

the PCCO

News from the International Association of Professional Congress Organisers | IAPCO ✓ Issue No. 86 Q3 2019

*The new look
issue featuring:*

MEMBERS' NEWS

KNOWLEDGE

SUSTAINABILITY

EDGE-UCATION

CASE STUDIES

PARTNERS

THE STORY OF THE STORYBOARD

See you at
IMEX America
IAPCO Stand
no. **B4525**

FROM THE PRESIDENT

TICKY THE TRAILBLAZER



When we introduced Ticky the Turtle to the industry at IMEX 2018, people just started talking about the impact of plastic on the oceans, the environment and our general well-being. Since then the issue has become one of the most important environmental issues in the world and countries have taken steps to conquer it. While Rwanda (home of IAPCO partner Kigali CVB) had already banned single use plastic bags years ago, other countries such as New Zealand or Kenya have recently followed. Canada – host of the next IAPCO AM&GA - has even pledged to ban single use plastic completely by 2021. While it is quite impactful if entire countries are pledging to stop using plastics, we can't underestimate the impact that IAPCO and our industry have. Conferences and events are major producers of waste and plastics are a significant part of that. With a total of almost 19000 meetings managed annually and over 5.6 million attendees, IAPCO members have the chance to reduce the equivalent of a whole country's plastic usage. Considering the environmental impact of our industry, this and other environmental initiatives have become more than just a "CSR exercise", they have become fundamental to the survival of in-person conferences and meetings. We have strong socio-economic arguments for the validity of our industry and with campaigns like "Not a drop in the Ocean", the Ticky Campaign, we are now taking control of the environmental conversation as well. At this point 30 companies have signed the IAPCO Plastics Pledge. We would really like to crack the 100 mark in Vancouver 2020. Join the IAPCO fight against single-use plastic in our industry!

Mathias Posch,
IAPCO President 2018-2020



**ON MATHIAS POSCH,
IAPCO PRESIDENT AT
SMF2019**



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The PCO: published by IAPCO

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

Editor: Sarah Storie-Pugh / Design: Frampton Creative - framptoncreative.co.uk



ENGINEERING THE UNEXPECTED

Author: Beth Surmont, Director of Experience Design at 360 Live Media.

I have a dream that someday, instead of ordering slightly stale coffee by the gallon, I'll be able to provide my attendees with their favorite coffee-house-style beverage — a dirty chai latte with soy milk, delivered right to their seat as they sit down for the morning general session. So I was excited to read the PCMA Foundation and Marriott International's "The Future of Meetings & Events" report, published earlier this year.

The first trend cited in the report is emotional intelligence — designing with the end-user in mind. The advances in artificial intelligence and predictive analytics, combined with consumers' willingness to give up data in exchange for more individualised experiences, makes my coffee delivery dream start to feel within reach.

There's been a shift in the responsibility of organising events in the past few years, and it's something I take very seriously: attendees are asking for experiences; sponsors are asking for more ROI; organisations are asking for more revenue, with a smaller budget.

But more than all of this, I feel the duty of planners has moved from seamless logistics to enabling transformation.

If we are going to dedicate the time, money, and resources to bring people together, then we owe it to them to create a space that changes them in some way. The trends report calls this "orchestrated serendipity" — engineering and embracing the unexpected for more meaningful moments. The best ideas come from conversations; new ideas come from the convergence of different backgrounds. We have to invent ways to wake people up to what is possible at our events. Do this by providing the unexpected.

I love the idea of engineering the unexpected. One idea suggested in the report is to plan programming that you deliberately cancel, giving attendees found time. I would add a layer of intentionality to this.

Imagine gathering people for the opening keynote. The voiceover introduces your event host, who clicks to the first slide and says, "Nah," and walks

off. The audience sits silent, unsure of what to do. Then you put someone up there, someone unexpected — maybe the person who works registration. They say, "We are hacking the general session today and instead of a presentation, you have been given found time — and we challenge you to use this found time in a meaningful way."

Then you give them five things to try: Go to coffee with the person sitting behind you, go to one of the corners of the room to join a discussion group, come to the exhibit hall for a meditation session, follow the walking map in your programme guide, or write down a question you've been wondering about and ask as many people as you can to answer it.

Imagine what that would feel like? The group expected a sleepy morning with maybe some nuggets of information, but now you've given them permission to explore and think in a way that resonates with them.

This article ran in Convene.



snaPCO on Kenes at PCMA's EduCon

Veronika Dimitrova, part of the PCMA's "20 in their Twenties" Class of 2019, represents Kenes at the 2019 EduCon in June



5 INNOVATIVE TRENDS IN EVENT MANAGEMENT

Author: *Annalisa Ponchia,*
 Director of Innovation & Customer Experience, AIM Group International

Event organisation is changing, not only due to the new tech tools for content sharing, networking and operations, but most of all for the strategic approach and creative mind-set used to create personalised experiences and powerful learning.

Events are often the best assets of a scientific association, their major revenue source, and a crucial representation of an association or a corporate brand. Events enable one to create a conversation with the target audience as well as to influence change when needed. When a corporate or association client entrusts a professional company to take care of its congresses or event organisation, it looks, not only for the best partners but also, for someone to provide added value.

In the past, event management was all about the perfect execution and attention to detail. Nowadays, logistics are still important, but they are the standard offering of all professional event organisers. Today, event organisers need to help clients create personalised experiences for each target audience that attend the event.

The main areas where innovation will change event and meetings management are as follows:

Education formats

Education for adult learners must be placed in the context of the attendee's professional environment and respond to their daily practice and work, but they should also offer occasions for networking and best practice sharing. The design of the event must closely correlate with the meeting scope and purpose, and scientific programmes should also reflect the vision of the organisation/association.

Environmental and Social Sustainability

Taking a sustainable approach to the management of events can also make a fantastic impression on attendees whilst helping the environment and saving money. Fostering community development, promoting local culture and leaving a lasting legacy: all of these are clear priorities for our generation.

“Edu-Exhibition” area

Trade shows at congresses should focus more on content and education. For instance, introducing initiatives like a Big Interactive Lab where products are showcased for learning.

“Soft” technologies

Technological innovations play an important role for all aspects of event management, but we also need to leverage technology to deliver new services, new solutions, ones that can create real emotional engagement from participants.

Digital Marketing and Communication

Corporate and associations clients are giving more and more importance to promoting their events with personalised and multichannel campaigns particularly adapted to the young generation attending events.

Finally, innovation is all about having the right mind-set; it means that we need to think outside the box and unleash creativity in order to respond to challenges and find the right solutions. Innovation means that we can respond to the client's unmet needs. It means that we can introduce process improvement and commoditise sophisticated tech tools, making them available for all clients at all levels.

THE STORY OF THE STORYBOARD

HOW CREATING STORYBOARDS HAS HELPED INDIATTITUDE TO DELIVER IMPECCABLE EVENTS

IAPCO Member: Indiattitude, India

Executing impeccable events, providing wow experiences for your delegates, hassle-free registrations and operational excellence all contribute to the success of an event. We know that, but how do we get there?

Creating storyboards for events has become second nature to us; it's like doing a pre-event rehearsal to ensure all eventualities are taken care of. Whilst it may take a little while to put a storyboard together, in the long run it will save time and provide clarity of thought.

A storyboard is a detailed manuscript representing event flow, step by step. Creating a storyboard might just sound like an extra step in the process but trust us, it's a step you won't want to ignore.

FOUR REASONS WHY YOU NEED A STORYBOARD:

1 **Best way to share event flow with the entire team**

Each event will be involved of multiple stakeholders. A written document makes it much easier to share and explain to the entire team.

We've all had experiences where we were trying to explain something, and the other person may still not have clarity. When you have a storyboard, you can show your team exactly how the event is going to be mapped out and what it will look like. This makes it infinitely easier for other people to understand your ideas and executional framework.

2 **Clarity on operational mapping and execution**

When you have a storyboard for an event, it helps you set up a plan for production, including all the conference material, pre-requisites, registration and accommodation and the order of execution.

3 **Defined accountability and ownership**

The storyboard will provide clarity to the team on their individual responsibilities. This will avoid a lot of chaos and confusion of who is doing what. Not only will it help you explain your vision to your team, but it will also make the delivery process go more smoothly.



4 Review and Record

The storyboard becomes a review document after the event is over. In a post event discussion, one can easily go through the storyboard to define what worked and what could have been done better.

***All of us
learn from
experience
after all!***

SOME KEY AREAS TO BE COVERED WHILE MAKING A STORY BOARD

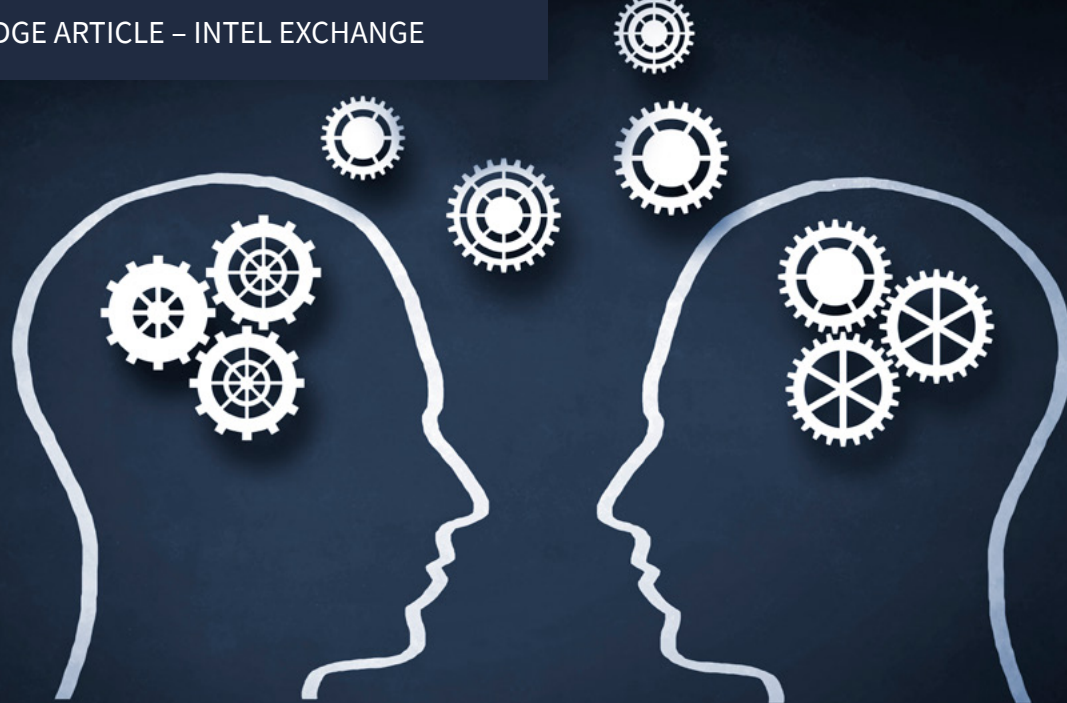
- Important points of contact
- Event design
- Layouts, settings and stage management
- Conference kits and inserts
- Day-wise action plan
- Agenda of the conference

OTHERS

- Travel itineraries of all delegates
- Rooming list
- Registration categories

POST EVENT TASKS

- Feedback forms to be signed by the client
- Handing over of conference videos, photographs and other material
- Rooming list and invoices for banquet billing to be collected



HOW CAN INTELLIGENCE EXCHANGE BENEFIT YOUR ASSOCIATION?

Author: Martin Boyle, CEO, IAPCO.

Intelligence-Exchange, or knowledge share, is a term that we hear within private and public industry clusters and from so many stakeholders today. The consensus seems to be that if properly executed, it can have profound beneficial outcomes, both tangible and intangible. Yet, intellectual property, privacy concerns, brand loyalty, customer and membership acquisition, all seem to fight against this altruistic concept that many associations and NGOs practice, which is to share knowledge for the greater good.

Most Not-for-Profits (NFPs), including associations, Non-Governmental Organisations (NGOs), societies and federations all share similar challenges – trying to solve big issues with meagre resources.

So, how can knowledge-exchange benefit such organisations when it comes to their events, meetings and congresses?

Events and congresses play a key role in generating revenue and bolstering the resources for many of the aforementioned organisations, whilst providing much needed revenue to service their respective membership activities. Navigating through a strategy of sharing knowledge in order to generate successful outcomes from an event or congress is essential for many but will be a challenge for all parties involved.

A key success factor in staging an event or congress of any size is the intelligent and strategic selection of a host location and city. It is of vital importance to that NFP's overall objective as it can directly influence attendance and participation from attendees, sponsors and exhibitors, to name just a few. Associations must therefore be selective in the regions and cities where they decide to host such events.

