



# IAPCO REGIONAL SEMINAR 2015

MARCH 10-11

BUSINESS EVENTS  
IN QATAR

PLANNING FOR SUCCESS

الفعاليات الخاصة بالأعمال  
في قطر

التخطيط للنجاح

Organised by



Qatar Tourism  
Authority

IAPCO  
MEETING QUALITY



Venue Partner



Airline Partner



Hotel Partner



# IAPCO REGIONAL SEMINAR 2015

HOSTED BY QATAR TOURISM AUTHORITY

Delivering Professional Congress Organisation - Engaging all  
Basic and advanced training sessions for meeting professionals.

# WELCOME



Qatar Tourism Authority (QTA) - the entity in charge of planning, regulating, and promoting sustainable tourism in Qatar - has always been key to the success of global and regional business events held in Qatar. To achieve this objective, QTA formed numerous collaborations and networks linked to opening up bright new chapters of business opportunities.

QTA is pleased to announce Qatar as the exclusive host for the IAPCO Regional Seminar on «Delivering Professional Congress Organization: engaging all» which is to take place in Doha from 10 to 11 March, 2015. This is a golden opportunity for you and our industry colleagues from around the region to obtain internationally-recognized accreditation in this field of expertise.

The key objective of the IAPCO Regional Seminar is to provide specialized training for you who are involved in the meetings industry, e.g. Professional Conference Organizers (PCOs), Destination Management Company (DMCs), Events Agencies, Venue operators, Hotels and Exhibition management companies.

With more than 114 members in over 40 countries, IAPCO members provide consulting and organization services for clients to the highest standard. IAPCO members organize more than 6760 meetings worldwide every year, totaling over 2.71 million delegates and more than 0.68 million square meters of exhibits, which translates in an economic impact of over 4.4 billion euros.

Since 1975, when the first IAPCO seminar on Professional Congress Organization was held, IAPCO has built a reputation second to none in the field of international meetings management training.

As part of the National Tourism Sector Strategy 2030, QTA has exerted huge efforts to support the MICE sector, ultimately leading to a successful and sustainable tourism industry presenting the development of the sector in Qatar and the region. It is for this reason that QTA is keen to host such seminars, which allow the exchange of views and discussions with decision-makers and event organizers to serve and develop the MICE industry based on international standards.

QTA is proud to be hosting this IAPCO regional seminar, and we believe it will provide the local and regional meeting industry with invaluable insight into the business' latest methods and trends. The seminar will be specifically structured to suit participants' desire for world-class knowledge, training and best practices.

IAPCO's Training Academy has planned an exciting program covering all aspects of the business, and I am sure you will embark on an immensely rewarding experience. We believe that you will benefit highly from the IAPCO Training Academy's program, and we look forward to seeing you in the seminar.

**Hamad Al Abdan**  
Director of Exhibitions, Qatar Tourism Authority (QTA)

Qatar MICE Development Institute, established as a joint venture with Qatar Foundation with the aim of contributing to the development of the nation into a leading world-class destination for the meetings, incentives, conferences and exhibitions sector. A Leading MICE institute in Qatar, we partner with global organizations to drive development through knowledge transfer by creating essential meeting points for business opportunities. Since its establishment in 2007, QMDI has successfully hosted and managed over 240 high-profile events in Qatar, working closely with entities such as Qatar Tourism Authority as part of ongoing partnerships to support economic diversification and growth of the MICE industry.

Following the vision of His Highness the Emir Sheikh Tamim Bin Hamad Al Thani, to create a stimulating business environment in Qatar, it is with pride that we collaborate with Qatar Tourism Authority to manage this world renowned Regional Seminar that will further support the advancement of one of Qatar's key development pillars. With a focus on business tourism, the IAPCO Regional Seminar is the ideal certification for professionals in the field of organisation and management of international congresses, conventions and events. The specialized training is a unique opportunity to gain global expertise in this growing market and share best practice.

As Qatar's economy becomes more diverse, the nation will play host to an ever-expanding array of high-profile events. QMDI is delighted to support the promotion of Qatar as a hub of global business, creating opportunities and innovative business platforms to share knowledge and engage industries.

The IAPCO Regional seminar will provide the perfect opportunity to enhance meeting professional's knowledge of the increasingly demanding MICE industry.

