

the PCCO

News from the International Association of Professional Congress Organisers IAPCO ✓ Issue No. 87 Q4 2019

FEATURING

MEMBERS' NEWS

KNOWLEDGE

SUSTAINABILITY

EDGE-UCATION

INSIDE STORIES

PARTNERS



EXXPEDITION

*All-Female Crew sets
Sail for Plastic Pollution
Circumnavigation*

FROM THE PRESIDENT

THE SPIRIT OF IAPCO



On 10 October 2019 IAPCO lost one of the most enthusiastic and positive persons in our industry – our friend Cristina Aru.

The responses by members from all around the world were those of deep sadness to have lost a person with such a beautiful spirit. It goes to show the essence of our Association.

Whilst we are all theoretically competitors, we are first and foremost professionals that care deeply about what we do. It is why we are so passionate about quality, education and sharing with each other. That spirit has formed personal connections and friendships that are rooted in common values and goals.

Representing IAPCO as President over the last almost two years, and as Council member for almost ten, I get to experience the respect our Association enjoys around the globe and the impact we make. Considering our moderate size in comparison to some of the big associations out there, there is only one reason why we get to have such importance – IAPCO members are a united front for quality and professionalism.

Through the connections formed at IAPCO, and the close collaboration of members, our clients have enjoyed the benefit of global expertise and best practice when working with any of our member companies. At the end of the day it always comes down to human connections that can create something truly special. It's what makes our Association a family and our partners and clients part of the greater team.

For decades, Cristina embodied that spirit within IAPCO.

Mathias Posch,
IAPCO President 2018-2020



**ON MATHIAS POSCH,
IAPCO PRESIDENT:
EXPERT TRAINER
AND PRESENTER!**



at IAPCO SACEOS Seminar, Singapore



at IAPCO EDGE Seminar, Galle, Sri Lanka



at it says it all, Goyang, Korea

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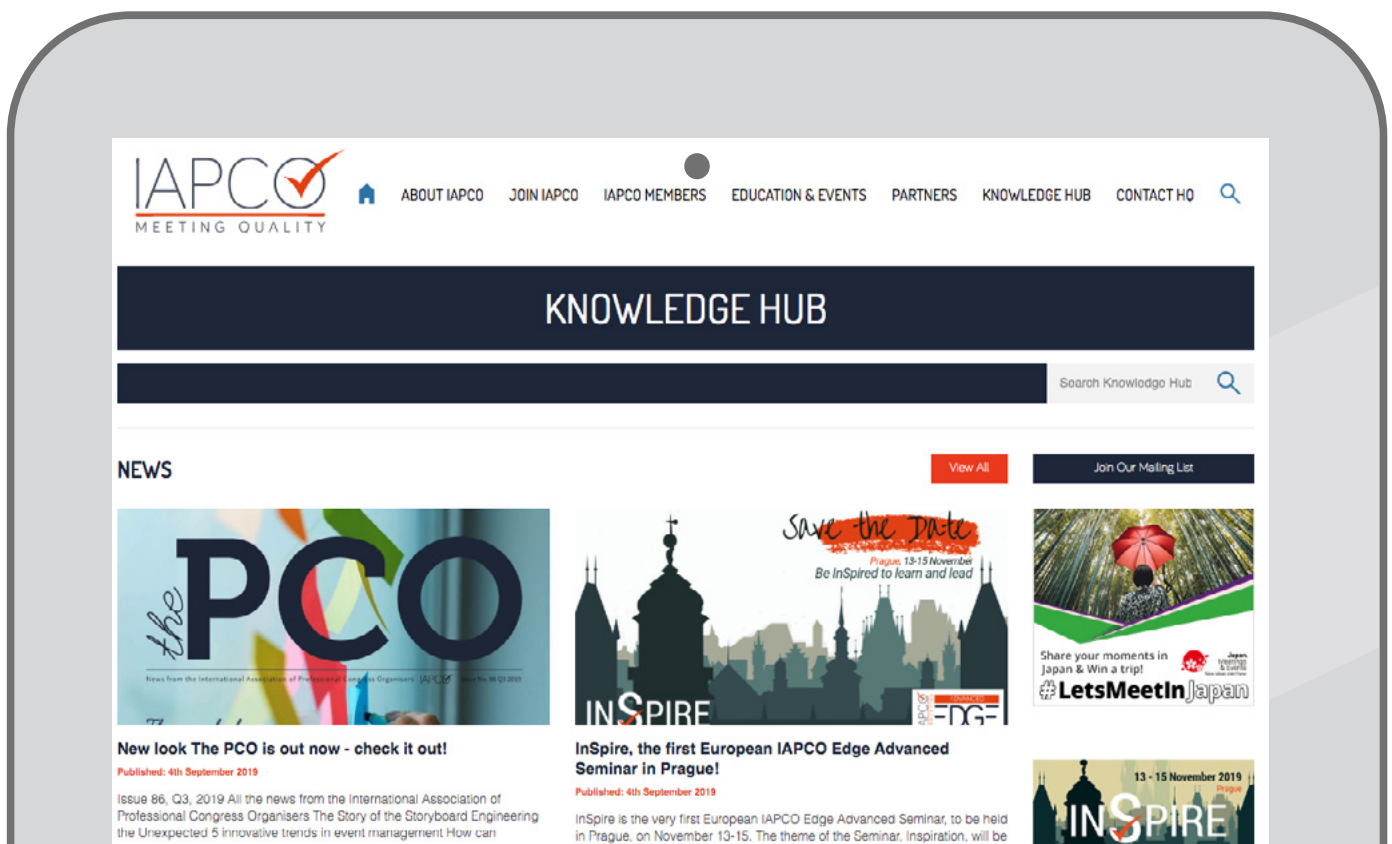


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Whilst every care is taken in the preparation and publishing of The PCO, the views expressed are not necessarily those of IAPCO or its members and no responsibility can be taken for articles, errors or comment.

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HAVE YOU CHECKED OUT THE IAPCO KNOWLEDGE HUB?



This is the go-to website for all the latest:

- News from the international meetings industry
- Expert Knowledge Articles covering topics from Association Trends to Digital Disruption to Sustainability and much more
- Case Studies / Inside Stories – highlighting events of excellence which are brought to you by accredited IAPCO members to showcase quality, initiative, innovation, creativity and success
- Guidelines – these useful downloadable documents including RfP templates, First Steps in the preparation of an international meeting for a Chairman and Bidding
- The PCO – the digital magazine from IAPCO packed full of useful content including knowledge articles, inside stories, member and industry news and reviews and destination updates
- Online Dictionary of meetings industry terminology (1200 words and translated into 16 different languages)

Bookmark the IAPCO knowledge hub now
<https://www.iapco.org/knowledge-hub/>



CRISTINA, MY SISTER, MY COMPANION, MY FRIEND, MY COLLEAGUE

Author: Emma Aru, 10th October 2019

At the GA Summit Venice 1987

Cristina Aru was a founding partner and member of the board in ega from the very beginning. She had been working in the meetings industry since the early sixties: the clear concept that the organisation of a conference is a multi-tasking job provided by a well-trained team was her vision right from the start and remained her vision for ever.

Education, training, providing and improving quality, meeting the requirements of the Organising Committee and of delegates was a must for her. "Combining budget and quality" she would say to young people, "working to improve the goals of a team and improve, improve, improve the team". Cristina was against last minute and messy changes. The team should work to project, plan and implement positive actions, updating the organisational format of the congress as requirements changed with precise order. It was part of the job to be flexible and professional at all times. Thus flow of information amongst team members was no.1 on her check-list of actions of a good PCO.

She always explained the "why" of each planned step to everyone in the team. She would say, "if they don't know the reason why we are doing certain operational steps, how can they improve their work in progress?". She was against working in too rigid segments:

against the fact that if you work only in registrations, you do not know anything about social events, or transport or accommodation handling. She insisted that to be a good PCO one must have the overall vision of the congress. The various organisational phases were parts of an overall harmonious project.

And "harmony" was the key word in Cristina's work, in her relationship with clients, with colleagues, with friends, with our family.

She loved the detail, the right colours, the perfect graphics and prints, the well-equipped rooms, the elegant conference assistants. She loved kindness, education and quality. She was the first to give precise information or to preside over a difficult organising committee with firmness but always with grace.

Cristina was a great Editor in Chief. There was never an error in the congress

programmes. She corrected in English, French, Spanish and Italian as she was a perfect master in these three languages besides Italian.

She had a sense of the State, a respect for the laws. She loved her country, and she appreciated Europe.

She loved IAPCO. She always believed in the value of the Association and in the priority that IAPCO has always given to quality; she strongly believed in the value of learning from IAPCO colleagues and the value of passing on her expertise to others." GIVE AND TAKE, TAKE AND GIVE".

We all loved her.

Cristina Aru passed away on 10th October after a short illness – she will be sorely missed by her friends and colleagues at IAPCO.

With her dog Tuffo



WHY AND HOW TO INVOLVE PATIENTS IN SCIENTIFIC CONGRESSES

IAPCO Member: AIM Group International, Italy



A recent White Paper, published by AIM Group, created by Francesca Manzani, head of Florence Office AIM Group, provides some perspectives on why one should consider the integration of patients in your next congress and how to do it with success.

Patient involvement in clinical care and research has gained momentum in recent years, not least because the patient community itself is asking for a more active role. But also, because patient participation in health care systems has been proven to improve treatment outcomes.

“Scientific associations are increasingly recognising that patients can contribute to the success of congresses and healthcare meetings”, outlines Francesca Manzani, “But involving patients in scientific congresses is a sensitive matter which must be carefully managed, decision-making needs to involve all stakeholders and ethics and compliance rules need to be scrupulously followed.”

In particular, once a decision has been made to strategically involve patients in the congress, different options can be considered, such as event co-designers, contributing to developing the scientific

programme, an additional point of view (as active audience or speakers) and logistics counsellors to take care of the physical and medical needs of patients at the congress venue.

“Various research studies have demonstrated the positive effect of patient involvement. The win-win collaboration between healthcare professionals and patients at congresses can provide major benefits”, adds Francesca.

The role patients can play at the medical congresses



Win-win benefits from patients involvement



Win-win benefits from patients' involvement includes:

- Patients can contribute their personal experiences, express issues that matter most to them and ask essential questions that lead to engaging conversations.
- By attending congresses, patients can be updated on the most recent research in clinical treatments which have a direct benefit on their health and psychological wellbeing.
- Participating in the congress helps patients establish better, collaborative relationships with physicians and healthcare professionals (HCPs). All stakeholders involved will be more cohesive, will have mutual trust and will have long-term benefits.
- Patients and their families are social hubs; simply through word of mouth they contribute to raise awareness of illnesses and very often gain the attention of the media sometimes not otherwise achieved.
- As social media ambassadors, patients are able to function as influential hubs to disseminate information to a broad community, raising the quality and quantity of discussions on social media.

And in practice: Francesca Manzani noted the case of the World Systemic Sclerosis Congress, to which AIM Group has contributed to its organisation since the first event in 2010, a congress where patients have a fundamental role. “The connection between physicians and patients makes this congress really original and particularly rich in building human empathy. The

presence of patients over the years has contributed to maintaining a greater attention to their needs and helps make improvements to their daily lives”, concludes Francesca.



From e-posters to Irish music and dances, 1.850+ neurosurgical physicians celebrated a successful annual congress



THINK ABOUT YOUR THINKING

Some thoughts based on a presentation by Jeff Hurt, Empowered Epiphanies, at the Event Innovation Lab at IMEX America, Las Vegas



Think differently about your brain and your participants.

Repeating an event year after year is a recipe for disaster. The brain is kept alive if fed with new challenges, it dies if everything is just on repeat mode. Therefore there is a need to think to create change, and thus create learning. If events do not continue to evolve and improve, they will inevitably stagnate and decline.

The meetings profession is in dire need of leadership, not necessarily leadership: an ability and willingness to make changes that will positively enhance participants' personal, professional and organisational growth.

Individuals want to evolve, grow and develop professionally – that makes that person a leader in the meetings/ event space. Leadership by its nature challenges out of date ideas, it challenges the status quo, it challenges the focus on logistics, details, schedules etc.

Growth is the only guarantee that tomorrow will be better than today. If you shoot for goals you'll achieve your goals but you may not grow. If you shoot for growth you'll grow and you will achieve your goals.

Question:

What weighs 3 lbs, has more than 1000 trillion connections and controls conferences, events and meetings?

Answer:

The brain of each of your participants.

Dr. Sandra Bard Chapman, Neuroscience Researcher, UTD's Center for BrainHealth, commented "if your events are the same as before, you are damaging someone's brain."

It is human nature to desire improvement and resist change simultaneously. It is the way the brain is built biologically. It is built to avoid thinking. Thinking, and thus learning, is work.



Cleveland Clinic Lou Ruvo Center
for Brain Health – Las Vegas

So what is learning? Learning is a biological, chemical and electrical process that takes place in your brain, involving four steps

- 1. Receiving information**
- 2. Connecting it**
- 3. Making sense of it**
- 4. Acting on it**

If learning is the goal, what do these four steps mean for your events?

The biggest challenge is to design event experiences that engage the participants' executive functions of their brains. Meeting professionals/PCOs have become very adept and skilled at planning surprises, unique and wow experiences. However, wow experiences involve the limbic system and shut down the prefrontal cortex of the brain. The brain cannot operate out of the limbic system (emotional) and the executive (decision making) functions simultaneously. We feel before we think.

For learning and change to occur, participants' brains must be involved in thinking during the session. Rather than shiny wow experiences, there is a need to create transformational event experiences that will shift people's thinking. There is a need to plan and design event experiences that engage the executive functions of the brain. A need to create change, a need for leadership.



KNOWLEDGE EXCHANGE, POST GRADUATE LEARNING, EFFICIENT NETWORKING - THE FUTURE OF SCIENTIFIC MEETINGS

Author: Christian Mutschlechner

IAPCO Member: Congrex Switzerland

The format of scientific congresses has been the same for decades: they typically have plenary sessions, parallel sessions, poster sessions and discussions; some have introduced hands-on workshops, but the overall impression is that nothing much has changed.

