

International Congress & Convention Association

Procurement and Standardisation ...new UK initiative

45th ICCA Congress & Exhibition
Date: 1 November 2006



The Global Meetings & Incentive Exhibition

www.iccaworld.com

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ZIBRANT



ZIBRANT Brands

- IBR
- ILLICO
- McGARVEY RUSSELL
- MRM
- RAND

THE BACKGROUND

Trade Bodies

- Eventia
- Hotel Booking Agents Association (HBAA)
 - HBAA Agency Members
 - HBAA Venue Partners

Meeting Planners International (MPI)

THE AGENCY MARKET

- Travel Management Companies (TMC's)
- Venue Finding Companies
- Event Management Companies
- Marketing Communications Companies

THE ISSUES

- Procurement don't understand our business
- Bookers don't like procurement
- Industry dislikes change
- Fictitious enquiries

THE ISSUES

- Benchmarking activity
- Sole supplier or panel?
- To bundle or un-bundle?
- What does Event Management include?

THE ISSUES

- Measuring savings
- Measuring creativity
- One size to fit all?
- Who is best to negotiate rates

THE ISSUES

- Too many agencies invited to tender
- E-auctions
- Demonstrating your USP
- Educating the users
- Discrepancies from proposal to delivery

THE WAY FORWARD

- Chartered Institute of Purchasing and Supply
- Meeting with CIPS
- CIPS Marketing Collection of seminars
- Industry seminars

THE WAY FORWARD

- Working party
- A paper for the procurement profession
- Common standard of good practice

EVENT MANAGEMENT

What is included?

- Venue finding services
 - Day meetings
 - Internal meeting rooms
 - Residential conferences
 - Major events

EVENT MANAGEMENT

What is included?

- Logistical event management
 - Delegate handling
 - Stakeholder communication
 - Supplier management

EVENT MANAGEMENT

What is included?

- Design and build
- AV production
- Creative
- Motivation, reward and recognition
- Corporate hospitality
- Video conferencing

EVENT MANAGEMENT Associated Services

- Travel management
- Exhibitions
- Sponsorship

CIPS PRACTICE GUIDE

- Current Progress
 - Format
 - Content
 - Publication

APEX UPDATE

“Creating a New, Efficient Future”



*An Initiative of the Convention
Industry Council (CIC)*

Session Focus

1. APEX Overview
2. APEX in Action
3. APEX Technology
4. APEX Will Never Be Done

The Vision of APEX

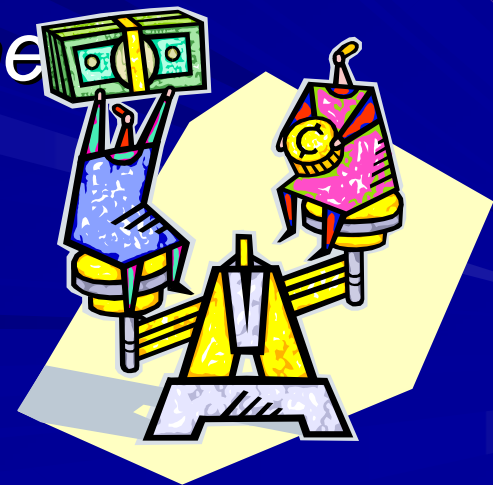
“The industry will operate
at the highest level of
efficiency and professionalism
through the use of collaborative accepted
practices.”

Reality Check

Approximately 80,000+ individuals who plan meetings and events in the United States alone

Only 19,000 of these belong to any professional organization

The industry spends an inordinate amount of time helping the other 61,000.



The Phases of APEX

- Conceptual Phase (2000 to 2004; difficult to see the vision; no tangibles yet)
- Development Phase (2004-2006; early deliverables and development of initial product portfolio)
- Implementation Phase (2006-2008; marketing, communications, education, training)
- International Expansion (2009-2013 work with software vendors to expand fields to

Two Types of Accepted Practices or Voluntary Standards

■ Action

- How we do business and exchange information (norms)

■ Information

- What specific information we want/need to share, transmit, store, etc. about events

Accepted Practices in Place

1. *APEX Online Industry Glossary*
2. *Post-Event Report (PER)*
3. *Event Specifications Guide (ESG)*
4. *Housing and Registration Accepted Practices*
5. *Request for Proposals (RFPs)*
6. *Meeting and Site Profiles*

Accepted Practices in Progress

7. *Contracts Panel (completion December 2006)*

It's Not About...

- *What our forms look like*...it's about the quality of the information we are sharing.
- *Doing it "my way"*...it's about changing our processes and enabling computers to do the work.
- *Being caught up in minutia*...it's about reducing redundancies so we can be strategic.

Reality Check

We all have computer systems, but they can't "talk" to each other



Technology Advisory Council (TAC) Driving Adoption...

- Involving “Knowledge Owners” --
Sampling of TAC Members--Open membership
 - PCNametag
 - Disney Hotels and Resorts
 - Hilton
 - Starwood
 - Passkey
 - Daylight
 - Newmarket
 - DataApp
 - Ungerboeck Systems

Technology Advisory Council (TAC) ...and Implementation

- Data Dictionary & Data Map
 - Translation of APEX forms to data definition
 - FREE, Open Access (coming Q4 2006)
- XML Schema development as one media to drive seamless interface between systems (start incorporating specs 2007)
- Alliance with industry standards orgs:
 - OTA (Open Travel Alliance)
 - HTNG (Hotel Technology Next Generation)
 - HEDNA (Hotel Electronic Distribution Network Association)



