

PRESS RELEASE // FOR IMMEDIATE RELEASE

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SECC HONOUR IAPCO AS WORLD CHAMPIONS

As part of the 25th anniversary celebrations in 2010 of the Scottish Exhibition+Conference Centre, Glasgow, the SECC decided to recognise **25 Champions** that were either organisations or individuals who have made a positive impact on the business of the Centre over the past 25 years and who have helped build the successful organisation that is the SECC today. In recognition of the importance that **International PCOs** have played over the last 25 years, representing many hundreds of international clients, the SECC recognized **IAPCO** with one of their **25th Anniversary Champion Awards**.

Ben Goedegebuure, Director of Sales, SECC, comments: "International conferences have played a huge part in building our business over the past 25 years and with this award we would like to thank all those international events that have been hosted at our venue. There is no doubt that organisations like IAPCO have been instrumental in putting both the venue and the city of Glasgow on the international conference map. Without the support and trust of IAPCO members we couldn't have grown our reputation as a business tourism destination as quickly as we did."

The coveted trophy was presented during IMEX to Philippe Fournier, President of IAPCO. "We are extremely honoured to receive such an Award" responded Philippe, "it shows the commitment of the SECC to the industry and the importance that our members play in the market. It is however normal that members of IAPCO should use this Exhibition and Convention Centre a lot as they are looking for Quality, which the Centre offers in many ways: management, service, facilities, staff."

"Face-to-face meetings and conferences continue to be extremely important for businesses", continued Philippe, "especially in economically challenging times when personal relationships are more crucial than ever before; however, venues need to go the extra mile to attract large conferences and the SECC is proof that with the right strategy and mindset it is possible to overcome external challenges."

[photo available from IAPCO secretariat]

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 5600 meetings annually, totaling some 2.11 million delegates and representing an economic impact in the region of 3.43 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, The Meetings Masterclass and the Annual Meeting and General Assembly of its members are the highlight events of IAPCO.

For further information, please contact:

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