Cities are aware of this and, as such, knowledge exchange between

them when bidding for an event or congress can be of immense value to both the NFP and the city and its stakeholders. Sharing of event or congress data regarding size, number of delegates, duration and economic impact value is nothing new. Cities and Convention Visitor Bureaux (CVBs) around the world have been exchanging such data for years either direct with one another or through their membership of organisations such as ICCA or the UIA and their respective database platforms. The type of data therein is important as it helps to qualify the potential size of a specific event by providing relevant statistics.

However, the most vital piece of knowledge-exchange between two or more CVBs when one is beginning to map out their bidding strategy to host a congress is the non-data or intangible 'soft' information. We are beginning to experience much deeper knowledge-exchange between a current or previous host CVB and a future

bidding CVB on the bidding processes, political structure of a relevant NFP, decision-making process, budget considerations and expectations of host city support. This type of knowledge from one entity to the other can, and does, provide competitive advantage when there are numerous CVBs bidding for the same event and can only happen when the CVB sharing the intelligence is open and willing to share with the bidding CVB with whom they have a mutual relationship.

At the delivery end of the event or congress, NFPs often have limited human resource and expertise to deliver events so must rely on third party outsourced professionals such as event agencies or Professional Congress Organisers (PCOs) to do so on their behalf. Working together successfully, sometimes for several years, relies on a shared understanding of both parties' objectives and an open and transparent sharing of relevant information, knowledge and technologies. It is essential then, that NFPs must share and exchange a certain amount of intelligence regarding membership information, corporate partnership agreements and potential funding and grant programmes with their selected PCO in order to ensure that a succinct and collaborative event strategy is created and agreed well in advance. The PCO and the NFP should be seen as partners in the delivery of that event and must agree a modus operandi of exchanging such knowledge while protecting privacy and intellectual property.

Interestingly, knowledge-share when one considers its relation to collaboration within numerous PCOs can be a powerful strategy when

implemented effectively and when the relevant parties have clear roles and responsibilities. Recently, The International Federation of Gynecology and Obstetrics (FIGO) conducted interviews with numerous PCOs to deliver the FIGO XXIII World Congress in Sydney in 2021. Two IAPCO PCOs, International Conference Services and The Conference Company, took a strategic decision to come together in order to share their knowledge of congress management, international and local reach and experience of delivering similar congresses in Australia as well as other parts of the world. The result is they won the contract to deliver FIGO in Sydney in 2021.

The PCO and the NFP should be seen as partners exchanging knowledge while protecting privacy and intellectual property

It is not unusual for one PCO to partner with a local event company or destination management company (DMC) to provide the local expertise and connections when that PCO does not necessarily have key local contacts. However, the strategy for two PCOs to share intricate business practices, systems and human resources is perhaps something a bit more unique.

Finally, and perhaps the most important consideration, in order to appreciate the importance of knowledge-exchange for the NFP, one has only to look at the event or congress itself. As a key activity within the NFP's membership engagement programme, the event

or congress is designed to recognise, promote and facilitate opportunities for knowledge exchange to take place during such an event. Examples abound that demonstrate positive outcomes following the chance (or planned) meeting between two academics, scientists or researchers (as examples) at such an event. A platform providing each of them the opportunity to share initial research findings and to then agree to collaborate on further research and knowledge exchange, very often across several institutions and geographical regions, has, in many cases, resulted in the development of life saving vaccines, rehabilitation technologies and other transformative outcomes, far too many to mention.

From an international perspective, recent political shifts away from a global to a more nationalistic focus within some regions of the world could threaten the opportunities for such international knowledge exchange as financial support to attend such events and congresses may be re-directed towards more national interests. NFPs must continue to push for open opportunities for knowledge exchange between their members, partners, host cities and service providers in order to ensure that the relevant knowledge between parties can continue to develop and result in further developments for the greater good.

Quite simply, a combination of a unified voice, a clear mission and a mutually beneficial environment of collaboration and knowledge exchange must be at the epicentre of any group if it is to grow and succeed.

MULTIPLE MILESTONES FOR MCEC



Melbourne Convention and Exhibition Centre (MCEC) has celebrated the 10th anniversary of the Melbourne Convention Centre, along with a one-year anniversary since opening its new expansion space. Since the official opening in July 2018, MCEC's expansion has hosted 247 events including a diverse range of meetings, conferences and exhibitions.

MCEC Chief Executive, Peter King said the expansion has been a great addition to the venue, increasing MCEC's economic impact. "In the 2018/19 year, we contributed more than \$1.10 billion in economic impact to the state of Victoria," Mr King said. "The expansion has exceeded all expectations; we've been inundated

with interest and our golden expansion has already become an iconic addition to the Melbourne skyline. In the last seven years we've more than doubled our revenue and we are on track to exceed \$100 million next year."

Since opening on 5 June 2009, the Melbourne Convention Centre has hosted over 7000 events and welcomed millions of visitors through its doors. Mr King said it was also fitting that the 10th anniversary coincided with World Environment Day. "The Melbourne Convention Centre incorporates a number of innovative environmental design features and was the first convention centre in the world to be awarded a 6 Star Green

Star environmental rating. We've hosted a number of memorable experiences, from the Dali Lama, through to Hilary Clinton and Neil Young – the Melbourne Convention Centre's list of high profile guests is extensive," Mr King added.

"I look forward to seeing what the next ten years brings, with MCEC continuing to be Melbourne's leading events destination."

Visit: mcec.com.au



snaPCO on
HAMBURG

Hamburg hosted **Rotary International Convention** with 26000 humanitarians. An overwhelming atmosphere in the hanseatic city inspired attendees from 170 different countries.

Watch our after movie and let the impressions inspire you.



Hamburg
welcomes attendees



Congress visits, gatherings, shopping, sightseeing and charity activities - everything done (for the first time in the history of the congress) based only on the public transportation system



The people make the difference. Rotary International's key initiative to help eradicate polio was well visible throughout the city



#Vorfreude turned into enthusiasm for the city through sightseeing

Photos: © Hamburg Tourist Board

Visit: www.hamburg-convention.com

INNOVATION FOR THE MASTER C.L.A.S.S. 2019



IAPCO Member: AFEA, Greece

Participants were able to train themselves on advanced virtual reality simulators and the DaVinci robotic surgery system in the Innovation Room which formed part of the interactive training workshops organised for the 2nd C.L.A.S.S. Course 5-6 July 2019. In addition, a laparoscopic TaTME surgery, with commentary by visiting professor, Dr Steven Wexner, who was present in the operating room, took place with live transmission to the venue. Dr. Wexner hosted the series of educational workshops and simulation practice at this MASTER C.L.A.S.S which was organised by AFEA, as the official PCO.

A TIME FOR CELEBRATION

IAPCO Member: GIS Groups Global Co. Ltd.



April saw the closing of the 2018 Taichung World Flora Exposition, an event which took place from 3 November to 24 April. The GIS team had been involved, as the PCO, in managing the daily operations, and being closely involved in creating content, for the Pavilion exhibition for the whole six months and, having had to face some exciting challenges, now celebrated the closing of the Expo.



The exhibition showcased in-depth content about agriculture, life and humanity. Through Rice, Fruit, Fungi and Tea - the four best-known Taiwanese produces, the Expo expressed the pride of the farmers' development and their homage to the land. Over 970000 visitors were attracted to the Pavilion to discover the limitless possibilities of agriculture in Taiwan.



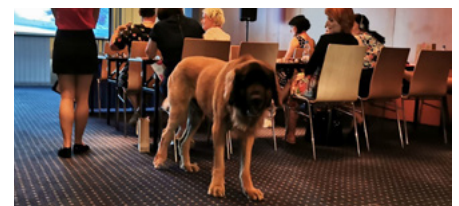
snaPCO on C-In, Czech Republic
PCO of the Reach to Recovery International
Breast Cancer Support Conference (RRI) – a few surprises!



starting off the morning
with "Lymph Flow" exercises



a #breastwall that serves as a
reminder to #watchthem closely



a 4-legged attendee!

COLLABORATION WITH GLOBAL COLLEAGUES WORKS: AN INTERVIEW

IAPCO Member: Japan Convention Services, Inc., Japan



“IAPCO Japan Convention Services, Inc. (JCS) would like to congratulate Talley Management Group, Inc. (TMG), with whom they worked closely, on their success of ISEV 2019. TMG does not simply manage meetings but also manages many associations, of which ISEV is just one. With that background, TMG has extensive experience with meetings outside of the US, so cultural differences were not much of a problem for them, however, they had an issue when managing a meeting in Japan: the time difference.

At JCS, we start working at 9:30 AM (JST). It's 7:30 PM (EST) in the US and, during the summer time, it's 8:30 PM. Morning and night are polar opposites. With the co-operation of TMG members, Tina Squillante, Stephanie Moyer, and Samantha Castellano, we had frequent TV conferences to make things clear in order to be prepared for ISEV 2019. Beyond the sea and time difference, we created ISEV 2019 together with a collaborative effort.

Whilst we, of course, happen to work with many meeting planners outside of Japan, it was our first time to work with fielddrive. Thanks to TMG, we were able to meet and work with this company, a global onsite event technology provider. We integrated their registration kiosk which was compact and easy to use, indeed ISEV 2019 was the first time the system had been used in Japan. Thanks to the barcode / name input system, registration went really smoothly, doubling up as check-in confirmation and avoiding drink ticket re-distribution at the party. Dispensing with the familiar

plastic holder, badges were produced on to thick paper integrated with the lanyard, an eco-friendly solution. fielddrive also has a facial recognition system for registration which we hope we will use more frequently in Japan.

Working together with TMG for ISEV 2019 made us appreciate that no matter how technology progresses, our will, passion and actual experience makes the meetings industry special. This experience has shown us that global collaboration really works, and we would like to continue working with PCOs/ meeting planners from around the world. When you plan to have a meeting in Japan, please knock on our door!”

This article was written based on an interview with Joe Sapp (Director of Strategic Development, TMG) and Danny Stevens (CEO, fielddrive) by Shizuka Higashikawa (Researcher, Meetings Industry Research Institute, JCS).

Image top left:

l-r: Samantha Castellano (TMG), Miyu Yokono (JCS), Stephanie Moyer (TMG), Yuki Matsunogi (JCS), Shizuka Higashikawa (JCS), Tina Squillante (TMG), and Ayaka Horikiri (JCS)

Image top right:

Fielddrive registration kiosk and Danny Stevens

TACKLING THE BIG ISSUES IN AIR TRAFFIC MANAGEMENT

IAPCO Member: Kenes Group



For the seventh time, air navigation service providers (ANSPs), aviation industry leaders, government representatives, manufacturers, suppliers and academia met at the World ATM Congress, held in Madrid, 12-14 March, to solve the big issues in air traffic management (ATM).

World ATM Congress is produced by the industry for the industry with the aim of enhancing efficiency and improving the safety of airspace.

As global airspace becomes more diverse, accommodating more aircraft and new innovations every year, so too has the World ATM Congress.

Discussions and presentations addressed capacity constraints, drones, unmanned aircraft system traffic management (UTM), labour and collaboration, among others. There was a special

focus on emerging technologies, such as artificial intelligence and machine learning, as well as space-based surveillance and aviation cybersecurity.

One of the speakers at World ATM Congress 2019, Reinaldo Negron, leading Wing's UTM efforts on drone management, explained in front of NASA the potential future of opening up the airspace. "Within a few years, drones will provide new services from the air, changing how we run our businesses and move things around. As demand for commercial drone services continues to grow, we need systems that will automate the support and management of these flights. Wing's UTM platform is designed to support the growing drone industry by enabling a high volume of drones to share the skies and fly safely over people, around terrain and buildings, and near airports". Wing is a company developing a drone delivery system to improve the speed, cost and environmental impact of transporting goods.

WALTZING TO SUCCESS IN VIENNA

IAPCO Member:

CPO HANSER SERVICE, Germany

July saw the 19th International ESCAP Congress of the European Society of Child and Adolescent Psychiatry, managed by CPO HANSER SERVICE as their PCO, taking place at the historical Hofburg Vienna, Austria.

A highlight was the extraordinary Viennese Gala Evening in one of the most gorgeous festive surroundings that Vienna has to offer: the Vienna Town Hall. Beside an exquisite dinner, the festive evening included vocal and instrumental performances of outstanding quality culminating with



Soley Blümel, a 11-year-old Wunderkind and an exceptional young talent, playing the piano. The evening was completed by a dance course to learn or to bring

to perfection the traditional Viennese Waltz. Lovely to see the delegates enjoying their time.

