

PRESS RELEASE // FOR IMMEDIATE RELEASE

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Increase in virtual meetings

The inclusion of Virtual Meetings within the conference environment is to be seen as a challenge and an opportunity, says André Vietor, IAPCO's immediate past President. With the pharmaceutical industry seeing the educational element of the Virtual Meeting as continuing to be a sponsorship opportunity, in what is an ever-decreasing arena, the potential for the PCO is ever beckoning. "If a meeting attracts an audience of 1000, out of an Association of 10000", says Vietor "there are 9000 non-attendees potentially looking for the opportunity of participating virtually". Whilst there are many places where access and travel are difficult or even out of the question, those locations have more often than not access to internet. The Virtual Meeting exists, it is on the horizon as a normal add on – and it is an opportunity from which all will be able to benefit in the future.

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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