

PRESS RELEASE // FOR IMMEDIATE RELEASE

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The War for Talent

“Great and better talent is worth fighting for”, says Oscar Maril, of Praesta, Spain, speaking at the recent gathering of 80 world-leading PCOs in Athens. “People are the only source of competitive advantage that cannot be replicated by the competition overnight”. Energy, commitment, motivation, loyalty; none of these characteristics can be instantly copied, “because it is the superior talent that will be tomorrow’s prime source of competitive advantage”.

Talent management should be a burning priority; 84% of business strategies fail, not because of the concept, but due to lack of talent management. A lesser strategy well executed will be far more successful than a brilliant strategy badly executed.

To attract and retain the people required, companies must create and perpetually refine an employee value proposition, not just financial remuneration but because of the added value in the working environment. 40-50% of a leader’s time should be spent in energising, inspiring and motivating the workforce. Motivation is another burning priority for any size of company. A CEO is a Chief Emotional Officer looking after the emotional and strategic human element, whilst the Human Resource Department can happily deal with the bureaucracy associated with staff management.

Looking after the staff, the client, the community in that order will automatically lead to financial stability and profit generation. Satisfied people create value to customers, who, in turn generate revenue to shareholders, who share profits and success with their people, who provide value to customers, in an ever perpetuating cycle.

Be an employer of choice and put people at the heart of the business strategy.

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 5000 meetings annually, totalling some 1.9 million delegates and representing an economic impact in the region of 3.1 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 and the Annual Meeting and General Assembly of its members are the highlight events of IAPCO.

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