

MEMBERS' ANNUAL REVIEW 2014

CONGRESS MANAGEMENT
FOR THE 21ST CENTURY

THE INTERNATIONAL
ASSOCIATION OF
PROFESSIONAL CONGRESS
ORGANISERS

FOR THE YEAR 2013
MEMBERS' ANNUAL SURVEY
IAPCO ACTIVITIES
LIST OF MEMBERS 2014

www.iapco.org



IAPCO
MEETING QUALITY

FROM THE PRESIDENT



First of all I would like to share with you how honoured and excited I feel to represent IAPCO in this new position. It is a great pleasure for me to continue working with such inspirational people, who dedicate so much of their valuable time to the work in the Council, Training Academy and Task Forces of our extremely active Association.

Traditionally, the year has begun with the Wolfsberg Seminar, which turned out to be a great success; the learning and international networking environment, with attendees from 21 countries, was truly inspiring. The Training Academy has started preparations for the next seminar in January 2015, again in Wolfsberg, as well as the 4th Meetings MasterClass, which will be held after our Annual Meeting in Lisbon in February 2015. I am proud and very pleased that this edition of our MasterClass will be held in a new destination; for the first time in Portugal, which shows our interest in delivering education in as many places as possible.

As IAPCO members we all commit to quality and education in the meetings industry, and as such we should encourage our colleagues to attend these unique educational events for professionals.

One of the recent innovations in IAPCO is our Strategic Plan. This is a mid-term plan in order to introduce several new actions and take IAPCO to a different place within the next ten years. The outline was prepared by the Council at a retreat in Abu Dhabi last year and some of its elements include IAPCO Core Values, an Ambassador Programme, a Sponsorship Initiative, and the revamping of our Quality Programme. This Strategic Plan was extremely well received by our members and I am sure you will be hearing more about it in the coming months. IAPCO has been around for many years and it is placed in a unique position thanks to our ability to adapt and update, without forgetting our objectives.

In February members gathered in Melbourne for our Annual Meeting and General Assembly. Sarah Markey-Hamm and her team at ICMS exceeded all expectations in realising a wonderful Annual Meeting, which was a platform for great networking and inspiring discussions. Personally, I truly enjoyed the 'Open Forum' sessions in which the members selected the topics for discussion by majority vote through an interactive process. A facilitator carefully moderated these and other sessions, which allowed for real engagement.

All in all Melbourne will be a difficult act to follow, but I have the feeling that this Annual Meeting is only the beginning of exciting years for IAPCO about which I hope to keep you informed in the months to come.

A handwritten signature in black ink, appearing to read 'M. Neijmann'.

Michel Neijmann,
President 2014-2016

IAPCO
brings you
**QUALITY
EDUCATION
RECOGNITION**
IAPCO is the Association for
Professional Congress Organisers

IAPCO
MEETING QUALITY

About IAPCO

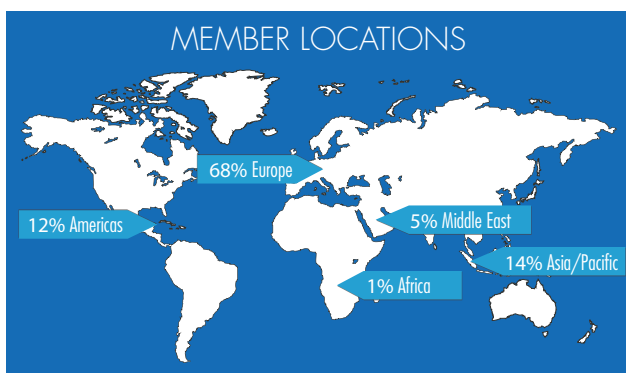
IAPCO is committed to raising standards of service among its members and other sectors of the meetings industry by means of continuing education and interaction with other professionals. IAPCO members are committed to a continuous quality assessment process throughout their membership.



