



International Association of Professional Congress Organisers

MEETING  
QUALITY

## PRESS RELEASE // FOR IMMEDIATE RELEASE

June 2009

### EXHIBITIONS ARE INCREASINGLY INFLUENCING THE CHOICE OF DESTINATION

This was the message from the IAPCO/UFI/IPCAA Seminar which took place during IMEX. With the hall filled to capacity, visitors flocked to hear from the decision makers the vital factors which were currently affecting the selection of venues and destinations.

Philippe Fournier, MCI and Vice-President of IAPCO, emphasised the importance of the exhibition: simply, they create value. “Added value in enhancing the distribution channel, both wholesale and retail” said Fournier, “making the event more successful. But the destination has to be right, and there are many factors which will influence a PCO or AMC in selecting that venue: not only access, rates and space, the obvious criteria, but also ceiling heights, floor loading, access to services, customs clearance; politics, strategy and communication will also influence the decision makers ... and of course some are further affected by CSR and the ‘Green’ factor”.

Vincent Gérard, Managing Director, UFI, endorsed the criteria stressing the importance to exhibitors of such facilities. He also drew comparisons as to whether fairs/exhibitions were friends or foes to congresses: “complementary, improving the event for both parties, contributing to the financial success and providing added value to delegates” said Gérard “are all supporting factors; but for the exhibitor, a congress can take visitors away from the exhibit floor, and the logistical requirements are often very different, sometimes creating less than perfect facilities for the exhibitor. In reality, exhibitions and congresses are coming closer and this is the future”

From the healthcare industry, factors influencing the destination were no longer a question of choice, but of legal compliance. “No resorts, no 5-star hotels, no spouses and limits on hospitality” said Anna Frick, President IPCAA, “is the future for the pharmaceutical industry. The trends are that there will be tighter compliance rules, a shift from marketing to medical and stronger budget considerations. Lead times will be reduced even further with a possible reduction in space requirements”.

Such influencing factors do not mean that there will necessarily be less events or support, but they merely represents a change, one of which destinations need to be well aware when pitching for their market share.

#### **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].

#### **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)