

IAPCO

International Association of Professional Congress Organisers



IAPCO & MOSCOW CONVENTION BUREAU

present

IAPCO NATIONAL SEMINAR

11-12 November 2014

Four Seasons Hotel Moscow
2, Okhotny Ryad



IAPCO
EDUCATION



Dear Friends,

It is my pleasure to invite you to the IAPCO National Seminar which will take place in Moscow on 11th-12th November 2014 organized by Moscow Convention Bureau.

The International Association of Professional Congress Organizers (IAPCO) was founded in 1968, is registered in Switzerland and represents today more than 100 professional organizers, meeting planners and managers of international and national congresses, conventions and special events from 40 countries. IAPCO members organize in excess of 6750 meetings annually, totalling some 2.718 million delegates.

IAPCO is a leader in congress education, with national, regional and international seminars.

This is the first time that the best international speakers of IAPCO have held a two-day seminar in Moscow. An IAPCO National Seminar is specially structured to suit the participants' needs and the local conference climate. The IAPCO National Seminar Moscow presented by MCB offers a unique opportunity to the Russian meeting industry and welcomes you to benefit from a 2 day intensive educational program introduced by IAPCO training academy.

Looking forward to seeing you in Moscow!

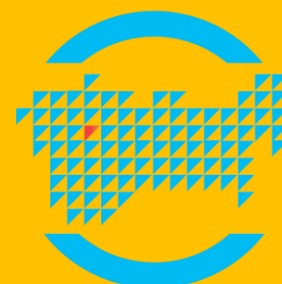


Yours sincerely,

Ksenya Boykova
Director General
Moscow Convention Bureau

SEMINAR PROGRAM

The following program has been collaborated by International Association of Professional Congress Organizers jointly with Moscow Convention Bureau specially for Russian specialists in meeting industry to enable the participants to gain an understanding of the mechanics of conferences and to gain an overview and practical tips of the elements of organization, focusing on the need for flexibility and quality delivery.



DAY 1 – TUESDAY – 11 NOVEMBER		DAY 2 – WEDNESDAY – 12 NOVEMBER	
09:00 - 09:30	Opening and Introduction	09:00 - 09:45	Financial Planning & Budgets
09:30 - 10:00	International Association Meetings & the PCO	09:45 - 10:30	Dynamics of Programme Design and Apps; how the programme works on -site
10:00 - 11:00	Promoting a Destination and Bidding to Win; making the most of site inspections	10:30 - 11:00	<i>Refreshment Break</i>
11:00 - 11:30	<i>Refreshment Break</i>	11:00 - 12:00	Sponsorship and Delivery
11:30 - 12:30	Creating the Project Plan	12:00 - 12:30	Exhibitions
12:30 - 13:45	<i>Lunch Break</i>	12:30 - 13:45	<i>Lunch Break</i>
13:45 - 15:15	Promotion of a Congress, Social Communication and Electronic Marketing	13:45 - 14:45	Engaging the Delegate: Quality Services for On-site, Accommodation, Registration
15:15 - 15:45	<i>Refreshment Break</i>	14:45 - 15:15	<i>Refreshment Break</i>
15:45 - 17:30	Working Group	15:15 - 16:15	Presentation of Working Groups
		16:15 - 17:30	<i>Closing of the Seminar and Evening Reception</i>



At the end of the seminar all the participants will receive the official certificate from Moscow Convention Bureau and IAPCO.

The official language of the seminar is English.
Simultaneous translation into Russian will be provided.



For more details and registration:

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Tel. +7 495 225 54 77

IAPCO SPEAKERS



Patrizia Semprebene Buongiorno
Vice President, AIM Group International, Rome, Italy

Patrizia has been working for AIM Group International for the past 25 years and is currently the Vice President. She is a Past-President of IAPCO and a member of the Training Academy and a partner of INCON. She also teaches tourism management and marketing at the Universities of Economics of Rome and Milan. The medical-scientific world has already been the focal point of Patrizia, nevertheless the Group diversification into other market segments has reached new heights. The full management of congresses, meetings and events on behalf of associations, corporations and institutions is the Group's core business which employs more than 400 permanent staff in 13 cities worldwide.



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 before 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 the current Administrator of the Association. She is a frequent lecturer at international, regional and national seminars worldwide

REGISTRATION FEE

EARLY BIRD (before 22nd September 2014)	REGULAR (after 22nd September 2014)
<ul style="list-style-type: none"> ▪ 13 000 RUR (18% VAT is not included in the rate) 	<ul style="list-style-type: none"> ▪ 15 000 RUR (18% VAT is not included in the rate)
<ul style="list-style-type: none"> ▪ 10 000 RUR (18% VAT is not included in the rate) <u>for the accredited partner of MCB</u> 	<ul style="list-style-type: none"> ▪ 12 000 RUR (18% VAT is not included in the rate) <u>for the accredited partner of MCB</u>

PROGRAM CONTENT

International Association Meetings & the PCO

Patrizia Buongiorno [30 min]

This seminar is focused on the organisation of international association meetings, however, the principals can be applied to all kinds of congresses. This brief introduction will describe IAPCO and today's PCOs, and will compare the differences between the International Association market, the Corporate market and the InterGovernmental. It will also look at RfPs [Requests for Proposals] and the need for flexibility and adaptability

Promoting a Destination and Bidding to Win; making the most of Site Inspections

Patrizia Buongiorno [60 min]

As more and more countries and cities compete for the major international congresses, it is becoming increasingly important to understand the marketplace, to know when to lobby and when not to, and how to create that winning Bid. The session will look at how local ambassadors influence the decision-making process and how they too must be adaptable to the market and bid requirements. A combined team, embracing PCOs and the CVBs, along with potential local client, provides a great advantage for a successful Bid. Time will also be given to Site Inspections, how to present the facilities to their best advantage to meet the potential client's needs, and how to structure such visits.