LIONS CLUBS 2019 FOR AIM

IAPCO Member: AIM Group International



The 102nd Lions Club International World Convention was held in Milan 5-9 July gathering more than 25000 participants. AIM Group International collaborated as a main partner for the Convention and, in fact, when considering the additional board pre-congress meetings and collateral and spouse activities, the event lasted from 25 June to 12 July!

This mega convention was hosted at MiCo Milano Convention Center and involved numerous social, charity and flagship events that took place across the whole city for several days, one of which, on Saturday 6 July, was a spectacular International Parade of Nations traversing the city centre by more than 10000 delegates from 125 nations.

HIGH PROFILE EVENTS FOR CONGRESS CORPORATION



Congress Corporation members in Fukuoka after the G20.

Everyone in the meetings business knows of the challenges, the stress, the anxiety, of organising high profile governmental meetings... And after it is all over, the elation of success!

FAST FACTS:

- Meeting: G20 Finance Ministers and Central Bank Governors Meeting 2019
- 8–9 June 2019
- Hosts: Ministry of Finance, Government of Japan
- Venue: Hilton Fukuoka Sea Hawk, Fukuoka
- PCO: Congress Corporation - PCO for all aspects of the venue set-up and meeting operations
- 59 representatives from 38 countries and organisations

Congress Corporation implemented a variety of events to introduce Japan's history and culture, including Yabusame (archery on horseback) and performances of traditional firefighters' arts, as well as a dinner in the unique venue of the Fukuoka Art Museum, all under tight security.

Fukuoka City also organised educational programmes for the city's youth to participate and take advantage of this valuable opportunity, creating a legacy for the future. These included a workshop for high school students, who then presented their own proposal

to Mr. Taro Aso, Deputy Prime Minister, Minister of Finance, and Minister of State for Financial Services, Japan and Mr. Haruhiko Kuroda, Governor of the Bank of Japan. A further opportunity was a special experience for elementary school students to inspect the venue.

FAST FACTS:

- Meeting: G20 Osaka Summit 2019
- 28–29 June 2019
- Hosts: Ministry of Foreign Affairs, Government of Japan
- Venue: INTEX Osaka Exhibition Center
- PCO: Congress Corporation - PCO appointed to provide professional services to support the meeting, including liaison officers and hospitality services as well as duties to support the government press corps.

The 2019 G20 Summit attended by the world's leaders took place in Osaka, Japan for 2 days, 28-20 June at INTEX Osaka Exhibition Center, under tight



G20 dignitaries view "Yabusame" from the grandstands.



High school students from Fukuoka presenting their proposal



Elementary school students experience the actual G20 2019 venue!

security with some 30000 security personnel mobilised for the event.

Bringing together leaders from 37 countries/institutions to debate a broad range of issues, this G20 Osaka Summit was one of the largest international meetings, when including all the delegation members as well as the media, ever held in Japan.



Family photo of the G20 Summit Leaders at Osaka Castle
Image source: Official G20 website: Ministry of Foreign Affairs, Government of Japan <https://g20.org/jp/>

G20 OSAKA SUMMIT 2019

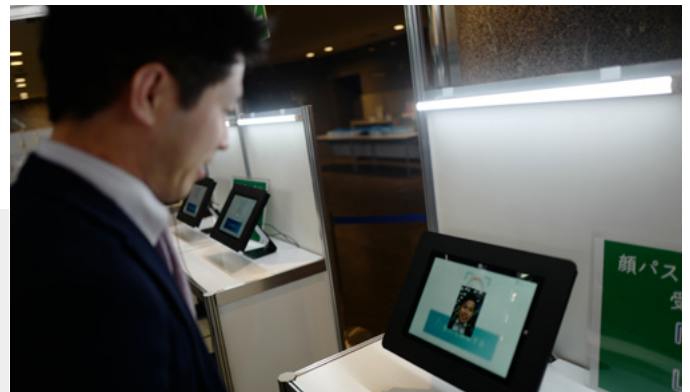
IMPLEMENTING FACEPASS TECHNOLOGY

IAPCO Member: Congress Corporation, Japan

“FacePass”, facial recognition technology developed by MICE One Corporation, Congress Corporation Group, was implemented for the 30th General Assembly of the Japan Medical Congress 2019 in Nagoya.

FAST FACTS:

- Meeting: 30th General Assembly of the Japan Medical Congress 2019 Chubu
- History: 120-year history; one of the biggest academic conferences in Japan and nicknamed the “Doctors Olympics” as it is held every 4 years in a different city in Japan
- Participants: c. 30000
- Venue: Nagoya Congress Center & Nagoya International Exhibition Hall (Portmesse Nagoya)
- PCO: Congress Corporation was appointed PCO for the overall scientific meeting operations and related social events.



Delegate obtaining their ID badge via FacePass

Key features of FacePass

- Smart and instant check-in just by looking at the monitor upon arrival at venue
- Secure: effective for preventing fraud
- Suitable for VIP check-in

snaPCO on International Conference Services (ICS) - e-Health 2019

Research has proven that multisensory environments provide significantly more effective learning. The e-Health 2019 conference utilised this idea by creating a white space room that included carpeting similar to green grass, waterfall features, and a white noise background. White space is not only about the physical space, but also about creating intentional free time between and during sessions to maximize learning. Providing this space served to appeal to all senses and provided a relaxing atmosphere for all of the delegates.

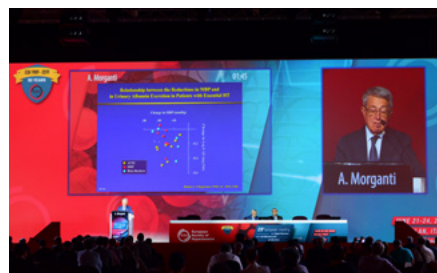


scaPCO on AIM GROUP INTERNATIONAL - ESH

The European Hypertension Meeting celebrated its 30th anniversary. AIM Group has been supporting the congress organisation since the first edition: a shared celebration!



the ESH celebration cake



ESH plenary – 30th edition



ESH / AIM team – 30 years on



snaPCO on
TORONTO

Business Events Toronto invites meetings and events to be a part of that pride and energy that is alive in the city right now. As the front door to Canada, Let Yourself In – be a part of the excitement, diversity and unapologetic progressiveness that defines the city.

Learn more at meetings.seetorontonow.com



Web Summit's Collision, North America's fastest growing tech event arrived in Toronto bringing 25000+ attendees from more than 120 countries



Above left: The Toronto Raptors won the 2019 NBA Championship bringing the title outside of the United States for the first time ever

Above right: MPI World Education Congress (MPI WEC 2019) brought over 2600 meeting professionals to Toronto in June – the highest attendance in 10 years

TORONTO BREAKS NORTH AMERICAN ATTENDANCE RECORD FOR INTERNATIONAL ASSOCIATION MEETINGS + CONVENTIONS

84,600 international congress and convention attendees in 2018
The most ever for a Canadian city and the highest in North American history

The only Canadian city that grew the number of meetings in 2018
for back-to-back years (75)

2nd most meetings in North America in 2018

Toronto ranks 7th in the world for attendees

The 2018 International Congress and Conventions Association Business Report: City Rankings

MEETINGS & EVENTS
TORONTO

Left: Toronto set a North American record for delegates attending international association conventions (2018 ICCA City Rankings Report)

WOMEN DELIVER 2019 – POWER FULL

Author - Dale Rodas, International Conference Services (ICS), Vancouver [IAPCO Member]



“I wouldn’t say you empowered me,” said one attendee at the Women Deliver 2019 Conference, “...you showed me how I am already powerful.”

Over 8000 attendees and 3200 organisations from over 165 countries met at the Vancouver Convention Centre for the Women Deliver 2019 Conference – the world’s largest conference on gender equality and the health, rights and wellbeing of girls and women. The central theme of Women Deliver 2019 was power – and, specifically, how it can drive, or hinder, progress and change.

Through a number of events, including speaking engagements, workshops and film festivals, attendees from all over the world were asked to examine the role of power in their own lives, and how the way it is used impacts girls and women throughout the world.

“Powerful moments were everywhere,” says Aoife Hoey, Senior Housing and Registration Manager from International Conference Services, which served as the PCO for Women Deliver. “It was in the lobby at 6 a.m. in the morning,” she continued, “when an older lady in full Peruvian dress, an English woman in

a power suit, and a twelve year old girl from Ghana were meeting to discuss important issues. When else would they have the opportunity to sit down and have a conversation?”

Conferences are often hailed as being a place to create ties, a place to network and meet colleagues from around the world. Women Deliver was no different, allowing colleagues from international advocacy groups to meet and discuss challenging issues faced by girls and women throughout the world. A number of organisations used Women Deliver to launch new women’s rights’ initiatives or announce the findings of research and studies that demonstrated the power of gender equality.

But Women Deliver also allowed for a different kind of connection – the personal, intimate connection made between people who are different, but the same.

“Women were embracing each other in the lobby of the convention centre, while in tears,” an emotional Aoife added, “and those were probably the most powerful moments of the conference for me. You don’t really see that at most conferences.

It really brought people together in a way that was different from other events I’ve attended.”

Sophie Grégoire Trudeau, wife of Canadian Prime Minister Justin Trudeau and influencer for Women Deliver’s Deliver for Good campaign, praised the amount of effort on the part of Women Deliver and its affiliated organisations to ensure women from under-represented countries were able to travel to Vancouver to attend the conference, ensuring a diverse, inclusive delegate demographic.

“What’s most touching is the diversity of backgrounds and stories because we’re all so different on our path of suffering, but we’re so united,” said Grégoire Trudeau.

Delegate response was overwhelmingly positive, with many noting that it succeeded in inspiring them to look more closely at the role of power in gender quality – but also at the power within themselves.

“We know that what lies behind us,” said Grégoire Trudeau, “is never as strong as what lies within us.”

HOW TO MAKE A WORLD CONGRESS TRULY UNIQUE

iAPCO Member: AIM Group International, Italy



WTC Galleria Borbonica

Imagine a group of engineers descending 40-metres underneath the historic centre of Naples, conference attendees having a working lunch at a seaside archaeological site or their surprise when they discovered that the World Tunnel Congress featured a group

of Italian culture, such as Archaeology, Architecture and Art, themes very evident in Naples.

A smart approach enabled AIM Group International, as appointed PCO, to manage a complex event and ensure

WTC IN NUMBERS



of sessions dedicated to Archaeology, Architecture and Art. These were some of the elements that made the WTC 2019 congress quite original and definitely engaging. How did it happen? It was due to the winning decision to establish



WTC off-site visit

a strong connection with the destination and build around it a personalised, innovative, scientific congress programme. A particular “cultural mixture” was one of the event’s stand out features. Engineering-related topics were combined with typical elements

that the programme had engaging scientific sessions coupled with exclusive experiences in unique locations. The WTC 2019 had some signature features:

• The innovative programme

The 2019 programme was unprecedented as it highlighted the multiple connections amongst the tunnelling world and other disciplines considered so far unrelated. The scientific agenda was very rich: 750 papers were received and about 180 oral presentations were presented.

• Off-site events and technical visits

Delegates were involved in a series of off-site events and technical visits to some of the local significant tunnel projects: the Greek-Roman tunnelling system, the underground itinerary of

the just-restored Galleria Borbonica and the award-winning Metro station in Naples. Furthermore, it provided an opportunity to visit other interesting Italian projects such as Rome’s Metro construction site, the high-speed railway Naples-Bari and even the Brenner Base Tunnel, the longest underground railway tunnel in the world!

• Outstanding social moments with a truly local taste

Some working lunches were organised at the remarkable archaeological Pausilypon site of Seiano Caves; the Gala Dinner was hosted at the Pietrarsa Railway Museum; a special concert was organised at the prestigious San Carlo Theatre. These were just a few of the unique and immersive happenings which delegates could experience.

• Local community partners

WTC chose to support the local not-for-profit Arché Foundation and its project of building a community house to host mothers in need with their children. In addition, WTC participated in a Food for Good Program and donated all the excess food to local charity organisations.

The results achieved were just stunning: the number of attendees increased by 80% attracted by the rich scientific programme and the appeal of a renowned destination; also the number of countries represented increased, surpassing 70; the exhibitor numbers were boosted by more than 50%, attracted by the opportunity to present their services and products to such a huge gathering.

You can read the full Impact Story online or watch a brief video of the event on Youtube.

