

International Congress & Convention Association

DESTINATION FOCUS: Trends in Best Practices and Product Differentiation

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PROFESSIONAL CONGRESS ORGANIZERS ARE MORE THAN JUST LOGISTICAL MEETING PLANNERS

PCO's are expected to also offer consulting services and assist with the following:

- Financial Success
- Attendance Growth
- Marketing



CHALLENGE #1

Technology

Technology Develops fast and we need to be “up-to-date” or “ahead” of the game.

PCO's need to:

- Predict and create the future
- Be aware of new trends
- Find ways of offering new & upcoming services
- Be innovative



CHALLENGE #2

Long Term Services

PCO's should be hired for "long term" services to guarantee ongoing success and continuation in partnering with the client in "business and strategic planning".

PCO's need to:

- Offer more than "Standard" Logistic Services
- Be aware of "Meeting Management"
- Separate between PCO's/Logistical Meeting Management Companies & Destination Management Companies.



CHALLENGE #3

International

The business is “International” and so it is imperative that we:

- Think “Global” and “Out of the Box”
- Be aware of social / cultural differences / specialties
- Educate ourselves with respect to customs, visas, cultural menus, traditions, etc.



CHALLENGE #4

Entrepreneurial

PCO's need to be "Entrepreneurial"

- Risk Share
- Financial Savvy
- Core PCO
- Take on Conference as if "Your Own"



CHALLENGE #5

Personal Service

In an “Ever Changing” World,
“Personal Service” is a key issue

- Identification with client and subject
- Personal Care
- “Less is More” too many clients – service is lacking



CASE STUDY

International Association for the Study of Lung Cancer (IASLC)

Associations tend to have very little historical information on their past conferences, eg.

- Sponsorship information (who and how much \$\$\$)
- Hotel Room Blocks and Pick-Up
- Attendance History
- Exhibit History or Often No Exhibits part of past meetings



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Thank you!

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