

PRESS RELEASE // FOR IMMEDIATE RELEASE

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IAPCO EXPANDS EDUCATION IN ASIA

“The first e-learning face-to-face meeting”

In its annual educational circle of conferences and seminars, IAPCO stops in Macau for the second time. The destination officials want to make Macau a learning hub for the Professional Congress and Exhibition Organisation in Asia and IAPCO is a quality driven association whose members deliver meetings worldwide.

This year seminar's in depth topic was focusing on bidding for a congress or a destination with an attentive audience of hoteliers, CVBs and PCOs.

“I am very happy this year that we authorised our students to use their laptops during the courses” says Philippe Fournier, IAPCO President and Managing Director at MCI in France. “Delegates have access to the internet on their laptops in the classroom style session room. Most delegates are following the speakers on their electronic program (sent in advance) and some are doing their preparation for their working groups so they are alternatively listening to the speakers depending on their mood, choice, will!”.

“Whatever they are doing they are here and do not feel trapped as they can access their emails on a laptop instead of a handheld phone, so there is no need to run back to the office at each break! They can follow on the screen without having papers and can type their notes and comment instantly. The attendance has been remarkably high at all sessions. It actually has surprised us how well it is working - we definitely have happier delegates. Delegates can tune in and out of presentations as they feel appropriate to their needs” continues Jan Tonkin, IAPCO Chair of the Membership Committee and Managing Director of The Conference Company (New Zealand).

“IAPCO has created the first e-learning face-to-face seminar” concludes Ros McLeod, IAPCO Council Member and MD of arinex (Australia) who is also a speaker at this educational course. “Congratulations must go to our host, the Macau Government Tourist Office (MGTO), for promoting such a first class seminar with wonderful hospitality, and an excellent venue at the Grand Hyatt. Delegates have come in from Korea, Thailand, Hong Kong, Indonesia and the Philippines”.

ABOUT IAPCO: Meeting Quality

The **International Association of Professional Congress Organisers (IAPCO)** was founded in 1968, is registered in Switzerland and represents today more than 100 professional organisers, meeting planners and managers of international and national congresses, conventions and special events from 35 countries. IAPCO members organise in excess of 5000 meetings annually, totalling some 1.9 million delegates and representing an economic impact in the region of 3.1 billion euros.

IAPCO is committed to raising standards of service among its members and other sectors of the meetings industry. Today IAPCO membership offers a unique quality assurance, since entry into membership of IAPCO is by meeting strict criteria and by continuous quality assessment.

The high quality standards are secured by means of continuing education and interaction with other professionals. The 'Wolfsberg' seminar and the Annual Meeting and General Assembly of its members are the highlight events of IAPCO.

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