



International Association of Professional Congress Organisers

MEETING
QUALITY

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Times could not be better, says leading PCO

The economic crisis presents the meetings world, and especially the quality-driven PCOs, with challenges and opportunities; it should not be seen as just the harbinger of doom and gloom. With corporate companies and associations facing the need to downsize and slash budgets, one of the first places they will inevitably look is to cut their internal meetings departments, or at the very least reduce the size to minimal staff. The number of meetings may not be reduced but management will be outsourced to a more cost-effective solution: to PCOs. The question is whether the PCOs are ready to meet this opportunity? Are sales teams in a position to ensure that they can win the business? More importantly, are the PCOs retaining their staffing levels and their quality standards so that when these opportunities present themselves, they are ready to meet the challenges? IAPCO PCOs at their Annual Meeting agreed that this was no time for the professionals to sit back and wait for the economic crisis to overwhelm them; it was a time to hold fast, maintain staffing levels, ensure quality standards are retained and meet the challenge full on. There is the potential to say that “times could not be better for the PCO” says Roslyn McLeod, MD of Tour Hosts, the leading PCO in Sydney Australia, “but only if driven to meet the challenge and maximise opportunities, whilst providing a cost-effective solution and value add to clients”.

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].

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