



## **DAILY NEWS RELEASE // FOR IMMEDIATE RELEASE**

Frankfurt, 23rd April 2008

# **AMC v. PCO Similarities and Differences?**

The on-going debate amongst Local PCOs, Core PCOs and AMCs continued during the IAPCO and AMC Joint Seminar on Wednesday. Suzanne Pine, Vice President of AMC Institute expounded the virtues and advantages of the AMC, whilst Philippe Fournier of MCI and Vice President of IAPCO, argued the case for the PCO, both local and core. “Of course there is room for both” says Philippe “but clients need to be very clear about the service they require. This is not a case of each type of company trading on the toes of another, or indeed poaching the services provided by one company to expand their own. It is a case of being able to provide the relevant expertise. Some companies restrict themselves to the activities of a Local PCO, others to providing the more extensive services of the Core PCO. Indeed some PCO companies now provide AMC services as a natural synergy to their PCO activities.” “Sole AMC companies however” retorts Suzanne “provide more than the AMC services provided by a PCO. A dedicated AMC company by definition becomes part of the association, and their remit extends to political lobbying, statistical research, accreditation etc.” The conclusion is that whilst both organisations respect the professionalism of the service provided by the other, there is an increasing overlap with Core PCOs extending their remit into the area of association management, and vice versa AMCs offering PCO services. “It is however essential to recognise” continues Suzanne “that where major association congresses take place, an AMC will engage the services of a PCO, but in this case it is likely to be the Local PCO, rather than a Core PCO”. And the future: “Inevitably there will be overlap and collaboration between the two strands of organisation as the industry evolves. That is how the meetings industry progressed in the past and will continue to adapt to the market requirements of the future. The important consideration is that the changes keep pace with the requirements of our clients”.

**ABOUT IAPCO: Meeting Quality**

IAPCO, founded in 1968 and celebrating its 40<sup>th</sup> Anniversary this year, is the worldwide association representing professional congress organizers. With over 100 members, IAPCO organizes every year its annual meeting and general assembly in a different city and plays a leading role in the promotion and professionalization of congress organization 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 (in 14 languages) and working brochures IAPCO is a member of the Joint Meetings Industry Council [JMIC] and the Convention Industry Council [CIC].

**For further information, please contact:**

**IAPCO Head Office :** Brambles House, Colwell Road, Freshwater, PO40 9SL, UK

Email: [info@iapco.org](mailto:info@iapco.org)      [www.iapco.org](http://www.iapco.org)