

PRESS RELEASE // FOR IMMEDIATE RELEASE5th April 2009**Meeting Quality: Quality Website – www.iapco.org**

Following hard on the heels of IAPCO's anniversary year, the leading PCO association in the world has revamped its website incorporating the Association's new strapline: Meeting Quality. "The corporate brand of any association, business or event" says Patrizia Semprebene Buongiorno, IAPCO's President "is the front end, the first impression and the lasting image. It is therefore important that such a brand reflects the modern outlook, clean approach and quality brand of our Association. Meeting Quality, part of our new logo, does just that, reflects the quality of service provided by IAPCO members." Not only has the brand been modernised, but so has the entire website. Designed to reflect the modern needs of communication, the robust site provides easier access to all of IAPCO's guidelines, documents, members, activities and educational events. As we enter the open space age, IAPCO is making its research and publications even easier for the industry to access in its bid to share quality knowledge with others.

**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 (in 14 languages) and working brochures. IAPCO is a member of the Joint Meetings Industry Council [JMIC] and the Convention Industry Council [CIC].

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