**Hamad K. Al Naser**  
Chairman & CEO,  
Qatar MICE Development Institute (QMDI)



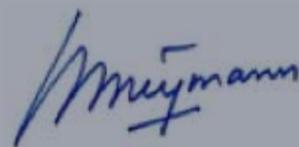
IAPCO has been providing education and training for many years now, and we are extremely proud of everything we have achieved so far: Over 20 regional and national seminars and 40 editions of our annual seminar in Switzerland.

This upcoming Regional Seminar in Qatar in 2015 is yet another highlight of our commitment to be present in different regions around the world with our message on professionalism of the meetings world.

We see QATAR as a terminus for future international meetings and as an important destination in the conference field. Any destination wanting to keep or obtain a lead position in our activity needs to be updated, professional, and provide both good infrastructure and quality service. Congress participants not only look for quality programmes but also for good facilities in appropriate locations. Moreover infrastructure without quality service is an 'empty building'. We need to understand that the staff in all areas of our industry have to be up to the task.

We in IAPCO are confident that our programme of Seminars can help participants to better understand the requirements of this very demanding activity, which today asks for a variety of skills from us all, the providers of quality service. We look forward to being a part of your education vision and to this seminar in QATAR.

**Michel Neijmann**  
President, IAPCO



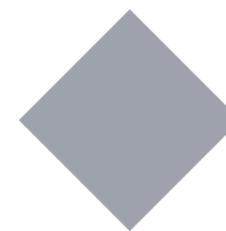
Do you like intensive networking? Do you like to share experiences and ideas with peers and industry colleagues from your region in a unique environment? Face-to-face meetings and the expectations of its shareholders are evolving very fast and we must all adapt to meet the challenges that present themselves in our daily lives. It is an honour therefore that IAPCO has partnered with the Qatar Tourism Authority to host this seminar.

We all work in a young industry which, since its foundation over 40 years ago, has produced its own dynamism and direction. Client expectations have never been higher, nor those of participants. So the expertise and innovation of the PCO has never been more embracing or more in-depth.

IAPCO is the university recognized benchmark for quality by the congress organisations and is the global branding for excellence in the meetings industry, your partner for quality and distinction! This seminar is an endorsement of the future vision of the meetings industry of QATAR, recognising that education is the route to quality and excellence and the pathway to successful meetings, both bidding and winning, and the delivery.

We are delighted to be a part of your training programme, and IAPCO endorses the work and dedication which you contribute to this industry.

**André Vietor**  
Chair, IAPCO Training Academy





# WHO SHOULD ATTEND



- o Professional conferences organisers
- o Destination management companies and travel agencies
- o Tourism entities
- o Venue operators, special venues and hotels
- o International associations
- o Exhibition management companies
- o Association management companies
- o Event management companies

## WHAT IS IAPCO?

IAPCO was founded in 1968 by professionals for professionals engaged in the organisation and management of international congresses, conventions and special events: Professional conference organisers (PCOs).

## WHAT IS AN IAPCO SEMINAR?

A major part of IAPCO is to provide specialist training for PCOs. IAPCO's education programme is regulated by the IAPCO Training Academy where over 1,700 people worldwide have obtained an IAPCO Seminar certificate of Attendance. Since the first IAPCO seminar in 1975, IAPCO has built an un-equalled reputation in the field of international meetings management training.

## APPLICATION

Participation in the seminar is strictly limited. The registration form is available in this brochure and should be sent as soon as possible. The invoice is to be paid on due date and before the seminar. Applicants participants will be confirmed only after payment is received. Please complete the enclosed registration form and send it by email to [adesages@qatartourism.gov.qa](mailto:adesages@qatartourism.gov.qa) before February Thursday 26<sup>th</sup>, 2015.

**A certificate of attendance from IAPCO will be awarded to all participants.**

# PROGRAMME

# PROGRAMME DESCRIPTION

This programme was 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.

## ORGANISING FAM TRIPS AND SITE INSPECTIONS – WHY AND HOW TO GAIN MAXIMUM BENEFIT?

Understand what it is that those attending a site inspection or fam trip really want to see. Ensure that you get out of it what you need as well as learning what the international visitor expects and how to maximise the opportunity.

## INTRODUCTION TO INTERNATIONAL ASSOCIATION MEETINGS AND THEIR CHALLENGES

This seminar is focused on the organisation of international association meetings, however, the principals that can be applied to all kinds of congresses. This will look at the changes and future trends of the international association market, the different players involved and how their demands affect successful delivery of events.

