisation, committee, or planning board; that is why a PCO and sustainability management partner is key to delivering a sustainable event within budget.

As David Suzuki, of the David Suzuki Foundation, One Nature, himself said, "It's past time to open our eyes and shift to a more sensible approach to living on this small, precious planet." At Venue West Conference Services, our eyes are open.



Great Links to help keep on track

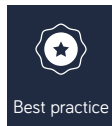
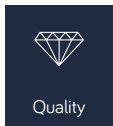
- **Free Guide to Better Green Meetings**
- **Reducing Paper Waste at a Conference**
- **Climate-Friendly Events**
- **Green Venue Report**
- **How much Disposable Plastic we use**





IAPCO MEMBER INSIDE STORY

IAPCO Member Inside Stories highlight events of excellence which are brought to you by accredited members to showcase quality, initiative, innovation, creativity and success.



LARGE EVENTS WITH A SMALLER FOOTPRINT

Destinations/Cities: Barcelona, Copenhagen, Geneva, Vienna, Prague

Company name: Kuoni Congress

Company website: www.kuoni-congress.com

Company social media links:

www.instagram.com/kuonicongress

www.linkedin.com/company/kuonicongress

www.twitter.com/Kuoni_Congress www.twitter.com/KuoniDM_CSR

KEY FACTS



Over 1190 meals were saved and donated (2018)



At 3 monitored events, over 372 kg of CO2 were saved by choosing a sustainable transport



Over 40 actions in collaboration with suppliers to reduce waste (2018)



Kuoni Congress Supplier Code of Conduct signed by most of their hotel suppliers

THE CHALLENGE

Most of us would agree that meetings, events and congresses are often the most time-efficient and effective way of exchanging, absorbing and discussing various forms of information. At the same time, however, they can have a significant environmental impact, for example through energy and water consumption or waste production which contributes to climate change by creating greenhouse gases and affecting the Earth's resources.

By raising attention to global warming, and climate change strikes, the topic of Sustainability is getting more and more attention. And the sustainability approach of our events at Kuoni will, therefore, become even more visible, due to its impacts. Kuoni Congress is aware of this fact, and is therefore working on providing different tools to help their event planners maximise positive and minimise potentially negative impacts in the course of planning and delivering congresses.

Since 2016 Kuoni Congress has been communicating with the main suppliers about a responsible approach towards more sustainable services. When it comes to events with a smaller footprint, it is always crucial to communicate and agree on sustainability actions with as many suppliers as possible. In 2018 Kuoni Congress came up with the creation of the "Sustainable Best Practice Guide", a brochure that

explains the sustainable opportunities and provides our suppliers with inspiration and ideas on the successful creation of an event with a lower environmental impact.

Carolina Vosátková from the Sustainability Department at Kuoni Congress shares her excitement for the Sustainable Best Practice Guide: "Sharing is caring... therefore we want to share with our partners sustainability tips that we have witnessed across the hospitality industry. Our goals can mainly be met if we work together. If we want to build a better world, we believe in building it via support, passion and co-operation."

"It is important for us to take responsibility and address these issues together with our clients and supply chain in order to offer responsible Congress services that are conscious of impact and demonstrate positive influence wherever possible," Hana Peregrinova, Head of Kuoni Congress.



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

TORONTO

CELEBRATES GLOBAL MEETINGS INDUSTRY DAY



GLOBALLY MEETINGS + EVENTS
GENERATE MORE THAN
\$1 TRILLION
IN DIRECT SPENDING



CANADA RANKS
6TH IN THE WORLD FOR
THE BUSINESS EVENTS
SECTOR



IN 2018, 500,000+
DELEGATES ATTENDED
MEETINGS + EVENTS
IN TORONTO

SPENDING
\$565
MILLION



IN 2019, TORONTO IS HOSTING
1,000+ EVENTS

INCLUDING **OMPI**
wec19
TORONTO
JUNE 15-18, 2019
#WEC19

#GMID19

www.seetorontonow.com

A DAILY COMMITMENT!

*IAPCO Member:
AIM Group International*

On 4 April – Global Meetings Industry Day - each of the 350 AIM Group staff members in 17 offices across 11 countries received an unexpected gift: a brand-new eco-friendly bottle to use and reuse every day instead of using and wasting single-use plastic bottles.



A waste recycling campaign and a comprehensive education programme for AIM Group staff members has been promoted to encourage them to increase recycling and improve the quality of materials they use.

AIM Group is promoting a series of activities under the umbrella of IAPCO's CSR campaign: Not just a



drop in the Ocean and is part of the IAPCO Plastics Pledge. At the recent IMEX Frankfurt, visitors and business partners who visited AIM Group's booths received the new eco-friendly bottle, made from an innovative ecologic material, which is 100% recyclable.

AIM Group's commitment to reduce the environmental impact is also influencing their way of planning events and congresses. Giving food another chance and redistributing surplus food to people in need has become a common feature. Reducing and recycling plastic at



events is another priority, from badge holder collection to using reusable dishes and cups, or organising paperless conferences with digital invitations, e-posters and apps.

Realising environmental friendly conferences is not only possible but it is our daily commitment!

