

## PRESS RELEASE // FOR IMMEDIATE RELEASE

January 2010

### **If you think Education is Expensive, try Ignorance!**

It is gratifying as we look back on the credit crunch of 2009 to know that our industry of meeting professionals does not skimp on the provision of education for their employees and is continually looking forward to the future of their staff and personnel.

Once again, the IAPCO Annual "Wolfsberg" Seminar is sold out a month prior to the January dates, with an ever-increasing waiting list hoping for last-minute cancellations.

It is a recognised fact that the IAPCO Seminar is one of the leading educational experiences in our industry today. More than 1750 people have attended the seminar in its 35 years, in addition to which many hundreds of students have participated in national and regional seminars around the world. Apart from having a great education, building on the network opportunities has given these participants a head start in their careers.

And with a growing demand for professional qualification, the Seminar now contributes to further education. Attendance at the Wolfsberg Seminar earns 5 points for the Professional Education Section of the **Certification in Meeting Management** programme (CMM) the designation of which is one of the most prestigious in the meetings and events industry. And, for more than 20 years, the Convention Industry Council (CIC) has defined new levels of professionalism through its **Certified Meeting Professional** programme (CMP) for which the IAPCO Annual Seminar provides a total of 2.925 points for CMP Application and a total of 29.25 points for CMP Recertification.

Education is a tool in our daily business lives enabling one to face the ever-increasing competition on an international level. Knowledge is an important element of a successful development, both on a personal level and in a professional career. The industry leans heavily on inter-personal relationships and, especially in a global environment, all benefits from serious and professional efforts in enhancing communication and understanding. Acquiring knowledge is therefore an inevitable part of a successful strategy and as such an area upon which IAPCO focuses and successfully delivers, continually developing its education programme in line with its quality policy.

**For further information, please contact:**

IAPCO Head Office : Brambles House, Colwell Road, Freshwater, PO40 9SL, UK Email: [info@iapco.org](mailto:info@iapco.org)  
[www.iapco.org](http://www.iapco.org)

**ABOUT IAPCO: Meeting Quality**

IAPCO, founded in 1968 is the worldwide association representing professional congress organisers. With over 100 members, IAPCO organises every year its annual meeting and general assembly in a different city and plays a leading role in the promotion of the professionalism of congress organisation throughout the world (Annual Wolfsberg Academy, Regional Seminars, political actions). IAPCO also publishes a number of documents including a code of ethics, a dictionary of technical terms (now in 15 languages) and working brochures. IAPCO is a member of the Joint Meetings Industry Council [JMIC] and the Convention Industry Council [CIC].