But times change, technology advances and expectations increase. Attendees expect more of a return on the time they have invested to attend a conference or meeting. The younger generation, those who have grown up with the internet, social media and instant access to a world of digital information, will be more inclined to attend scientific meetings if those meetings fit with their needs. Maximum results in a minimum of time are the goal. And the younger generation will not hesitate to vote with their feet: if something does not meet their expectations, they will walk away and search for something better.

Leaders of associations, programme chairs and members of scientific committees need to introduce meeting tools which have been tested and

used already in the latest business environment. We will need to be bold if we are to dramatically change the look and feel of the traditional session. There are so many tools on the market and the challenge is how to introduce them into scientific meetings – how can these tools help make those meetings more engaging and attractive for participants? The word participant is derived from the verb ‘to participate’ – we must provide as many opportunities as we can for participation.

Tools like World Café, Open Space, Pecha Kucha and Fish Bowl, to name a few, can significantly help to increase the quality of knowledge transfer. We should not delay to at least have some sessions in a scientific congress where these tools are tested. It won't always be a good fit, but if we do not try, we will never achieve the vision of better, more interactive participation and knowledge exchange. The younger generation is interested in interaction, in debates, in sessions with a different format. We could simply provide an open space where young scientists can build their own environment for learning

and exchange – we might be surprised by how fascinating these new formats could be.

Networking: we attend conferences with an idea of the type of person we want to meet but often we do not know exactly who is this person. How do you connect with the right person among two-thousand participants? Networking is among the primary reasons most people attend conferences – if we cannot provide this, we risk losing participants for the future. As organisers, we need to make sure that we fulfil expectations and meet the needs of our attendees.

The potential for learning and the exchange of knowledge in a scientific meeting is enormous, but do we really see the benefit of this – do we make this fully available for everybody attending?

Let's give it a try – if we do not take the risk we will never have a chance to run better meetings that deliver a more positive experience for each participant.

THE ROT SETS IN FOR THE MEETINGS INDUSTRY

How precious is your time? How many times do you say to yourself, if I had just one more day, one more hour, to get this finished, to get this perfect? Time is one of today's greatest commodities, and it has certainly transgressed into the meetings industry and the behaviour of congress participants.

Mathias Posch, President of IAPCO, at IT&CMA, identified some of the trends affecting meetings today and tomorrow, more and more of which point to time being today's key challenge.

Most of us are aware of the current trends showing that meetings in Europe are decreasing, whilst those of Asia and LATAM are on the increase; and that the overall number of participants attending meetings is on the decline, due to specialisation and subsequent dissemination; and that lines depicting the traditional segmentation of meeting type (medical, technology, science, education etc) begin to get blurred as topics such as robotic surgery straddle more than one sector, leading to more multi-disciplinary meetings in the future.

But how is the behavior of delegates changing and are the meeting industry players adapting to this behavioral change? Inevitably it will affect attendance if not addressed at the planning stages. Delegates historically looked at their attendance in terms of RoI (Return on Investment) but today, whilst cost is still relevant, this has transgressed into RoT (Return on Time). Time has become the most demanding master not only in terms of days, but even in hours.

Trends show that meetings have decreased on average from 5.75 days to 3.75 over a 50 year period [ICCA]. And furthermore the time participants are prepared to spend travelling is in even steeper decline (6.79 hours in 2016 decreasing to 4.73 hours in 2018) [Ashfield], a trend that cannot be denied. The meetings industry should be cognisant of this and react in their planning and budgeting, recognising the fact that ignoring these trends will have an adverse effect on attendance. Regional meetings therefore have huge potential and are likely to grow at the expense of their global master.

Regionalisation is not only a growing potential market, but also a challenge to be met by international associations with global meetings, says Jan Tonkin, presenting alongside Mathias at IT&CMA. ASH (American Society of Hematology) has addressed this task by focussing their content for their international congress and then repurposing the content for other regions, thus creating regional meetings with the international educational component. Furthermore, linking these regional meeting with local associated societies provides further gravitas and importance, elevating these meetings and attracting new and additional attendance and potential members of the association itself.

TOP 3 FACTORS WHICH LIMIT CONGRESS ATTENDANCE:

1. time required out of the office to attend the congress
2. too expensive
3. too far away/distance to travel is too great

A summary of the above findings leads to one conclusion: Return on Time is the key factor with a visible ROI on that time.

SCOTT BECK NAMED PRESIDENT & CEO OF TOURISM TORONTO



Business Events Toronto, the meetings, conferences and events unit of Tourism Toronto, is pleased to welcome Scott Beck to the organisation as the new President & CEO following an extensive international search. For the past 14 years, Beck has served as the President and CEO of Visit Salt Lake in Salt Lake City, UT, and began his new role in Toronto on 15 October 2019.

A proven leader in the destination sales and marketing industry, Beck served on the Executive Committee of Destinations International for six years and as the organisation's International Board Chair from 2014-2015.

"To say that I am excited about the opportunity to join the highly respected team at Tourism Toronto is an understatement," said Beck. "Toronto is an incredible destination, one that I've followed closely during my many years in this industry. The beauty of the city, the diversity of the community and the world-class tourism infrastructure — all of this will be a true pleasure to promote to the world."

Before joining Visit Salt Lake, Beck worked in the hotel industry for 18 years, most recently with Ocean Properties Ltd. (OPL) as the General Manager of the Salt Lake Marriott City Center. Whilst at OPL, Scott spent time in B.C. and Alberta working on a task force with OPL's Canadian affiliate, Atlific Hotels. Prior to his time with OPL, Scott served as Director of Sales and Marketing for Sundance Resort in Provo, Utah.

"Scott's depth of experience in the hotel industry, combined with his understanding and appreciation of the important role played by destination marketing organisations such as Tourism Toronto in a city's economic vitality, make him the right person to fill this role at this time," said Robert Housez, Chair of the Board of Directors at Tourism Toronto.

"I'm motivated and invigorated by what I've seen in this city and organisation so far," said Scott. "Over the past several weeks, I've been exploring the city with my wife, Angie – taking the streetcar from end-to-end, discovering new



Scott Beck

restaurants, enjoying Toronto in the fall – and one thing that's abundantly clear is the passion and excitement people have for Toronto. Nearly everyone I've met has passed along restaurant recommendations and their favourite place in Toronto. The energy here is infectious."

Welcome to Canada's Downtown Scott!

Visit: www.seetorontonow.com

MCB WINS SKIFT DESIGN AWARD FOR 360 VR UNCOVERING MELBOURNE

The Melbourne Convention Bureau (MCB) has been globally recognised for its Melbourne Virtual Site Visit, at the recent Skift Global Forum in New York, winning Best AR, VR or Mixed Reality Experience.

The Virtual Site Visit is recognised for its transformational design experiences to enhance the travellers' journey by combining advanced virtual reality and comprehensive immersive experiences, showcasing Melbourne and Victoria as a leading business events destination.

The Skift Design Awards are unique to any other awards competition in the market, recognising designers and businesses who showcase innovative, forward-thinking design projects across physical and digital touch points, including built environments, tech-enabled services and experiential moments during travel.

MCB's Acting CEO Julia Swanson said MCB is proud to receive the Skift Design Award for their Melbourne Virtual Site Visit. "It's exciting that business events are among the mix of award winners

dominated by highly competitive leisure travel entrants.

"We set out to create a tool that would allow us to connect with international associations and professional conference organisers using innovative technology that delivers an immersive 360 first-person experience to plan their upcoming conference in Melbourne, Australia, anywhere at any time on any device. And we've achieved that.

"The Virtual Site Visit captures what it feels like to be in Melbourne and showcases iconic landmarks, Melbourne's Convention Precinct, Knowledge Precinct, alongside over 30 Melbourne hotels, venues and attractions, as well as popular regional touring locations in 360 VR.

"We're proud of the transformational experience we've created using VR technology. It has proven to be a real asset in not only influencing international decision-makers to choose Melbourne for their next business event but also incredibly popular for delegate boosting," Ms Swanson said.



MCB partnered with Business Events Australia through its Advance Programme on this innovative project to promote Melbourne and Australia to key international audiences.

"We were proud to partner with MCB on the Melbourne Virtual Site Visit which not only showcases the features of the destination but also demonstrates the innovative thinking that draws thousands of people from around the world to events in Melbourne and Victoria every year," said Penny Lion, Executive General Manager Events, Tourism Australia.

Visit: www.melbournecb.com.au
www.mcec.com.au

ANNOUNCEMENT



Following Karen Bolinger's departure in April of this year, Julia Swanson stepped into the Acting CEO position for the Melbourne Convention Bureau. A thorough recruitment process then followed.

Fisher Leadership were appointed to conduct this work after six agencies were invited to present their proposals. From a wide-ranging recruitment process, 130 people were considered for the role, and 76 formal expressions of interest

were received. With in-depth reviews undertaken five people were invited to attend interviews the result of which was that the Board confirmed that Julia Swanson be appointed as the MCB Chief Executive Officer.

SECOND DUBAI ASSOCIATION CONFERENCE TO EXPLORE SOCIETAL IMPACT



Association professionals from around the world are preparing to descend upon the UAE for the second edition of the Dubai Association Conference, taking place 9-10 December.

Being hosted once again at the Dubai World Trade Centre, the conference, aimed at local and global association executives, government representatives, academia and university students engaged in the association community, is set to take place under the theme of 'Driving Change: The Societal Impact of Associations'.

Building on the first edition in 2017, as well as the Association Leaders Getaway in 2018, the conference will focus on the bigger role that associations

play in global society, exploring how associations should be developing core strategies around sustainability and social impact and leveraging those to become key drivers of positive change.

Confirmed speakers at the conference include: Geneviève Leclerc, CEO and Co-Founder of #Meet4Impact, who will explore key concepts around impact and legacy; Guy Bigwood, Managing Director of the Global Destination Sustainability Index, who will participate on a panel session addressing the UN's Sustainable Development Goals; and Paul Weintraub, Vice President of Global Development & Support at BICSI, who will discuss organisational resilience and foresighting.

Throughout the conference, which is being organised by the Dubai Association Centre, all sessions will focus on at least one of the following themes: Community Well-Being; Business and Opportunities; Knowledge and Research; and Creativity and Innovation.

For further information regarding registration, please contact Mr. Junjie Si via Junjiesi@Dubaiassociationcentre.com or visit

dubaiassociationconference.com

snaPCO on IAPCO in Hamburg 2019

The year is drawing to a close and we at the Hamburg Convention Bureau look back on all the great moments with our colleagues and friends from IAPCO.

Once again, this year we were able to profit from your warmth, professionalism and support. We are delighted to have welcomed so many of you to our beautiful maritime city in 2019. In addition, we have participated with so many of you at inspiring meetings such as our IAPCO breakfast at IMEX and the IAPCO Annual Meeting as well IAPCO EDGE and EDGE Advanced.

The recent Advisory Board and Council in Hamburg offered us the opportunity to present our city with all its developments and conference possibilities and, at the same time, create a platform to exchange ideas and experiences. We grow with, and through, the impulses from all of you and are grateful for the ongoing partnership. We look forward to continuing our co-operation as a destination partner and thank you for your trust!

Visit: www.hamburg-convention.com



Council Meeting



Advisory Board



NEW IAPCO OFFICES IN HAMBURG

2019 saw two IAPCO Members open offices in Hamburg, endorsing the growing meetings market in the city, and bringing the total number of IAPCO members with offices in the city to four:

Conference Partners International

MCI Germany (Hamburg)

INTERPLAN AG

CPO HANSER SERVICES GmbH

HONG KONG REWARDS!

FOR
MICE EVENT PLANNERS



A NEW ERA OF MICE PRIVILEGES FOR YOUR GROUPS!



@ Disney

Free Meal Set
@ Hong Kong Disneyland



Free Combo Meal
@ Ocean Park Hong Kong



Free Horse Racing Party
@ Two Racecourses



Free Cocktail
@ Your Hotel

Free Cultural Boosts @ Your Event

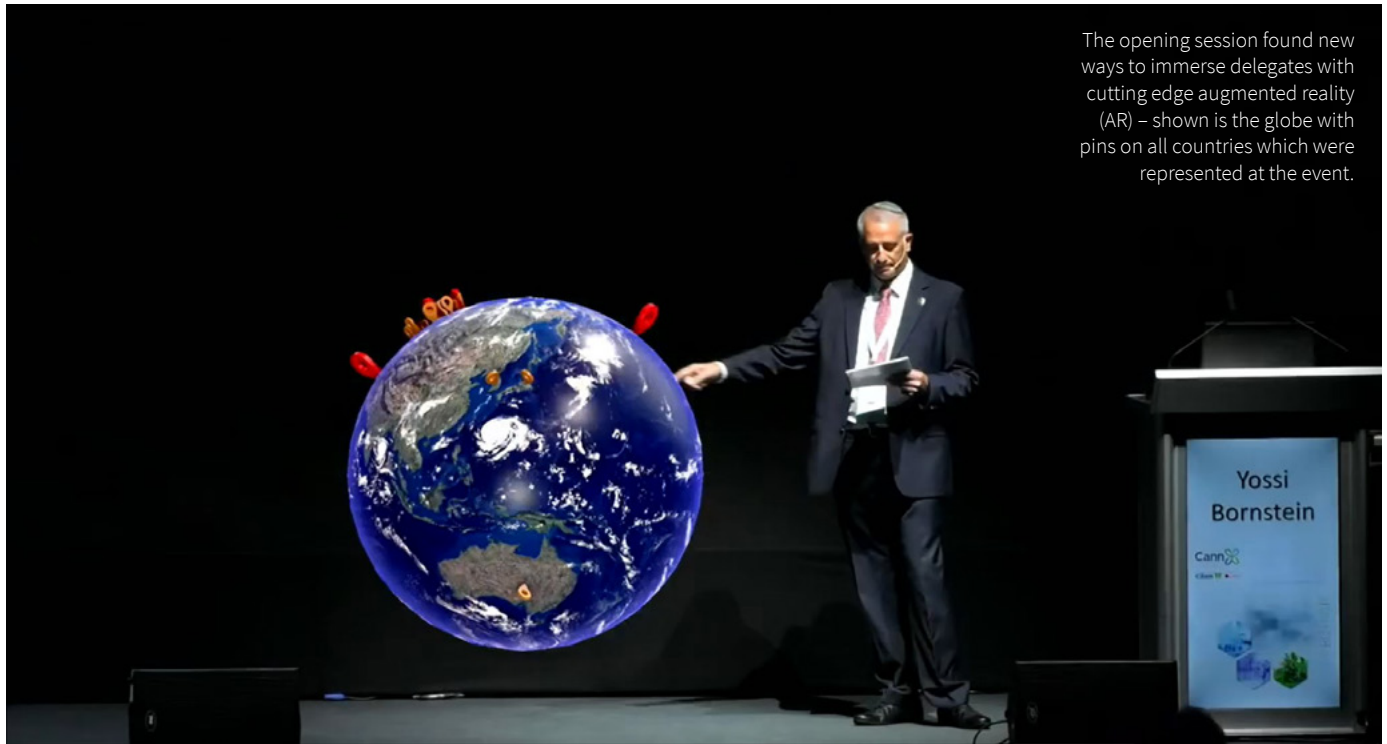


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CANNX ADVANCES THE FIELD THROUGH A MULTI-DISCIPLINARY APPROACH

IAPCO Member: Kenes Group, Israel



The opening session found new ways to immerse delegates with cutting edge augmented reality (AR) – shown is the globe with pins on all countries which were represented at the event.

