



## **PRESS RELEASE // FOR RELEASE AT IMEX 2008**

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### **IAPCO members on a growing curve!**

IMEX has traditionally become the location for the launch of the outcome of IAPCO's internal members' annual activity survey, and once again, IAPCO is pleased to announce last year's results. And 2007 has been a great year for the PCO activities!

The Meetings and Exhibition business managed by IAPCO professional conference organizers on a daily basis **has grown in 2007 by 18%!** There were nearly **4000 meetings** organized by IAPCO members totalling a population of approximately **1.798.000 delegates** and about **492.000 square meters of exhibits!** This is, in every sense, a huge increase of activity compared to 2006.

The method used by the survey was the same as last year: number of national and international meetings managed and with or without an exhibition; a meeting as such must have at least 300 participants and a participant is classified as anyone who passes through the registration process.

84% of the members answered the survey this year (79% last year) which increases the accuracy of the results. IAPCO members retain more than 3000 staff in full time employment with an equivalent **management budget of 1.2B€.**

As for the kind of meetings, 49% of those handled were Association meetings, whilst 41% were Corporate and 10% Governmental. This has not changed compared to 2006. The survey, however, does show an increase in the globalisation of IAPCO members activities with **65% of them** acting as International and/or National **Core PCOs**. This shows a continuity in the business of the members and therefore the trust held by clients utilising IAPCO members. This is probably the results of the IAPCO Quality Policy over the past four decades.

This year the survey shows that 22% of IAPCO members organize more than 100 events per year while there were only 15% in last year's survey. The activities of the membership match the growth of their clients.

Knowing also that each delegate spends about 1620 Euros to come and attend a conference, the survey shows that the **economical impact** of the meetings managed by IAPCO members is of **around 2,9 Billion Euros** or the equivalent of **14 Airbus A380** (two more than last year!).

Finally, the survey showed that IAPCO members are increasingly forming strategic partnerships with their clients, with **56% of the members declaring that they also act as Association Management Companies (AMCs)**.

**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)