

## PRESS RELEASE // FOR IMMEDIATE RELEASE

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### Face to Face Meetings empower our World

It was entirely appropriate that India's Silicon Valley should be the location of the ICPB's (India Convention Promotion Bureau) Conventions India Conclave – 2010. Taking place at The LaLit Ashok, Bangalore, India, from August 27-28, the Conclave attracted over 250 delegates representing both international and national buyers as well as ICPB members, and was inaugurated by Mr. G. Janardhana Reddy, Hon'ble Minister of Tourism and Infrastructure Development, Government of Karnataka.



This inaugural session was followed by a seminal and conceptual Keynote Presentation by Mr. Philippe Fournier, President, IAPCO, on “Conferences in the Knowledge Economy: Face to Face Meetings are changing and empowering our World”. It was a great honour for Mr. Shyam Nagpal, Hony. Secretary ICPB and India's first Alumni of IAPCO, to introduce Philippe Fournier, informing the audience of IAPCO's position as the most pioneering and prominent Association in the world of PCOs, with over 100 members from 37 countries.

Philippe Fournier began the presentation with the strategic statement: “We are a global world, which means global meetings! Meetings have been a solution over the centuries and today's globalisation can only enhance the need to meet, not, as a perceived advantage of social communication, detract. When people meet, things happen, things change, things improve and economy rises. Face to face meetings power the economy. We are now in a knowledge-based economy. Without learning from experience, without face-to-face interaction, without networking in real time with our peers, individuals, institutions, disciplines, we lose the ability to increase that essential knowledge. Without knowledge, our financial economy cannot improve.

“But do not be mistaken. Social Communication is an essential asset to the new type of meetings that are developing today. On-line activities can feed the meeting before, during and after the event, fuelling the ever-increasing knowledge economy. The new meeting formats are live, they are virtual, they are hybrid! Hybrid events are a mix of devices, applications, digital media and websites. Utilising SMS, social media, pod/webcasts, micro blogs, YouTube, smart phones – and today is just the beginning. It is high-tech. And the knowledge economy uses high-tech as a weapon, a tool that helps to develop meetings by maximising face to face interactions.

**“Conferences in our knowledge based economy have a key role to play.”**

The Conclave was attended by high ranking dignitaries from the Government of India, State Governments and business tourism industry, represented by Mr. G. Janardhana Reddy, Hon'ble Minister of Tourism and Infrastructure Development, Government of Karnataka, Mr. S. V. Ranganath, Chief Secretary to the Government of Karnataka, Mr. Devesh Chaturvedi, Additional Director General (Tourism), Ministry of Tourism, Government of India and Chairman, ICPB, Mr. Viswanatha Reddy, Director, Department of Tourism, Government of Karnataka, Mr. Vipul Mitra, Secretary, Department of Tourism, Government of Gujarat, along with the Office Bearers of ICPB, Mr. Rajeev Kohli, Vice Chairman, ICPB, Mr. Shyam Nagpal, Hony. Secretary, ICPB, and Mr. Chander Mansharamani, Hony. Treasurer, ICPB.

[Copy of the presentation is available from the IAPCO website www.iapco.org](http://www.iapco.org)

### **ABOUT IAPCO: Meeting Quality**

The International Association of Professional Congress Organisers (IAPCO), a non-profit organisation founded in 1968, is THE professional association for professional organisers, meeting planners and managers of international and national congresses, conventions and special events. The Association is committed to raising standards of service among its members and other sectors of the meetings industry by means of continuing education and interaction with other professionals.

With more than 100 members from 37 countries, IAPCO members provide consulting and organisational services for clients to the highest standard. IAPCO members organise every year in excess of 5600 meetings worldwide totaling over 2.11 million participants and more than 0.5 million square meters of exhibits, thus representing an economic impact of over 3.43 billion Euros.

IAPCO's Training Academy is recognized as one of the leading centres for education in congress organising; with the annual Wolfsberg seminar, many regional and national seminars around the world and in 2011, its new Masterclass. Education is part of IAPCO's goals.

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.

IAPCO also publishes a number of documents including a code of ethics, a dictionary of technical terms (900 definitions in 14 languages) and working guidelines. IAPCO is a member of the Joint Meetings Industry Council [JMIC] and the Convention Industry Council [CIC].

#### **For further information, please contact:**

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