IAPCO's aims are:

- To further the recognition of the profession of the congress organiser
- To further and maintain a high professional standard in the organisation and administration of congresses, conferences and other international and national meetings or special events
- To undertake and promote the study of theoretical and practical aspects of international congresses
- To undertake research work concerning all problems confronting professional organisers of international meetings and to seek and promote relevant solutions
- To establish and maintain effective relations with other organisations concerned in any way with international meetings
- To develop a programme of educational courses through IAPCO's Training Academy
- To offer a forum for PCOs
- To encourage meetings' convenors to seek the assistance of reputable PCOs
- To provide members with opportunities to exchange ideas and experiences

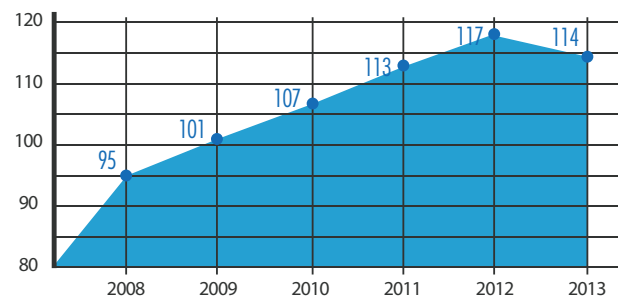
ABOUT THE MEMBERSHIP



 **114**
Members

 **40**
Countries

MEMBERSHIP GROWTH



50% IAPCO Members are International Core PCOs

Members provide **28%** AMC Services

COMMUNICATION



Follows 82
Followed by 1209
1657 IAPCO tweets in 2013

IAPCO
BRINGS YOU THE
ON-LINE
DICTIONARY
Over 16000 words
15 languages
English descriptions

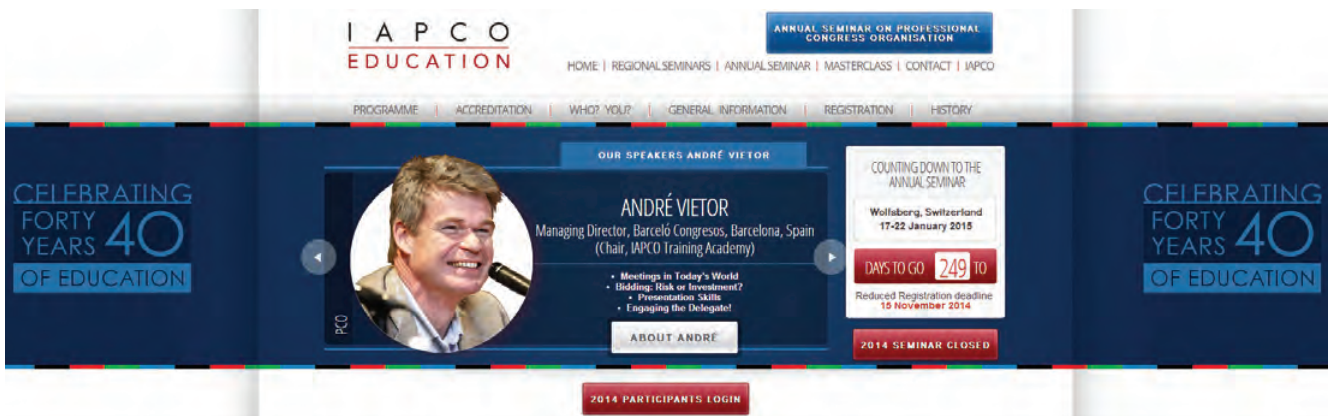
IAPCO's own site
608 active members



2034 Distribution of "The PCO" magazine

www.iapcoeducation.org

www.iapco.org



Visits
30,525



Unique Visitors
20,937



Pageviews
103,403



Pages/Visit
3.39



Avg. Visit Duration
00:02:50



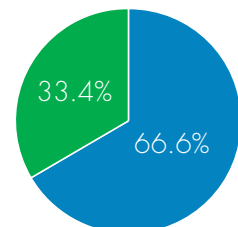
Bounce Rate
50.81%



% New Visits
66.54%



■ New Visitors ■ Returning Visitors



IAPCO CORE VALUES

Get Involved
Be Extra-ordinary
Uphold the Trust
Proud of our Profession
Set the Benchmark
Because Learning Matters

INNOVATIVE IAPCO

Albert Cronheim Scholarship
IAPCO Innovation Award for PCOs



IAPCO RECOGNISES EXCELLENCE

International Client Award 2013
ACM Special Interest Group on Information Retrieval (SIGIR) Conference
Regional Client Award 2013
European Society of Sexual Medicine
National Client Award 2013
Australian Prostate Cancer Society
National Supplier Award 2013
MAGIX Congress Logistics, Santiago



ACTIVE IAPCO

Industry Trade Shows

IMEX FRANKFURT

IT&CMA BANGKOK

EIBTM BARCELONA

AIME MELBOURNE

INTERNATIONAL IAPCO



AIPC

(Association Internationale des Palais de Congrès)