For the fourth time, the scientific, business and agricultural divisions working on medical cannabis met under one roof at CannX Tel Aviv, held on 9-10 September 2019, breaking the boundaries in medical and cannabis events with the first CME certified meeting.

This year's event was a milestone for medical cannabis meetings, providing CME credits. While this is a quality stamp for CannX, it is a major step for the field showing a promising future ahead, where doctors who treat with medical cannabis can be acknowledged and accredited for their development.

The event also noted a great increase in participating companies and start-ups, that further show the growing importance of medical cannabis. During the event, a political panel of national legislators discussed the regulatory aspects for cannabis predicting that,

within five or six years, CBD related cannabinoids will be legalised in most countries worldwide.

The meeting was smartly wrapped around technological innovations being kicked-off with an engaging opening presentation, where the speaker did not have slides, but was actually a part of the whole experience, through the help of augmented reality (AR). The technology at CannX 2019 also included an intelligent app with artificial intelligence (AI) which could suggest the best match for meetings between delegates. And if they got too overwhelmed by the education and exhibition, all participants could take a break at the Cann Zen area, which offered a virtual reality (VR) meditation experience.

Keren Shurkin, Director of Original Events at Kenes Group commented: "As long as cannabis remains a plant that is

being prescribed, the three elements of science, business and agriculture need to be discussed in unison. We are honoured to be involved and help provide the right playground for all three types of professionals to advance their work in the field."

CannX is the global meeting point for medical cannabis experts offering unparalleled opportunities for networking, building brand awareness and launching new products, all delivered in an innovative way. CannX Series focuses on presenting the latest and truly ground-breaking developments in research, business, agriculture, and technology, with events currently in Tel Aviv, Lisbon and Sao Paulo.



Rwanda Convention Bureau is pleased to announce that the state-of-the-art **KIGALI ARENA** with the capacity of 10,000 seats has been officially launched and is ready to welcome your events.

www.rcb.rw | info@rcb.rw

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



IAPCO MEMBER INSIDE STORY

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



HOW STATISTICS CAN IMPROVE SOCIAL MEDIA CONVERSATIONS

Client: World Psychiatric Association (WPA)
Event: WPA 2019
Service: Marketing and Branding; Social Media; Onsite Social Media Engagement; Congress Management;

Company website www.2019wcp-congress.com

THE CHALLENGE

The social media platforms of the World Psychiatric Association (WPA) aim at building a community, encouraging engagement and promoting the annual congress. The goal prior to the WPA annual meeting in 2019, was to improve the interaction with the community through quality content.

The campaign had to use a well thought-out flow of content distributed over a few weeks in simple posts. Without a dedicated budget, the campaign could rely only on organic reach.

Solution

The #FactFriday campaign started on 18 January 2019 and continued for ten weeks to 22 March 2019. All posts focused on raising awareness for Global Mental Health, sharing information from the World Health Organisation (WHO), and all had engaging images.

After careful research, the hashtags used aimed at reaching a wide and relevant new audience.

Outcomes

The WPA brand was strengthened through the #FactFriday campaign, created high engagement and attracted new followers via all social media channels.



facebook

- Total reach: 88365
- 70,658 of the reach was new audience
- Total engagement: 5193
- Including shares: 2650
- 748 New fans



- Total impressions: 6664
- Total engagement: 184
- Including retweets: 45

0

SPENT

88365

FACEBOOK REACH

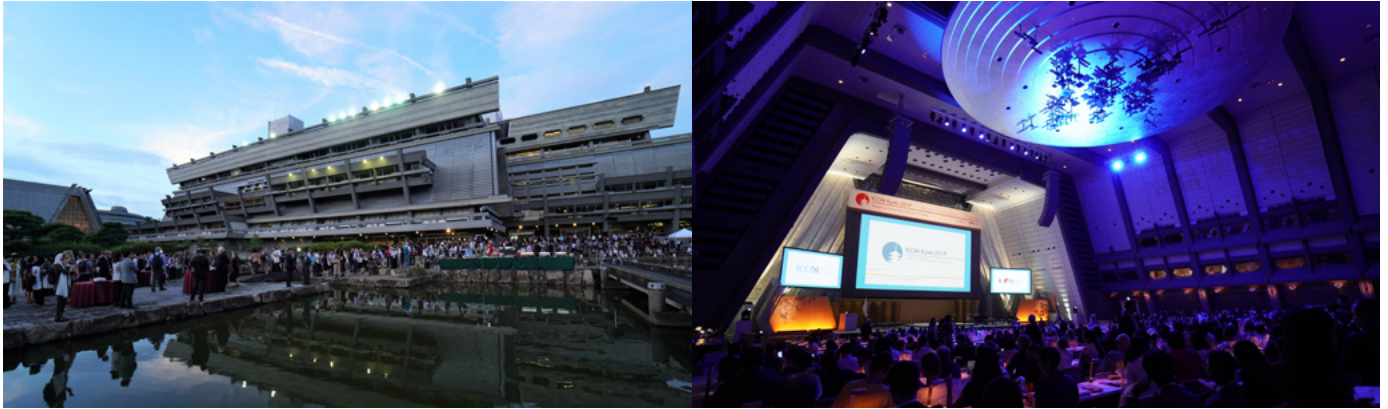
6664

TWITTER REACH



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

JAPAN: CULTURE AND COMPETENCE



“As hosts, Japanese people...embraced us, and it’s been very inspirational.”

That comment was from Suay Aksoy, President of ICOM, the International Council of Museums. In early September, the organization’s general conference (ICOM 2019) was held in Japan for the first time.

Organizers of events big and small choose Japan because they know that every aspect will be handled confidently and competently. ICOM 2019 drew more than 4000 attendees from 141 countries, far exceeding initial expectations of around 3000. Aksoy praised the smoothness with which host city Kyoto and those at all the facilities involved were able to adapt.

But flawless execution doesn’t mean keeping things bland and basic. Japan is ready and willing to boldly execute new ideas. In Kyoto, UNESCO World Heritage sites, Japanese National Treasures and other special locations offered unprecedented exclusive access to conference-goers, after hours and behind the scenes.

At the Opening Party, participants enjoyed Kyoto cuisine and geisha dance performances. The ceremony was attended by Their Imperial

Highnesses Crown Prince and Crown Princess Akishino. For the Closing Party, the Kyoto National Museum granted exclusive access to “Masterworks of the Kyoto National Museum: Temple and Shrine Treasures.”

In between, night after night of social events gave conference-goers a privileged “backstage pass”. There were evening events at Kyoto Botanical Garden, Garden of Fine Arts Kyoto, Kyoto Institute, Library and Archives, National Museum of Modern Art, and Kyoto City Zoo.

For one very special evening, attendees had Kyoto’s Nijo-jo Castle all to themselves. It was built in the 17th century as the Kyoto residence of the Tokugawa Shoguns, military leaders who ruled Japan from 1600 until the



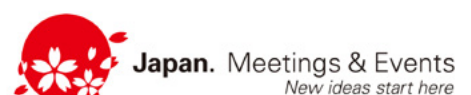
mid-19th century. In 1928 it hosted the enthronement banquet of Emperor Showa (Hirohito). Attendees sipped sake while taking in a specially-staged contemporary art show, integrated

with, and inspired by, the historic palace and gardens. What other host can offer such a rich mix of art and tradition? ICOM 2019’s keynote speech was delivered by renowned architect Kengo Kuma. He spoke of the importance of nature, and of architecture’s role in connecting people and places. Through successful architecture, he said, “we can experience nature more deeply and more intimately”.

One shining example of such success is Kyoto International Conference Center (ICC), a unique, hexagonal structure situated next to the verdant Takara-ga-ike Pond Park. The ICC has hosted a long list of globally important events both as a world-class venue with brand-new, cutting-edge facilities and as an architectural and historical icon in its own right.

Venues like the ICC prompted Mr. Kuma to remark, “architecture and the environment are totally integrated”. This Japanese fusion offers attendees of meetings, conferences and events exposure to new ideas that can inspire new solutions.

Visit: www.japanmeetings.org



ACCOMMODATING DIVERSITY



IAPCO Member: Congress Corporation, Japan

Accommodating diversity and fostering inclusivity are becoming key aspects of today's meetings & events industry. Already, venue accessibility and food diversity are viewed as givens when managing meetings and events. Another new area of focus is the trend toward Universal Design (UD) in sound. The recent 25th General Conference of the International Council of Museums (ICOM) held in Kyoto from 1-7 September is a good example of successful incorporation of measures and technology to accommodate the diversity of attendees.

ICOM is an international non-governmental organisation (NGO) committed to promoting and protecting natural and cultural heritage, the only organisation of its kind in the world, and also the largest. The ICOM General Conference, held in Japan for the first time, was a huge success with a record number of 4590 attendees. Congress Corporation managed all of the operations of the meeting, collaborating with their fellow IAPCO member K.I.T. for the registration management, as K.I.T. had operated the previous ICOM conference in Milan.

Simultaneous interpretation was provided in four languages (English, French, Spanish and Japanese) for all plenary sessions, including the opening ceremony, keynote lectures, etc. ICOM's conference website was also produced in these four languages. Sign language interpretation was conducted and, in addition, the conference officially introduced the multi-lingual translation system, "SoundUD," through which English and Japanese translations of the speakers' presentations were immediately displayed on the side screens in session halls.

What's more, "SoundUD's" app for smartphones can accommodate as many as 13 languages, making it possible to display the translated text on smartphone screens in real time. Although issues remain related to speech recognition accuracy, these services are excellent examples of ensuring a barrier-free environment at the highest level to foster participation by all of the diverse participants, including those from overseas and with hearing difficulties. It is meaningful, especially for Japan where Japanese is the only spoken language, that the technology

has come this far. The day is coming closer when no one would hesitate to participate in an international conference, which will lead to a more active meetings industry, around the world.

As Japan looks towards the future as the host of high-profile international events such as the 2020 Tokyo Olympic & Paralympic Games and World Expo 2025 in Osaka-Kansai, expectations will be high for "Universal Design in sound," not only at these events, but also on public transportation, when visiting sightseeing spots and commercial facilities, to ensure that people of all cultures, and regardless of sensory abilities, can fully enjoy their experience with peace of mind.

Congress Corporation was proud to be involved in providing these kinds of innovative services at ICOM Kyoto 2019 and looks forward to promoting diversity in meetings throughout Japan.

CONGRESS CENTER BASEL THINKS BIG!



From 6-9 November 2019, more than 3500 guests were welcomed in Basel for the European Aids Conference. This occasion formed part of a successful series of conferences which began in 2018 with the AMEE Congress and is continuing next year with the DGHO Conference. Major events are increasingly finding their way to this city on the Rhine. And it's no wonder, given that the Congress Center Basel with its 25 modern rooms and its direct proximity to Messe Basel offers organisers virtually unlimited options.

The European AIDS Clinical Society (EACS) is a non-profit organisation for experts dealing with HIV and AIDS.

On the four days of the congress, participants learned about the latest findings on the virus and the associated best practices.

The fact that Basel was selected as the venue was due not least to the commitment of the local host, Professor Battegay, and the organisations from the medical world, but also to the value of the inspiring setting of the city.

“In our latitudes, we have an impressive concentration of scientists, research groups and companies engaged in the life sciences”, says Jonas Scharf, Managing Director of the Congress Center Basel.

And all other organisers too will find perfect conditions in Basel. Only a few venues in Europe can offer a congress center right in the heart of the city, directly linked to a 141000 square meter exhibition site and opening up new perspectives for accompanying exhibitions or specialist fairs. And the best thing about it: it's all located in the center of a city with great international flair thanks to its location on the border with France and Germany and the global players to which it is home.

Visit: www.congress.ch



CASE STUDY – 100% INCLUSIVITY

*Global Disability Summit, Argentina
IAPCO Member: MCI Argentina*

Delegates: 5000 delegates per day

Duration: 2

Speakers: 215 speakers

**Venue: Predio Tecnopolis,
Buenos Aires**

Organising a Global Disability Summit gives rise to a whole new set of challenges, the biggest of which is that it has to be 100% inclusive and accessible to all.

