

IAPCO SUZHOU SEMINAR 2018

FACULTY



Jan Tonkin,
Immediate Past President,
IAPCO;
Managing Director,
The Conference Company



Iftah Amit,
VP Global Sales &
Marketing,
Kenes Group



Sarah Markey-Hamm,
CEO,
ICMS Pty



Dr. Yvonne Hu,
Invited IAPCO Member,
Conference Interpreter
Services

PROGRAMME

Time	Monday 9 April	Tuesday 10 April	Wednesday 11 April
09.00	Official Opening	Creating a new meeting from scratch with an existing association Sarah Markey-Hamm	Risk and crisis management Jan Tonkin
10.00		Creating a new meeting from scratch as your own business venture Iftah Amit	Event security – can you protect your event? Iftah Amit
break			
11.00	The changing role of the PCO Jan Tonkin	The difference between managing international and national conferences Jan Tonkin	Summary of key learning points
			Close of Seminar and Certificates ceremony
break			
14.00	How to integrate digital content into your programmes Sarah Markey-Hamm	Creating a successful partnership between CVBs/Centers and PCOs Sarah Markey-Hamm	
break			
15.00	Boosting delegate numbers Iftah Amit	<i>Workshop</i>	
16.00	<i>Workshop</i>	Team management Jan Tonkin	

Official Opening

Alicia Yao

Introduction to IAPCO

Yvonne Hu

The changing role of the PCO

Jan Tonkin

As both the nature of conferences and clients' needs change, a PCO company has to regularly assess whether its business model is appropriate and whether its team members have the right skills. This presentation considers approaches to help make those assessments and engage the right team members.

How to integrate digital content into your programmes

Sarah Markey-Hamm

Meetings are no longer a series of 'one person behind a lectern' presentations. As the way we live has changed tremendously over recent years, so have the ways we learn and interact. This session will look at how to design a compelling programme and engage your speakers and moderators. We'll examine various meeting formats, from face-to-face to fully online and hybrid versions in between and discuss what format works best for whom and when, and the associated costs and benefits of each.

Boosting delegate numbers

Iftah Amit

Today, not only do we need to inform our audience, we need to engage them. In our digital world, it is more challenging to retain your brand (event) in your potential delegates' top of mind. Social media, email marketing and other marketing tools provide the ideal solution - but it's still not enough! This session will introduce new ways and new tools for a modern day PCO to engage prospective delegates.

Creating a new meeting from scratch with an existing association

Sarah Markey-Hamm

As the profession served by an association evolves over time, opportunities arise to create new meetings. This is particularly evident in the hi-tech, medical and scientific worlds where new specialities emerge and a conference provides the ideal platform for those involved in the new frontier to connect and share their knowledge. What issues need to be considered and what steps should be followed to ensure the success of such a conference?

Creating a new meeting from scratch as your own business venture

Iftah Amit

What does it take to create a new conference? What are the initial components we need in place to enjoy the creation of a new meeting? What does it mean to our own organization? What are the value and risks association? These are some of the questions we face when evaluating the potential of creating a new meeting from scratch without the reputation of an association.

The difference between managing international and national conferences

Jan Tonkin

On the surface it may appear that the expertise and systems needed to manage national and international conferences are similar. We will discuss where the differences arise and how to adapt your service delivery to accommodate them.

Creating a successful partnership between convention bureaux/convention centres and PCOs

Sarah Markey-Hamm

Collaboration amongst industry partners can have lasting benefits for all concerned. What does each party contribute to create such a partnership, what are the benefits to the clients and how can such partnerships be developed to be even more successful?

Team management

Jan Tonkin

This session will focus on building teams, team engagement, lowering staff turnover and building stronger client relationships.

Risk and crisis management

Jan Tonkin

Drawing up a list of risks is the easy part of risk management. The challenging part is prioritising those risks and planning ways to mitigate them. This session gives you tools for undertaking strategic risk assessments both pre-event and on-site, and looks at examples where risk management has been particularly effective and why.

Event security – can you protect your event?

Iftah Amit

Changes taking place all over the world mean conference organisers need to pay particular attention to security issues. We will discuss planning requirements, the need for periodic assessment and the degree of risk which we as PCOs must take upon ourselves.