MAKING THE MOST OF NETWORKING THROUGH TECHNOLOGY

Client: Kenes Original Event
Event: 4th International Brain Technology Conference
Services: Congress Management; Logistics; Accounting & Financial Management; Marketing; Meeting Architecture

Date and Location: 4-5 March, Tel Aviv, Israel
Facts: 620 attendees,
 70% app adoption rate
 296 messages exchanged

CHALLENGE

In 2019, BrainTech was organised for the first time by a professional congress organiser (PCO).

Knowing that the audience is very tech-savvy, the challenge was finding ways to keep a fresh and dynamic format while introducing effective technology components that would improve the overall delegate experience.

SOLUTION

Networking is one of the top reasons why delegates come to this conference, so Kenes pioneered a new mobile event app to enhance this experience

for participants. During the registration process delegates were asked to complete a short form about their

to make the recommendations even more personalised. Delegates had the opportunity to send private messages to other attendees, request meetings or book a table at a designated area within the exhibition space.



OUTCOMES

As a result, hundreds of messages were exchanged together with meeting requests. The app also included voting and word cloud

job and professional interests. Based on that information, the app offered recommendations on whom to connect with whom. Furthermore, the app had an AI algorithm that learns from the participant's activity (for example, bookmarked sessions)

features, which were widely used by speakers and the Masters of Ceremonies to create highly engaging sessions, debates and competitions.



snaPCO on
AIM GROUP INTERNATIONAL
Live Surgery

44 live surgeries broadcasted in 3D from 8 different countries and hospitals: that's the main feature which made the Floretina Meeting an unmissable opportunity for retina specialists



NEED MORE SESSION HALLS? YOUR QUESTIONS ANSWERED



ACS audiovisual solutions is a boutique style European audiovisual facilities supplier offering a number of specialties which are largely focused towards the meetings industry. ACS also supplies smart presentation IT solutions, such as presentation management, webcasting and digital posters via ACS's brand, Eventresult.

ACS has many years of experience facilitating conferences and other events for a wide range of industries and clients while working with many European venues, PCOs and Associations. ACS is also an expert in building temporary meeting rooms at any venue.

TEMPORARY ROOM BUILDING

In some situations congress venues do not have the capacity needed by congress organisers in terms of a large-enough plenary room, or additional rooms which are needed for break-out sessions and lectures. For this situation, ACS can offer their expertise with "temporary room building". This solution allows one to re-configure a space to fit the desired scale and capacity needed and alter the atmosphere within any existing conference center.

The term 'Temporary Room Building' might sound a bit unclear, and people may believe that it is a very expensive solution to their challenge and thus not interesting for their event.

We asked Jarno de Boer, Business Development Director, what questions his sales staff often encounter - you never know when you might need it!

IS IT POSSIBLE TO BUILD TEMPORARY ROOMS IN ANY VENUE?

"In principle, ACS can build temporary rooms in any venue or congress centre in Europe, although preferably we work in exhibition halls. The rigging itself

depends on the construction of the ceiling and the height of the room. Ideally, we will do the rigging from the ceiling, however, if the ceiling isn't suited for rigging points or has specific weight limitations, the rigging will be done with ground support."

WHAT ROOM SIZES ARE THE MOST COMMON AND IS THERE A MINIMUM OR MAXIMUM ROOM SIZE?

"In general you can say that the smallest room we build has a capacity of 250 pax. For smaller rooms, especially when in a low-ceiling location, we advise the use of shell scheme walls instead of hanging curtains.

We normally get requests for plenary and/or breakout rooms. The most common room sizes for the breakouts are between 400 and 1000 pax, for plenary rooms anything between 2500 and 7000 seats."

IF YOU BUILD MORE THAN ONE TEMPORARY ROOM IN A VENUE, WILL THERE BE SOUND INTERFERENCE?

"Over the years we have built up a lot of expertise, especially in this field. We have developed a calculation by which we can predict the sound transmission between the rooms; and we make use of

sound absorbing materials and curtains, build walls if necessary, and leave spaces between the rooms, all to counteract any interference.

Sometimes we have to take extra measures, such as isolation between the rooms or adding a ceiling. Additionally it is very important to make use of specialised, professional sound systems, such as a column array, which is able to direct the sound patterns, so that interference between rooms is minimised."

ARE THE ROOMS DELIVERED EMPTY?

Only upon request of the customer, but this happens rarely. In most cases, we supply turn-key solutions that includes all aspects of the setup: power requirements, decoration, staging, carpet and chairs, all in compliance with the applicable health & safety regulations. And of course our team seamlessly integrates the required audio-visual and IT facilities to any number of rooms. Turn-key delivery has the advantage that we can integrate the planning of the various suppliers and can adjust if necessary.

IS THE BUILDING OF TEMPORARY ROOMS A SUSTAINABLE SOLUTION?

“All the materials we use for the temporary rooms (curtains, walls, entrances, carpet tiles etc.) are re-usable and multi-purpose. We also make use of LED lighting, not only for show lighting but also for room illumination, which saves about 70% on the use of electricity.”

ARE THERE ANY NEW DEVELOPMENTS?

“We are continuously reviewing the latest market innovations and technology developments, for example, a dynamic lighting experience is increasingly important for the audience. With LED we can create a daylight atmosphere in the general areas which gives an outdoor light impression, thus enhancing the atmosphere to be more bright and airy. This is what people want nowadays.

What we also see is the increasing requirement to look after the well-being of delegates and stakeholders. For that reason we try to turn the overwhelming dimensions of exhibition halls, in which the temporary rooms are usually built, into an environment designed on a more human scale, with attention for each individual.

And also very important: Eventresult, our IT label, has developed E! Presenter. This is the ultimate solution to easily manage presentations before, during and after congresses and events. And Eventresult also designed digital faculty tables and lecterns with several options for customized branding.”

APART FROM THE ROOM BUILDING TECHNOLOGY, ARE THERE ANY OTHER DEVELOPMENTS YOU NOTICE?

“Webcasting is becoming quite common at events. More and more,

content is made available, live or afterwards, via a library.

And technology matters! Many organisers want to create a spectacular show, one that will remain in the memory of the participants for a long time; for that we also have solutions available which can be tailored to the specific needs of the organiser. One of the options is video mapping, a projection technique that projects video images on to objects other than screens or canvas, thus allowing the spectator to experience depth in decor and content.”

WHAT WILL THE LECTURE ROOM OF THE FUTURE LOOK LIKE?

“The way people learn is changing. We foresee that the lecture room of the future will involve the audience in a different way and therefore needs an atmosphere that allows for learning and exchange. We also believe that we have to offer delegates an appealing place to

network, meet colleagues, read or work quietly. Spaces will be multipurpose and not just for lectures.”

AND LAST BUT NOT LEAST: IS IT EXPENSIVE TO BUILD TEMPORARY LECTURE ROOMS?

“Building temporary rooms will inevitably include some extra costs. This is partly due to the fact that hired rooms in a congress center will usually include some AV, chairs, carpets etc.; for temporary rooms this all has to be rented. The huge advantage, however, is that you are able to create your own look, feel and space to customise your event as much as possible.

More information about our specific services for PCOs can be found here: www.acsaudiovisual.com/pcos
For direct questions, please contact: [+31206069340]



ORGANIZING A CONGRESS AND RUNNING OUT OF SPACE?

ACS offers you turn-key temporary rooms at any location across Europe combined with custom made AV and IT solutions.

More information? Contact us by phone on +31(0)20 606 93 40 or email info@acsaudiovisual.com

WWW.ACSAUDIOVISUAL.COM

“THE HOUSE OF THE NATION” HOST YOUR NEXT CONVENTION IN JERUSALEM

Photographer Michal Fattal



Over the hills and not so far away from the Mediterranean beaches, there is a city; and at the entrance to this city, you will find a building. The city is Jerusalem and the building is the Jerusalem International Convention Center (ICC), a pillar of time and innovation.

It is the largest and leading Conference Center in Israel, having hosted summits and conferences of international stature, attended by world leaders in government, in politics and business, in the arts and the sciences.

The ICC Jerusalem is considered a national institution and its location creates an accessibility “heaven”. The staff take pride in ensuring each event is unique with an ambience that reflects the constantly changing times.

The ICC Jerusalem had the great privilege to host many prestigious academic and medical international conferences throughout the years,

such as FEBS (Federation of European Biochemical Societies), AACR EACR-AACR-ISCR Conference: The Cutting Edge of Contemporary Cancer Research, IAC (International Astronautical Congress) and many more.

Jerusalem is not only rising in the ranks as a convention destination; it is also gaining momentum as a global travel destination. Bloomberg ranked Jerusalem as a 2018 leader in growth of inbound arrivals. Jerusalem offers visitors a range of attractions and activities from world-class museums to delicious regional cuisine, luxurious hotels, prominent universities and research facilities.

With Judaism, Islam and Christianity at the center of its vibrant religious communities, Jerusalem has been attracting both innovation and the exchange of ideas for millennia.

From a tour of the beautiful Old City holy sites to dining in any of the city’s popular restaurants and cafés; or attending a summit or tech convention, ICC Jerusalem interfaces with them all to guarantee that the event organiser has everything at hand to create that unforgettable once-in-a-lifetime experience.

KEY FACTS THAT DEPICT THE ICC

- Modern and spacious
- State-of-the-art facilities
- 27 meeting halls of all shapes and sizes
- Accommodates 10000 participants
- 12000 m2 of exhibition space
- Multi-functional configurations
- Advanced technology throughout
- 2500 hotel rooms within 1km
- 15500 hotel rooms city-wide

HIGHLIGHTS

ONGOING - OUR CROWD

Jerusalem's reputation as a technological hub and an incubator for today's "start-ups of tomorrow" is well known. So it is no surprise that the prestigious OurCrowd global investor event - creating an eco-system for start-ups to gain access to VC-level investment opportunities - is held at the ICC every year.

OurCrowd started in Jerusalem in 2013 and today is considered the largest summit of its kind in the Middle East. Year after year, OurCrowd chooses the ICC as the perfect venue for its international three-day summit. The 2019 event brought more than 18000 participants from 189 different countries; 1200 entrepreneurs, 600 multinational corporate representatives, 470 venture capitalists and 210 speakers.

A record-breaking 103 exhibitors and 65 sponsors also participated. Hands-on interaction with breakthrough technologies, insights from industry leaders and an eco-system that hosted over 1000 networking sessions made the summit an unforgettable event.

Summit participants were also guests at a unique Jerusalem experience – an all-night celebration of ShukTech, taking place, of course, at the famed, bustling and colorful Mahane Yehuda market.

TODAY – A DIFFERENT TYPE OF EVENT

For the first time, the American Independence Day was celebrated in Jerusalem at the ICC with the splendid production transforming the Teddy Kollek Hall of ICC Jerusalem to a red carpet ballroom as a first-of-its-kind



Photographer Michal Fattal

l-r: Mrs. Sara Netanyahu, Prime Minister Mr. Benjamin Netanyahu, Mrs. Mira Altman- CEO of ICC Jerusalem, US ambassador to Israel Mr. David Friedman and his wife Mrs. Tammy Friedman

event held in Jerusalem. "The 4th of July celebration has been a challenging professional accomplishment for us, which makes us even more proud of the opportunity to make history with such an exceptional event," said Mira Altman, Director General of the ICC Jerusalem; "the thousands of visitors had a very special time at a high-profile, meticulously planned event."

TOMORROW - THE FATHER OF CANNABINOID RESEARCH

Along with many other key events in the pipeline, the ICC is also focusing its gaze on the future academic and medical international conferences. One of them, the International Cannabinoid Research Society, will hold the 'International Symposium on the Cannabinoids' in 2021, a very important conference to the city of Jerusalem. The event, to be held at the ICC, will be hosted by the Hebrew University's Multidisciplinary Center on Cannabinoid Research, Israel's leading center in Israel for conducting and coordinating research on cannabinoids, endocannabinoids and medical cannabis. The International

Symposium will honour the 'father of cannabinoid research', Prof. Raphael Mechoulam, celebrating his 90th birthday in his hometown of Jerusalem.

As a Convention Centre Partner of IAPCO, and a member of the ICCA and AIPC organisations, the ICC is held to the highest international standards. From the intimate to the mega: no event is too small, too large or too complicated for the professional staff of planners and producers who have unparalleled experience ensuring the success of any event.

Visit:

www.iccjer.co.il

www.facebook.com/icc.jer.il/

What is an IAPCO EDGE Seminar?

All EDGE Seminars are taught by an international faculty made up of leaders in the industry who have real-life experiences and case studies to share with participants. The seminars are highly interactive, ensuring plenty of time to not only learn from the faculty but also to exchange knowledge with their peers through group work, debate and discuss, question and network.