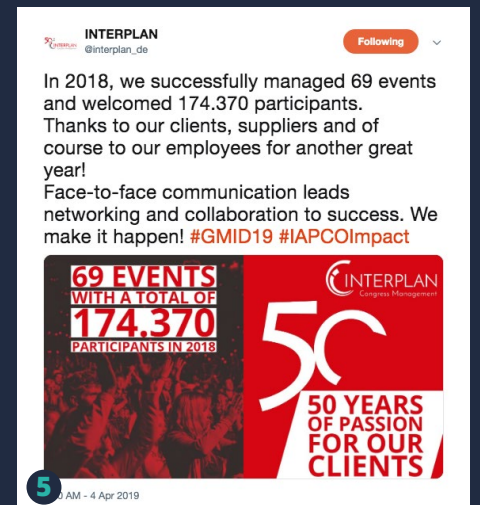
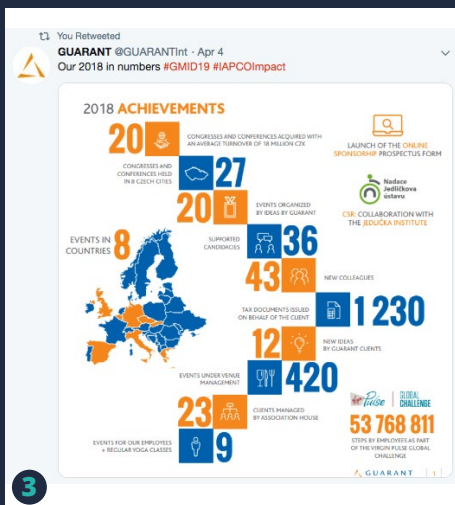
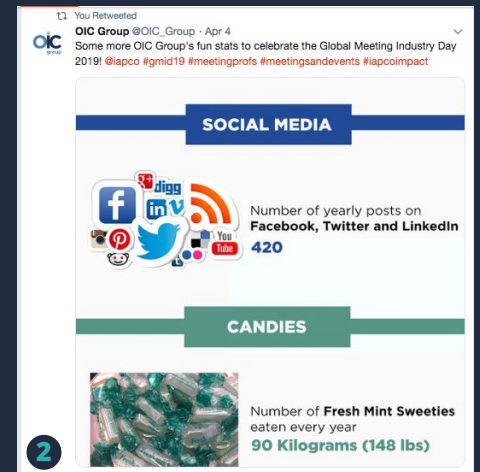
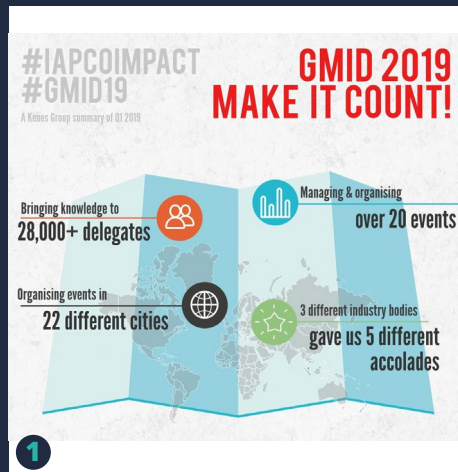
CREATING AN IMPACT

Global Meetings Industry Day (#GMID19) shines a light on the real impact meetings have on people, businesses and the economy.

IAPCO celebrated by once again publishing their Annual Survey results which showed another surge in figures and employment.

And IAPCO members were asked to share their statistics – and they certainly got involved – here are just some of the many posted!

1. Kenes Group
2. OIC Group
3. Guarant International
4. EGA worldwide congresses & events
5. INTERPLAN AG
6. AFEA Travel & Congress Services
7. AIM Group International





Annual Survey Results

18,662

- 18,662 Total meetings organized
- 51.1 meetings per day on average
- 73% National Meetings
- 27% International Meetings

MEETINGS



133
Accredited IAPCO Members
From **40** countries



9105
event professionals
which shows continued growth in employment

MEMBERS



5,630,949
Average 302 participants per event

PARTICIPANTS



1,274,231
SQM organized

SQM



4,596,937
room nights managed

ROOM NIGHTS



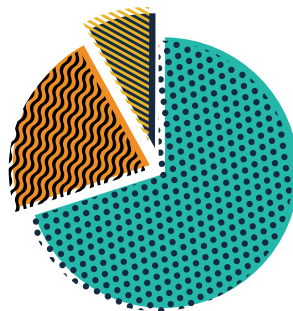
9.1bn
Economic Impact

IMPACT



members are core PCO

CORE PCO



Corporate Meetings **70%**
Association Meetings **22%**
Governmental Meeting **8%**

MEETING TYPE



on HAMBURG

Hamburg Convention Bureau makes use of the strong industry clusters – a benefit for all PCO and attendees of a conference in Hamburg. The local Aviation Cluster is just one example how knowledge economy works best.

Visit hamburg-convention.com



Hamburg's Aviation strength secures the success of the MICE industry: 300 companies and +40.000 employees build, maintain and innovate planes.



Airbus Hamburg: final assembly line for A380 delivered to every EMEA airline. Coating, Inflight Entertainment, Seating followed by maiden flights



A high density of R&D facilities like the Center of Applied Aeronautical Research (ZAL) secure our leading position in civil aviation



And the Crystal Cabin Award goes to – we have our own "Oscar" for innovative aircraft cabins. Since 2007 it's THE award

The DIN Summit 2019

IAPCO Member:
Congress Corporation

The DIN Innovation Networking Summit 2019, was convened in April, and was organised by a securities company taking place at a hotel in Tokyo.

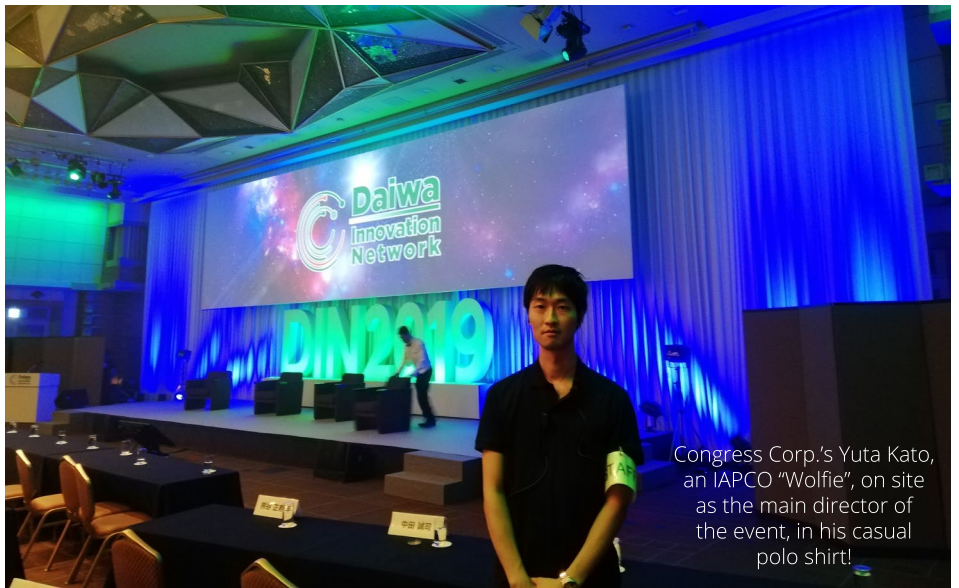
The conference targeted start-up companies that were aiming to go public. Featured speakers included similar companies that had previously begun as start-ups and had successfully attained a listing on the stock market.

• This was the 5th Summit.

The four previous Summits had always been run internally without engaging a PCO. This year, the client wanted to break away from their earlier rather stiff atmosphere and "go casual"; so it was decided to outsource the organisation of the event for the very first time.

• The tender for the job

consisted of two companies: Congress Corporation and an ad agency. Congress Corporation won!



Congress Corp.'s Yuta Kato, an IAPCO "Wolfie", on site as the main director of the event, in his casual polo shirt!

• One of the major features

of CC's presentation was a proposed logo monument for "DIN" evoking the image of a TED stage, plus a massive 12m x 3m screen, both of which were adopted.

