

## PROGRAMME OUTLINE

	Monday 4 July 11.00-17.30	Tuesday 5 July 09.00-17.30	Wednesday 6 July 09.00-16.30
	<i>Moderator: Yvonne Hu</i>		
	<b>VENUE 1</b>	<b>VENUE 2</b>	<b>VENUE 3</b>
0900-10.00	Registration	<b>Promotion of a Congress (C)</b> <i>Jan Tonkin</i>	<b>Dynamics of Programme Management, Meeting Architecture &amp; CME (E)</b> <i>Mathias Posch</i>
10.00-11.00		<b>E-Communication and Electronic Marketing (C)</b> <i>Mathias Posch</i>	E - Group Discussion – posed questions – deep dive Discussion feedback
11.00-11.30	Opening <i>Alicia Yao</i>	Refreshment Break	
11.30-12.30	Introduction to the Seminar	C - Group Discussion – posed questions – deep dive	Responding to RfPs for International Associations <i>Jan Tonkin</i>
	Introduction to Association Meetings <i>Jan Tonkin</i>		
	Icebreaker		
12.30-13.30	Lunch	Lunch Break	Lunch Break
13.30-15.30	<b>Promoting a Destination &amp; Bidding to Win (A)</b> <i>Jan Tonkin &amp; Mathias Posch</i>	Financial Planning & Budget Construction <i>Sarah Storie-Pugh</i>	<b>Venue, On-Site &amp; Risk Management (F)</b> <i>Mathias Posch, Jan Tonkin &amp; Sarah Storie-Pugh</i>
	A - Group Discussion – posed questions – deep dive	<b>Sponsorship (D)</b> <i>Mathias Posch &amp; Sarah Storie-Pugh</i>	F - Group Discussion – posed questions – deep dive
	Discussion feedback		
15.30-16.00	Refreshment Break		
16.00-17.30	<b>Creating the Project Plan – the Framework (B)</b> <i>Sarah Storie-Pugh</i>	<b>Exhibitions (D)</b> <i>Sarah Storie-Pugh</i>	Industry Trends <i>Jan Tonkin</i>
	B - Group Discussion – posed questions – deep dive	D - Group Discussion – posed questions – deep dive	Closing of Seminar <i>Alicia Yao</i>
	Discussion feedback		

## PROGRAMME DESCRIPTION

“The following programme has been designed to provide both an overview and detailed organisational and operational elements of managing international association meetings with tips, trends and current planning incorporated into all sessions, at an introductory level.”

### Introduction to Association Meetings

#### *Jan Tonkin*

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, together with an understanding of International Association Meetings.

### Promoting a Destination & Bidding to Win

#### *Jan Tonkin & Mathias Posch*

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.

### Creating the Project Plan – the Framework

#### *Sarah Storie-Pugh*

A new congress is a new venture which needs to be planned from the beginning. As with any business a full project plan will need to be created from within a given framework.

### Promotion of a Congress

#### *Jan Tonkin*

Most congresses need a marketing plan and the actions to attract delegates, prominent speakers, delegates, sponsors and exhibitors. This takes careful planning to raise the awareness of the congress whilst keeping the costs to a minimum.

## **E-Communication and Electronic Marketing**

### **Mathias Posch**

Includes information on website, email broadcasts, social media such as facebook, linkedIn, in promotion of a congress; what are they and how do they serve our new connected hybrid audience.

## **Financial Planning and Budget Construction**

### **Sarah Storie-Pugh**

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.

## **Sponsorship**

### **Mathias Posch & Sarah Storie-Pugh**

Congresses provide the opportunity for companies to gain exposure to their client base and lift their profile; how to construct a sponsorship strategy to achieve financial advantage to the congress and deliver satisfactory outcomes for sponsors.

## **Exhibitions**

### **Sarah Storie-Pugh**

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.

## **Dynamics of Programme Management, Meeting Architecture & CME**

### **Mathias Posch**

Attention to detail is essential when undertaking scientific programmes and publications. Whether managing invited speakers, understanding CME, preparing clear and logical print and web materials, or handling the receipt of 100s of abstracts, it is the programme and design of that that is the key to any congress.

## **Responding to RfPs for International Associations**

### **Jan Tonkin**

Receiving an RfP can present a daunting task. It is essential that the response meets the needs for the sender and that the proposal submitted is thorough, accurate and informative. This session will guide you through the intricacies of preparing a good response.

## **Venue, On-Site and Risk Management**

### **Mathias Posch, Sarah Storie-Pugh & Jan Tonkin**

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.

## **FACULTY**



### **Jan Tonkin, IAPCO President**

#### **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 President, Vice Chair of the Association's Training Academy and a frequent speaker at IAPCO Regional Seminars.



### **Mathias Posch, IAPCO Vice-President**

#### **President, International Conference Services (ICS), Vancouver, Canada**

Mathias Posch is President and Partner of International Conference Services (ICS). With its Headquarters in Vancouver, Canada and branch offices in Toronto, Denver and Vienna, the company manages conferences around the globe – in 25 countries on 6 continents thus far. Mathias is an elected Council Member of IAPCO, represents the organisation on the Convention Industry Council and leads the IAPCO Ambassador Programme. Mathias is a respected industry expert and has been invited to speak at numerous international and national conferences on a variety of important topics. He was a Faculty Member of the IAPCO Wolfsberg Annual Seminar as well as the Meetings MasterClass and has presented at many Regional Seminars and undertaken speaking engagements in the past.



### **Sarah Storie-Pugh, Executive Director IAPCO, London, 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 was a presenter at the IAPCO Wolfsberg Annual Seminar for the past 25 years, bringing detailed operational management into all her sessions. Furthermore she has lectured at over 50% of IAPCO's national and regional seminars in Northern Europe and Asia.