The learning in the conference room is surpassed only by the invaluable connections made within the industry. A not to be missed opportunity!"

Lisa Vickers, African Agenda (PCO)

An IAPCO EDGE Seminar embraces all sectors of the meetings industry:

- PCOs/ Meeting Planners
- CVBs
- Associations
- Congress Centres/ Venues
- DMCs/ Travel Agencies
- AMCs

What are the differences between an EDGE Seminar, an EDGE Advanced or an EDGE Bespoke? Which one would be more relevant to you?



EDGE Seminar

Expect to learn more about:

- Bidding
- Budgeting
- Meeting design
- Exhibition and sponsorship
- Participant engagement
- Marketing
- People skills

Who should attend:

Event professionals in all sectors of the meetings industry who wish to expand their knowledge of organising/ hosting international meetings and learn relevant key takeaway skills that can be applied to their current role.

Book now for the next IAPCO EDGE Seminar in Munich

21-23 January 2020

Book now for Munich



EDGE Advanced

Expect to find out more about:

- Advanced project management skills
- Leadership skills
- Business development
- Financial management
- Global trends
- Personal growth

Who should attend:

Event Professionals at a senior/ managerial level who wish to increase their industry knowledge and skills; to challenge their thinking for both personal and business growth.

Book now for the next IAPCO EDGE Advanced Seminar in Prague

13 -15 November 2019

Book now for Prague



Bespoke EDGE

A seminar tailored to meet the needs of a specific destination/ region. Expect to get involved with:

- Bidding
- Finance
- Incentives & Corporate Market
- International Associations

Who should attend:

Event professionals in all sectors of the meetings industry who wish to expand their knowledge of organising/ hosting international meetings and learn relevant key takeaway skills that can be applied to their current role; and who wish to network with professionals of their specific region

Book now for the next IAPCO EDGE Bespoke Seminar in Sri Lanka

3-6 October 2019

Book now for Sri Lanka

Are you aware that the **Albert Cronheim Scholarship** is available for all EDGE Seminars? Reg fees and accommodation provided, subject to acceptance of application - **DEADLINE FOR 2020 EVENTS – SUBMIT REGISTRATION BY 30 SEPTEMBER 2019** For further details and to apply: <https://www.iapco.org/iapco-education/edge-seminar/>

EDGE BESPOKE SRI LANKA

The Long – Term MICE Approach The third in the series of Wolfsberg to Kandalama to Galle

IAPCO
(International Association of Professional Congress Organizers)

EDGE BESPOKE Seminar Programme SRI LANKA

2019

3rd - 6th OCTOBER
GALLE, SRI LANKA

Target Participants :

All sectors of the meetings industry including PCOs, DMCs, PEOs, Incentive Houses, Convention Centers and Venues, Convention Bureaux, Travel Agencies.



FAST FACTS

- 3-6 October 2019
- Galle, Sri Lanka
- Registration
 - SLAPCEO Member: LKR 25,000
 - SLAPCEO Non Member: LKR 50,000
 - Overseas Participant: LKR 75,000
- Fee includes:
 - 4 nights' accommodation, 5* Taj Bentota Resort & Spa
 - Course fee and all meals
 - Transfers to/from Colombo
 - IAPCO certificate

PROGRAMME - 18.5 CMP Points

- Incentive Travel Market Place
- Bidding – Associations, Corporates, Incentives
- Site Inspections – Associations, Incentives
- Project Management
- Marketing
- The Corporate Market
- Sponsorship
- Exhibition Sales, Management and Delivery
- Meeting Design and Programme
- Incentives: Programme Creation
- Finance
- People Skills

INTERNATIONAL FACULTY



MATHIAS POSCH

President, International Conference Services,
IAPCO President



SARAH STORIE-PUGH

Operations Director, IAPCO



PATRICK DELANEY

Managing Partners, SoolNua

REGISTER NOW

for Bespoke EDGE Sri Lanka
3-6 October 2019

www.iapco.org/iapco-education/bespoke-edge-sri-lanka/

Contact: Malkanthi on
(+94) 777257103 – malkanthislcb@slt.net.lk

EDGE ADVANCED PRAGUE

FAST FACTS

- 13-15 November 2019
- Prague, Czech Republic
- Venue: Prague Congress Centre
- Hotel: Holiday Inn Prague
- Registration: Before 13 September
 - IAPCO Member: €790
 - Non Member: €880
- Registration: On or after 14 September
 - IAPCO Member: €890
 - Non Member: €970

PROGRAMME

TRENDS:

Critical emerging trends
Exciting business models

BUSINESS DEVELOPMENT:

Building an Ambassador Programme
Bidding and increasing your conversion rate

MARKETING:

Bespoke messaging;
Engaging your community to grow attendance

CLIENT MANAGEMENT:

Understanding the needs of your clients;
Ensuring needs are met

LEADERSHIP:

Leadership skills
Maximising team performance

FINANCE:

Safe budgeting
Maximising revenue potential

MEETING DESIGN:

Creating meaningful experiences
Innovative thinking

LEGACY:

Responsibility for creating
transformation change in society

INTERNATIONAL FACULTY



NICOLA MCGRANE

Managing Director,
Conference Partners International



PATRIZIA SEMPREBENE BUONGIORNO

Vice President, AIM Group International



SHERRIF KARAMAT, CAE,

President & CEO, PCMA

REGISTER NOW

for EDGE Advanced Prague 13-15 November 2019
www.iapcoedgeprague.org/registration/



A quality education seminar
focussed on furthering your expertise
in meetings organisation

- Interactive, engaged learning
 - Valuable take-aways
 - Challenged thinking
- Knowledge sharing with your peers
- Open to all sectors of the meetings industry

Be InSpired at EDGE!

iapcoedgeprague.com

EDGE SEMINAR MUNICH

A learning experience not to be missed! Why you cannot afford to ignore IAPCO EDGE Munich, according to the Munich faculty:



**NICOLA
MCGRANE**

“Edge Munich presents a dynamic group of international

speakers from different markets, cultures and business types. It is the perfect learning environment created from carefully chosen discussion topics, innovative learning spaces and a relaxed Bavarian social programme in the most beautiful city. Jump into a new environment to enhance your personal and professional development.”



**MATHIAS
POSCH**

“IAPCO EDGE is a unique programme where business

owners and senior executives share their experience and approaches to practical issues that industry professionals face every day. This kind of personal exchange is invaluable for somebody who wants to take their career and their company to the next level.”



ORI LAHAV

“IAPCO EDGE has become the most up-to-date education platform in

our meetings industry. It provides an excellent opportunity to learn, network and also to have fun. The seminar is not just theoretical but provides practical day-to-day best practices and real case studies. The EDGE Seminar is the place to meet and hear the different stakeholders within our industry and also learn from one another.”

REGISTER NOW

for EDGE Seminar Munich 21-23 January 2020

www.iapcoedgemunich.org/registration-hotel/

IAPCO EDUCATION CALENDAR AS AT SEPTEMBER 2019

IAPCO
EDUCATION
CALENDAR AS AT
SEPTEMBER 2019

25 September 2019

3-6 October 2019

9-11 October 2019

28 October 2019

29 October 2019

13-15 November 2019

19-21 November 2019

21-23 January 2020

24-26 August 2020

16-20 November 2020

Sharp EDGE at IT&CMA, Bangkok

EDGE Bespoke Sri Lanka

EDGE Bespoke Durban, South Africa

Pre-workshop at ICCA, Houston, USA

Sharp EDGE at ICCA, Houston, USA

EDGE Advanced, Prague, Czech Republic

Sharp EDGE at IBTM, Barcelona

EDGE Munich, Germany

EDGE Advanced, Mexico City

EDGE Advanced, Copenhagen, Denmark

A SUCCESSFUL SEMINAR COMPRISES MANY COMPONENTS... SUZHOU 2019 WAS NO EXCEPTION



KEY FACTS

- 3-5 July, Suzhou, China
- Satisfaction score: 94.33%
- Topic relevancy: 89.33%
- 35 participants from 15 cities in China and beyond
- Furthest away participant: Oman



THE TEAM

IAPCO Faculty:

- Stephen Nobel, The Conference Company
- Sarah Storie-Pugh, IAPCO HQ

Hosts:

- Suzhou MICE & Travel Co Ltd
- Suzhou Municipal Bureau of Culture, Radio, Television Tourism

Organisers:

- Alicia Yau and Carol Tung from IME Consulting

IAPCO Liaison:

- Yvonne Hu, Conference Interpreting Services



MOST POPULAR/RELEVANT TOPICS

- Creating the Project Plan – 92.42%
- Client Communication – 91.41%
- Bidding, the Final Bid, win or lose – 90.91%
- Conducting the Site Inspection – 90.40%
- Bidding, the people, the plan, preparation – 90.40%
- Financial Management – 88.89%

Other Topics included

- The PCO Business
- Association Meetings & Trends
- Sponsorship & Exhibition
- Marketing a Congress
- Programme Structure
- Meeting Design



EXERCISES TO MAKE YOU THINK

- Which event will you Bid for?
- Critique those exhibition floor plans
- Find the errors in these budgets
- Identify top meeting cities in your country
- Answer those Bidding questions



ENERGISERS – GET THAT ADRENALIN FLOWING

- Spy Catcher
- Down on the Farm
- Last Man Standing
- Jiandao Shítou Bu [Scissor, Rock, Cloth]



PARTICIPANTS PRESENT SOME OF THEIR LEARNING TOP TIPS

- A goal without a plan is just a wish – Create the Business Plan
- One Vision One Plan – everything is interdependent
- Accurate and detailed budgeting – split the variable costs from the fixed
- Create individual marketing targets and measure your success against them
- An image speaks a thousand words
- Make exhibition floor plans interesting to attract the delegates
- Lobbying is a vital part of Bidding
- Utilise cultural and emotional intelligence – create your usp
- Compile your bidding team – the 8 key players



CHECKING OUT SUZHOU – THE OLD CITY IS 2500 YEARS OLD!

- Cultural performances in the Master of Nets garden
- Boat trip along the Grand Canal – Suzhou is the Venice of the Orient
- Panmen Gate, the only surviving water and land gate in China
- Shantang Street, 2500 years old, “Old Suzhou in miniature and a window of Wu Culture”
- Suzhou North Temple Pagoda, [Beisi Pagoda], 76 meters high, nine stories and was constructed between 1131 and 1162.

CONNECT WITH THE INDUSTRY'S BEST MINDS IN VANCOUVER



One of the most attractive destinations in the world to live and visit, Vancouver is also connecting conferences to global industries such as technology and sustainability. In fact, through Tourism Vancouver's Meeting and Innovation Network of Distinction (MIND) Partnership, thought leaders based in the city regularly invite industry colleagues from around the world to convene in their hometown to share knowledge and inspire innovation, simultaneously elevating their field – and themselves – to the world stage. Vancouver's ocean and rainforest surroundings inspire a burgeoning natural resources sector. The city is a hub for leaders in the energy

sector and home to two-thirds of British Columbia's largest forestry companies; traditional resource industries that, inspired by Vancouver's green focus and innovative mindset, are increasingly transitioning towards more sustainable practices. MIND Partnership's support with meeting bids, proposals and presentations assures organisations, in these and other industries, that they can successfully encapsulate the city's sustainability ethos, a significant criterion for many bid committees. As a result of such support, the city is readying to host major environmental meetings such as the Ecocity World Summit 2019.

Vancouver also hosts conferences whose objectives focus on saving the world's people. Leading research is conducted each day in life-impacting sectors such as infectious diseases, neuroscience and regenerative medicine. MIND Partnership alumni in this field, who have hosted successful association congresses in the city, include Dr. Julio Montaner (2015 Conference on HIV Pathogenesis, Treatment and Prevention) and Dr. Harvey Lui (2015 World Congress of Dermatology), amongst many others.

Also significant to the local economy is clean technology, including the world's largest hydrogen and fuel cell industry –

no surprise considering Vancouver is one of the greenest cities on the planet. Local businesses exploring innovative fuel cell solutions, waste/wastewater treatment technologies and other green tech are ideal candidates for MIND Partnership: elite leaders with the potential to help raise business and product profiles by bringing their industry's conference, research symposium or international congress to Vancouver. Thanks to leaders in this industry, Vancouver is home to the Globe Forum.

Of course, Vancouver's burgeoning tech sector is no secret – for the past several years, the city has attracted the attention of Silicon Valley mainstays such as Amazon and Lyft, who are relocating north due to Vancouver's coveted location and varied talent pool. Filmmakers and major VFX studios also gravitate to the city. Technologically-leading organisations such as SIGGRAPH often opt to return to Vancouver after experiencing successful meetings and conferences.