• In line with the theme

and targeted sector, even the ops staff were required to dress casually in polo shirts, which is really unusual here in Japan in the meetings industry which usually requires the PCO staff to wear classic black suits.



• Two of the challenges were

- (1) the extremely short set-up time of just 3 hours, and
- (2) and the very brief slot for rehearsal.

HAMBURG – KNOW YOUR BEST TEN FACTS

The IAPCO Council met in Hamburg last month, and were inspired by the beauty, the friendliness, the open green spaces and water, together with the great service and hospitality



THE CITY OF HAMBURG

Some say that Hamburg is one of the most beautiful cities in the world, a fact that is hard to argue, with its elegant and trendy heart.

1. 104 – districts and quarters
2. 1.8m people live within the city limits
3. 8.3m visitors were attracted to Elbphilharmonie in the first two years of opening
4. 72% of the city is green space
5. 832 AD was the first mention of Hamburg in a document
6. It has the largest fruit-growing area (Altes Land) in Europe
7. 11 Michelin-starred restaurants – a city of fine dining
8. >2500 bridges (more than Venice and Amsterdam combined)
9. >120 museums and theatres
10. The Port of Hamburg, Europe's third largest seaport, has the 1st shore power station (2016), striving to become a green port

Discover Hamburg, the gateway to the world, where tradition meets innovation.

CONFERENCES IN HAMBURG

1. CCH currently undergoing a massive refurbishing – all over investment: EUR 200m
2. Grand opening in Q3.2020
3. 12000 m2 exhibition space CCH
4. 3000 pax main plenary hall CCH
5. Events from 500 – 12000 pax CCH
6. 30711 hotel rooms of which 7379 are within walking distance (radius: 2km) to the CCH.
7. Highly discounted public transport tickets (bus/subway/ferry/local train) for organisers at hand
8. Long-distance train station adjacent to CCH – eco-friendly arrival/departure for delegates
9. A 5k running track right at the door step – great opportunities for fun runs / charity runs.
10. Sneak peak: a show room is available during the construction period to see the new CCH virtual

Some key events hosted in Hamburg:

- June 2019 - Rotary International Convention (25000 pax from 180 countries)
- May 2019 - OMR Online Marketing Rockstars (52000 pax)
- April 2019 - AIX Aircraft Interiors Expo (20000 pax)
- July 2017 – G20 Summit (10000 pax)

And not forgetting the IAPCO Council Meeting, May 2019

MINIATURE WUNDERLAND

The largest model railway in the world and one of Germany's greatest tourist attractions in Hamburg's historic [UNESCO] warehouse district.

1. 15400m - length of railway track
2. 1040 - no. of trains
3. 10000 - no. of carriages
4. 14.51m - longest train
5. 389000 c. - no. of lights
6. 130000 - no. of trees
7. 263000 - no. of figures/people
8. 795000 hrs - construction time
9. 21m. € - construction cost
10. 1.4m visitors per year

And more is under construction – at least 20% more to be completed by 2021



Progress by Numbers: Don't miss these KPIs

Author: Sami Benchekroun, Co-founder and CEO of early-stage research platform and conference management software company Morressier

7 ways to measure your academic conference success beyond revenue and attendance

When it comes to academic conferences, measuring the success of your event is an essential part of ensuring it improves year-on-year. Whilst revenue, number of tickets sold, and feedback from attendees, are obvious ways to determine how well your event went, there are many other important data points that can provide a holistic overview of its reach and relevance. After working on over 350 academic conferences, I've gained firsthand insights into the key performance indicators that organisers should be tracking. Here's what I've learned:

Track the submission process

To get an understanding of the quality of abstract applications, it's worth tracking the number of applications you receive as well as their acceptance rate. Another relevant statistic to consider is the number of reviewers who refuse the invitation or drop out during the review process. To help attract and retain reviewers in the future, get more details on why they did not wish to participate in your event.

Evaluate your marketing funnels

Examine the customer-acquisition cost for paid campaigns and track the number of new attendees at your event. Analyse the data you gather from your campaigns while they're still running - you can always shift your budget between channels and audiences to optimise the effectiveness of your activities.



Gather interaction data

Content is key. By using content management software services, ePosters, and conference analytics tools throughout your conference, you can capture what attendees are looking at and focusing on and share these insights with your authors and presenters.

Examine the intellectual return on investment

A useful way of evaluating the impact and quality of the content that is shared at your conference is by tracking the number of posters and presentations that go on to become published articles. You can do this by noting the names of the authors, along with keywords from the abstracts, and searching for published articles after your event. It often takes a while for articles to be published, so begin gathering data from the two-year mark post-conference.

Citations, citations, citations

Another way to measure the importance and reach of the posters from your event is by assigning a DOI (digital object identifier) to each piece of content that is shared at your conference, including posters and abstracts. A DOI is a unique string of numbers, letters, and symbols assigned by a registration agency to identify content and provide a permanent link to its location on the Internet. More information can be [found here](#).

By assigning DOIs, you can keep track of where and how often content from your conference is being cited.

Follow the media

If you're inviting journalists to your conference or promoting certain presentations, posters, and findings, it's important to gather all news articles post-conference. This can help you determine the gravity of the content being shared at your conference. Free and easy-to-use tools like Google Alerts or Google News can help you discover all media mentions.

Reconsider your post-event survey

Are you asking: How would you rate the experience of applying for this conference? Did you make any connections at the event that you may work together with in the future? How likely are you to revisit the research you discovered at this conference? Don't underestimate the information you can glean here.

With resources scarce and attendee expectations higher than ever, it is all the more important to provide delegates with the best conference experience possible. Remember, if you can't measure it, you can't improve on it, so make use of as many data points as possible to ensure your conference goes from success to success.

Visit www.morressier.com

Morressier brings digital solutions to over 350 conferences

Ben Hainsworth, Executive Director K.I.T. Group GmbH: “Morressier are three steps ahead. Their product offers an innovative combination of design, technology and insights that significantly enhances the conference experience for all stakeholders.”

Morressier is a software company that offers hassle-free content management software for academic conferences. Morressier’s lightweight and beautifully designed abstract, ePoster, and presentation management tools simplify conference organisation whilst providing the best digital experience for attendees. The company’s feature-rich software is available in a package that suits every conference budget - from small to large.

