

## MEETINGS AFRICA SEMINAR

**Seminar Theme: WINNING TACTICS**

### **Programme**

11.00-11.15	Introduction to IAPCO	Sarah Storie-Pugh
11.15-12.00	Face of the Meetings Industry Today	Deborah Sexton
12.00-12.45	Content Development for Optimum Engagement	Jan Tonkin
12.45-13.30	Lunch	
13.30-14.15	Bidding for a Conference	Jan Tonkin and Alain Pittet
14.15-14.45	Conducting Successful Site Visits	Jan Tonkin
14.45-15.30	Interactive Participation on Site Visits	
15.15-16.15	Strategic Marketing – beyond the email blast	Alain Pittet
16.15-16.30	Closing and Summary	Sarah Storie-Pugh

### **Moderator**

Sarah Storie-Pugh                      IAPCO Executive Director

### **Presenters**

Jan Tonkin                                      IAPCO Vice President  
Alain Pittet                                      IAPCO  
Deborah Sexton                                CEO PCMA

### **Topic Descriptions**

#### **The Face of the Meetings Industry Today**

The pace of change in the 21<sup>st</sup> century is now one of the biggest challenges for individuals, companies and associations. The ability to react and adapt to changing circumstances has become necessary for survival. This session will examine in more depth some of the trends and developments faced by the international meetings industry and look at best-practice ways to respond to these trends. We'll look at the implications of the worldwide shift to an 'experience economy' and the corresponding shift of the PCOs' role from skilled logisticians to expert advisors and creators of outstanding experiences.

#### **Content Development for Optimum Engagement**

Meetings are no longer a series of 'one person behind a podium' presentations. As the way we live has changed tremendously over recent years, so have the ways we learn and interact. This session will look at various meeting formats, from face-to-face to fully online and hybrid versions in between; how to develop content that is relevant, attractive to potential delegates and maximises their engagement and satisfaction level looking at what format works best for whom and when, and the associated costs and benefits of each.

#### **Bidding for a Conference**

The competition among destinations to host events is tougher now than ever. This session will look at how to build the strongest possible bid team and how to market your bid by creating a strong, unified brand story around your destination, your people and your wider community of stakeholders.

#### **Conducting Successful Site Visits**

Often after years of researching, working on a bid and lobbying, it all comes down to one or two days in your destination with the potential client. However, site visits are seldom given the attention they deserve. This session looks at case studies of successful and unsuccessful site visits, and provides pointers on preparation and what really matters most.

#### **Strategic Marketing: beyond the email blast**

Reaching audiences today means cutting through the vast amounts of information and other education options competing for delegates' time and attention. Indiscriminate mass emails will no longer do it: we look at more strategic approaches to promoting your conference, including the careful segmentation of databases, strategically timed campaigns, personalised messaging and the power of response tracking.

## **FACULTY – MEETINGS AFRICA**



**Alain Pittet**  
**Managing Director, Congrex Switzerland, Basel**

Alain Pittet is working since 23 years in the Events Industry. Before joining Congrex Switzerland as Managing Director in August 2009 he worked for 16 years at the MCH Group as Director Trade Fairs and Exhibitions and was in this role responsible for 15 trade fairs in Basel and Zurich. Congrex Switzerland was founded as AKM Congress Services in 1982. In 2007 the Congrex Group acquired the AKM establishments. The Management of Congrex Switzerland together with local investors acquired in 2013 their shares as well as the Congrex Brand through a Management Buy-Out. Alain is married with an Italian and has two adult sons. He speaks German, English, French, Italian, likes red wine and is very active on social media



**Deborah Long Sexton, FASAE**  
**President and CEO, Professional Convention Management Association [PCMA]**

Deborah Sexton joined the Professional Convention Management Association in March 2005 as President and CEO. In conjunction with this role, she also serves as President of the PCMA Education Foundation and Publisher of Convene magazine. Under her leadership the organization's membership is at an all-time high and the PCMA annual meeting has broken attendance records for the last 5 consecutive years. A 30+-year veteran of the meetings and convention industry, Deborah previously served as President of the Chicago Convention and Tourism Bureau [now Choose Chicago]. She is also a past Chair of the Convention Industry Council, and the Foundation Board of Trustees of the International Association of Convention and Visitors Bureaus. She is an active member of the American Society of Association Executives, and on the board of the Center for Exhibition Industry Research [CEIR.]



**Jan Tonkin, Vice President IAPCO**  
**Managing Director, The Conference Company, Auckland, New Zealand**

Jan Tonkin is the founder and Managing Director of The Conference Company, the only accredited member of IAPCO in New Zealand. Formed in 1990, The Conference Company is today one of Australasia's most reputable PCOs, with 30 staff, offices in four cities in New Zealand and operations in Australia. Jan has more than 25 years' experience managing conferences, exhibitions and awards programmes in Britain and New Zealand. She is IAPCO Vice President, Vice Chair of the Association's Training Academy and a frequent speaker at IAPCO Regional Seminars.

## **MODERATOR**

**Sarah Storie-Pugh, Executive Director, IAPCO, UK**



Sarah's background is purely that of conference organisation with personal involvement in over 350 events from 200 to 14,000 participants and 100-4000 m2 exhibitions. Sarah joined Concorde Services in 1983 as joint MD and partner, having spent the previous six years organising international association events. She sold the company in 2006 prior to becoming Executive Director of IAPCO. Sarah was awarded the Meetings Industry Personality of the Year Award in 2004 and the Lifetime Outstanding Achievement Award in 2012. She is a Past President and former Treasurer of IAPCO and forms part of the Training Academy. Sarah has been a presenter at over 50% of IAPCO's educational seminars. Her area of expertise is in the detail and the love of successful delivery.