Powered by inspirational natural surroundings and a diverse talent pool, Vancouver is filled with local knowledge supporting world-leading technology

and sustainability organisations – and MIND Partnership offers a seamless system to connect these industries' foremost conferences with the region.

Ready to learn more?
Visit www.mindpartnership.ca

INSPIRATION COLLABORATION EXPERTISE
THEY COME TOGETHER HERE

IN VANCOUVER, WE ALL WORK TOGETHER TO MAKE SURE YOUR EVENT RUNS SEAMLESSLY
From the hotels, to the venues, to our restaurants, we are more than suppliers. We are a community that is committed to giving you and your clients the best experience possible. To find out how we can help you with your next meeting or event visit tourismvancouver.com

VANCOUVER

Tourism Vancouver is a Marketing Partner of IAPCO and the host city for the 2020 IAPCO Annual Meeting



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ACHIEVING A CARBON-NEUTRAL CONFERENCE

IAPCO Member: Arinex Pty, Sydney, Australia

Event: Environment Institute of Australia and New Zealand (EIANZ) Conference 2018

Date: 1–2 November 2018

Location: Sydney

Venue: Hilton Sydney

Delegates: 260

BACKGROUND:

As the representative body for environmental practitioners on both sides of the Tasman, the Environment Institute of Australia and New Zealand (EIANZ) wanted to set a leading example for its 2018 Annual Conference, by ensuring that the conference was both environmentally sound and certified as a carbon neutral event.

Arinex, the appointed PCO, worked with the Organising Committee to achieve the ambitious targets it had set to minimise its carbon footprint, and to have the Conference certified by the Australian Government as a carbon neutral event. These outcomes were priorities for EIANZ as they aligned with the values of its members and would, if achieved, establish a new environmental standard for business events.

CHALLENGE:

Achieving carbon neutral certification would not be straightforward for EIANZ and partners. Conference attendees were expected to attend from across Australia and New Zealand, and the travel carbon footprint alone was not insignificant. Organisers also wished to achieve carbon neutral status at no cost to delegates – a challenge given the financial investment required for carbon credit offsetting.

As well as achieving carbon-neutral status, EIANZ also wanted to ensure that its carbon offsetting strategy reflected its wider corporate social responsibility objectives, including paying a fair price for the carbon offsets and sourcing those offsets through environmentally responsible programmes that, where possible, supported indigenous land management in Australia.

SOLUTIONS:

Minimising the conference's carbon footprint was the first important step within EIANZ's strategy. The Organising Committee, supported by Arinex, scrutinised all aspects of conference organising from venue sourcing and menu selections to the sourcing of event materials. Effective

messaging of the event's carbon neutral objectives to delegates and suppliers was an important part of the strategy.

Potential venues were carefully vetted. The Hilton Sydney was chosen as host venue for a range of reasons, not least for its sustainability policies and proximity to public transport. Accommodation blocks were organised with Hilton Sydney and other hotels in the immediate vicinity, minimising transport emissions to and from the conference. Single use plastics were banned from inclusion at the conference while food waste and energy consumption were limited wherever possible.

Delegates were encouraged to make positive changes, including bringing their own writing materials and opting out of a printed programme, through convincing and emotive messaging. To minimise travel emissions, delegates were urged to carpool or use public transport.

Averting the costs of carbon neutral certification from delegates was achieved thanks to the support of two key partners. An independent third-party, Pangolin Associations, undertook work on a pro bono basis to



measure the carbon footprint of the conference while the NSW Division of EIANZ financed the purchase of the carbon credits as a legacy contribution to EIANZ 2018. The Aboriginal Carbon Fund in northern Australia and the REDD forest management programme in Brazil were the two programmes selected to purchase carbon credits.

OUTCOME:

The EIANZ Conference 2018 was the 10th carbon neutral event in Australia, as certified by the Commonwealth Department of Environment and Energy. Delegate buy-in helped to reduce the

footprint of the event, but much of the work was done in the event planning strategy adopted by the EIANZ Organising Committee. This included printed materials being down by 70% against other benchmark events, and a high delegate use of public transport.

With Pangolin’s support on the technical front and the financial support of the NSW Division of EIANZ, the carbon neutral outcome was achieved at zero financial cost to delegates. If the full cost of the carbon neutral certification were to have been passed to delegates, this would have added about 3% to the

average cost of delegate registration.

The EIANZ 2018 Annual Conference has demonstrated that it is possible to design and deliver a zero-carbon conference through creative conference design, stakeholder collaboration, and effective messaging, at a cost that is marginal in terms of delegate impact but which delivers significant outcomes in terms of positive environmental impact.



C-In were glad to be a part of the 2019 SIOPE Team Charity Run in Prague. Next SIOPE Congress: 4-8 May 2020 #SIOPE Europe2020 Valencia



A sweet reunion with the mothers of C-IN. We are looking forward to these little project managers in the future.



C-IN takes excess food prepared by Zátíší Catering to a shelter home after each conference day. Keeping their Plastics Pledge

HOW TO MAKE YOUR EVENT HAPPY? TRY IT WITH TICKY

IAPCO Member: Kuoni Group – Author: Carolina Vosátková

The way of today's world is finding "the happiness", and so we have a turtle tip for you today. It is called Ticky the Turtle, the little environmentally-friendly opportunity, who brings the added value to your event, and one that shouldn't be missed. To some people it might seem that happiness and environment are unrelated, but studies are proving that people engaged in environmentally-friendly behaviour have a better perspective on how they feel about themselves.

Ticky the Turtle is the mascot of IAPCO's environmental campaign, providing simple and voluntary opportunities to start acting on happy events, that is events reducing single-use plastic.

It is thanks to the encouragement of such pledges that we see the impact everyone can have on the environment by reducing single-use plastic and avoiding waste. This gives all involved people a positive value and satisfaction when being part of an event with ethical principles.

"There are many articles about sustainable events and how to create them utilising various checklists. Whilst such lists are a good onsite tool, if you want to have a long-term impact, and at not just one event, there are many other parts in the organisation of events where the checkbox will not work", commented Kuoni Congress, a Ticky the Turtle committed IAPCO member, and leaders in sustainable event management.

Five stages are recommended by Kuoni, a mantra they have been following since 2016, aligning themselves with both Ticky the Turtle and ISO 20121.

- Create objectives and indicators for your event/s
- Educate your team members
- Choose suppliers with a sustainable event approach
- Monitor and measure
- Evaluate and develop



CREATE OBJECTIVES AND INDICATORS FOR YOUR EVENT/S

If you want to start with eco-friendly actions at your events step-by-step, create an official commitment such as Ticky the Turtle. This will help you to create global goals and set actions which you will be able to measure and compare.

Sustainable Events
Implemented Sustainability at events, which followed the ISO20121 so far in:
Copenhagen, Geneva, Barcelona

- Over 30 actions were carried out so far in collaboration with hotels, caterers, restaurants and venues to reduce waste at our events
- Over 600 kg of surplus food from our events was repurposed. A large proportion was donated via NGO to community centres where it has provided over 120 meals since the beginning of this year!!



EDUCATE YOUR TEAM MEMBERS

Show the meaning behind the pledge to your team. When your team understands the positive potential, it will be easier for the overall process and their own satisfaction.

CHOOSE SUPPLIERS WITH A SUSTAINABLE EVENT APPROACH

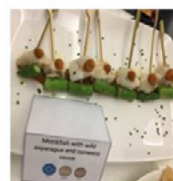
By choosing a supplier with a sustainability policy, you are supporting a partner with similar values as your own, plus it also helps to make the process efficient when it comes to communication about single-use reduction (and many other actions).

MONITOR AND MEASURE

In order to see your success, it is necessary to monitor and measure your actions, which must have been set before organising your event. And always identify who is the responsible person for each measurement

EVALUATE AND DEVELOP

"There is always an opportunity for improvement" and, when it comes to any kind of "green events" it is no different, it is important to see where you can grow and then work on it.





MICE GOES 'GREEN'

Green is the way forward in the MICE industry, and Hong Kong is moving fast towards creating and delivering more sustainable events.

The city's two leading convention and exhibition venues are well recognised for their efforts: AsiaWorld-Expo and the Hong Kong Convention and Exhibition Centre (HKCEC).

In June, the Hong Kong Convention and Exhibition Centre Management Limited (HML), the management company which runs the Hong Kong Green Organisation who certified HKCEC, won the UFI Sustainable Development Award 2019 for its plastic reduction initiative "Think Before Plastic". It successfully eliminated the

use of 883000 pieces of disposable plastic cutleries, 176500 disposable plastic straws and 67100 disposable plastic meal boxes within the first six months of the campaign launch in July 2018. Meanwhile, AsiaWorld-Expo, another major convention and exhibition venue, has also been recognised for its sustainability efforts with a "Class of Good" Energywise Label.

Other stakeholders are stepping up to the plate with equal vigour. Some hotels offer green meetings and other sustainable solutions that deliver a reduction in environmental and social impacts to event planners. Their green efforts often come with leading third-party certification such as ISO

14001 and EarthCheck. With going green a key ingredient in the MICE recipe, food is not overlooked. Delegates and participants can savour sustainable seafood and carbon-friendly meals at numerous hotels and venues with total peace of mind.

And they don't have to worry about surplus food that might go to waste. Hotels and meeting venues that are committed to reducing wastage have embraced the city-wide "Food Wise Eateries" Scheme launched by the Environmental Protection Department. They collaborate with local charities such as Food Angel which turn rescued surplus food items into nutritious hot meals for underprivileged communities in the city.



Visit: www.mehongkong.com

SAVE THE TURTLES

TICKY HAS NEW FRIENDS



Dubai released, in recognition of World Sea Turtle Day, dozens of rehabilitated turtles into the sea on that Sunday morning 16 June in celebration.

A total of 65 turtles made their way back into the Arabian Gulf with the help of the Dubai Turtle Rehabilitation Project, an initiative spearheaded by hotel operator Jumeirah Group.

“These turtles are generally turtles that wash up throughout the year throughout the UAE,” says Gerhard Beukes, from the Dubai Turtle Rehabilitation Project. “Predominantly we have hawksbill turtles which are native to the region.”

Turtles can be in the care of rehabilitation teams from anywhere between four months and four years. Sunday 16 June marked World Sea Turtle Day, which aimed to raise awareness of the impact plastic and waste is having on oceans. Six out of seven species of marine turtle are currently threatened with extinction.

ABOUT THE DUBAI TURTLE REHABILITATION PROJECT

The Dubai Turtle Rehabilitation Project (DTRP) is based at Burj Al Arab Jumeirah and Madinat Jumeirah and aims to care for, protect, and rehabilitate sick or injured turtles, whilst also raising awareness of the threats faced by these marine animals. It is run in collaboration with Dubai’s Wildlife Protection Office, with essential veterinary support provided by the Dubai Falcon Clinic and the Central Veterinary Research Laboratory. Some turtles released have been fitted with satellite tags, allowing the team at the project to trace their former patients and learn more about these endangered creatures.

“Six out of seven species of marine turtle are currently threatened with extinction.”

The project has been running in its current form since 2004 and has so far seen the release of more than 1600 rescued sea turtles back into Dubai’s waters. Most of the turtles they treat were found on the region’s beaches sick or injured. The DTRP is currently the only project of its kind in the Middle East and Red Sea region.

TICKY THE TURTLE

Dubai’s project is in line with the IAPCO Anniversary Legacy “Not a Drop in the Ocean”, a mission to rid the meetings industry of single-use plastic, and whose mascot is Ticky the Turtle. Ticky now has over 1600 new friends, thanks to Dubai’s care and initiative.

>> [View the video](#)
Visit: www.visitdubai.com



INCREASE SUSTAINABLE PRACTICES TOP 5 TIPS

IAPCO Member: K.I.T. Group GmbH, Berlin, Germany

What are the actionable steps which can help Professional Conference Organisers (PCOs) improve sustainability in the office and at events?

Now more than ever, increased awareness for a better environment and more sustainable practices in our lives are essential. Not just for political purposes, but also related to our connection to the MICE industry, which is why the K.I.T. Group Sustainability Taskforce attended the 19th Annual Conference of the German Council for Sustainable Development. We explored innovative ideas as to how to improve sustainability in Germany and globally, whilst still succeeding on behalf of our clients for their conferences and events.

Here are our Top 5 actionable tips to encourage sustainability within your organisation:

RECYCLING

Buying products made with recycled materials and recycling itself have far-reaching benefits. Recycling removes the burden of finding new raw materials, reduces mining, plus it lowers fuel usage and other costs linked with extracting, transporting and processing minerals.