Abstract, poster, and presentation management

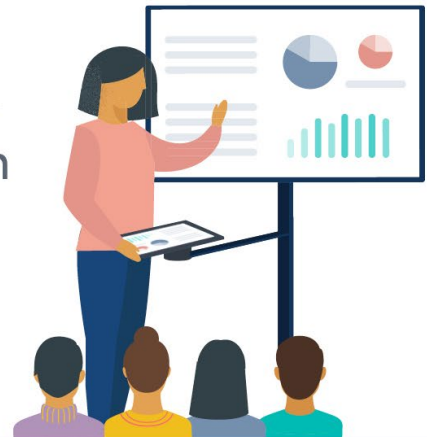
Customers use the Morressier dashboard to manage and maintain an overview of all the abstracts, posters and presentations being shared at their event. Organisers send a call for abstracts, invite and assign peer reviewers, remind authors to upload posters and presentations, and send out automatic reminders as the big day nears.

Research discovery platform

The Morressier platform openly hosts conference content from high-profile academic conferences around the world. Each conference has its own dedicated profile page where all research can be discovered before, during and after the event. Morressier promotes this content to both delegates and relevant researchers around the world, helping to increase reach and attract a wide pool of delegates to the next event.



The hassle-free abstract, poster, and presentation management system.



Save time and effort

The easy way to manage abstracts, poster, and presentation submissions.

Increase engagement

Digital posters allow for richer interactions and discussions during the sessions.

Access valuable analytics

We’ve help PCOs unlock new analytics and get in-depth insights into ePosters and presentation.

www.morressier.com

Onsite digital experience

At the event itself, authors showcase their research beautifully and with ease using Morressier’s on-site app (compatible with iPad and on any screen), guaranteeing impactful, hassle-free presentation sessions. Using the iPad app, attendees search through research, contact authors, and interact with posters and presentations in their own time.

Impactful analytics

Post-event, organisers gain extensive analytics on leading topics, attendee interests, and developing scientific trends, including stats on which posters were shared or viewed the most, and for how long. Information on the most popular keywords can be used to identify the event’s trending topics and to help plan and improve the programme for next year.

Delegates also receive data-driven insights into the popularity of their research and can discover related projects and potential collaborators on the Morressier platform. This way, organisers ensure the conversation continues long after the event itself is over.

World-leading clients

More than 350 international conferences already work together with Morressier to facilitate a meaningful and lasting exchange of knowledge before, during and after the conference. Clients include world-leading PCOs such as Kenes Group and K.I.T. Group, as well as research associations such as the International Diabetes Foundation.

Morressier - Where research gets discovered



EDGE SEMINARS TAKE PLACE IN CHINA AND TAIPEI

“A comprehensive platform allowing event professionals to meet and address industry trends and challenges”
Eric Abramson, GL Events Venues

TAIPEI, TAIWAN

KNOW YOUR FACTS

EDGE Seminar Taipei

3rd edition of EDGE Taipei

18-20 April

Taipei Marriott Hotel

Participants: 35 from 5 countries

Host: GIS Group, IAPCO Member

Satisfaction score: 88.33%

Post Popular Topics:

- Negotiation Skills
- Managing People effectively

Faculty:

- Mathias Posch, President IAPCO, President ICS
- Antonio Codinach, Regional Business Director, APAC, PCMA
- Martin Boyle, CEO, IAPCO



A mathematical challenge:
 who will solve the soundwave
 equation first?

Getting into the mood:
 the preparation

It's a wrap: the seminar gathering



XIAMEN, CHINA

KNOW YOUR FACTS

Bespoke EDGE Xiamen

20-22 April

International Trade Centre, Xiamen

Participants: 63 from 18 cities

Host: Xiamen Municipal Conference and Exhibition Affairs Bureau

Satisfaction score: 92.5%

Most Popular Topics:

- Financial Management
- Bidding

Faculty:

- Jan Tonkin, Chair IAPCO Training Academy, MD, The Conference Company
- Johannes Muller-Diesing, K.I.T Group
- Yang Chunjing, K.I.T Group



Jan Tonkin receives warm welcome from Xiamen's Vice Mayor Mr Han

Participants gather at end of successful seminar

Get in line, by years in the industry and then by city!





BESPOKE EDGE SEMINARS COMING TO ASIA/SOUTH ASIA

SUZHOU, CHINA

3-5 July 2019
Courtyard by Marriott
Suzhou Mudu

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

PROGRAMME

DAY 1
All About the Bid

- Why bid?
- Research, creating a profitable bid
- Getting the right stakeholders, making the plan
- The final bid
- The site inspection

DAY 2
All About the Management

- Project management
- Client communication
- The numbers game – finance
- Sponsorship and exhibition
- Fill the seats – marketing

DAY 3
All About the Programme

- Programme structure and formations
- Meeting design

FACULTY



Sarah Storie-Pugh,
Operations Director,
IAPCO



Stephen Noble,
Manager Asia Pacific,
The Conference Company

GALLE, SRI LANKA

3-6 October 2019
Galle, Sri Lanka

Contact:
info@slapco.lk
malkanthislcb@sltnet.lk

KEY TOPICS

- Winning business: bidding – associations, corporate, incentives
- Creating the best impression - site inspections
- Building the business model - project management
- Fill the seats – marketing strategies

- The incentive and corporate marketplace
- It's about partnership: SponEx – selling and delivery
- Amaze your audiences - meeting design

- Incentives programme creation
- The numbers game – budgeting and finance
- Achieving desired results - people skills

FACULTY



Mathias Posch,
President IAPCO,
President ICS, Singapore



Patrick Delaney,
Managing Partner,
SoolNua, Dublin, Ireland



Sarah Storie-Pugh,
Operations Director,
IAPCO

A first at the Milano Design Week for Novartis

*IAPCO Member:
AIM Group International*

Migraine is not a “simple headache” but a strongly disabling neurological disease that affects millions of patients. Understanding and physically feeling the issues of sufferers or imaging the design of a suitable work environment was the goal of the experiential event that Novartis implemented at the Milano Design Week, which attracts a vast number of visitors, with AIM Group as trusted partner. For the first time, the pharma company decided to propose an experience at this famous event related to the design industry in order to raise the attention about this common, but, too often, little considered, disease.



The “Reimagine Medicine: Re-DESIGN Migraine” itinerary stimulated the visitors to deep dive into the migraine problem with a three steps experiential journey, brought to life in collaboration with the Italian designer Davide Radaelli, which included:

- the Migraine Experience Room, designed to experiment in a truly immersive way some acoustic and visual over-stimulation effects similar to those of a migraine attack;
- the Migraine Concept Room, an interpretation of the concept of the ideal place of isolation, comfort and protection in which to shelter during the attack;

• the Migraine Relief Room, a room prototype; small, functional, accessible and easily implemented in a business environment, which Novartis offers as a tangible potential solution for better management of attacks in the workplace.

The event, realised in collaboration with AIM Group, was open to the public for six days and attracted more than 7500 visitors, receiving very positive feedback: visitors loved the experience offered, media gave attention to the disease, sufferers appreciated the solutions proposed and thanked Novartis for giving visibility to their problems.

