



MEETING
QUALITY

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Managing the Crisis

The recent economic and business survey from IAPCO showed that whilst 2009 was realising the expected downturn, 2010 definitely shows signs of an upturn. “This is not just a reflection of the economy, for that upturn has yet to be realised”, said IAPCO President, Patrizia Semprebene Buongiorno at the recent IMEX exhibition, “but reflects the PCOs ability to manage a crisis”.

IAPCO members remain strongly dominant in the marketplace, and their recent presentation with the title “***The power of face to face interaction boosts the world economy “ has a reason.*** IAPCO strongly believes that crisis is a **dynamic process which leads to opportunities.**

It is a fact that Corporations are cancelling events or putting them on hold, Associations are tightening their budgets. But IAPCO figures continue to show that meetings are still **an important element of economic growth** and the strategic value of meetings is evident.

“An event is an opportunity to create a face-to-face experience and an opportunity to reach out and communicate a brand, a new technology, a new study”, said Patrizia Semprebene Buongiorno, President of IAPCO, “Meetings have a strategic value because they are part of the corporate business marketing mix”.

Meetings have a strong power, the power of building up new ideas, the power of communication and communication and ideas mean good return on the investment.

Meetings are for a Corporate or for an Association and for Governments - **primary tools for advancing their objectives**

IAPCO members do not want to be victims because at this moment productive meetings and events are cancelled, IAPCO members want to, and will, react by showing to their clients that moving ideas and moving people is a significant contribution towards the economic and business challenges of today.

Instead of accepting cancellations in a passive way IAPCO members are working with their clients to redesign their events to be more creative, more cost-effective with a positive approach, strong quality and professionalism.

The meetings and events industry is changing; it will never be the same. We as IAPCO members, by recognising that change and adapting, are in a good position to continue to dominate the market and by doing so, contributing to local economies.

***Patrizia Semprebene Buongiorno, President IAPCO.
Wednesday 27 May 2009***

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 (in 14 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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