Creating the Project Plan

Sarah Storie-Pugh [60 min]

- You have just won the Bid you have a new contract in place, a new event. Now what? Where do you start; how do you create the structure for the congress, to ensure that nothing will be forgotten? How do you direct your team to ensure detailed implementation of the project?
- Creating the project plan
- Not too much, not too brief, not a "bits and pieces" approach
- Efficient timeline management; not last minute
- Meticulous scheduling, an eye for detail

Promotion of a Congress, Social Communication and Electronic Marketing

Patrizia Buongiorno [60 min] & Sarah Storie-Pugh [30 min]

- In this economic climate it is even more important to recognise the need to attract the participants; there is more for them to choose from; there are many platforms other than congresses to tempt them. Communication and marketing are more essential than ever.
- What marketing devices are available and how to apply them
- How to judge what is valuable marketing and what is wasted effort
- How to use the tools and new media platforms
- Real life experiences in different market places
- Today's technology tools
- Website and email broadcasts
- Social media such as Facebook, Twitter, LinkedIn
- How does all this promotion serve our new connected hybrid audience?

Financial Planning and Budgets

Sarah Storie-Pugh [45 min]

Budgeting and budget control is the essential ingredient to a well-run meeting. Obtaining quotations, assessing delegate and exhibition revenue to create a workable budget; looking at pre-financing and cashflow objectives. This session will show how a budget is structured and the timing to put it in place.

Last minute commitments, contracts and quotations is not the way for successful delivery; for an international meeting timing and early commitment is essential.

Dynamics of Program Design and Apps; how the program works on-site

Patrizia Buongiorno [45 min]

Attention to detail is essential when undertaking scientific or technical programs and publications. Whether managing invited speakers, understanding CME, preparing clear and logical print and web materials, it is the program that is the key to any congress. Apps provides the delegates' tool but it should be a practical tool not a gimmick, as should all program technology and IT aids. It reflects the work on-site. This session will also look at how a program works on the day.

Sponsorship and Delivery

Sarah Storie-Pugh [60 min]

How can you maximise your revenue whilst ensuring that you give market value and service. What is the most effective way to approach your sponsors to ensure that you engage with them?

- Timing and research
- How to engage and excite your sponsors
- Innovative ideas
- Technical management of sponsorship
- Meeting the sponsors' needs

It is not just about raising the sponsorship, or achieving grants and fundraising, it is just as important to ensure delivery; do not make promises you cannot keep or deliver on the day.

Exhibitions

Sarah Storie-Pugh [30 min]

An exhibition is an extension of the congress programme, providing an ambience within which to do business and to what is often compared to a modern supermarket of a specialist product or service. Learn why exhibitions have become an important part of most congresses and how to plan one from the early stages. It is noted that implementation is an already established knowledge area in this market and thus the session will not cover basic exhibition management]. Innovative ideas to attract delegates will be discussed and some good tips.

Engaging the Delegate: Quality Services for On-site, Accommodation and Registration

Patrizia Buongiorno [45 min] & Sarah Storie-Pugh [15 min]

Despite the technological revolution, the selection of the right venue remains a crucial task; how that venue is used to maximise its potential; basic hall management skills with correct scheduling form an integral part of the planning process.

How to develop a win-win relationship with hotels when booking accommodation; understand revenue and yield management, the requirements of the client, the PCO and industry.

Establishing an effective pre-registration system is essential. Deciding which technology is the most suitable for you and your clients, and how to use it efficiently to ensure the perfect registration system.

On-site registration is as important as the advance procedures. Networking (social events) is an important element, tours are considered an added benefit, not an essential ingredient.

And after the event, look at the follow-up opportunities, keeping in touch; engaging with your client.

Working Group Presentations

A "Be The Expert" working group session will form part of the seminar programme. This provides an opportunity to network, work as a team, draw on the presentations of the seminar, and learn from the experience of colleagues. A presentation will conclude the Task set for each group. There will be a WINNER!

REGISTRATION FORM

Personal information:

First name _____ Last name _____
Company _____
Function/Job Title _____
Phone _____ Fax _____
E-mail _____

Your Company Bank Details:

Company name _____
Legal Address _____
Factual Address _____
INN/KPP _____
Account _____ Bank _____
c/a _____ BIC _____
OGRN _____
Name and Title of General Manager _____

Company Activity:

- | | |
|---|--|
| <input type="checkbox"/> PCO | <input type="checkbox"/> Corporate Company |
| <input type="checkbox"/> DMC | <input type="checkbox"/> Corporate Company |
| <input type="checkbox"/> Event agency | <input type="checkbox"/> Conference Centre |
| <input type="checkbox"/> Other (please specify) _____ | |

Please send filled registration form to Moscow Convention Bureau:

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