CIC

(Convention Industry Council)

ECM

(European Cities Marketing)

EFAPCO

(European Federation of PCO Associations)

HCA

(Healthcare Congress Alliance)

HCEA

(Healthcare Convention & Exhibitors Association)

ICCA

(International Congress & Convention Association)

IPCAA

(International Pharmaceutical Congress Advisory Association)

JMIC

(Joint Meetings Industry Council)

MPI

(Meeting Professionals International)

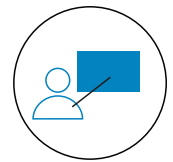
PCMA

(Professional Convention Management Association)

UIA

(Union of International Associations)

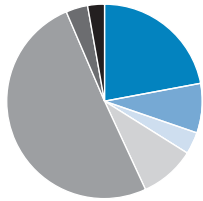
ALL ABOUT EDUCATION – 2013



40th "WOLFSBERG" ANNUAL SEMINAR

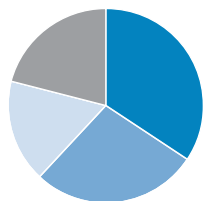
Truly Global Participation

Over the past 40 years, over 2000 participants have attended the seminar from more than 70 countries.



2012-2014 Alumni Industry Sector

- Convention Bureaux
- Conference Centre
- Exhibition
- International Association
- PCO
- Pharma
- Other



2012-2014 Alumni Years of Experience

- 0-3 years
- 4-6 years
- 7-10 years
- More than 10 years

CELEBRATING
FORTY
YEARS 40
OF EDUCATION

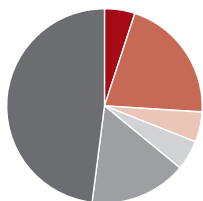
Albert Cronheim Scholarship

In recognition of the pioneering work undertaken by Albert Cronheim in the setting up of the IAPCO Annual Seminars at Wolfsberg, IAPCO has founded the Albert Cronheim Scholarship in his memory (deceased 2013). The first scholarship was presented to David Castaño of Comunicaciones Efectivas, from Colombia, at the Annual Seminar in January 2014.

41st Annual Seminar will take place in Wolfsberg, Switzerland, 17-22 January 2015

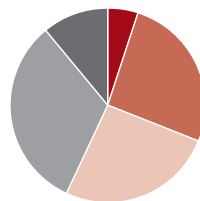
THE THIRD MEETINGS MASTERCLASS

Managing for Results



Industry Sector

- Conference Centres
- Convention Bureaux
- DMC
- Governmental
- International Organisations
- PCO



Experience in the Industry

- Less than 6 years
- 7-10 years
- 11-14 years
- 15-20 years
- More than 20 years

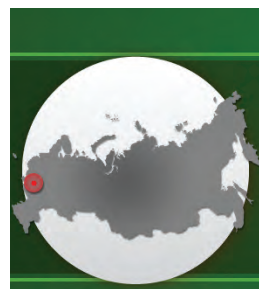
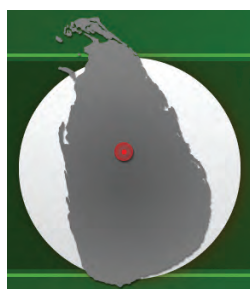
Fourth Meetings MasterClass will take place in Lisbon, Portugal, 15-18 February 2015

REGIONAL SEMINARS 2014



THAILAND
16-18 July 2014

SRI LANKA
21-24 July 2014



MOSCOW
11-12 November 2014

REGIONAL SEMINARS 2013

ARGENTINA
March 2013
Hosted by COCAL

MACAU
July 2013
Hosted by MCEA

THAILAND
July 2013
Hosted by TCEB

I A P C O
EDUCATION

**UNIQUE EDUCATION
for
MEETING PROFESSIONALS**

**LEARN
ENGAGE
NETWORK
INSPIRE
MOTIVATE**

**The 41ST IAPCO
Annual “Wolfsberg” Seminar**
Wolfsberg, UBS Training Centre, Switzerland
17-22 January 2015

The 4TH Meetings MasterClass
Dolce CampoReal Lisboa, Portugal
15-18 February 2015