MCI Argentina worked together with a specialised team that included suppliers who offer different accessibility and communicational tools. The National Disability Agency (the organiser), also part of the team, acted as advisors for the development and implementation of different spaces and content.

MCI also worked with their regular suppliers who adapted to the different ways of communication so that everyone could be part of the event, understand the content and enjoy without barriers (sign language, different languages, magnetic waves, haptic maps, adapted vehicles, etc). Inclusive tools were used before and during the event, such as the website, registration form and different all-embracing communicational tools using colours, audio and others.

The staff and suppliers' team totalled over 100 people. Everyone received special training in the different service areas, to enable proper assistance to be provided to participants with special needs so they were able to fully participate in the event.

The result, both for the National Disability Agency as well as the other different specialised agencies, was a 100% inclusive event, with no barriers for people with disabilities, a summit adapted to all needs.

MCI considered this event to be a great learning and awareness opportunity enabling both the project team and the company the possibility to familiarise and understand the different needs of people with disabilities and, together with the suppliers, provide them with solutions.

The key for such a successful event was empathy and standing in someone else's place.

TERIBEAR, SUCCESSFUL SPORT-CHARITY HAPPENING

IAPCO Member: C-In, Czech Republic

TERIBEAR, the “hero teddy”, is the main symbol of the Tereza Maxová Foundation fundraising project. It was created in 2009 in response to the high number of children in the Czech Republic growing up in institutional care.

This year’s fifth round of the charity run was the longest running event of 2019 for C-IN and broke all records. In ten days, the event registered 20736 people, who covered 400,000 kilometers and raised an incredible amount of 12,215,880 CZK (over 450,000 euros!)

The Tereza Maxová Foundation will distribute the money among children from orphanages, mothers from shelters, abused children or families in need.



“We are delighted to have been involved with this project from the very beginning and we can see it growing. We approached the event, not only as an event organiser but also, as a teambuilding opportunity.

Our employees took an active part in over 200 km. We were very pleased with the results,” says Tomáš Maxa, a C-IN partner, when evaluating the event.

snAPCO on JCS and JOSKAS 2019



JOSKAS Cup: Basketball

JCS helped organise the JOSKAS 2019 in June in Hokkaido. JOSKAS stands for the Japanese Orthopaedic Society of Knee, Arthroscopy and Sports. Sports and



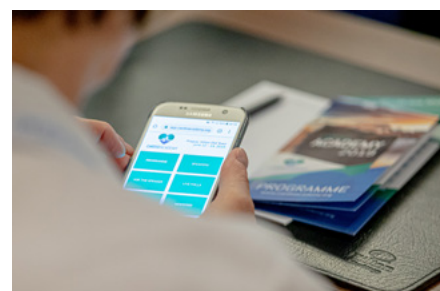
JOSKAS Cup: Tug-of-War

Medicine are of course strongly related. During the meeting, JOSKAS CUP was held, a sports match event for delegates including a Tug-of-War and also

Basketball sections. Many orthopaedic surgeons attended to watch the games!

snAPCO on AIM Group Cardio Academy 2019, Prague

Online live streaming of conference sessions to 22 groups in 7 countries doubled the overall attendance.



WHERE NO-ONE HAS GONE BEFORE

IAPCO Member: Conference Partners International, Ireland

“At CPI, we continually strive to deliver innovative and unique experiences for our clients. This September was no exception when, with our sister company EPI, we went where no one has gone before. We delivered the first ever exclusive event for over 1000 on the breathtaking Cliffs of Moher, Ireland’s

most visited tourist attraction. The Cliffs of Moher have majestically faced the Atlantic for over 350 million years and their beauty is incomparable – check out our video for a taster of the exclusive and immersive night of Irish culture and entertainment provided to attendees.”



WATCH THE VIDEO:

<https://youtu.be/dTOI77eraf0>

MIDWIVES FOR NAMIBIA

IAPCO Member: C-IN, Czech Republic

In September, C-IN traveled to Namibia, where the International Confederation of Midwives regional congress took place 12-14 September. This marked the first event in the history of C-IN to take place on the African continent.

The theme for the Africa Regional Conference “midwives leading the way for quality and equity in Africa”, speaks to the challenges of delivering midwifery care in the vast and sparsely populated country. This conference will, therefore, bring forth an opportunity for Namibian and African midwives to benefit from shared experiences, wisdom, aspirations and the knowledge needed to provide high-quality midwifery care for the benefit of women, newborns and their families.



snAPCO on C-IN at ESMAC

Getting an 800kg treadmill through a narrow doorway - challenge accepted! The C-IN team definitely got their exercise at the Annual Meeting of the European Society for Movement Analysis in Adults and Children (ESMAC) in Amsterdam.





on Kuoni – a challenging few months!

Did you know that in just June and July Kuoni Congress ran ten congresses all over Europe, led by Hana Peregrinova, Head of Kuoni Congress? Destinations included Hamburg, Vienna, Barcelona, Lyon, Krakow, Valencia, Zurich, Geneva and The Hague, fulfilling one of the company's main objectives: maintaining effective and long-lasting relationships.



on JCS and SAGA X-SPORTS FES

JCS helped organise the SAGA X-SPORTS FES. It is one of the TOKYO 2020 Related Events. X-Sports is an abbreviation of extreme sports like BMX, bouldering and street dance. It is popular among young people, however, it is still unknown by, and unfamiliar to, many Japanese people who do not know about X-Sports. Some of the X-Sports are already Olympic official events and some will be added as of 2020. JCS, together with the Saga Sports Commission, is helping more people to learn about extreme sports.



BMX



Free Style Football

snapPCO on C-IN Events



13th Pan-European Conference on International Relations (EISA), 850 participants at the university supported by engaged students as volunteer helpers



The International Society for Forensic Genetics (ISFG) breaks all records in Prague with over 1000 participants – and a fully seated gala evening!



BBQ dinner party concludes the European Urology Residents Education Programme (EUREP) organised by C-In for the 17th time – since 2003!

snapPCO on AFEA



It's all about Women power and Happy faces at the newly renovated AFEA offices!

snapPCO AIM and JPdL are humming



AIM Group partnered with Canada-based JPdL to deliver the 46th APIMONDIA International Apicultural Congress, 8-12 September, in Montreal. Key elements included the organisation of ApiEXPO, a trade fair dedicated to beekeepers and open to the public; a new app to facilitate the participants' experience; a photo contest on Facebook, plus 8 off-congress technical visits, the World Beekeeping Awards and a last-minute charity initiative to help beekeepers from the Bahamas just after Hurricane Dorian.

ACING YOUR APP PROMOTION

How can I ensure that my event app will be a success?

One of the most asked questions to our team is: “How can I ensure that my event app will be a success?” Making an event app successful is not only about offering the right functionalities and features, it is also closely connected to your app promotion. Simply providing a great app does not necessarily mean that all your attendees will use it. But what happens if the app promotion becomes another point on your already packed to-do list? Jana Westermann, Marketing Manager at Conference Compass, knows how to ace your app promotion before, during, and after your event:

BEFORE YOUR EVENT

Website

As most of your delegates will register through your website or consult it regularly for event information, we highly recommend you include a page about your app in the general information section. Use your app screenshots and list its benefits to convince your delegates. Furthermore, consider explaining the download process for less tech-savvy attendees.

Email

Your newsletters, confirmation or information emails are the perfect place to inform future delegates about your app. Create a small banner, button or image that forwards attendees to the app part of your website and include it in every email. Additionally, we would advise you to send one email entirely focused on the app a week before the event. Don't forget to list the benefits of your app such as networking, interactive session tools and the personalised agenda to play to your attendees' FOMO (fear of missing out).

Social media

Social media is one of the most effective ways to engage with your attendees. Pick your most effective social networks and tell your audience about your event



app in shorts, tweets or posts. Don't forget to include a link to the app part of your website and attach images of your app. If you have more time on your hands, you can also create a post-campaign that focuses on specific parts/benefits of your app that builds up to the event. Another simple but effective way to promote your app is to include a call-to-action in your company page banners.

DURING YOUR EVENT

Registration

You only have one chance to make a first impression! Be sure to show and promote the use of your app at the first face-to-face contact with your attendees - the registration process. Place QR codes strategically at the entrance or registration waiting zone to gain maximum visibility. Prepare yourself for app-related questions from

the first-time app users by ensuring that your registration staff and welcoming hosts have a good know-how of the app and its features.

Posters, banners & screens

Display your app, its main features and download instructions on banners and screens throughout your event. Make your app a relevant and

essential tool for attendees by including timely points of interest, for example: “Right now on the app: live voting for the best poster.”

Badges

What is the one thing that pretty much all of your attendees wear on them all the time? Their badges! There is no better constant reminder of your app



than a QR code and an image with a short call-to-action on the badge of your attendees.

Sessions

Use quiet moments such as the time when your attendees are seated and waiting for a presentation to promote your app. Display download instructions before the opening presentation or explain the use of interactive features before sessions that will use Q&A or polling. If you have a few moments to spare, ask your speakers to address the app and do a test voting through the app with a casual question like “Where are you from?”. Once your attendees get the hang of your app, they will be much more likely to use it throughout the event.

BEYOND YOUR EVENT

Promotion of your app beyond your event? Exactly! Now that you have an active community gathered within your app, you can use it as a direct communication channel to your attendees (and possible future members). Here are some tips to take advantage of this channel beyond your event.

Content updates

Convince your attendees of your app’s value beyond the event via the app by continuously adding content such as news, webcasts, or full papers of the visited sessions.

Event insights and photos

Share pictures of your event on the app’s social wall and encourage your attendees to also upload their best pictures. In your CMS, you will be able to find interesting facts about your conference such as the popular sessions, most engaging topical discussions etc. Share these, too!

Ask for feedback

Event organisers are always looking for ways to improve their events and offer more value to their attendees. An easy way to gather feedback is by inviting your attendees to participate in a survey direct in their app. You can either incorporate a Eureka rating or add a link that will forward the attendee to your preferred online provider - without leaving the app.

Curious to learn more?

Visit the Conference Compass blog at www.conferencecompass.com/blog to download the full App Promotion Kit, including handy tips & tricks, templates and checklists for your next event.



At Conference Compass, we have a passion for knowledge, aiming to share it in the most convenient way: mobile apps. We have been developing dedicated mobile event apps for more than eight years and helped international organisations across more than 45 countries to grow their online community. Today, we are the trusted partner of some of the world’s largest associations and PCOs who value our specialisation in their field and commitment to offering a truly engaging user experience. Together, we aim to make “bright people brighter”.

It is IAPCO’s mission to raise the quality standards in the global meetings industry, and we are very proud to be part of this movement as their service provider. Since 2018, Conference Compass sponsors the official event app for the EDGE seminars and Annual Meetings and was also happy to be the 30th organisation to join the Plastics Pledge. We are looking forward to working with IAPCO’s members and their clients in the years to come.

Got a question? Get in touch with our team: info@conferencecompass.com

The Society App
Discover the most powerful event app for conferences & associations

- Include every event
- Share knowledge & content
- Increase sponsor value
- Brand it your way
- Integrate with existing software
- Keep your data secure
- Encourage interactions
- Relax with easy set-up & support

Conference Compass
www.conference-compass.com

THE DIGITALIZATION OF ASSOCIATIONS: A BRIEF GUIDE TO GETTING STARTED

Author: Frank M. Waechter, Founder and CEO of fmwaechter.com | Digital Marketing

According to the World Economic Forum, digitalization is one of the key disruptors of the 21st-century¹. This process has caused profound changes in the way we interact and go about our lives, and has also transformed the nature of work and organisations. Ernst & Young suggests that the digital transformation is here to stay², and so it is essential for associations to jump on board, embrace the digital mindset, and bring added value to their members – especially to new generations who are digital natives.

Digitalization is already underway, so embracing it is not a matter of if, but instead of when and how. In this post, we take a look at the most effective strategies and solutions that associations can use to achieve this.

Should Your Association Go “All Digital”?

The first step to kick-start a digital transformation strategy is deciding what to implement, how to do it, and in which

time frame. Although it might be tempting to go “all-in” on digital, this is not always practical or necessary. Implementation success rates seem to be rather low - under 30% according to the McKinsey survey³. On the other hand, those who are successful take an incremental approach to digitalization. Digital organisations don't become so overnight, they work and rework their strategy until they are able to create new and stronger forms of engagement with their members. Therefore, it is wise to make gradual changes strategically, using carefully chosen digital tools to enhance existing and more traditional operational models.

Low-Cost, High Impact Solutions

Mindset is as important as tools when it comes to the digitalization of associations. The process starts with building digital skills into the association's culture⁴, bringing key stakeholders on board, and breaking down silos before going all out. You can achieve this with limited financial

resources – it all starts with the right mindset and with the disposition to make small-scale changes that have a significant impact.

Free content analytics tools are an excellent place to start. These tools enable data-driven decision making, which forms the basis for digital strategy. With this anticipatory intelligence, you can discover which content drives interaction best and which digital technologies your members are already using. The information can be used to predict what your members need and to formulate digital marketing campaigns using the format and channels your members prefer.

For example, setting up an online community on a social media platform allows members to share and network 24/7 using tools with which they are already familiar. Some organisations, such as the Association for Clinical Research Professionals, have created their online community platforms⁵,

1. <http://reports.weforum.org/digital-transformation/understanding-the-impact-of-digitalization-on-society/>

2. [https://www.ey.com/Publication/vwLUAssets/The_digitisation_of_everything_-_How_organisations_must_adapt_to_changing_consumer_behaviour/\\$file/EY_Digitisation_of_everything.pdf](https://www.ey.com/Publication/vwLUAssets/The_digitisation_of_everything_-_How_organisations_must_adapt_to_changing_consumer_behaviour/$file/EY_Digitisation_of_everything.pdf)

3. <https://www.mckinsey.com/business-functions/organization/our-insights/unlocking-success-in-digital-transformations>

4. <https://www.delcor.com/resources/blog/how-associations-are-embracing-digital-transformation>

5. https://community.acrpnet.org/home#_ga=2.32365755.40168502.1565203227-613253853.1565203227

whereas others (like Trades Union Congress) offer their members online training in a webinar format⁶, all through their website.

