



## **PRESS RELEASE // FOR IMMEDIATE RELEASE**

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### **Win That Important Meeting Bidding for a Congress**

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In an increasingly globalised international economy, competition to host international meetings is intense. It may be decades before a country or city gets another chance to host an international association after missing out on a bid.

The bid process provides a unique opportunity for a national group or chapter of an international organisation to demonstrate how it can work smoothly with a wide range of fellow professionals and suppliers and demonstrate its capacity to stage a world class event.

You only need look at the effort that goes into a city securing the right to host the Olympic Games to get an idea of what is required to win the bid to host an international conference.

A Congress brings enormous benefits to the professional community, the city and the country. These benefits start years before the meeting is actually held; from the moment the professional congress organiser (PCO) informs the governmental institutions about the intention to bid to host the event.

Governmental institutions must work alongside the local Convention Bureau and the PCO to secure the right to host the congress.

The benefits for the professional community include networking with colleagues, state of the art information, business exchanges and co-operation and business opportunities. For countries the benefits are tours increasing local income; an increase in tax revenues from shops, restaurants and hotels, international exposure in the media; increased skills and knowledge; generation of employment; word of mouth marketing and a boost to infrastructure on a city level.

Bidding for large international meetings is a costly exercise and in-depth research is required to ensure the appropriate actions are taken in order to meet the bid criteria.

Aspects to be taken into consideration are locations of past congresses, confirmed venues for future congresses and the frequency of the congresses.

The bid team has a number of members and each one plays an important role in the bid's success. This group steers the bid direction and makes the fundamental decisions regarding the overall Congress "look".

Bid committee members usually include well respected leaders of local associations, a PCO with extensive experience in the bid process, representatives from the local Convention Bureau, and representatives from an airline representative, the host venue and significant sponsors.

*Detailed project management and analysis of challenges and opportunities are essential if a bid is to be successful and for more detailed information on Bidding for a Congress please visit [www.iapco.org](http://www.iapco.org) and take the "Publications" link. IAPCO is a not for profit organisation with members including many of the world's leading Professional Conference Organisers.*

#### **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 plays a leading role in the promotion and professionalism of congress organization throughout the world. Over 4000 meetings representing 1,798,000 delegates and 492,000 m2 exhibition space were handled by IAPCO members during 2007, representing an economic impact of approximately 2.9 billion euros. IAPCO also publishes a number of documents including a code of ethics, a dictionary of technical terms (in 14 languages) and working guidelines. IAPCO is a member of the Joint Meetings Industry Council [JMIC] and the Convention Industry Council [CIC].

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