Tip: Label paper, plastic and food waste containers to encourage recycling in-house.

MINIMISE WASTE

Efficient waste management is an essential factor in reducing environmental impact and the promotion of sustainability. We can lower our global impact, lessen pollution, conserve natural resources and reduce our carbon footprint through recycling, reduction of usage and reuse of items. Reduce, Reuse and Recycle.

Tip: Choose digital communications and presentations rather than printing all materials needed in the short term.

REDUCE RESOURCE CONSUMPTION

Energy-efficient appliances are better insulated and save energy, such as new water heaters, thermostats, heat pumps, air conditioning, etc. In the long run, the carbon footprint of using a hand dryer is lower than using disposable paper towels.

Tip: Office managers or building maintenance should enforce motion-sensing lights, energy-saving heaters and get an electric hand dryer for the toilet.

EFFICIENT MOBILITY

Using public transportation or carpooling will reduce your transportation costs on top of the reduction of carbon emissions from your car. As a PCO, travelling is essential to the industry.

Tip: Encourage your team to travel together, an efficiency which will save money and reduce your company's carbon footprint.

SUPPORTING NONPROFITS

You can quickly get involved and help not-for-profit organisations promote sustainability at events and conferences. A donation box or charity run are two easy methods to raise awareness and encourage financial support to these organisations. Try to establish a long-term relationship with one or more charitable partners. Nonprofit organisations appreciate a stable and generous source of financial aid.

Tip: Find nonprofit organisations in your area that promote sustainability, join groups and apply for environmentally-friendly certifications that will educate your entire organisation.

Whatever actions you decide to undertake, remember to involve and engage association members. They are crucial stakeholders to the success of your sustainability agenda and may have valuable suggestions and feedback for you.

The K.I.T. Group Sustainability Taskforce is constantly on the lookout for new ways to reduce our carbon footprint, and to help our associations increase their sustainable practices.





ERA INVESTS IN FIRST AID TRAINING FOR ITS STAFF

IAPCO Member: ERA, Greece

ERA continuously invests in the education and training of its staff in various fields connected with the MICE industry. This time the company decided to invest in personal development and lifesaving services for their clients partnering with the Civil Protection Group (EPOMEA) for first aid training seminars. The aim, through the training seminars that will be completed in the next semester, is the ability to provide first aid for conferences and events of ERA clients. (See photos above).

WILKOMMEN IN GRIECHENLAND

IAPCO Member: ERASMUS, Greece



In early 2019 Erasmus launched a promising partnership aiming to bring more MICE business from Germany to Greece, by appointing ProAir as a sales representative in Germany - "Wilkommen in Griechenland".

NEW STATE-OF-THE-ART OFFICE FOR KENES

IAPCO Member: KENES Group, Israel

Kenes Group, founded in 1965 in Tel Aviv, has taken a step into the future with new bespoke office space in Israel. The selected design studio worked closely with the Kenes Office Dream Team especially assembled to help shape the perfect Kenes office. The new space was deliberately designed to use different colours and light to put employees at ease and help them do their best work. All meeting rooms in the office are named after, and showcase, top international destinations, connecting to the global character of Kenes Group. (See photos below).

MCI ACQUIRES SENTERGROUP IN USA

IAPCO Member: MCI Group

Expanding their office portfolio to Chicago, MCI Group announced its acquisition of Sentergroup, Inc., a highly respected association management company headquartered in downtown Chicago, Illinois. This acquisition continues MCI's growth in the USA, increasing its presence in this key strategic association market.



50 YEARS ACCOLADE

IAPCO Member: Venue West, Canada

The Yaletown Business Improvement Association (BIA) recently held an Anniversary Celebration party at Brix & Mortar for long-standing Vancouver businesses, with Venue West receiving the Cornerstone Yaletown Award for 50 years of business.

Sue Daugulis, President of Venue West Conference Services, was the recipient of the award and couldn't be prouder on how far Venue West has come in their 50-year history. "Venue West is delighted to receive this award and congratulates all of the 2019 Yaletown Business recipients on their achievement!" And added that "we are excited to be planning our big 50th birthday with our long-standing partners and clients, along with our new and old friends in 2020. Stay tuned!"



AFEA "INVESTS" IN FUTURE EDUCATION

IAPCO Member: AFEA, Greece

Presenting the dynamics of the meetings industry in Greece and worldwide to the Department of Tourism Studies of the University of Piraeus; defining the "Success Story" of AFEA at the Metropolitan College of Athens as a case study and joining forces with HAPCO members to share their know-how regarding the stages and demands of organising a conference to the students of BCA (Business College of Athens) were just some of the educational activities undertaken by AFEA during the month of May 2019 – a very "educational" month for the company. AFEA's purpose is to enable students, the future professionals of the

meetings and travel industry, to become familiar with the field of congress tourism, which is constantly developing, and "opening" the way for professional development. (See photo above).

MCI OPENS HAMBURG OFFICE

IAPCO Member: MCI Group

MCI Group has expanded its network with the opening of Hamburg office servicing the German market, operational as of 1 August 2019. It is the result of a merger with "Wolf trifft Jaeger", a respected professional agency who has been conducting business in Hamburg for over 15 years. Hamburg is the fifth MCI office in Germany after Berlin, Düsseldorf, München and Stuttgart.



Presenting its Annual Report 2018 AIM Group results indicate a year of steady growth. Increased EBITDA and overall turnover, diversification of the business, major events realised and acquired are among the flagship results – the figures speak for themselves.



LISTENING TO THE CHALLENGES AND OFFERING A SOLUTION

IPACO Member: ICOM, Egypt

There is a saying in England, "poacher turned gamekeeper". Sometimes the PCO becomes the delegate, approaching something new and submitting it as an abstract for a medical congress, in this case EHJ Special Edition.

This new approach, created by the ICOM team, is the first Middle-East & Gulf patient-education material to engage patients and general public with healthcare professionals, deliver up-to-date information on health, work safety, disease prevention and treatment options. It is called the MyHealth Digest mobile portal.

According to the Mobile Health 2012 Report from the Pew Internet & American Life Project, 53% of smartphone owners used their phones to access health information, no longer content to wait until their next appointment for health-related information. ICOM decided to help through its Public awareness division 'EXPAND'!



The aim of MyHealth Digest technology is to raise the public awareness for most health conditions and to engage the public, physicians and other healthcare professionals across a multiscreen experience, allowing them to empower and enable health decisions anytime and anywhere as well as delivering the health information and medical services through the MyHealth Digest mobile portal. MyHealth digest technology is a mobile application targeting the general public from all age groups in the Middle-East through online portals from mobile applications to website and social media channels; healthcare providers are included to ensure that all sides are efficiently connected.

MyHealth Digest helps patients to understand each topic smoothly, get relevant and consistent information in order to help them care for themselves, their family and friends. It allows symptom checking and reading about heart diseases and food related information in addition to news and articles written by local and international physicians with up-to-date information about cardiology and related specialties and/or diseases.

Should the abstract, and therefore consideration of MyHealth Digest be accepted, the presentation will be made at a special Highlights CME meeting in December 2019.



MaculArt brought the top scientific minds to discuss the macula of the eye in Paris this June, focusing on interesting topics such as bionic vision, but somehow it ended on Twitter with the question: #handhygiene to Wash, or Not to Wash, That is The Question? The peculiarities of social media today!



LJUBLJANA TO BE WORLD PSYCHOLOGY CAPITAL

IAPCO Member: Cankarjev dom, Slovenia

“Globally, the greatest challenge of present-day psychology”, commented Mr. Marko Vrtovec, President of the Slovenian Psychologists Association, “is the rapid advancement of the study of the mechanisms of human psyche. Neuropsychology has been taking giant steps forward, undergoing accelerated development in understanding the biological bases of human mental processes with the help of cutting-edge technology; the biochemical processes determining our cognition.”

In 2021, Ljubljana will host the 17th Biennial European Congress of Psychology (ECP). With approximately 3000 delegates, from all over the world, expected to attend, Ljubljana will enjoy the privilege of a world psychology capital for a week. Cankarjev dom, as the appointed PCO, will partner SPA in the management of the Congress.

C-IN GOES WORLD-WIDE

IAPCO Member: C-IN, Czech Republic

From a quaint company of 12 members organising events in Europe, C-IN has grown into a dynamic team of 60 people with events on all continents, except for Antarctica, their latest destination being Australia.

The annual conference of their long-term Core PCO partner, Particle Therapy Co-Operative Group (PTCOG), has been held in the Americas as well as Asia. The International Confederation of Midwives, another long-term Core PCO for C-IN, crossed the borders into the Middle East and Africa. On the same partnership basis, the International Union of Geodesy and Geophysics (IUGG) added the United States to their destinations. With C-IN's co-operation with IBM their worldwide events extended even further this July, all the way to Australia.

C-IN look forward to seeing what awaits them in the future, perhaps even an event in Antarctica!

SPORTING FUTURE HORIZONS

IAPCO Member: ERASMUS, Greece

Erasmus continues dynamically in the field of athletic events organisation. After their successful involvement providing partial services in golf tournaments they have now been appointed as the organiser of the



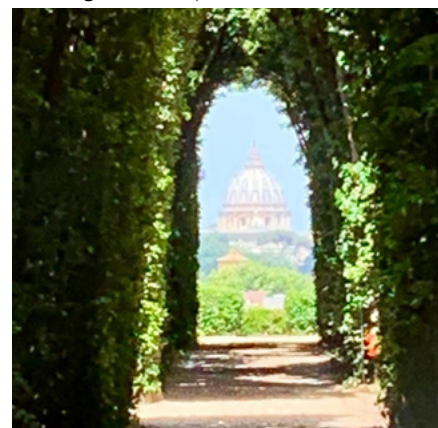
Messinia ProAm 2020, as well as the Official Travel Partner of the Athens 2020 World Company Sport Games, expected to attract over 7000 participants in Athens from 17-21 June 2020.

snaPCO on Rome 2021 Destination for IAPCO Annual Meeting



Martin Boyle, IAPCO CEO, recently travelled to Rome for a 2½ - day site visit in preparation for the 2021 IAPCO Annual Meeting and General Assembly. It was part of a small, select fam trip attended by four other association executives. They visited the wonderful La Nuvola in the heart of Rome's main congress hub

located in the EUR district, the St. Regis Rome Hotel and The Excelsior Hotel, where the 2021 IAPCO Annual Meeting will take place.



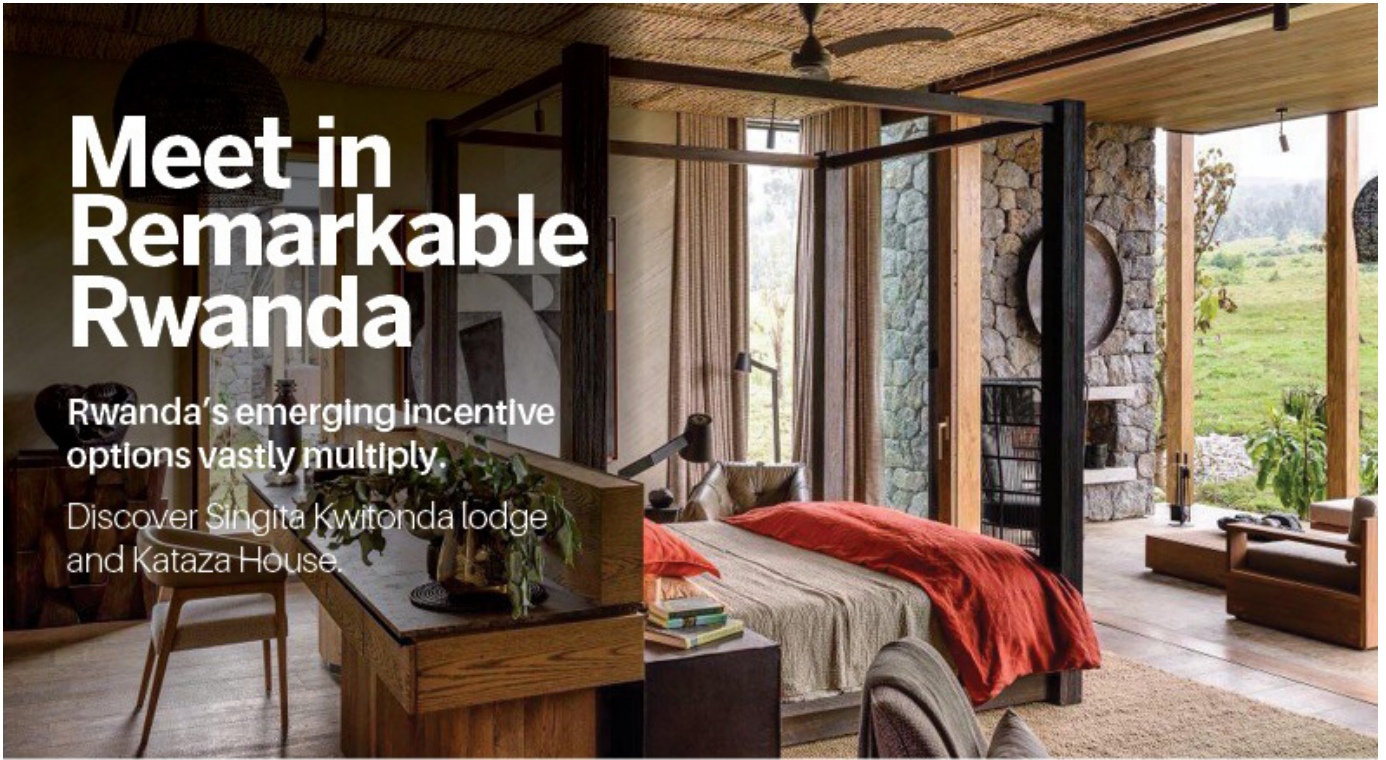
“It has been a few years since I was last in Rome, so having the opportunity to meet with the teams from Rome Convention Centre, Ega Worldwide Congresses and Events and Roma

and Lazio Convention Bureau and hear of some of their recent successes was very informative and of real value as we start planning for the IAPCO Annual Meeting in 2021”, commented Martin Boyle, “the city and its people never disappoint!”