Another cost-effective tool is marketing automation. Whilst not free, these software packages can save on labour costs and, at the same time, deliver highly targeted communications that reach the right person with the right message at the right time. Also, consider the products or services your association already offers and how can they be digitalized. With marketing automation, it is possible to segment members based on their interests and goals, and offer them tailored content.

Digital tools such as machine learning or artificial intelligence have enormous potential for success, and they don't need to be costly. Chatbots can be quickly built on social media platforms and drive a conversational approach to member interaction. And since they can learn autonomously and become more accurate over time, they are a sound investment.

Conferences and events are other areas of opportunity. Event apps are replacing printed conference guides, making them more portable and user-friendly. Organisations like the National Association of College and University Business Officers are building membership value into their events using year-round, multi-event apps that not only deliver smooth registration, networking and personalised content but also engagement, interaction and intelligence⁷.

Another example of how digitalization can strengthen the reach of events: BILD⁸, a Toronto-based land management association, went paperless for its annual awards event. To do so, they implemented a CSP (content services platform), which bridges the gap between digital experience management (DxM) and content management. For the annual event, this move allowed members to submit and manage applications on a self-serve basis, reducing greatly time-related

inefficiencies and risks of human error. Content management systems can be pricey, but there are affordable options too. In the beginning, association leaders may want to explore basic packages and solutions, making sure their features target the most important goals for a particular event.

Conclusion

The digitalization of associations is complex and multi-faceted, but its benefits outweigh the challenges. Taking a gradual approach to digital transformation can help your association remain competitive, future-focused and member-oriented. Start taking steps now to give your association a strategic advantage and establish it as a trusted leader in your field. It is never too late to become digitally aware and lead transformation successfully.

6. <https://www.tuc.org.uk/national/training>

7. <https://www.eventmanagerblog.com/association-event-app>

8. <https://advantagecsp.com/stories/bild>

This feature ran in Boardroom as IAPCO column

RELEVANCE – VALUE – GROWTH: THE OPPORTUNITY FOR ASSOCIATIONS

Author IAPCO Member: Alexander John, MCI Middle East



In a world where Digital Innovation is brandished as the next big opportunity, the question of growth, value and relevance are arguably the top three concerns that Associations are challenged with in this new digital, “information free” world!

Whilst on the surface, the current paradigm, i.e. the digital economy, will be the new normal going forward, there is an opportunity for Associations to strategically innovate, cleverly manoeuvre themselves, become relevant, accelerate growth and provide immeasurable value to their audiences and, in some cases, to the entire world.

Building a strategic direction with clear goals is the number one investment Associations need to make. Whilst this may be simple to define, the questions that the board and the executive need to answer are:

- Who are our audiences?
- What are they looking for?
- Are we adding value?
- If so, what is that value proposition?
- What differentiates us from the rest?
- With these differentiators, are we able to attract new and retain members?
- How do we communicate this?
- Is the communication reaching the right audiences?
- Where and how do we fund this?
- Finally, can we define a vision of growth from the above?

Associations who define expanding markets and growing globally as a strategic direction have to address how do they generate value for themselves and, at the same time, build a brand that is recognisable, the voice of the industry and be economically viable and sustainable.

The natural approach for most associations is to sell all their products and services and hope they work! Based on market dynamics, the results can be varied and, in some cases, counterproductive as the investment in growth may not yield the desired results, i.e., return on objectives or investment.

Building new markets, or reinvigorating an existing market, requires one to go back to the fundamentals of association management. Identified below are four axioms that have helped Associations build sustainable strategies that address value, relevance and growth.

Thought Leadership and Subject Matter Experts (SMEs)

In the age 'hyper-information', credibility and reliability become critical. Delivering industry ratified, peer reviewed and certified content is paramount. Associations need to use this key strength to their advantage and develop and deploy subject matter experts who will strengthen their position and in turn help industries develop standards and grow economies. It is also important that SMEs are positioned in the right environments. SMEs consulting and working with government agencies help position the association as one that is adding exponential value to the economy.

The American Society for Quality (ASQ) used SMEs as an extension of their brand and this strategy helped them

position themselves as thought leaders in the market and, at the same time, become multipliers for the government standards programmes and helped them grow their revenues and influence as the premier standards brand in institutions.

Registered Service Providers (RSPs)

There are a number of roads and vehicles that associations can choose from to sell their content. One of the options is to appoint RSPs to represent the association's product and become a generator of value and opportunity. Choosing and knowing the strength of a chosen RSP is a critical function. The RSP not only carries the brand but also assists with the growth of the association by attracting new and renewing old members.

Having a direct impact on revenue and brand, it is important that the association is able to whet potential and new RSP partners and at the same time ensure that old ones are motivated enough to sell more of their products. ASQ developed a holistic review process that was managed remotely from their HQ in USA and controlled and delivered locally in their respective markets. The success helped them grow 15% year-on-year in MENA Market.

Growth through Academia

For associations, there is a natural affinity to academia as both institutions are focused on expanding a body of knowledge. They offer opportunities in research and development, and partnering with such institutions adds academic credence to the body of knowledge.

Academia and universities offer associations a plethora of opportunities.

These include co-locating certifications with university certificates, adding industry knowledge and standards to the learning curriculum, and directing future generations in building their careers around the industry driven by the association. Universities in some cases can also become RSPs who drive both academic and industry growth for the association.

Build Local / Regional Products

Whilst members want to be part of the international collective, connecting and being locally relevant is as important. Defining products, albeit local/regional conferences, workshops, certifications and research, it is important associations build local relevance when growing globally. A well-known fact is that the reality of the east is not the reality of the west and vice versa! Whilst most associations will deploy products, establishing awards positions the association as a standards adjudicator and curator of the industry. Such a position elevates the association and helps attract various stakeholders who would want to be part of these peer affiliated awards. Besides this the awards act as an opportunity to bring together the industry to celebrate and an aspiration for future generations.

Whilst there are number of digital opportunities that are brandished as innovation, they are all just vehicles of communication; the reality is that "Content is King". To be relevant, valuable and to grow starts and ends with the body of knowledge and the influence the brand has on the industry. So, whilst there are a lot of fads around digital, the fundamentals are simple, age old truisms that transcend time and generations!

This feature ran in Biz Events

JUST MISSED OUT? EVENTS THAT TOOK PLACE WITHIN THE LAST 30 DAYS!



IPCAA – ICCA – IAPCO

Half-Day Workshop

26 October, Houston

46 participants (+ waiting list)

MEDICAL COMPLIANCE

The Faculty

- Martin Jensen, IPCAA, H. Lundbeck
- Terri Breining (moderating), President Breining Group
- Ksenija Polla (ICCA host) Director Association Relations, ICCA
- Martin Hess-Janorschke, IPCAA, F. Hoffman-La Roche
- Audrey Alloul, Kenes Group
- Bettina Reventlow-Mourier, Wonderful Copenhagen CVB
- Thomas Reiser, ISTH
- Julie Simper, International CME-CPD Consulting



IAPCO SEMINAR

29 October, Houston

120 participants

EVERY BID HAS A STORY!

- Jocelyne Mülli, K.I.T. Group
- André Vietor, Bco Congressos
- Tracy Bury, World Confederation for Physical Therapy with Martin Boyle, IAPCO, moderating

Key take-aways:

- Commit to thorough research prior to starting your bid to ensure you know what influences decision making
- SWOT your bid and that of your competitor cities
- Agree a loss strategy with bid leader (ie will he/she bid again)
- Build relationship with the association
- Be sure to respond to each question clearly as outlined in the bid guidelines.



IAPCO Seminar at IBTM

19 November, Barcelona

82 participants

STIR UP YOUR MARKETING MIX!

- Oonagh O'Reilly, ICC Belfast
- Giulia Ineke Sarri, AIM Group International with Olivia Galun, IAPCO, moderating

Setting the reset button on your marketing strategy. Traditional marketing focuses have evolved from the 4 Ps: Price, Product, Promotion and Place; now it is time to embrace the 4 Es: Evaluation, Engagement, Experience and Evolution.

DON'T MISS OUT THIS TIME - IAPCO EDUCATION CALENDAR

IAPCO
EDUCATION
CALENDAR AS AT
NOVEMBER 2019

10-11 December 2019

21-23 January 2020

17-19 April 2020

11-14 May 2020

July 2020 (dates tbc)

24-26 August 2020

October 2020 (dates tbc)

November 2020 (dates tbc)

TCVB Seminar, Tokyo, Japan (by invitation)

EDGE Munich, Germany

EDGE Xiamen, China

IMEX Frankfurt IAPCO Seminars

EDGE Suzhou, China

EDGE Mexico City

EDGE Sri Lanka

EDGE Durban, South Africa (by invitation)



MUNICH 2020

Connect & Share

21 - 23 January

IAPCO EDGE 2020 Munich

Early Bird Registration ends 29/11/2019

“EDGE really delivered on its promise:

- **E - Experts** – great and inspiring speakers
- **D - Dynamic** – interactive format and wonderful discussions
- **G - Global** – great group of people from various backgrounds
- **E - Education** – many takeaway points to apply to my everyday work”

Nele Aumann, Hamburg CVB

And IAPCO Education is open to all meetings industry professionals.

Programme now online

2.5 days of inspirational learning for professionals from all sectors of the meetings industry. Full of knowledge exchange, connecting with peers and sharing experiences!

The sessions will provide you with state-of-the art know-how on all aspects of professional congress organisation, completed by motivating keynotes on collaboration and community building as a central factor of success, both in a digital and personal environment.

www.iapcoedgemunich.org

Key Topics

- Collaboration and Team Success
- Practice and Knowledge Transfer on Bidding
- The Power of Community Engagement in Event Business
- Marketing – reach out for more
- Financial Accountability is a team achievement
- Sponsorship – is it all about the money?
- DISC profiling – understanding YOU
- Client Management
- Leadership – be a multiplier!
- Personalise Learning
- Group Work based on real life case studies



Nicola McGrane

CEO, Conference Partners International, Ireland



Mathias Posch

IAPCO President; President, ICS, Singapore



Ori Lahav

IAPCO Vice President; VIP Client & Operations, Kenes Group, Israel



Claus-Peter Reisch

Captain of the sea rescue boat “Eleonore”, Mission Lifeline

Tobias Grober

Executive Director Business Unit Consumergoods - Director ISPO Group, Messe München GmbH



Dr. Markus Dirr

Chief Digital Officer, Messe München GmbH



on IAPCO EDGE Seminar Sri Lanka

“Learning, Connecting, Inspired!”
Isuru and Champhia Vincent,
Delair Travels

“IAPCO EDGE – keeping on you on the edge”,
Janice Hakel-Ranasinghe,
Kairos PCO

“It’s a great seminar that helps you dive deeper into the global industry”,
Vinod Karsyappeguma,
Katros Events

KEY FACTS

Participants: 48

Date: 3-6 October 2019

Venue: Taj Bentota Resorts and Spa

Satisfaction score: 89.23%

Faculty:

- Mathias Posch, IAPCO President
- Patrick Delaney, SoolNua
- Sarah Storie-Pugh, IAPCO HQ

Top 5 Most Relevant sessions:

- Incentives Programme
Creation – 90.54%
- Who’s Who in the Business Events
Chain – 89.75%
- Site Inspections – 89.74%
- Bidding – 89.32%
- Finance – 88.46%



Happy participants at close of seminar



The faculty – Mathias, Sarah and Patrick



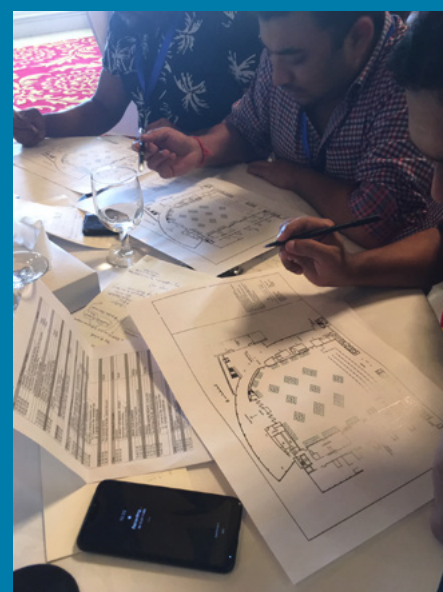
Sorting out those leading MICE countries



Amazing venue: Taj Bentota Resorts&Spa



Characteristics as created by participants



^ Team work: critiquing the exhibition plans



< Wise owls win early morning teaser quiz



on IAPCO EDGE Seminar Durban

“The Seminar is very educative and eye opening, the participation of the groups is so exciting”,
Ruth Fikile Twala, Yahweh Shammah
Socio-Econ. Dev. Tourism

“The sessions are extremely insightful and engaging with the messages being conveyed in a simple yet effective manner”,
Richard Wyllie, KZN CB

“Insightful, interactive, informative, fun”,
Briony Smith,
Bee Africa Travel & Tours

KEY FACTS

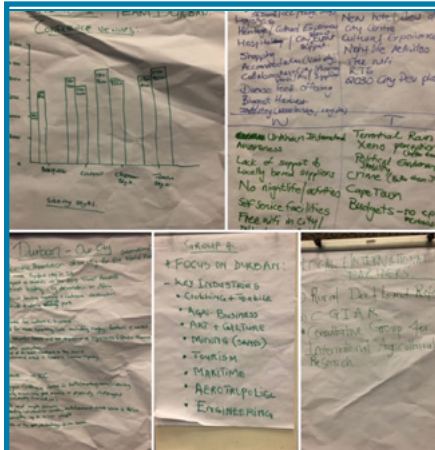
Participants: 27 (by invitation only)
Date: 9-11 October 2019
Venue: Hilton Durban Hotel and ICC
Satisfaction score: 92.6%

Faculty:

- Ori Lahav, IAPCO Vice-President
- Patrizia Semprebene Buongiorno, AIM Group International

Top 5 Most Relevant sessions:

- Programme Management/ Meeting Design - 94%
- Legacy for the Destination - 93%
- Project Planning - 91%
- Marketing - 91%
- Bidding - 90%



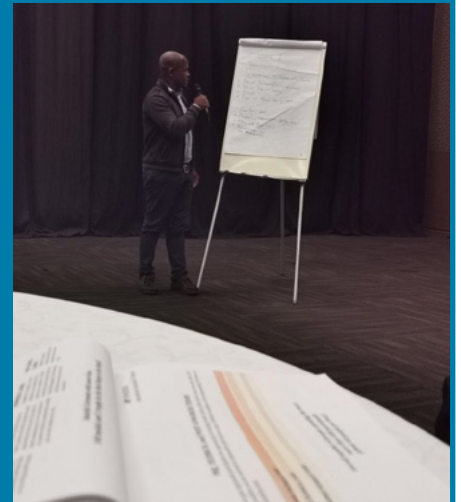
Never underestimate rock, paper, scissors



The winning team on Meeting Design discussion



Project Planning teamwork



T.E.A.M.work – Together Everyone Achieves More

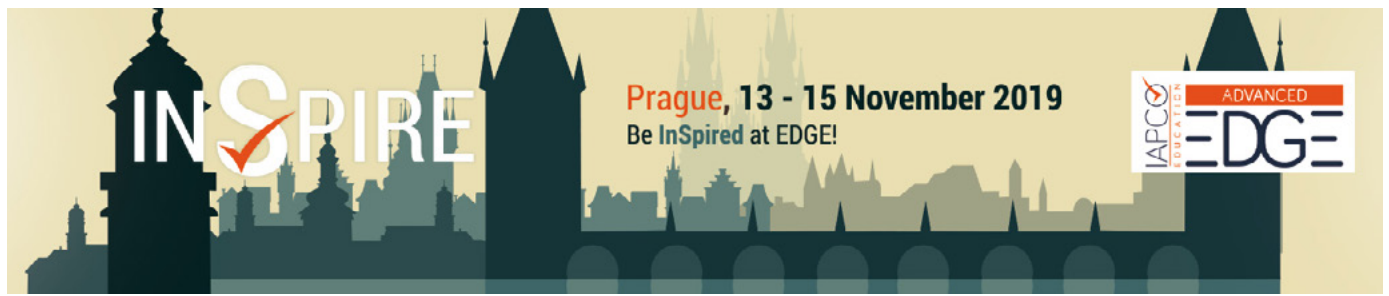
Participants and faculty – Ori (l) and Patrizia (r)



Meeting Design at its best – work outdoors!



It's a wrap – training certificate happiness



BE INSPIRED! AND IT CERTAINLY WAS

“To be inspired is great, to inspire is an honour”, Stacey T. Hunt

The 1st IAPCO EDGE Advanced Seminar was held this month and attracted an audience across the spectrum of the meetings industry, including PCOs, Destinations, CVBs, International Associations and Convention Centres. It’s all about networking, communication, fun and, above all, an amazing learning experience!



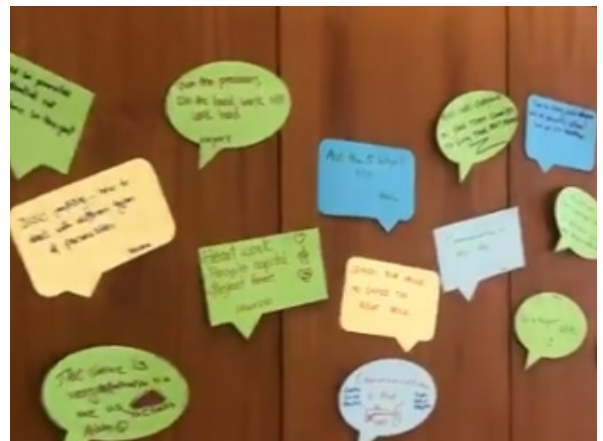
^ **The Faculty** [l-r] Nicola McGrane, Conference Partners International; Sherrif Karamat, CAE, President & CEO, PCMA; Patrizia Semprebene Buongiorno, AIM Group International



< Communication

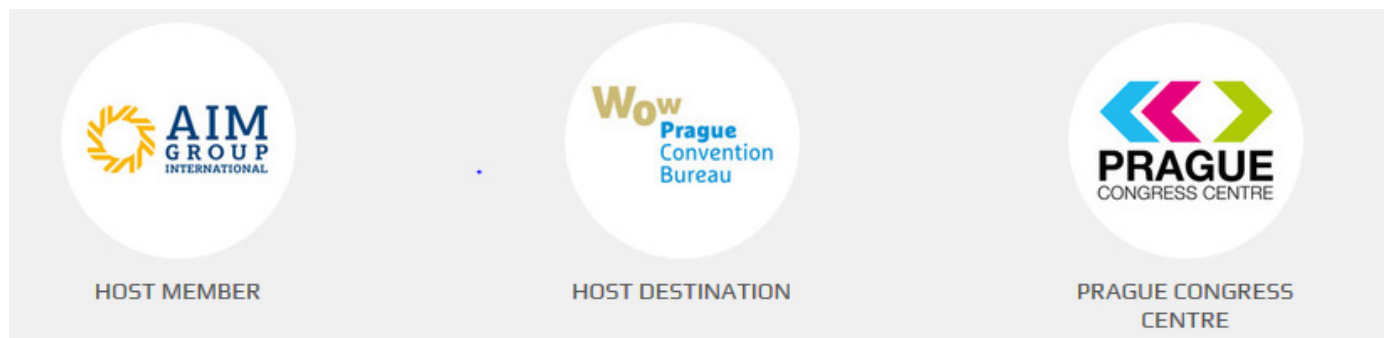
Left foot, right foot. It’s all about team building and communication!

> **Learning from each other**
[Click to view those learning tags](#)



^ **Networking Dinner** Innovative videomapping dinner table at networking dinner at Mayor’s Residence. A great thank you to Prague Convention Bureau.

▼ With thanks to all those who made it happen.



IAPCO TASK FORCE ASSISTS XIAMEN IN MAJOR BID WIN



The World Seafood Congress, a global professional event held every two years, took place in Penang, Malaysia, 9-11 September 2019.

Xiamen Municipal Government, the Municipal Convention Bureau, the Municipal Ocean Development Bureau, together with the IAPCO China (Xiamen) International Conference Bidding Task Force, and IME Consulting Co., Ltd, presented their proposal and won the 2023 World Seafood Congress, the first major international win for the City of Xiamen.

The IAPCO China (Xiamen) International Conference Bidding Taskforce was formed following the highly successful IAPCO Training Seminar in Xiamen earlier this year.

IAPCO Bespoke EDGE Education was introduced to China Suzhou in 2016 and in April 2019 expanded into Xiamen. A total of 63 students from 16 cities across China participated, of which 23 were from Xiamen, sponsored by the Xiamen Convention Bureau and Xiamen ITG Group.

IAPCO provided a legacy for Xiamen after the seminar, setting up the China Xiamen IAPCO Bidding Taskforce, leaving a legacy of international talents, professional coaching and an IAPCO China networking facility for Xiamen.

NEXT GENERATION LEADERSHIP IN VANCOUVER



The 51st IAPCO Annual Meeting and General Assembly will focus around the all-important issues that arise as our industry is being taken over by a new generation of professionals that has different views and priorities when approaching business. Attendees will be able to hear from leadership-gurus and authors that are well known in Canada and beyond such as Michael Bungay Stanier or Kevin Lawrence, students from Western Canada's most prestigious Business School, as well as entrepreneurs and business leaders from local industries.

During field trips, members will have the opportunity to experience some of Vancouver's business excellence first hand.

The programme is designed to inspire but also to provide practical tips and concepts that can be implemented in companies of any size.

The IAPCO Annual Meeting is a MUST ATTEND event for anyone who looks to improve their leadership skills and wants to know how best to engage a new generation of leaders. Besides – the Social Programme promises to be great fun too!

Follow the regular updates and visit the IAPCO 2020 website for more information on the exciting programme we have designed for you.

SISSI LYGNOU REPRESENTS IAPCO AT ECM SUMMER SCHOOL



Sissi Lygnou, AFEA's CEO on Operations & Development, participated as a member of the ECM Faculty, representing IAPCO, at the 33rd European Cities Marketing (ECM) Summer School in London in August.

She presented on the role of PCOs as Intermediaries in the Meetings Industry focusing on the multitasking as well as leading role of the PCO, highlighting the importance of partnering and working together with all key players of the Industry as key to success. The presentation was followed by a round table discussion on how to market and promote the city/region in the Meetings Industry,

The day ended with a workshop where Sissi had the opportunity to explain in detail to the students the everyday work, responsibilities, role of the PCO in both the bidding, as well as the operation procedure, and how CVBs, Convention Centers, DMCs and other parties can benefit only from working together with PCOs.

The 34th ECM will take place from 21-26 August 2020. Following her highly successful contribution, Sissi will again represent IAPCO.



VANCOUVER



Great Meetings are in our nature.

A modern city on the edge of a spectacular natural playground, Vancouver has built a reputation worldwide as a premier destination for meetings and conventions. Delegates are often surprised by the wealth of experiences available outside the boardroom year-round, including the ability – rare among Canadian cities – to ski local mountains, sail the sparkling Pacific Ocean, and golf at award-winning courses all in the same day.

Voted North America's Best Airport a record-setting 10 years in a row, and holding distinction as the second-largest airport on the continent's West Coast, Vancouver International Airport (YVR) is the primary gateway to Western Canada and accessible from countries across the globe. From YVR, the journey to downtown Vancouver is direct, inexpensive and quick: the Canada Line rapid transit train whisks visitors from airport to city centre in less than 30 minutes.

Vancouver is a compact, walkable city whose convention centre is perfectly placed in the downtown core. Aside from a stunning background of ocean and mountains, the venue is within easy walking distance of 13,000 hotel rooms, as well as landmark attractions, restaurants catering to every palate, and miles of ocean-hugging seawall. The plethora of choice for nearby pre- and post-meeting venues means attendees can

feasibly forgo driving for the entire duration of the conference. The rumours are true: Vancouver is a tantalizing culinary hub whose globally influenced, locally sourced fare pairs perfectly with innovative cocktails, B.C. wine and craft beer brewed in our own backyard. British Columbia's abundance of rivers, lakes and coastline, not to mention some of the country's most agriculturally rich acreage, results in a wealth of farm produce and fresh seafood for this city located between the Coast Mountains and the Pacific Ocean.

The Daily Grind is Different Here.

Just outside marks the beginning of the 10km of seawall around Stanley Park – perfectly situated for a quick between-meetings run, or even a small walking meeting – which extends for an additional 18km through several other neighbourhoods around the city's waterfront. Rent a bike, or take public transport to explore the many unique neighbourhoods that surround the downtown core, like Gastown, Olympic Village, and Granville island (just to name a few). Vancouver's raw beauty inspires a local lifestyle heavily geared towards health and wellness. Delegates will find once they arrive here that it's surprisingly easy to slip into that lifestyle, and difficult to leave once the conference ends.

Ready to learn more?

Visit www.tourismvancouver.com/meetings



VANCOUVER FUN FACTS

- Vancouver is the 6th most walkable city in the world
- Vancouver is the 3rd largest film and TV production centre in North America, earning the nickname Hollywood North
- Vancouver aspires to be the World's Greenest City
- Vancouver is home to Stanley Park's 1,000 acres of dense forest and trails – 10% larger than New York's Central Park

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



MONDIAL INTRODUCES “GREEN MEETINGS” LOGO

IAPCO Member: Mondial Group, Austria

For more than ten years, the Mondial Group has been integrating green practices into its business model. Now, a new logo has been designed to indicate green products and offerings.

In 2008, Mondial was awarded the Austrian Eco Label for travel packages as the first agency in Austria. Since 2012, the agency has also been a licensee of the Austrian Eco Label for Green Meetings and Events and thus authorised to certify events as Green Meetings. In 2016, the company also earned the Eco Label for company outings, again, as the first in Austria.



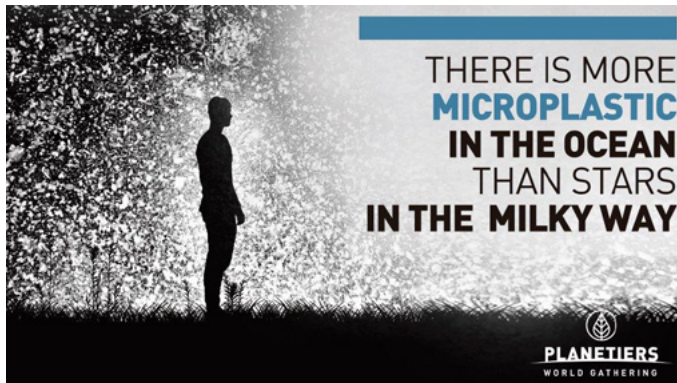
The Austrian Eco Label, which is awarded by the Federal Ministry for Sustainability and Tourism, is a valuable trademark for certified events and travel packages. To make it easier to identify such offerings, the Mondial Group has introduced a “green” mutation of the corporate identity. New logos with the cue “Go Green” and “Green Meetings” will, from now on, indicate green offerings in catalogues, on websites and on promotional materials. The iconic yellow Mondial globe has also sprouted leaves to make identifying green offers easier for customers.

“It’s time to apply entrepreneurial thinking to our planet’s sustainability challenges.” Daymond John, investor & anchor in ABC’s Shark Tank



LEADING THE WAY – THE 1ST PLANETIERS WORLD GATHERING

IAPCO Member: Leading Congress & Association Management, Portugal



Leading is a proud partner in the organisation of the initiative of the 1st Planetiers World Gathering taking place at the Altice Arena in Lisbon, 23-25 April 2020.