## BIDDING

Who should be in a bid team? Learn about the roles of each team member and the particular skills they contribute to a successful bid campaign. Tips about managing a bid team will also be provided.

Marketing a bid is all about the marketing of a brand. You have to market the people, showing enthusiasm and the talent of the city. You have to market the destination, its assets, its investment, its relevance to the bid. It is not just about the bid document itself, but also the pre-marketing. In this session you will learn about the efforts involved in marketing the bid to the members of the bid team and beyond, through yet another inspiring case study.

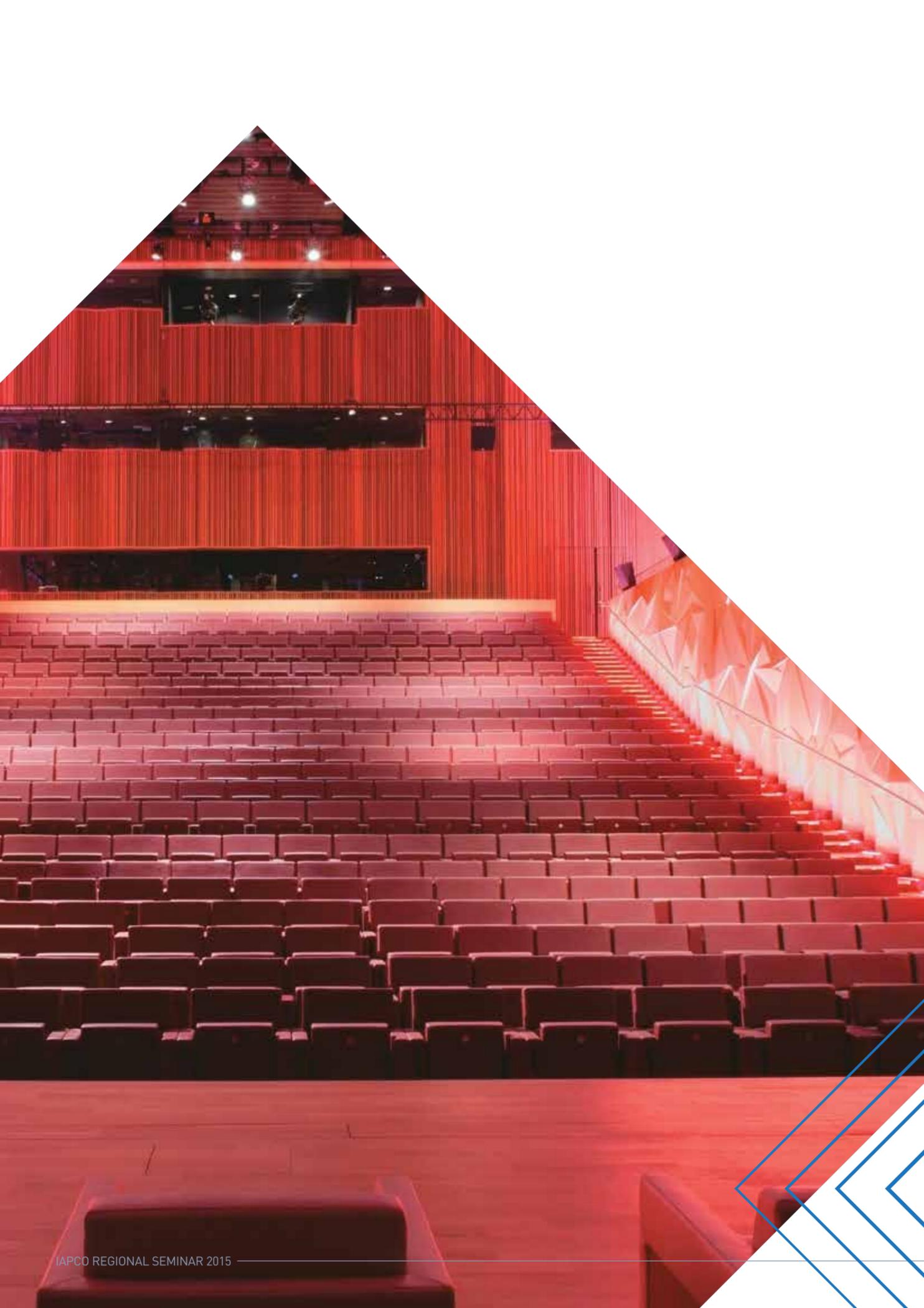
Regardless of how much or how little time is available to assess the financial viability of a conference and organise a bid, there are a number of steps which need to be followed. A case study is used to illustrate these steps, the setbacks and the success criteria.