Slovenia hosts 1st World Construction Forum

*IAPCO Member:
Cankarjev dom*

Experts in the field of building and infrastructure construction convened 8-11 April at Cankarjev dom, Cultural and Congress Centre Ljubljana, attending a forum titled Resilience of Buildings and Infrastructure.



The forum was co-organised by the World Association of Engineering Organizations, the Slovenian Chamber of Engineers and the Faculty of Civil Engineering and Geodesy of the University of Ljubljana and was held under the patronage of President of Slovenia, Borut Pahor, and United Nations Educational, Scientific and Cultural

Organization (UNESCO). According to the Chairman of the Chamber of Engineers, Črtomir Remec, the Forum addressed the sustainable goals of UNESCO and promoted universally accessible sustainable construction.

The three-day scientific programme covered six topics related to the goals of sustainable development of the United Nations and referring to

water, energy, sustainable cities, communities and infrastructure, innovation and climate change. The construction forum was attended by designers, contractors, manufacturers, investors, managers, researchers, professors and students, politicians and public administration representatives. The organisers welcomed participants from around 50 countries.

A New Era of MICE Privileges for your Groups!

With Hong Kong in the midst of a new era of tourism in 2019, the city has tailored some exclusive MICE privileges for meeting planners to elevate in-town experiences to a whole new level. The newly launched 2019/20 Hong Kong Rewards! programme offers a range of exclusive privileges, including free dining at theme parks, a complimentary cocktail reception at over 50 hotels, a free horse-racing party and much more.

This year, the programme offers a kaleidoscope of free cultural offers with a distinctive Hong Kong flavour from appreciating traditional handicraft at your event's cultural booths to learning the art of Wing Chun or Tai Chi with local masters. An injection of cultural boosts will definitely jazz up any event!

What's more, the city has abundant cultural workshops that help MICE planners bring inspiration to, and spark creativity within, the groups.



From arts and crafts to local traditions, it's all about inviting MICE groups to discover Hong Kong through mastering the arts of local culture.

Get in touch with mehk@hktb.com for more tailor-made MICE ideas and group privileges.

Photo above: Chinese Paper Cutting and Knotting: Looking for an authentic yet intriguing souvenir for your groups? Chinese paper cutting and knotting presented by artists on-site will be a good option — delegates can bring home ancient folk art that symbolises good fortune!

Photo top right: Dim sum Candle Making: Appreciate Hong Kong's iconic dim sum in a new light by replicating them via wax and candle making. The process of



candle making is entertaining and participants can take these candles home as souvenirs.

Photo above: Calligraphy: From Chinese to Western calligraphy and the unique rainbow calligraphy — a special form of painting featuring phoenix, flowers and different kinds of plants and animals. This ancient art would bring an intriguing element to your event, after all, it's a colourful world.



on CONGRESS CORPORATION B20 Tokyo Summit

The Business 20 (B20), represents the business' voice of the G20. The B20 became the first engagement group of the G20 in 2010 and serves to provide practical policy recommendations to the G20 from the business viewpoint. By promoting collaboration between the business community and policymakers, the B20 has urged the G20 leaders to take concrete policy measures based on actual needs to address the global agenda.



Chair of the B20 Tokyo Summit and Chairman of Keidanren, Hiroaki Nakanishi (left), presents the Summit's Joint Recommendations to H.E. Mr Shinzo Abe, G20 Japan Chair and Prime Minister of Japan



Participants conducting the traditional "Kagami-biraki" ceremony to break open the sake barrel, to wish for good health and happiness. (H.E. Mr. Taro Aso, Deputy Prime Minister and Minister of Finance of Japan in the centre.)

Fast Facts:

- Meeting: B20 Tokyo Summit
- 14-15 March 2019
- Organiser/Host: Keidanren (Japan Business Federation)
- Venue: Keidanren Kaikan, Tokyo
- PCO: Congress Corporation
- Theme: Realising Society 5.0 for SDGs

The Quest for New Association Business Models



Author:
Gergana
Tzvetova,
Associate
Association
Manager at
Kenes Group

Associations are now driven to re-think their mission, purpose, values, and the means and speed with which they interact with their members, partners and benefactors. These organisations are compelled to find new ways to be sustainable and resilient in a world where everything is fast, and nothing is ever unique.

As traditional income streams are eroded by this changing world, associations are searching for new business models and with this article we will explore the quest for non-dues revenue (NDR) sources. Because embracing progress means nothing less than breaking with old habits.

FUNDRAISING AND DONATIONS

All successful fundraising initiatives start with a sound strategy, linking them closely with the Association's goals and mission, all whilst corresponding to the needs of members.

Fundraisers could differ in type, duration or style, with fun runs, sports events, gala dinners, etc. being popular. These events could also take place virtually, opening them up to a wider audience beyond members and partners.

Potential:

- The different types of fundraising available stimulate creativity within the Association and keep members interested;
- If several causes are presented, the audience has higher chances to get engaged, as there are more options on what to support.

Risks:

- Associations could lose their independence to donors' wishes;
- The connection between the donor and the beneficiary could weaken if there is limited face-to-face interaction.



Outlook:

- Most donations will happen virtually, which will increase the number of supporters who will back initiatives, even with smaller amounts.

SOCIAL MEDIA

Despite criticisms targeting its trustworthiness and reliability, social media – when used responsibly and reasonably – could boost an association’s income. It is an excellent opportunity for an organisation to guarantee that its fundraising initiatives, campaigns, project updates and membership calls reach those that need to know right then and there.

We must remember that an organisation’s social media and overall online presence (website, electronic newsletters, etc.) is what welds together a community of members, partners, sponsors and policy-makers.

Potential:

- Social media campaigns come at no, or very low cost, and are relatively easy to design, implement, and monitor (so long as there is a specialist driving them);
- They reach a very high number of people and are especially appealing to younger audiences.

Risks:

- All risks usually associated with social media apply, especially the use (or misuse) of information and online fraud.

Outlook:

- Associations will increasingly rely on NDR linked to social media. The demand for experts – those who know the nuts and bolts (and the darkest corners) of it – will increase even more as will the need to utilise social media’s power for increased revenues.

ONLINE EDUCATION

Offering specialised learning materials and resources, online courses and webinars, for a fee has become another way for

associations to guarantee a steady revenue stream. Moreover, these organisations have a significant leverage over other providers of online courses due to their content credibility.

The value of an association’s online resources grows significantly when participants who complete the course receive additional credits, such as CME, that is relevant to healthcare professionals. Additional advantage can come when some or all materials are offered in languages other than English and are addressing specific local needs.

