

FEATURE ARTICLE

A new political reality and its effect on Global Meetings

Author: Mathias Posch, IAPCO Vice President
President, International Conference Services Ltd.



Being a PCO with offices in Canada, Europe and the USA, we are rarely affected by political turmoil. Often we might even be a bit ignorant of the many issues our colleagues face in parts of the world with less political certainty. Sure, working internationally there is the odd political crisis that forces us to make emergency plans or even postpone a meeting – but it seems it never hit us harder than right now.

just a few months ago had raised questions about the viability for a short time, but soon it became clear that the conference would go ahead as planned.

Meanwhile we are preparing a large conference in the USA with sizeable delegations from countries affected by the “travel ban” of late. We are working around it – expecting some negative impact on overall numbers but the conference itself will go ahead as planned.

There are examples after examples from any part of the world where PCOs like us have to adjust to a new political climate. More than ever, we need to show flexibility and creativity to deal with unexpected situations as we face them. The toolbox of a PCO seems to get bigger every year and to be able to handle unexpected changes around the globe proves the value of a good PCO.

As IAPCO expands our educational offerings, we consistently increase lectures focused on Crisis and Risk Management and soon will expand on that further. PCOs truly have come a long way from being logistics providers to being crisis managers. In an uncertain world, the only thing that is certain is the need to educate, innovate and communicate. Educate yourself and your staff on the situations you are facing or might be facing when organizing international meetings. Innovate the way you go about your planning and be flexible enough to adjust. And last but not least, communicate – let people know what is going on and what you are doing about it – this includes your clients, your staff and your delegates.

PCOs – the Professional Crisis Oblivators for conferences...

At the time when “The PCO” went to print, ICS was gearing up for one of our largest meetings of the year – the World Conference on Lung Cancer with an expected 7000 delegates in Yokohama, Japan. Just three days before our Regular Registration Deadline (August 31), North Korea launched a missile that flew over Japan and landed in the ocean. In any other year I would have expected a sharp drop in registrations, not however this year. It seems that people are getting used to a sad new reality.

The concern about a violent conflict in the area is still growing and one will see the impact on the conference but so far it seems as if people understand that there is a level of risk involved wherever you go these days. As a PCO however we have to be prepared for any eventuality.

Change the location to Doha, Qatar, where we are organising a high profile conference this month. The diplomatic crisis of

PCOs: Adding More Value to Associations Worldwide

IAPCO PCO: MCI Group

Within a fast-paced and highly competitive industry, where expectations are constantly evolving and experiences are shifting from great to exceptional, hiring a PCO (Professional Congress Organiser) who specialises in the designing and execution of conferences can make an immense difference for any association.

To put this more into perspective, the relationship between an association and a PCO hinges on a high level of trust, which in essence means that the entire, or part, of the conference’s process is appointed to the PCO.

But what makes the employment of such a company beneficial for the running of a congress? What is the

value for associations should they decide to consider this option?

The answer lies on the premise that the association needs support, consultancy and true expertise.

This means that associations can solely focus on the overarching strategy of the conference, strengthening its value proposition and building a strong network of communities. At the same time, the PCO delivers on the agreed objectives by assisting massively in addressing all details and devising a clear strategy for ensuring the conference’s success.

From financial management, to marketing solutions and logistical consulting, the services a PCO can efficiently

provide may vary depending on each association’s needs and expectations. For instance, a PCO has the industry knowledge and extensive expertise to deliver strategically targeted promotional services for attracting and activating the desired number of delegates and sought-after target audience.

As the expectations of attendees keep evolving and they are demanding elevated and innovative experiences, associations need to stay ahead and lay their focus on delivering highly impactful conferences. And to do so, it is crucial to find the right strategic partner to facilitate the processes and provide support in driving performance and growth.

becomes a key component of MCI USA’s Meetings, Conventions and Incentives platform serving both associations and corporations, and further accelerates MCI’s focused growth in the United States.