A big part of business in the meetings industry, and especially in bid procedures, seems to be influenced by <lobbying>. What is lobbying and how do you make use of it? In this session you will receive some suggestions of how to engage in lobbying.



## DELIVERING PROFESSIONAL CONGRESS ORGANISATION - ENGAGING ALL

	Tuesday 10 March	Wednesday 11 March
08.00-9.00	Registration	Integrating the planning of an Exhibition and Congress; the differences when part of a congress as opposed to a stand- alone trade show
09.00-10.00	Official Opening Introduction to Association Meetings and their challenges; the different players and current trends	Dynamics of Programme Management made simple, managing and hosting the speakers
10.00-10.15	Refreshment Break	
10.15-11.15	Bidding and Fam Trips: The Players, when and what to Bid for; Lobbying and Marketing; Organising Fam Trips and Site Inspections – Why and how to gain maximum benefit?	Financial Planning, Budgets and Cashflows
11.15-12.00		Engaging the Delegate – networking and social events
12.00-13.00	Lunch Break	
13.00-14.00	Project Planning from the outset – the critical path	Delegate expectations – registration and accommodation management; delegate technology
14.00-15.00	Marketing a Congress using traditional and tomorrow's communication tools	On-site Arrangements, and venue management and running orders Closing of Seminar



## PROJECT PLANNING FROM THE OUTSET: THE CRITICAL PATH

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
- Meticulous scheduling, an eye for detail

## INTEGRATING THE PLANNING OF A CONGRESS AND EXHIBITION

Contrary to trade shows, an exhibition alongside a congress is an extension of the scientific/technical programme, and therefore the organisation has a completely different focus. Learn how to manage an exhibition when integrated with a congress, and how to ensure that they are a combined event.

## DYNAMICS OF PROGRAMME MANAGEMENT MADE SIMPLE, MANAGING AND HOSTING SPEAKERS

Attention to detail is essential when undertaking scientific or technical 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 that is the key to any congress.

## MARKETING A CONGRESS USING TRADITIONAL AND TOMORROW'S COMMUNICATION TOOLS

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 key and 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
- Electronic marketing and how they work to increase attendance

## FINANCIAL PLANNING, BUDGETS AND CASHFLOW

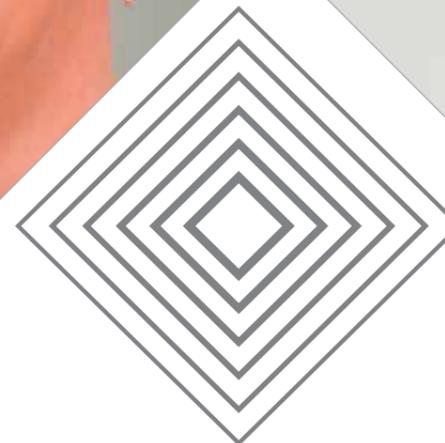
Budgeting and Budget Control are the essential ingredients of a well-run business, department or congress. The principles of good financial management apply equally to all three. This session will focus on creating a self-financing congress budget the easy way.

## ENGAGING THE DELEGATE: NETWORKING AND SOCIAL EVENTS

Congresses provide the ideal opportunity for face to face connections. In a world where everyone is constantly connected, what makes a congress special? How to create the perfect social environment to maximise interaction between delegates, between delegates and speakers, between delegates and sponsors and exhibitors to ensure an ROI for everyone. It's the memories and the connections people make that will make them return for the next conference. This session is all about effective networking and social interaction.

## DELEGATE EXPECTATIONS: REGISTRATION AND ACCOMMODATION MANAGEMENT; DELEGATE TECHNOLOGY

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. How to integrate the accommodation management into the registration process. Delegate technology is today's essential component.



## Nicola McGrane

IAPCO Council Member; Managing Director Conference Partners, Dublin, Ireland

Nicola established Conference Partners in 1998 to create a niche market in international Association Conference Management with a strong emphasis on partnering with leading researchers and innovators across a broad range of disciplines. Over the past 15 years and as a result of client demand, Conference Partners' portfolio of expertise has grown to encompass Core PCO and Association Management Services. She takes a "hands on approach" to her business and is regarded as a leading lateral thinker with an innovative approach to problem solving and delivery.

