

PRESS RELEASE // FOR IMMEDIATE RELEASE

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Worldwide demand for IAPCO National Seminars

IAPCO experienced a record number of requests for national seminars in 2009 and In line with its quality policy, continues to develop its educational programme.

It was an exciting year for training and education starting with Dubai in February where the *Dubai Convention Bureau* hosted and *Net Conference and Conventions* organised back to back basic and advanced courses on conference management.

JNTO hosted an IAPCO seminar focusing on *Bids and Promotions*. Increased competition for international meetings demands a growing need to make sure all key industry players are in tune with the strategies to attract the right congresses. Japan gathered a strong contingent of industry to participate in this seminar.

Macau Tourism attracted a large number of participants from neighbouring countries in Asia to participate in the conference management seminar. The course itself generated a lot of interest as participants new to the industry mixed with many seasoned professionals. Topped off with a performance of *Cirque du Soleil* at the Venetian Hotel, a welcome and gala dinner it will not be surprising if *Macau Tourism* is inundated for the 2010 seminar.

The *Asian Development Bank* is keen on developing their team members who drive the annual meetings for the ADB. This year they hosted their third IAPCO seminar and focused on specialist topics to generate input into aspects of meetings management that are changing. The Team at the ADB is forward thinking and moving with the times.

Istanbul Convention and Visitors Bureau ran their inaugural IAPCO seminar for a wide spectrum of their industry members. With their new Convention Centre and the hosting of the World Bank and IMF it was opportune to focus on meetings management in their city.

IAPCO provided senior members to conduct these seminars with a focus on the practical aspects of conference management illustrated by case studies and personal examples which paint the picture of real experiences. It is a sharing attitude that IAPCO encourages to lift the standards in our industry and drive the understanding of meetings management to a higher level. Quality is the goal being driven by IAPCO and as more of these seminars are hosted, the wider the awareness of quality standards is raised.

All the seminars received outstanding comments and the surveys scored high as the thirst for knowledge and practical experience is appreciated by participants. IAPCO is living up to its international profile by providing their members' expertise to all corners of the globe.

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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