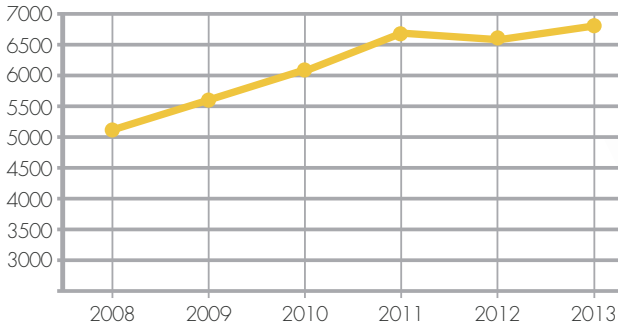
www.iapcoeducation.org



MEMBERS' ANNUAL SURVEY



Total Number of Meetings handled by IAPCO

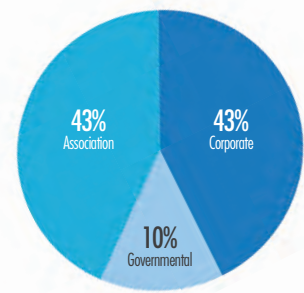




6764
Meetings
Worldwide
Per Year



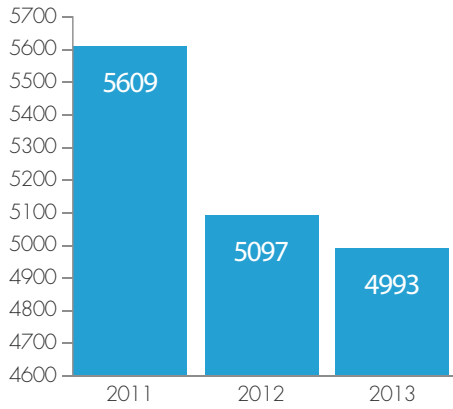
18.5
Meetings
Per Day in
2013



- 790** International Corporate Meetings
- 799** International Association Meetings
- 257** International Governmental Meetings

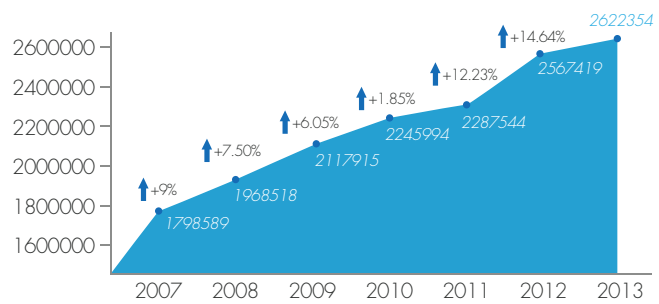
MEETING TYPES

Full-time Employees of IAPCO Members



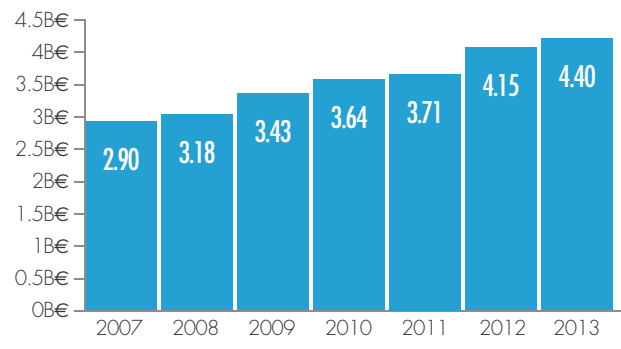
2 718 797 Participants managed by IAPCO members in 2013

5.89% Participant numbers increase in IAPCO organised meetings in 2013



688 400 Square Meters Managed in 2013

2 622 354 Room Nights Managed in 2013



BUDGET EQUIVALENT TO

- 1,493 B€** for meetings
- 344 M€** for exhibitions
- 1620 €** per participant
- 4,40 B€** ECONOMIC IMPACT

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BUDGET EQUIVALENT TO

1,493 B€ for meetings

344 M€ for exhibitions

1620 € per participant

4,40 B€ ECONOMIC IMPACT

Greece

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790

International
Corporate
Meetings

799

International
Association
Meetings

257

International
Governmental
Meetings

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Japan Convention Services, Inc. – Tokyo
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Korea, Republic of

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2 718 797

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Turismo & Convenciones – Mexico City
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2 622 354

Room Nights Managed in 2013

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Company Member

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Company Member

Congress Care – Hertogenbosch

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Company Member

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MCI-Amsterdam

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STRATEGIC PARTNER	 IAPCO MEETING QUALITY	STRATEGIC PARTNER	 INTERNATIONAL MEETINGS REVIEW
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