She is a founding member and the immediate past chairperson of The Association of Irish Professional Conference Organisers (AIPCO) and is a Member of the IAPCO Council.

Nicky is an enthusiastic public speaking, undertaking many presentations at industry trade shows, association forums and educational seminars. She is a leading speaker for the AIPCO as well as for IAPCO. She is a frequent lecturer at the IAPCO Regional Seminars giving generously of her experience, her expertise and hands-on skills for the benefit of others.

## 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 4000-100 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 the IAPCO Annual Wolfsberg 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. Her area of expertise is in the detail and the love of successful delivery

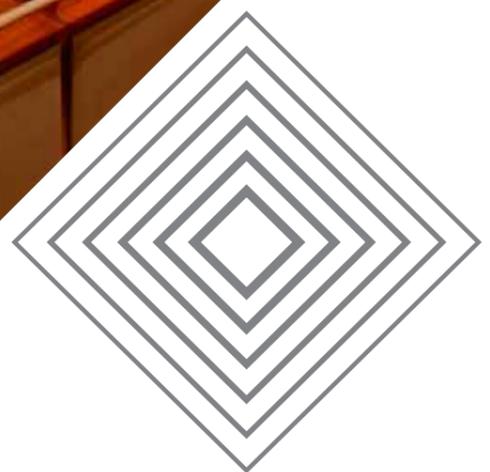
## Mathias Posch

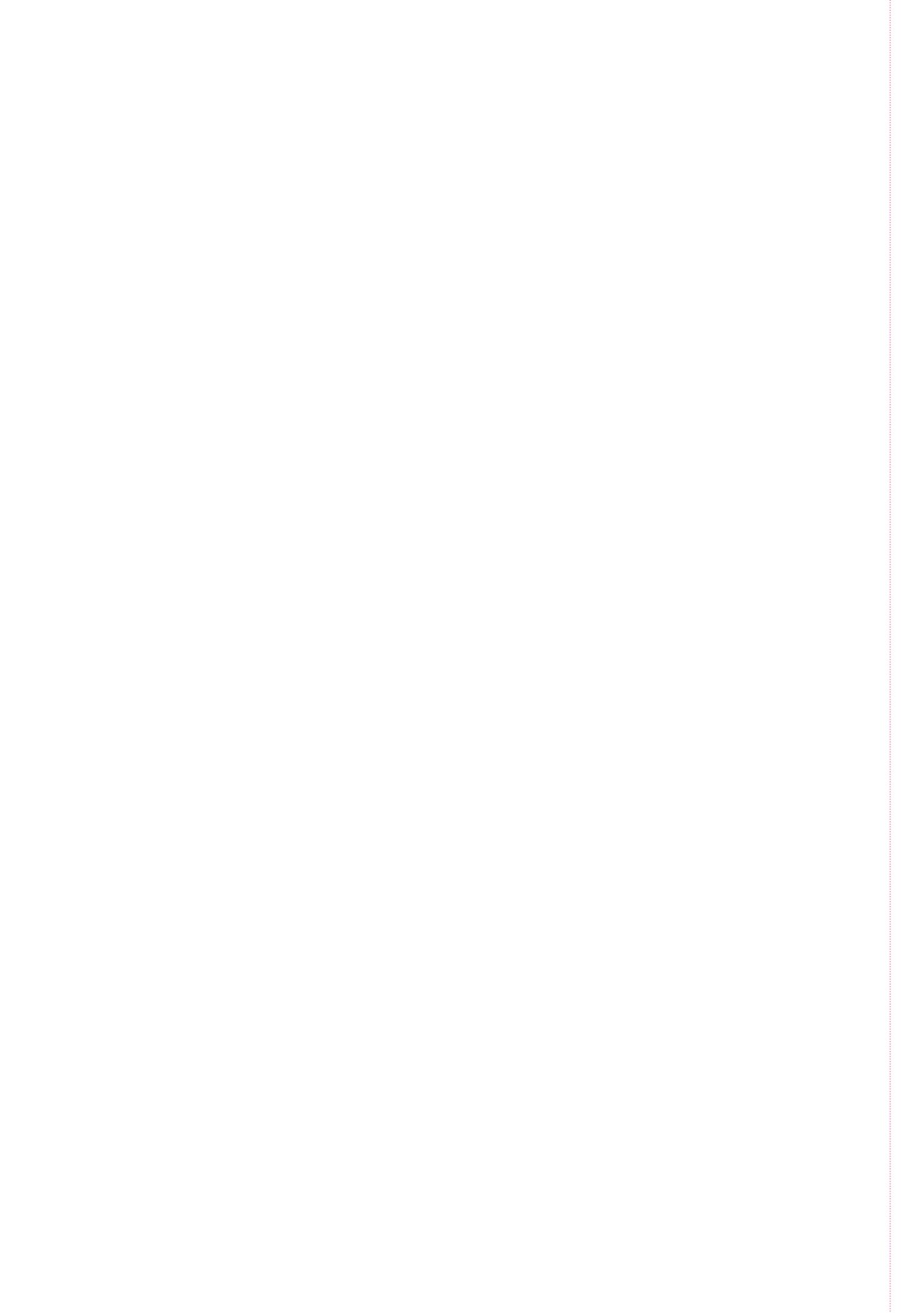
IAPCO Council Member; President, International Conference Services (ICS), Vancouver, Canada