Potential:

- Online education is attractive to members who cannot, for a variety of reasons, attend meetings, workshops and courses;
- Developing education will keep the Association abreast of latest trends, research and development in the field;
- It creates numerous engagement opportunities through online discussion forums.

Risks:

- It may lead to some decrease in participation in meetings and workshops, as members can choose to obtain the same content virtually.

Outlook:

- The popularity of this NDR source will continue to grow, as associations develop and provide teaching materials in as many languages as possible, to attract a larger audience and intrigue them with interactive formats.

DE-TRADITIONALISING DUES

Membership is still inextricably linked to the existence of associations. People understand that they need to support organisations to receive certain benefits. And they still want to connect and belong to something, maybe now more than ever. But today everyone is simply too busy.

This requires associations to progressively pursue the à la carte approach to membership. Giving members the freedom to uncover

what they require at a specific stage of their career or life will be a good indicator of the flexibility of professional bodies and their readiness to adapt to the priorities, interests and needs of their members.

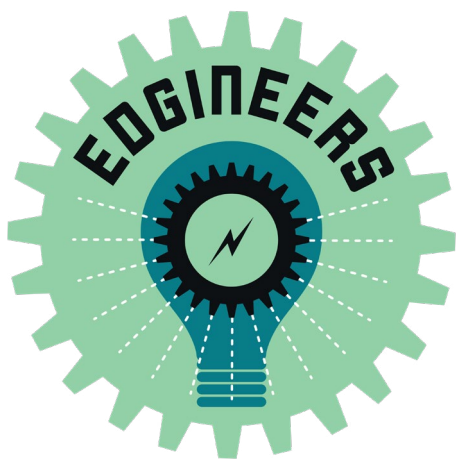
DE-TRADITIONALISING MEMBERSHIP

We could take this analysis one step further and call for associations to look beyond dues, finance, and money. They should strive to go back to the basics of non-profit associations – advocating causes and building communities of like-minded individuals.

Of course, to exist, all organisations must be financially sustainable. But should they not upgrade from preserving a specific number of members to keeping them all engaged?

Swamped by thousands of physical and virtual networks, both individuals and associations struggle to stay relevant. Maybe the main function of professional organisations of the future will be to help people find their way in the overburdened, hurried and chaotic reality in which we live and do business. Ultimately, this could mean guiding them to discover what they really need and, then, giving them exactly that – nothing more and nothing less.





MEET THE EDGINEERS Part 1

The IAPCO Edgineers are the super-group of marketing experts who volunteer their time to support IAPCO Member Services Manager, Olivia Galun, with various IAPCO marketing initiatives – for instance #GMID18 #CSRShareDay and the IAPCO Connectors! We appreciate their hard work, creativity and enthusiasm so thought we would give you an opportunity to meet them...

MAGDALINA ATANASSOVA

Marcom & Brand Manager at Kenes Group



Favourite quote

"We don't see things as they are, we seem them as we are." Anais Nin

What you are working on at the moment?

I am working on telling different, impactful stories in diverse ways. Some in writing, others through video, and of course there are those intertwined in the event brand.

Best online resource

One of my favourite tools is <https://thesaurus.com>. The power is in synonyms!

Tell us something that might surprise us about you

I am crazy about handstands. I love staying upside down in search of the perfect balance.

GIULIA SARRI

Marketing & Communication Specialist at AIM Group International



Personal mantra

You can't use up Creativity! The more you use, the more you have!

What are you working on at the moment?

Beside conducting the daily operations that concern Corporate Marketing & Communication activities for AIM Group International, I am currently working on many exciting projects. These include the development of strategy and implementation of a Marketing Plan for the very first IAPCO Edge Advanced to be held 13-15 November 2019 in Prague. Moreover, I'm happy to be working on the creation of storyboards for powerful event footages, winning award entries and effective corporate videos. Finally, I am also concentrating on the preparation and delivery of lectures around Event Digital Marketing both internally at AIM Group, and also at IMEX2019.

Best online resource

My very best resources for food for thought are Event Manager Blog, Digital Marketing Institute blog, but also the IAPCO Connectors' chat room that every IAPCO member can join to exchange ideas, opinions and best

practices or basically stay in touch with expert professionals around the globe!

Tell us something that might surprise us about you

I'm a recipient of PCMA's 20InTheirTwenties program Class 2019. This means I have the pleasure to share this incredible recognition with the best of the young meetings industry professionals in the world!

KAREN HILLIARD

Senior Conference Manager, Social Media Specialist, Meeting Architecture, Innovation and Sustainability Specialist at African Agenda



Personal Mantra:

Process, not product

What are you working on at the moment?

Several conferences covering a range of industries from cancer to visitor attractions, to freight forwarding, to actuarial science.

Best resource

Twitter. I read a lot of online industry related journals, publications and blogs, but Twitter wins for me in terms of quickly being able to find something, get inspired, connection with someone, learn of breaking news, and strengthen networks.

Tell us something that might surprise us about you

Early riser. Tea collector. Wine lover. Not a fan of coffee or penguins.

Meet three more IAPCO Edgineers in the next issue of The PCO

- Ginevra Debellis, OIC Group
- Sissi Lygnou, AFEA
- Haley So, GIS Group

Meet in Remarkable Rwanda

The biggest conservation ceremony in Africa.

Kwita Izina - September 2019



www.rcb.rw | info@rcb.rw
 🐦 RCBwanda 📺 f@Rwanda Convention Bureau



CPI takes care of the Beating Heart

IAPCO Member:
 Conference Partners International

Culture is the beating heart of Conference Partners International, our people are the warm blood that flows through that beating heart, so let's always take care of that heart. Without it, the body will not be energetic, agile or at its best. A challenge for many business leaders is to instil the core values and beliefs of the company into the minds of its people. This is even more challenging as you grow your team and scale up your business to multiple locations. At our Company Day last year, we celebrated our people by telling their stories. We recounted their special moments of how they lived our core values and went beyond all expectations for their clients or their colleagues.

This year, we went one step further and created an Awards Day based on our core values 'People, Partnership



Hayley Farrell, Business Development Manager presented with CPI's People Award from Nicola McGrane, CEO

and Innovators' whereby our staff nominated their colleagues through an online system. We celebrated all nominees throughout the morning and the winners of each of the three categories were announced in the afternoon. By storytelling, we bring our values alive with real life experiences and examples of how we should behave and uphold with pride our company culture.



Nicola McGrane, CEO, (r) and Gillian Mahon, HR Dir, (l) present ...