NEWS IN BRIEF

IAPCO enters into partnership agreement with SACEOS

IAPCO has recently entered into a partnership agreement with SACEOS both to further their education offerings in South East Asia. “Entering into a partnership agreement with SACEOS is a win-win situation for both Associations”, commented Mathias Posch, Vice-President of IAPCO. “Collaboration is the way forward within our industry especially where quality and education are concerned and we are delighted to be co-operating with each other within these two fundamental areas”.

Ukrainian added to IAPCO dictionary
IAPCO’s on-line dictionary, consisting of over 1200 words in 16 languages, all searchable on-line with English definitions incorporates a new language.

The latest language to be added is Ukrainian, for whom we thank the Business Travel Association of Ukraine for their translation.
www.btaukraine.com

Award Handover in Copenhagen

IT provider ESTENSIS won the IAPCO Driving Excellence Recognition Award 2016 at IAPCO’s last General Assembly. CPO HANSER SERVICE nominated its long-term service partner who specialize in presentation technology. The prestigious award was handed over to ESTENSIS’s Managing Director Ossip Gonschorr on the occasion of the World Congress of Biological Psychiatry, organized by CPO, which took place in Copenhagen this June.

MCI acquires Wyndham Jade

MCI have announced their acquisition of Dallas-based Wyndham Jade, an industry-leading event and travel management company. The addition of Wyndham Jade

STOP PRESS

Confirmed this month

Two more new members join IAPCO, their event and office site inspections having been successfully completed in September:

The Plan Co.
Seoul, Korea
www.theplan.kr

JTB Communications Design, Inc.
Meeting & Convention Division,
Tokyo, Japan
www.jtbcom.co.jp/en/

It’s finished!

For those who have been following the construction of the IAPCO Basketball Court in Bubanza, Burundi, we are delighted to announce that it is now complete. The project “To Brighten the Life of a Child” has been realised providing a much needed physiotherapy resource, and helping to equip the children with key life skills: to have better health, to experience teamwork, to learn the value of discipline, to discover respect, to build self-confidence, to learn to win and to lose, and to know that a dream can become a reality!



New Members for IAPCO



Podium Conference & Association Specialists

Marischal De Armond, President,
2661 Queenswood Drive, Victoria, BC, V8N 1X6, Canada
marischal@podiumconferences.com
www.podiumconferences.com



Podium Conference & Association Specialists, with a focus on Scientific & Research organizations, are a strongly connected, personable team with a love of planning. We pride ourselves on delivering quality services with honesty, attention to detail and responsiveness. Our success stems from our relationships with our clients. We see ourselves as one team supporting our clients’ goals as if they are ours. We genuinely enjoy seeing clients relax, have fun and do what they do best – science and research.



Symporg SA

Bertrand Joehr, Managing Director
Rue Rousseau 30, Geneva 1201, Switzerland
bjoehr@symporg.ch
www.symporg.ch



SYMPORG has been planning conferences with professional know-how, offering tailor-made, high-quality services to its clients, both locally in Geneva and internationally since its founding in 1983. We value a strong personal touch with our clients no matter the size of the event – to us building trust is essential for a successful event. We focus on Medical and Scientific Associations but also count Public and Private Industries as our clients.



Worldspan

Nicola Williams
Commodore House, North Wales Business Park,
Abergele LL22 9LJ, UK
nicola.williams@worldspan.co.uk
www.worldspangroup.com



Founded in 1972, Worldspan is an award-winning Global PCO, Creative & Digital Agency with a long-established pedigree of delivering creative excellence. The company’s bespoke association solutions incorporate solid event logistics & delivery, digital solutions to manage both abstract and registration needs, membership management, creative communications and secretariat services. On average, our clients have partnered with us for fifteen years; as well as ‘customer delight’ being a core policy, we remain committed to being at the forefront in delivering the very best creative and engaging solutions.

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