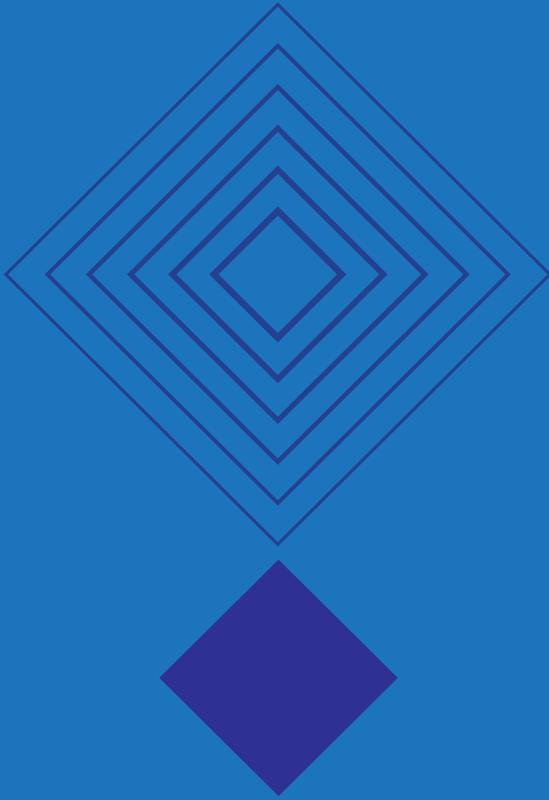
Mathias Posch is President and Partner of International Conference Services (ICS). With its Headquarters in Vancouver, Canada and branch offices in Toronto, Denver and Vienna, the company manages conferences around the globe – in 25 countries on 6 continents thus far. Mathias is an elected Council Member of IAPCO, represents the organisation on the Convention Industry Council and leads the IAPCO Ambassador Programme.

Having worked in both Europe and North America, Mathias has a great understanding of the different needs of international associations, as well as issues arising from regulations in the North American and European market that impact international meetings in their host locations.

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 is a Faculty Member of the Wolfsberg Annual Seminar as well as the Meetings MasterClass and has presented at many Regional Seminars and undertaken speaking engagements in the past.







## Qatar Tourism Authority

Adeline Desages  
Exhibitions Supervision & Control  
T +974 4499 7457  
F +974 4499 1929  
PO Box 24624, Doha, Qatar  
E [adesages@qatartourism.gov.qa](mailto:adesages@qatartourism.gov.qa)  
W [www.qatartourism.gov.qa](http://www.qatartourism.gov.qa)

## QMDI

Zahoor Ahmed  
Senior Head of Business Development  
Sales & Marketing Directorate  
QMDI (Qatar MICE Development Institute)  
D +974 4454 8021  
T +974 4454 8000  
F +974 4454 8047  
PO Box 34232, Doha, Qatar  
E [zahoor.ahmed@qmdi.qf.org.qa](mailto:zahoor.ahmed@qmdi.qf.org.qa)  
W [www.qmdi.com.qa](http://www.qmdi.com.qa)

## IAPCO

Sarah Storie-Pugh  
Executive Director, IAPCO  
Brambles House  
Colwell Road  
Freshwater  
PO40 9SL  
F +44 1983 755546  
E [info@iapcoeducation.org](mailto:info@iapcoeducation.org)