CPI Innovation Award for Jason Ryan, Emily Good and Daniela Dorotiak



Jess Collins and Laura Griffin with The CPI Passion Award



CPI Partnership Award goes to Miriam Verdon

THE JOURNEY – THE FIRST ASSOCIATION MANAGEMENT CONTRACT

C-IN is the Core PCO for the International Association of Pediatric Nephrology (IPNA) and AMC. After co-operation with four European Associations, IPNA is C-IN's first international association, with a membership of 1500 members, to be managed by the C-IN Association Management Department.

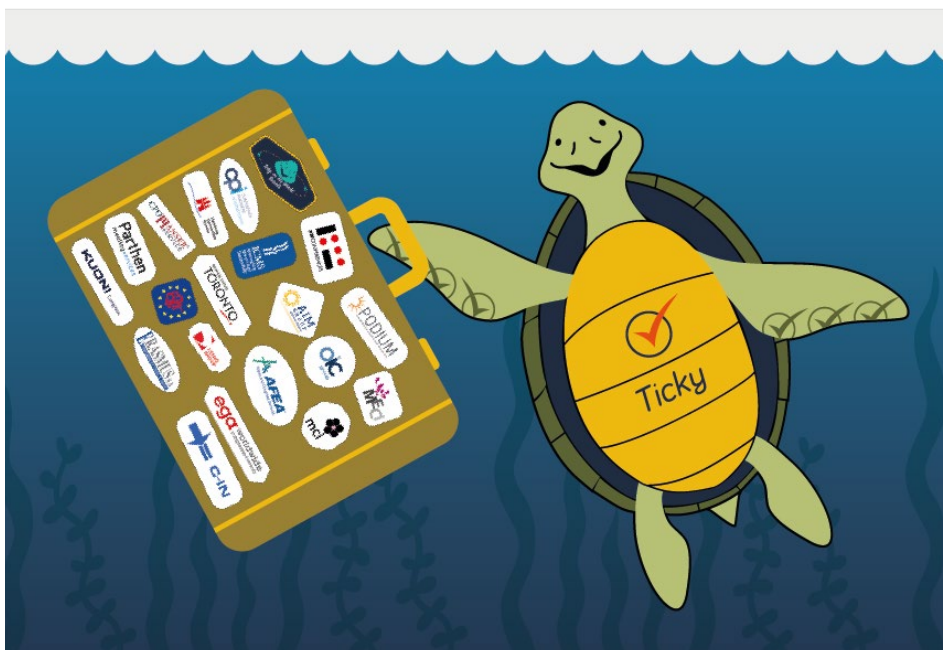
After a nine-month transition period of mutual discussions and fine-tuning, the Association's Secretariat is fully dedicated to the day-to-day agenda.

The IPNA Association Manager, Lucie Semanská, is in charge of not only communicating with members and potential members of the Association, but also individual projects - scholarship programmes, training courses and seminars, organising regular meetings of the Association's management team and managing social media and the website. "IPNA is really active and has a lot of projects. It's great that I can be part

of something that has a real impact on the lives of others. IPNA is doing a lot in its activities regarding the developing world, where care for kidney diseases in children is still insufficient." Lucie also appreciates the openness of IPNA management to new ideas and trends. The words of Pierre Cochat, President of IPNA, testify to the mutual co-operation: "I am very satisfied with C-IN, the first months of our "marriage" look great."

The next step of the journey is to "view" the 2019 IPNA Congress in Venice, before taking up the Core PCO Contract for the 2022 Congress in Calgary.

TICKY IS BUSY SWIMMING THE OCEANS



Erasmus is also busy supporting Ticky. Easter gifts for the staff were reusable straws, all contributing to the ban on single use plastics.



on CONGREX SWITZERLAND

Over 23000 registrations in seven days!

Our registration experts in action at the International Liver Congress in Vienna and the European Congress of Clinical Microbiology & Infectious Diseases in Amsterdam. We work hard but we never forget the joy and the smile.



EASL - We work with dedication



EASL - We care about our clients



ECCMID - We live customer service

ATHENS WINS...

IAPCO Member: AFEA Travel & Congress Services

..... **COSPAR 2022**, a great win for the city of Athens and AFEA Travel & Congress Services, where history meets quality. The 44th COSPAR Scientific Assembly will take place in Athens, Greece, in July 2022.

“There were nine Muses in ancient Greek mythology. Each of the Muses became a goddess associated with one of the arts. Eight of them mastered arts closely connected to life on Earth. One, however, set her sights a little higher.

That was Urania, the Muse of Astronomy.”

SHAPING THE FUTURE OF MICE IN GREECE

IAPCO Members: AFEA, ERA, ERASMUS

AFEA, ERA & ERASMUS, IAPCO Accredited Members with excellent track records in the organisation of international congresses and events, organisers of the IAPCO EDGE Seminar in Athens in 2017, have joined forces once again. The Hellenic Association of Professional Congress Organisers held its 9th Annual Congress, entitled “Shaping the Future”, on the 11-12 April 2019, in Athens. The programme focused on three streams, which aimed to cover the main issues of the present and future MICE Industry: The MICE Industry in the spotlight - Business to Business, The Human Approach, Innovation & Technology.



The Congress was deemed a great success with the participation of acclaimed speakers, professionals from the national and international Tourism & Meetings Industry, highly qualified experts as well as prominent academics. IAPCO actively supported the works of the Congress with a training session from Kim Myhre, Managing Director of MCI UK and MCI Experience.

First PCO/ DMC Member of CSR Network Hellas

IAPCO Member: AFEA Travel & Congress Services

AFEA is very proud to be the first company in the field of meetings, events management and corporate travel in Greece that has joined the Hellenic Network for CSR Hellas. Since 2017, AFEA Travel & Congress Services “invested” on the development and implementation of a Corporate Social Responsibility and Sustainable Development Strategy, implementing a comprehensive program in order to fulfill its commitments and manage the important sustainability issues related to the company's operations. As part of the CSR Strategy our team has also designed a specialised approach to organising and implementing Sustainable Conferences and Events.