Launched: July 2005

Units Placed through January 2006: 5500

APEX Toolbox – Summary

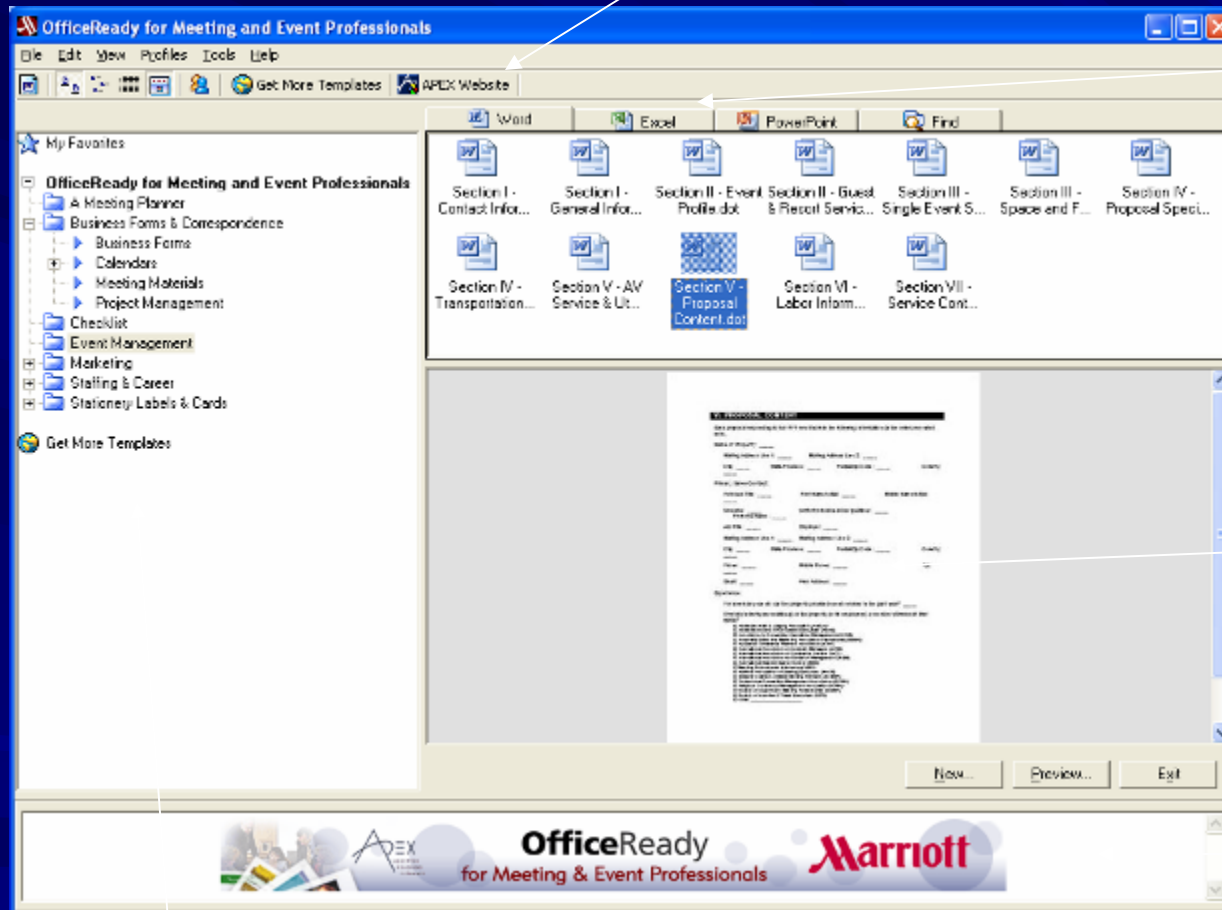
- **Industry-designed templates**
- **One footprint- seamless transfer!**
- **Best Practices for easy use and/or training**
- **4 of 7 Panels now included**
Glossary, ESG, Rooming List and RFP

Toolbox Summary, Cont'd.

- **More than 200 templates in *Word, Excel, PowerPoint***
 - tent cards, badges, invitations, agendas, etc.
- **PDF creation tool**
- **Automatic profile feature**
 - eliminates repetitive typing and positions images
- **Integrated photo editor**
 - easy digital camera interface

Link back to APEX site

OfficeReady™ Template Browser



Select Templates you wish to view – Word, XL or PPT

Preview of template

Messaging from APEX, partner

Multi-level categories of templates organized by function

APEX Toolbox

- Available through www.conventionindustry.org
- \$99.95 USD retail price
- CIC member organizations positioning in their sales channels
- CIC member certification programs working to embed APEX terminology and best practices in exams
- Screen shots of the Toolbox available at www.conventionindustry.org

COMING In 2007

**On - Line toolbox and user
groups**

APEX

What Now?

STEP 1

Start Using the New Terminology

- ESG (Event Specification Guide)
Versus Resume and BEO
- PER (Post Event Report)
Versus History

APEX

What Now?

STEP 2

Adopt the Industry “Norms” for Timely Exchange of Information

STEP 3

Change to the “APEX Way” of Doing Business: Start Using the New Forms and Templates

APEX

What Now?

STEP 4

Promote APEX at every opportunity

- Within your organization
- With your customers
- With your vendors/partners
- At industry gatherings

APEX Will Never be “Done”

- It's a starting point for the future
- APEX provides the structure within which best practices will continue to evolve as market dynamics shift and issues emerge
- APEX is “owned” by the entire industry, not one organization

GLOBAL APEX

APEX is a massive undertaking
Where possible international
terminology has been used

Most members of the TAC are software
developers with a global market

The data map they create will be the first step
in taking APEX global

**Come With Us
Into a New Future!
Visit our website and get
informed**

www.conventionindustry.org

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Thank you!

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