The Planetiers World Gathering is planned to be the world’s biggest event on sustainable innovation and wants to put all the greatest solutions on the map.

The IMPACT STAGE will embrace 40+ impactful game changers in the Planet including

- Prof. Mohan Munasinghe | Nobel Peace Prize Laureate
- Gina McCarthy | Former Administration of EPA
- Mike Berners-Lee | Author of the bestselling book ‘There is No Planet B’
- Joel Sartore | Founder of NatGeo Photo Ark

Planetiers expectations ...

100+	Speakers
200+	Companies
150+	Journalists
100+	Investors
10000+	Attendees
50+	Countries

Planetiers are innovators, entrepreneurs, leaders and citizens that recognise that there is no alternative to a regenerative future and need it for their own success.

**They know that they can
always do better, and they do.
We believe that you can be a Planetier.
One day or day one? You decide.**



VENUE WEST AND TOURISM VANCOUVER JOIN IAPCO PLASTICS PLEDGE

An industry community day event celebrating World Tourism Day with purpose

Author: Anne Wegner, Marketing Manager of IAPCO Member, Venue West Conference Services

On September 27, Venue West celebrated World Tourism Day and was proud to partner up with our tourism industry partner, Tourism Vancouver and local suppliers and clients, such as PEQISH, The Listel Hotel, Yaletown BIA, G2 Ocean and the Sheraton Wall Centre Hotel to make a change with a #ShorelineCleanup.

Joining forces was a great success! Over 40 people came together at two different beautiful shoreline locations in downtown Vancouver and collected more than 20 garbage bags that mainly contained single-use plastic wrappers.

“We are currently measuring our CO2 emissions with Climate Smart. One of our major emissions areas identified was paper use. In 2020 we are going to work to reduce our associated emissions from printing by working to eliminate most of the printing related to our internal systems. For our marketing materials we are going to work with our printers to shift to higher recycled content. We expect to be able to reduce emissions relating to printing by 30% next year,” said Gwendal Castellán, Sustainable Destination Development Manager at Tourism Vancouver.

We are proud to say as an IAPCO member, Venue West and Tourism Vancouver decided to not only free the environment from single-use plastic for one day but committed to long-term sustainability by signing the Ticky the Turtle Pledge. The campaign, a

CSR IAPCO initiative, is to reduce the use of plastic in the meetings and conference industry, making it more environmentally-friendly and ecological.

Venue West's Ticky the Turtle pledge and measurable change will be “our mission is to Pioneer Event Planning Sustainable Solutions”. In that, we are committed to reducing the use of single-use plastic, both for our events and for improving the management of recyclable items in our workplace and conferences. We pledge to divert 80% of all waste generated at our workplace away from the landfill, including 90% for single-use plastic.



Venue West acknowledges that “it will not be an easy road ahead to hold suppliers and clients accountable to buy-in to sustainability implementation with their services. There are many areas of event management, such as Food and Beverage, meeting venues, transportation, exhibits, destination selection and marketing that need to strengthen and implement best

practices and offer sustainability options to PCOs and meeting planners.”

We want to thank everyone who came out and helped us clean up our shorelines. We look forward to keeping up the collaboration and education for a sustainable future! Let us continue to refine our processes, both internally and for our clients, to increase the #sustainability of the tourism and events industry.

Best wishes from the Venue West Conference Services Team!





ALL-FEMALE CREW SETS SAIL FOR PLASTIC POLLUTION CIRCUMNAVIGATION



An all-female crew has set sail on a two-year eXXpedition sailing research mission around the world to investigate the causes of, and solutions to, ocean plastic pollution.

The **eXXpedition Round the World voyage**, which set sail from Plymouth, UK, on 8 October 2019, will sail through some of the most important and diverse marine environments on the planet. This includes crossing four of the five oceanic gyres, where ocean plastic is known to accumulate, as well as the Arctic, on board the 73ft sailing vessel S.V. TravelEdge.

Under the directorship of award-winning ocean advocate, Emily Penn, 300 women will join the research vessel as crew over 30 voyage legs to journey more than 38000 nautical miles, studying microplastics and toxics in our oceans. Beyond contributing to cutting-edge scientific research, the mission aims to celebrate women in STEM, exploration and sailing, whilst creating a powerful global network of Ambassadors. They then use their experience at sea when back on dry land as leaders in their respective fields, helping to end the flow of plastics into our oceans.

Mission Director Emily Penn, co-founder of eXXpedition, said: “The plastic pollution challenge our oceans face is a global one and it will take an inspired army of passionate, skilled and experienced people to tackle it.

“Our eXXpedition Round the World mission is a unique opportunity to build a comprehensive picture of the state of our seas, while conducting much needed research that will inform practical and effective solutions to ocean pollution.

IAPCO were privileged to have Emily Penn speak at the IAPCO 2019 Annual Meeting and have since supported her eXXpedition, which is in line with the Association’s Not Just a Drop in the Ocean Campaign. Emily supports the Campaign whose mission is to rid the meetings industry of single-use plastic. Take the pledge and join us in our mission:

www.iapco.org/about-iapco/ticky-the-turtle/

Bon Voyage Emily and team

- say hello to Ticky on your travels!



snapCO on Kenes Group, organisers of ESRA



The European Society of Regional Anaesthesia and Pain Therapy (ESRA) held its largest annual congress with nearly 2000 participants in Bilbao, Spain on 11-14 September. This was also the most sustainable meeting of the organisation, and the first congress to sign the IAPCO Plastics Pledge and, in addition, to participate in the Eventex ‘We are green’ initiative.





HOW THE AUSTRALIAN MARINE SCIENCES ASSOCIATION WENT PLASTIC FREE AT ITS EVENT

Author: Cristi Kempf Convene Executive Editor

The Great Pacific Garbage Patch is just one of five offshore zones where tossed single-use plastic swirls in an ever-widening vortex. These massive trash patches have prompted governments to ban plastic straws and bags and helped spur groups to create sustainability guidelines and pledges — including within the events industry.

But marine scientists know that the crisis requires people to adopt wide behavior changes — and where better to start than at their own event.

So the Australian Marine Sciences Association (AMSA) “took on the challenge to walk the walk rather than just talk the talk,” according to an AMSA report, going plastic free for its national conference held 7-11 July in Fremantle, near Perth. By providing 100-percent natural tote bags, attaching name badges to lanyards made of bamboo, and, among many other measures, serving espresso drinks in returnable, washable cups, AMSA went as plastic free as possible for the conference, which drew 570 marine science professionals, academics and students.

AMSA’s decision to go plastic free was “a no-brainer,” Elizabeth Sinclair, Ph.D., told Convene. Sinclair — a senior research fellow at the School of Biological Sciences and The UWA Oceans Institute at the University of Western Australia — is a member of the AMSA Western Australia Branch Board. She helped organise the event.

“We’re scientists and we work in the marine environment,” Sinclair said, “and most of us are pretty up-to-date with the fact that we don’t want to be contributing plastics to an environment in which we work.”

AMSA’s conference wasn’t the first plastic-free event, but its members have become proselytisers, describing the lessons learned in an article that was shared with the public on The Conversation website and via social media. And, along with its event management company Encanta, AMSA created a bullet-point list that other event organisers can follow.

Whilst there were some initial fears it would be difficult to pull off a plastic-

free event, after the first couple of planning sessions, everyone “really got on board and got excited about the challenge of finding solutions,” Sinclair said. Additionally, Sinclair said, all of the plastic-free adjustments “added zero cost to the overall expense, so it was all within budget.”

There were some things, such as regulations requiring plastic wrap on prepared food, over which they had no control. But, she said, “we focused on the things that we could control.”

Sinclair said she knows that “we were preaching to the converted at the conference. But if everybody manages to influence one or two people and we’ve changed the way our conference organisers are thinking ... then they can actually influence how other events are run.”

Get the tip sheet for eliminating single-use plastics from a conference at:

www.pcma.org/tip-sheet-eliminating-single-use-plastics-conference/

This article ran in Convene.

snaiPCO on Sustainability Breakfast



Guy Bigwood’s 3 Ss on Sustainability: Stepping up, Scaling up, Speeding up. In 10 years the world has to have carbon emissions below 1.5% to be sustainable – that means 10 years to reduce carbon emissions by 50%. A tall task but not unachievable. By stepping up you become a leader, at every level, start a programme. Scale it up and do it quickly, 10 year is not long.

SINGAPORE WELCOMES IAPCO COUNCIL



IAPCO council were hosted by the Singapore Tourism Board [STB] for their September Council Meeting and the hospitality, the organisation, the unique activities and the imparted city-knowledge gave the 12 Council Members a not-to-be-forgotten experience.

The meeting was particularly important for IAPCO due to the additional element of the 5-year Review and 5 and 10 year Future Strategy agenda. First off: IAPCO Strategy Day gets started. Reviewing the past, and looking at trends, quickly gave way to in-depth discussion and debate on the next 5 year's strategy for IAPCO, the outcomes proving both exciting, practical and far-reaching. IAPCO continues their upward trajectory with dramatic and far-sighted plans.

Day 2 embraced the SACEOS community with a highly focussed seminar to over 80 participants from the local meetings industry. Ori Lahav, Mathias Posch and Jan Tonkin formed the top-level line-up discussing trends and likely future changes which will be witnessed in the marketplace. PCO business models, case studies and collaboration between parties were a key focus of attention.



A fun way to see the city! Our hosts, STB, showed their city in amazingly unique ways. Council transgressed the F1 track in vintage vespas; they viewed the Marine Bay from trishaws and then saw a different aspect from the river cruise, to be followed by the fantastic light show from the roof top garden of the Fullerton Bay Hotel.



And a fun way to learn about the city! A trip to the Urban Redevelopment Authority Gallery was a complete eye-opener, documenting the development of Singapore and clearly defining their future Concept Plans. Explanations of how this small country manages its land reclamation, its water supply, its waste removal, the provision of garden spaces and wellbeing of its people, gave the IAPCO council inspiration for their own Concept Plan and future strategy.



Urban redevelopment

Our stay could not have been made more perfect without the hospitality and support of the luxurious Shangri La Hotel. The meeting facilities and setting – The Dutch Pavilion – were carefully selected and met IAPCO's meeting needs perfectly. The hotel itself is self-explanatory – from its well-appointed rooms to the calming setting, beautiful architecture and practical functionality. But perhaps the most memorable are those that work in the hotel. The service is friendly, unobtrusive and, what can I say, just perfect.

Our hosts, the Singapore Tourism Board, could not have done more to provide a memorable and strategically successful council meeting. Thanks to Edward Koh, Executive Director, STB, for supporting IAPCO and to Keeva Lim and Ervin Lee for their impeccable organisation, imaginative way of showing off their city and meeting capabilities and being such a welcoming organisation ... congresses will be good in Singapore!



Ervin Lee and Keeva Lim, excellent hosts

Visit: www.visitsingapore.com/mice/en/about-us/about-secb

IAPCO is delighted to welcome three new members who achieved the quality status to become accredited members, including the Association's first member from Mainland China.

CONVIN SA

Athens, Greece

convin.gr

“Convin was established in 2000, with the aim to signalize its aspiration in setting new quality standards for the services offered in the M.I.C.E. Sector. Convin is leading Athens-based company offering professional services for Congresses, Meetings, Events, Thematic Campaigns, Association Management and Editorial Consulting for Scientific E-Journals.

Our team is made up of 27 skilled and experienced employees with continuous evolution in their field of work, through training sessions and introduction to new technologies.”



Antonia Alexandrou,
Managing Director



China Star

Beijing, China

chinastargroup.com

“China Star was officially founded in 2005 offering PCO and DMC services. It is one of the founders of World PCO Alliance. China Star joined ICCA in 2008 and became one of the earliest ICCA members in mainland China. With an office in Beijing and Shanghai separately and a joint office in Hong Kong, China Star's business covers the whole country including Hong Kong, Macau and Taiwan. China Star's motto is Serve the People Heart and Soul which has been implemented very well with great reputation home and abroad.”



Frank Feng Jianhua, CIS,
Associate Professor; CEO



eventime

Marseille, France

eventime-group.com

“eventime organises nearly 40 high-profile national and international events every year (SOFCOT (5000 delegates), SRLF (3000 delegates), Paris Healthcare Week (30 000 visitors), EAO (5000 delegates), Autism Europe (1500 delegates) etc...). Eventime offers extensive experience and expertise in all areas of event management, and takes on board the challenges faced by organisers. In tune with market developments, the agency adapts to new challenges, with a high-added-value service for exhibitions, addressed to professional associations seeking to diversify their sources of funding.”



James Debos,
General Director





60 SECONDS WITH... NICOLETTE VAN ERVEN



Nicolette van Erven
Managing Director,
Congress by design bv,
The Netherlands

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

My council portfolio is Quality, which means I am, together with IAPCO HQ, responsible for the annual quality control for members and potential new members. Last year we implemented some additional changes re the annual

checks to make them more robust and to better fit today's business model. HQ and I are currently working on revising the site inspection guidelines for potential new members.

What is your personal philosophy?

Enjoy life while you can!

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

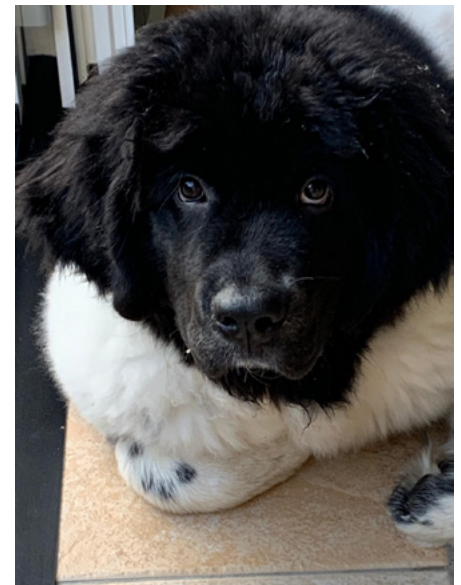
I was trained as a PR/communications specialist.