Ready for moving from city centre to Athenian Riviera



Don't forget this carton box – Ticky is hiding inside!

on ERASMUS

A new home for Erasmus S.A. and a warm welcome to the employees

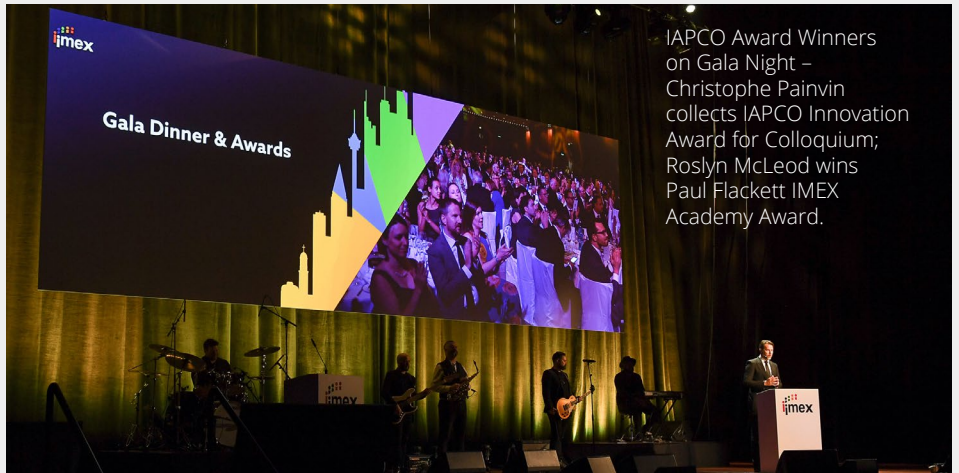


The new home for Erasmus!



on IMEX

It was all go at IMEX this year for IAPCO with a full diary of meeting appointments for Martin Boyle, Sarah Storie-Pugh and Olivia Galun..... A few highlights demonstrate just what a successful show it turned out to be!



IAPCO Award Winners on Gala Night – Christophe Painvin collects IAPCO Innovation Award for Colloquium; Roslyn McLeod wins Paul Flackett IMEX Academy Award.



Packed hall of over 120 at IAPCO/PCMA seminar on the Five Trends - Shaping the Future of Meetings and Events. Stuart Ruff-Lyon, RIMS [PCMA] and Keren Shurkin, Kenes Group [IAPCO], moderated by Ori Lahav, Kenes Group, deliver the message.



Making Blockchain comprehensible, guest speaker Sharon Henley, Founder Blockchain Agent, presents at destination partner Hong Kong hosted lunch.



Opening Ceremony format changed to Opening Get Together – meet and network – Mathias with IMEX's Ray Bloom and Carina Bauer.



It's all about networking – Mathias gets the intel on Africa from expert Rick Taylor.



Destination partner Kigali presents details on the city and Rwanda to the 23 IAPCO hosted buyers.



Alice Au, Business Events Toronto, and destination partner, updates members at hosted breakfast.



Experiencing Hamburg with the five senses – brought to life at hosted breakfast by destination partner Hamburg Convention Bureau.



IAPCO Get Together attracts over 80 guests, where partners network with members, where friends gather.



Dinner at Villa Bonn, hosted by destination partners Dubai Business Events and Team Melbourne (MCB and MCEC), preceded by illuminating experience Dialogue in the Dark.



It's all about Ticky – Kenes Group confirm their pledge to support IAPCO's Ticky campaign – to rid the meetings industry of single-use plastic.



Delegation from Xiamen confirm future IAPCO seminar programme and launching of Bidding Workshop following successful IAPCO Bespoke EDGE in April.



Team Prague, launching EDGE Advanced – the first in Europe – be InSpired in Prague 13-15 November.

Signing of Rome marketing partnership agreement – IAPCO CEO, Martin Boyle, signs the deal with Onorio Rebecchini President of Roma & Lacio Convention Bureau



Award presentation to FENS, Federation of European Neuroscience Societies, winner of IAPCO's Regional Client Award, nominated by Kenes Group, Core PCO of FENS.



The Art of Creating Incompetence – are you promoting people out of their comfort zone? Mathias Posch, ICS, and Barbara Calderwood, MCI UK, cut to the chase and explain all, carefully moderated by IAPCO CEO, Martin Boyle.

HOW TO MAKE AN EVENT MARKETING STRATEGY

Author: Ariadna Sánchez Padilla, of IAPCO Member BTC, Mexico

Companies today are well aware that one of the key elements for making a successful event is to have a Marketing and Communication Strategy, but how....?

Helping a company to have greater visibility and increase brand awareness, we must sponsor, participate, and host events. As a result, we'll have an increase in

sales, offer experiences, share values through the brand and grow relationships.

It is for these reasons that it is important to invest considerable time and effort into building an effective online communication that successfully reaches the target audience and maximises registrations.

PRE- EVENT

Social media campaigns provide multiple possibilities to communicate in a way that creates expectations and or unique experiences; creating an emotional connection with the audience, attracting their attention and making them interact with the brand, service and idea, must start three months before the event.

Before using a social media strategy, you should:

- Target: clearly identify your content's target audience and also how to reach them;
- Content Strategy: think how to deliver the right content to the right audiences, and at the right time;
- Event Branding: have the name and logo ready!;



- Marketing Materials: promote events using flyers, posters or digital images;
- Offline Marketing Campaigns: gather telephones and addresses to expand contacts.

Once you have everything defined, only then can you start using social media! It is important to be constantly posting so you can develop a comfortable social space which leads to possible interaction with assistants.

If the event website is already done, then that is where all the content should be - make sure to let your brand shine! This space will be the main source of information and everything that is posted on social media will be directed to this site.

Share updates about the event on the LinkedIn corporate page that includes the website link as a positive user experience; this will attract your audience and create expectations about the event, and it also will yield higher enthusiasm for the actual event.

On Twitter, you should define a unique #hashtag to use during the event campaign so it can help you promote and measure the viral impact of the message. Do not forget to involve influencers and workers to create a higher impact.

Facebook and Instagram are two of the best visual social media platforms of which to take advantage. Posting images with a likeness design will help the brand of the event to position itself.

Creating an email marketing strategy, which involves sending customised emails over a defined period of time, signing in on the official website, inviting them to expand event information, is an effective way to keep the audience engaged. It is important to send an initial Save the Date email, and then another one as a reminder before the event.

Devise videos that spread the importance of attending the event and share them via all social networks, leaning on YouTube. The goal should always be to create expectations and encourage users to confirm their attendance.

DURING YOUR EVENT

Engage with your attendees at the event throughout social media – and do not forget your event hashtag so you can see all the posts related to the event. During speaker sessions, make sure to announce that attendees can post questions and photos via social media and get real-time answers. Also, remind your attendees of the content available on your site

if they have questions or are looking for resources related to the speaker topics. Share photos and videos real-time, you can use streaming tools be creative!

Digital marketing strategies should not end with the event, further work is equally important.

AFTER THE EVENT

Your event is over, you must act quickly to build loyalty to your brand and capture the target audience!

Write a web article / blog post, providing a recap from the event and thanking attendees, using presentations or videos, as this is a positive way to reach out to the group.

Carrying out a booming Digital Marketing Strategy for events gives you many ways to manage awareness and connect with your target audience. By focusing on the best form to communicate and push content out in each phase, you are setting your organisation up for event marketing success.



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