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Visit: www.rcb.rw | info@rcb.rw

[RCBrwanda](https://twitter.com/RCBrwanda) [@Rwanda Convention Bureau](https://www.facebook.com/RwandaConventionBureau)



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WE'LL BE THERE ON STAND B4525

Getting to Know...MCI

IAPCO caught up with Barbara Calderwood, Divisional Director Associations at MCI UK, and IAPCO Council Member – the well-known and active spokesperson for the UK's associations' meetings management industry.

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

Since 1987, when MCI was founded, the MCI family has grown in the number of exceptional talents with 61 offices across Europe, the Americas, Asia-Pacific, India and the Middle East. Together our 2500+ talents form one MCI with a global mindset and local market expertise.

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

MCI was formed 32 years ago and aspires to be a simple pure leader in everything it does. Since those early days, we have noticed a real change in the meetings industry. There has been a seismic shift in the way communities engage and interact and technology advancements have played a major part. Now more than ever, live experiences, with people meeting face-to-face, are incredibly powerful ways to engage with communities. This, coupled with enhanced engagement via online digital platforms, allows events to continue their legacy

What are your current challenges?

We're on the verge of the Fourth Industrial Revolution (4IR) – a disruptive technological age of advancement that's set to revolutionise the way we live, work and play. The next few years will bring about innovations and opportunities through technologies such as automation, AI, AR, VR, MR, blockchain, IoT, Smart/autonomous “everything”, robots, and renewable energy – to name a few!!

There has been a seismic shift in the way communities engage and interact

At MCI, we're ready to embrace industry 4.0 and drive change for our clients. We imagine a “phygital” future where the physical and digital worlds blur - physical interactions will be augmented by digital activations. It's an incredibly exciting time – and indeed era – to explore and innovate! We're designers by nature at MCI and the 4IR presents so many opportunities to demonstrate our strategic approach and creativity. Now more than ever, we'll be adopting a digital mindset when providing solutions for our clients and look forward to what the 4IR brings.

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

So many global meetings and events stand out for me – it's a tough call!

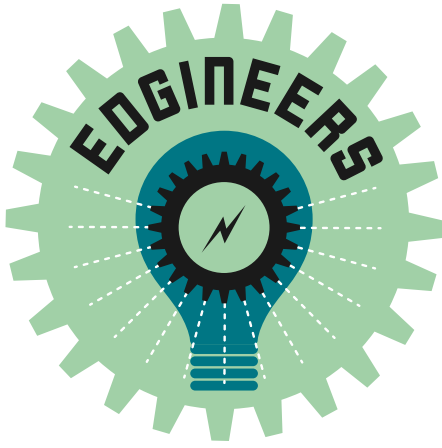
This year we were thrilled to be involved in delivering the Blockchain Revolution Global (BRG) meeting - the first truly worldwide enterprise leadership community for blockchain. The inaugural conference took place in April 2019 uniting the world's leading thinkers, builders and pioneers to accelerate the blockchain revolution. As you know MCI is gearing up for the Fourth Industrial Revolution, so it was an incredible opportunity to drive learning forward for this transformational technology.

Have you had successful partnerships with another IAPCO member?

IAPCO is a friendly tight-knit community and we've enjoyed collaborating with dozens of IAPCO members to find solutions for clients, wherever they need us around the world.

Why do you value being an IAPCO member?

IAPCO is a trusted network of the top PCOs in the world, reflecting the impeccable credentials associated with the IAPCO brand. It's a great community resource to learn from, to share ideas and experiences.



MEET THE EDGINEERS PART TWO

Continuing our introduction to the IAPCO Edgineers, 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...



GINEVRA DE BELLIS

International Business Co-ordinator,
OIC Group, Italy

Personal mantra / quote

“Every master was once a disaster”

What you are working on at the moment?

I am working on an international bid at present – who for? That’s a secret! I think it’s important to look at Bids and RfPs with “fresh eyes” to find a different approach – you need to stand out!

Best #Eventprof resource?

I am a book-worm, and always have been! I read fiction, non-fiction, online newspaper articles (the BBC, Guardian, Corriere della Sera, New York Times) as well keeping an eye on social media channels, especially twitter

and instagram. I’ll be scrolling through something on instagram or reading a page of a book and I get an idea, or I see a connection to a Bid I’m working on, or a Congress... it’s random but it works!

Tell us something that might surprise us about you?

When I was 16, I was head girl at the secondary school I went to in Sussex, England. All the head girls and head boys in the district were invited to the Queen’s Jubilee Celebration in London. I met the Queen, and was given a mug and a jubilee T-shirt as a souvenir, quite an incredible occasion!



HALEY SO

Assistant Marketing Manager,
GIS Group Global Co Ltd., Taiwan

Personal Mantra / Quote

My all-time favourite quote is “Nothing in the world is ever completely wrong. Even a stopped clock is right twice a day” by Paulo Coelho.

What are you working on at the moment?

Every day we try to cross as many items as possible off from the soooooo long to-do-list of ICCA Congress 2020 in Kaohsiung. Apart from that, our marketing team has just kicked off to renew our official websites. Can’t wait to show everyone the new sites!



Every
master
was once
a disaster



Even a
stopped
clock is right
twice a day

Best #Eventprof resource

Reading meeting / event news keeps me updated with what's going on in the industry. At the same time, I often get new ideas and learn writing skills from different online platforms including F&B blogs, travel blogs, advertising case studies and many more. There are so many opportunities we could implement into our events to make them much more interesting and fun.

Tell us something that might surprise us about you

My first on-site management was at 15 years old, when I was assigned to be the stage manager of a children's Cantonese Opera show (after being a performer for a few years). Whilst working under high pressure, I had to remind myself to have a clear mind to co-ordinate with others. Of course that was not my best working performance, but I really appreciated having the experience.



Find a way,
not an excuse



SISSI LIGNOU

CEO, AFEA Travel &
Congress Services, Greece

Personal Mantra:

"Find a way, not an excuse" - as I strongly believe that there is always a way to achieve things.

"Forever is composed of now" - as I strongly support the power of NOW and the positive effect of MINDFULNESS

What are you working on at the moment?

My duties within the company are directly connected with the Operations & Business Development of the PCO Department of AFEA. I am currently very active in the further development of our PCO business in new sectors & markets and fields that have not been approached until now, with a vision on 2030. I am also working on the development of our Operations Team, and especially concentrating on the "human factor" as I truly believe in the power of the people.

2019 has been a very busy year for our business, and the future of Greece as a destination looks splendid, so my efforts are to encourage the teamwork among all professionals of our industry, in order to take full advantage of this positive occasion.

In addition, I have the pleasure of serving HAPCO as Secretary General (Hellenic Association of Professional Congress Organizers) for the past 12 years and have recently entered my 5th term. I am always enthusiastic in contributing to the development of our Meetings Industry and glad to collaborate with the key players of our sector towards that direction!

Best #Eventprof resource

Face-to-face meetings with stakeholders of our industry on a national and international level is, in my opinion, the best #eventprof resource that contributes to both personal as well corporate development. No matter how technology and digital tools change, and how important it is to use them, there is nothing like the face-to-face approach and the networking in our business.

Tell us something that might surprise us about you?

Experiencing four amazing years in the Events & Communications Department of Athens 2004, Organising Committee for the Olympic Games, made me believe that everything is possible and that challenges are there to make us become better!

I had the pleasure to be a team member for the organisation of various upscale governmental events and, even better, the luck to live inside the Olympic & Paralympic Village, talk, meet and spend time with athletes, trainers and medallists and come closer to the magic of Sports. Furthermore, it was an unforgettable experience for me to see how mentalities can differ between Olympic & Paralympic Athletes. I guess this was the absolute highlight of my career, creating the perfect path before officially entering the Meetings Industry.

60 SECONDS WITH... MONICA FREIRE

Monica Freire,
Director Congress Department,
AIM Group International – Lisbon

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

I am currently involved in 3 great initiatives: Connectors, Ambassadors and Outreach, so all about getting members connected, making our Association grow and providing high standard education to all PCOs. By the way aren't you a Connector yet? Join the crowd – some great conversations are happening you don't want to miss!

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

Staying connected and being informed is such a huge part of our daily routine. I find it really interesting to look at the cultural scene and what the other industries are doing, so I try to diversify the sources of information. The NYTIMES.COM is a great read!

More on the operational side there are so many sites out there that make your life much easier such as <https://www.timeanddate.com/date/dateadd.html> perfect for those dealing with deadlines on a daily basis.

What is your personal philosophy/quote?

Now that we are celebrating the 50th anniversary of the moon landing one of the quotes I love is “ask not what the country can do for you – ask what you can do for your country” by JFK. I find it so true in today's world and a quote I can relate to in both my private and professional life: ask how you can contribute to improve your community, your industry. For me being a part of IAPCO has a lot to do with this idea of sharing and working together with my peers for a collective goal.

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

I would have loved to be a professional ballet dancer.

Tell us something that might surprise us about you

I am a huge Formula One fan. I try to follow every race.

What book are you currently reading?

A great classic: “Tender is the Night” by F. Scott Fitzgerald; some of the action takes place in Switzerland and it really reminds me of the great days I spent there last February with the Council and AM&GA.

Any advice for someone joining the event industry as a PCO

This industry fits only passionate, resilient and resourceful people. You're in for a great ride, make sure you enjoy it!

QUOTE OF THE MONTH



**“I never lose;
I either win
or learn”**

Nelson Mandela

FOOD FOR THOUGHT

**“Nothing in the
world is ever
completely wrong.
Even a stopped
clock is right
twice a day”**

Paulo Coelho

Sent in by Haley So,
Assistant Marketing Manager,
GIS Group, Taiwan

PERFECT GIFTING



The perfect sustainable
gift that keeps
on giving.

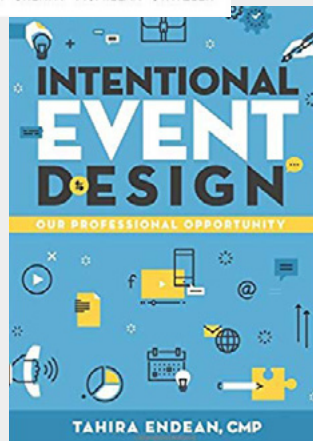
GET READING! MEMBERS RECOMMEND

Crucial Conversations: Tools for Talking when Stakes are High

By Kerry Patterson, et al

“I dare to say that communication is everything. It is as important in your business life as it is in your private life. This excellent book offers tools for talking when stakes are high and emotions run strong. This book has helped me a lot to uplift crucial conversations and I can recommend it to all of you as a key thought leadership contribution of our time.”

*Recommended by Julia Bircher,
CEO, Congrex Switzerland*



Intentional Event Design - our professional opportunity

By Tahira Endean

A great book that I think everyone in the industry must read is by the very talented (and good friend) Tahira Endean. She says it best: “Deeply understanding how human beings respond in live event environments is our new currency.”

*Recommended by
Magdalena Atanassova,
Marcom & Brand Manager,
Kenes Group*

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