Tell us something that might surprise us about you

I am much nicer than I look 😊

Any advice for someone joining the event industry as a PCO

Besides lots of fun and very rewarding, being a PCO is known as a stressful and demanding job. So ask yourself if you are really up to it.



Besides your immediately family who is the most important person in your life?

My new puppy, Pien (from Jozefien), a mischievous, into everything, 6-month old Newfy [Newfoundland].



Michael Kern

Getting to Know...DEKON

IAPCO talks to Michael Kern, Executive Director, DEKON Group, to find out more about the company



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

More than 60. We have an office in Ljubljana, Slovenia, and we have partnerships in Athens and Belgrade.

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

The origins of the company go back to 1991; many things have changed since then! When DEKON took off it was the time of the fax machines, then we all saw the rise of the internet, with all its good and bad changes to our lives, then the smartphones with their huge impact (we believe we can't live without them anymore), and likewise DEKON has seen big changes. What started as a small local agency became a local and then national PCO. Today we operate worldwide, wherever our clients want us to deliver their conferences, from Japan to Iceland, from South Africa to Alaska.

What are your current challenges?

Istanbul, Turkey, is still our home market, and for known reasons it is still complicated. Even though the tourism sector is beginning to pick up, when it comes to international conferences the non-domestic participation is still way behind expectations.

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

It's hard to name a specific one, so I would say all the ones which we could turn into a recurring partnership with our clients. And there were many. How did that happen? I believe it is the typical Turkish hospitality of our team, who are very experienced in working with their international clients. When Turkish people work, especially with foreigners, they put all their heart in to delivering their very best. Understand and accept other cultures, and give the best from yourself, and that might be the recipe for success.

Have you had successful partnerships with another IAPCO member?

Yes indeed. Whenever we go to a foreign destination we contact our local IAPCO partners for a quote for the outsourced services.

Why do you value being an IAPCO member?

The IAPCO family is an excellent place for learning and exchange of knowhow and friendship. And at the end it's a global network of PCOs, adhering to the highest standards of our industry.

QUOTES OF THE MONTH



If you live without making a difference what difference does it make that you lived?

*Sarah Storie-Pugh,
IAPCO HQ*



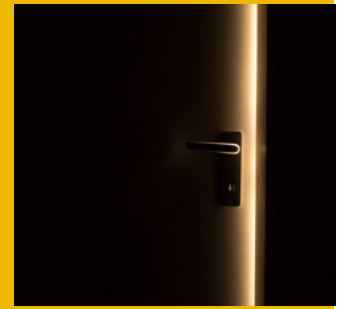
“If you aren’t going all of the way, then why go at all”

*Joe Namath,
US pro footballer*



“If you are always thinking out of the box, don’t forget to think about what’s inside the box first!”

*Charukshi Perera,
Avant Premiere
Pvt Ltd., Sri Lanka
Seminar participant*



“If opportunity does not knock, build a door”

*KKMS Nisansala,
Lotus DMC, Sri Lanka
Seminar participant*

FOOD FOR THOUGHT



Jeff Hurt, Chief Epiphany Officer, Empowered Epiphanies

GET READING!

Recommended books on being smart with our brains

Jeff Hurt



ARINEX WISE COUNSEL

The custodians of knowledge and experience

A strength of Arinex is their specialised business units that house specialist skill sets and focus on continued improvement in their particular fields. The Arinex Wise Counsel (AWC), recently formed, consists of long-standing staff members across the Company who work together to ensure corporate memory is accessible, shared and strengths are retained and built upon.

This team is the core of the history of Arinex and provides invaluable time-saving that enables new staff to quickly learn and develop – as mentors to the newer staff AWC safeguards performance and care for clients.



(l-r) Shaun Daws, Bridget Baldwin, Rebecca Quilty, Monique English, Drew Whit and Igor Kasalovic.
Not present: Alison Ainsworth, Roslyn McLeod and Lorraine Di Vito.

SPAIN AND LATIN AMERICA REINFORCED

IAPCO Member: Kenes Group

As of October 2019, José María Ávila joined Kenes Group as the new Vice President Business Development for Iberia and Latin America.

Based at the Madrid Office of Kenes Group, José María will be responsible for leading the business development team to consolidate the Group's expansion into Portugal and LATAM, while also reinforcing their existing markets and services.

An accomplished event professional, José María comes with over three decades of experience in the international events sector. He has held top managerial positions with some of the most prominent Spanish PCOs, agencies, and DMC companies.



ERA INTRODUCES WEBINAR SERVICES

IAPCO Member: ERA, Greece

ERA is currently undertaking the organisation and hosting of a series of twelve educational GVR S Webinars in Athens on retinal pathology. The company invests in the need for continuous training and dissemination of scientific knowledge which is, now more than ever, indispensable as new methods and technologies emerge.

Webinars offer doctors, educators, curriculum developers, researchers and more, the opportunity to engage with experts and peers from around the world in live discussions on specific educational topics. They also allow for the hosting of a larger number of sessions thus engaging an ever-increasing audience globally.



on GIS Group
Global Co., Ltd

All GIS staff gathered for a fun design thinking workshop



SWISS MEDICAL SCHOOL PROJECT

IAPCO Member:

CPO HANSER SERVICE, Germany

The German congress organiser CPO HANSER SERVICE has, for some time, been holding shares in Prime Public Media AG (PPM), a Swiss media company for medical training and specialist information. Their eight medical journals cover the fields of cardiology, neurology/psychiatry, oncology/haematology, pneumology, pain medicine/geriatrics, dermatology as well as internal medicine and the training platform

www.medizinonline.ch, making PPM one of the most important players in this market segment.

In addition to their journalistic portfolio, the “Swiss Medical School” will be one of the company’s innovative projects for 2020. The focus is on continuing medical education for physicians, independent and shaped by international networking with medical faculties, and opinion leaders from all over the world. The target groups are physicians and medical staff, employees from the pharmaceutical industry, and healthcare sector partners.

CEO RE-ELECTED

IAPCO Member:

AIM Group International, Italy

Gianluca Scavo, CEO of AIM Group International, was re-elected to the General Council of the Federturismo Confindustria Italy, the National Travel & Tourism Industry Federation, for the period 2019-2023. Gianluca represents Assolombarda, the entrepreneurial association of Milan and Lombardy Region, a position he previously held 2016-2019.



RECORD PODIUM FINISH

IAPCO Member:

AIM Group International, Italy

The Conventa Crossover Best Event Awards 2019 was celebrated in Ljubljana (Slovenia) in September. For the Best B2B Event Category, AIM Group finished as runner-up with the breath-taking

IBA Welcome Party designed for the International Bar Association at a 16th Century Villa on the hills surrounding Rome.

As Best B2C Event, AIM Group won the third prize with the incredible project organised for the World Tunnel Congress held in May 2019 in Naples.

WHEN PERSONAL SUPPORT REALLY COUNTS

Setting the scene: 12 of the world’s leading PCOs met at the Shangri-La Hotel in Singapore, courtesy of the Singapore Tourism Board who were hosting the IAPCO Council Meeting.

Early in the proceedings, the IAPCO legal advisor, Terry Hibbitt, husband of IAPCO IPP Jan Tonkin, started to feel unwell with initially minor pains; by mid-meeting at an informal evening, these pains became excruciating and, on return to the hotel, an emergency situation became evident. By this time it was well into the night, with all Jan’s colleagues asleep, so she is now alone to handle this personal crisis, in a country not of

her own, and thus unfamiliar with such emergency procedures.

She was not alone. The Shangri-La stepped up to the mark in the most amazing way, with perhaps one of the key elements being the total understanding of what such a crisis does to one’s ability to do the right thing, quickly. Janice Ang, the duty manager, just “did it” in a kindly and efficient way. she organised the hospital, arranged and paid for transfer taxis, told Jan exactly what to do and how to get the best results. Jan was therefore in totally safe hands to be able to concentrate on what was most important – her husband.

The outcome was an emergency operation for Terry, which took place within a few hours of admission, which was completely successful, and a reassurance and support for Jan without which her stress levels would have been raised even higher.

The Shangri-La gave a new meaning to the words “best practice” delivering when it really counts! “I cannot praise the hotel enough for what they did for me”, said Jan, “without their support, their care, their reassurance, I would have surely had a far worse journey this weekend – thanks Janice and the team at the Shangri-La – I won’t forget you”.

RECOGNISING COLLABORATION

Two PCOs collaborating to bring success to the global event.

At the recent packed Leaders' Summit, IBTM Barcelona, the end of year networking event for the industry, the winner of IAPCO's Collaboration Award was announced. Jocelyne Mülli, CEO of K.I.T. Group GmbH, Switzerland, collected the award, supported by IBTM, on behalf of K.I.T. Group and KW Conferences, India, as the collaborating partners.

Once Hyderabad, India, had been selected as the destination for the 44th ISAD conference, Core PCO K.I.T. needed to find a reliable local partner – an IAPCO quality accredited PCO. KW was the immediate choice. There were a number of challenges to be faced, such as operating licences, conference visa applications, financial regulations, receiving registrations in local currencies etc. Forming partnerships is key to delivering a successful event and K.I.T. and KW were a shining example of such a collaboration – worthy winners of the IAPCO Collaboration Award.

Heike Mahjoudk, COO of CCH (Congress Centre Hamburg), was announced as the winner of the JMIC Power & Profile Award, whilst Isabelle Bardinnet, CEO of the European Society of Cardiology, was awarded the IBTM's Lifetime Achievement Award.

IAPCO Collaboration Award Winner 2019

K.I.T. Group GmbH and KW Conferences, India

Shortlisted Candidates

- MCI Middle East and the IFSO, International Federation for the Surgery of Obesity and Metabolic Disorders
- Japan Convention Services, Inc, the International Gastric Cancer Association, and the Korean Society for Gastric Cancer

Highly Commended

- MCI The Netherlands, MCI UK and One Young World
- AIM Group International and JPdL International



COLLABORATION IS KEY

IAPCO Member: AFEA, Greece

K.I.T. and AFEA, both IAPCO members, collaborated on the recent 85th World Library and Information Congress of IFLA Congress in Athens. Three years ago, the AFEA team were a vital part of the bidding procedure to bring IFLA to Greece, bringing together all city and country stakeholders, together with the Association of Greek Librarians and Information Scientists. K.I.T. is the Core PCO for IFLA, but worked with AFEA as the DMC for the highly successful gathering of over 3000 participants in Athens in August. With many of

the large international association congresses being handled by Core PCOs, collaboration with a local partner is key and, with the secure knowledge of the quality assurance of IAPCO, IAPCO members are a natural fit to successful partnerships.



CONGREX ON THE MOVE

IAPCO Member: Congrex Switzerland

Congrex Switzerland moved into their new offices as of 14 October.

CONGREX SWITZERLAND
REINACHERSTRASSE 131
4053 BASEL
SWITZERLAND



'INNOVATE TO LIVE' CAMPAIGN: INSTEAD OF THINKING OUTSIDE THE BOX, GET RID OF IT

IAPCO Member: ICOM, Egypt

'Innovate to Live' is an internal [ICOM] campaign designed to enhance the employees' innovation capabilities to achieve business growth. Innovation is fundamental to the meetings industry, which is why ICOM Management tailored this campaign to encourage young and newly hired employees to think, search and know more about this fast growing industry.

The campaign was designed in a contest theme. Questions were sent to the employees around hot topics that have a great impact on our industry, such as: Digital Transformation, Digital Marketing, Recent Events' Trends and other relevant topics. Excited and engaged employees were engaged everywhere discussing the questions and googling answers aiming to win the BIG Prize.

"As an industry leader, we understand that the events industry is a continuous journey, full of innovation, and we're mobilizing and preparing our team to be ready for the adventure", commented Dr. Ahmed Elshal, Chairman & CEO, ICOM Group.

And the lucky winner was Mrs. Yasmeen El Kordi, the BIG Prize being a day use in a 5-star hotel.



AN AGILE MANAGEMENT APPROACH

IAPCO Member: CPO HANSER SERVICE, Germany

As part of a sustainable and agile management approach, Germany based CPO HANSER SERVICE has implemented a multi-faceted six-month coaching programme for their teams.

The core technique is Kanban, a lean method for visualising and balancing a team's capacities. Time and workloads are conceived from the viewpoint of the team and responsibilities distributed according to current needs and availabilities on a daily basis.

The focus is on visualising and prioritising, a method which allows for custom-tailored solutions fitting the needs of each team. Ideas are welcome since the Kanban philosophy can accommodate trial-and-error based methodical experiments. If a specific new approach proves to be useful, it is integrated into the team's routine.

Inge Hanser, Managing Director of CPO says: "This large-scale systemic coaching entails improved, lasting communication routines, effective working processes and, maybe most importantly, a feeling of team unity and responsibility across all departments."

EVENTSAIR INNOVATOR OF THE YEAR

IAPCO Member: Conference Partners International, Ireland

Conference Partners International (CPI) is delighted to announce that Delegate Services Manager, Miriam Verdon, has been awarded the Innovator of the Year Award at the 2019 EventsAIR Client Innovation Awards, which took place in London last month at the EventsAIR RISE User Conference 2019.

This award recognises clients who demonstrate vision and originality in utilising and assembling EventsAIR tools for a truly engaging and successful event or meeting. Miriam has been acknowledged for her work on twenty-six different conferences which she and her team oversaw in the 2018/2019 financial year.

Speaking about the award, Miriam says: "I am delighted to receive this honour. After being onsite at a conference for six days, the call came as a welcome surprise. It is testimony to the hard work that has been invested in EventsAIR by CPI and the ways in which it enables us to exceed our clients' expectations."



DESTINATION PARTNERS

Long-term partners of IAPCO, each representing specific regions of the world



HOSTS, CONVENTION CENTRES & SERVICE PROVIDERS

Recognising convention centres and suppliers to the meetings industry who provide an insight into current trends, latest innovations, advice and tips and quality service. And thanks to the hosts of our Council Meetings throughout the year.



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