

World's Leading Conference Organisers news

Welcome Message



No one owes us a living...

In most areas of business, competitive tendering is a fact of life. Whether it's countries pitching for the right to host a soccer world cup or companies wanting

to supply goods or services to third parties, everyone has to sing for their supper. It's also becoming an art-form in trying to understand why some bids are successful and others are not. Conventional wisdom decrees that competency gets you to the short-list, relationships win you the job.

In an article published by management consultants Rogen International, surveyed organisations listed the Top 10 attributes they look for when issuing requests for proposals: Quality of staff, Reputation, Enthusiasm, Capability, Listening for buyer needs, Quality of interactions, Initiative, Capacity to work together, Price and Creativity. It's interesting to note that Behaviours rank ahead of Process and Knowledge.

If you're looking for a business partner, what do you want?

You want a *team* of people who get on well and who spark off each other. You want people who have made the effort to understand *you* and *your organisation*. You want to work with people who will make it *interesting, stimulating* and *fun*. You want people who *share your ambition* for your goals. You want *value* for money. You want people who get the answers right and *solve your problems* creatively.

Once the job is won, managing clients can be more challenging than organising events. The best way to accommodate different client personalities is to maintain core values whilst being flexible in style. Good event managers become radios who remain true to themselves but change their station in response to differing demands.

Bryan Holliday

Managing Director

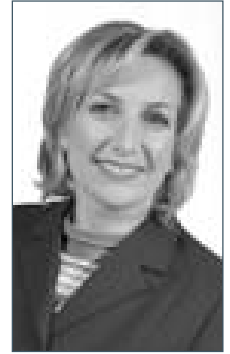
ICMS Australasia

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Member Profile:

Meeting Makers

Alison Shawwana UK



Meeting Makers is an owner-managed professional conference organiser. It's been organising events for over 23 years, making it one of the UK's longest-established PCOs. Whilst it might appear relatively small compared to some global meetings management companies, with offices in Glasgow and Salisbury, it's one of the largest independent PCOs in the country.

The significant experience over a range of different types of events allows it to work in partnership with organising committees. It understands client needs, budget management and the importance of personal and professional service.

Working very closely with clients ensures that aims are achieved. Most clients come to regard Meeting Makers as an extension of their own team. Over 40% of new business comes via repeat clients or referrals which is testament to the high quality of service delivery.



Upcoming Conferences by Partners in 2011

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| April | International Association of Facilitators North America 700 Delegates Canada |
| May | International Confederation of Plastic Reconstructive & Aesthetic Surgery (IPRAS) 1500-1700 Delegates Canada |
| July | 18th International Botanical Congress 4000 Delegates Australia |
| July | International Congress of Industrial & Applied Mathematics 3000-3500 Delegates Canada |
| August | International Conference of Union of Crystallography 4000 Delegates Spain |
| August | International Conference on Engineering Design -ICED 700 Delegates Canada |
| August | 23rd International Congress on Heterocyclic Chemistry 1000 Delegates UK |

ISSCR 07-12 July 2009 CCIB Barcelona

The ISSCR is the leading global transdisciplinary science-based organization dedicated to stem cell research. The ISSCR Annual Meeting has become the premier international forum for the presentation of stem cell science. Founded in 2002, the society brings together investigators researching stem cells in many different organ systems and models.

The ISSCR seeks to:

- Promote and foster the exchange and dissemination of information and ideas relating to stem cells.
- Encourage the general field of research involving stem cells.
- Promote professional and public education in the areas of stem cell research and applications.

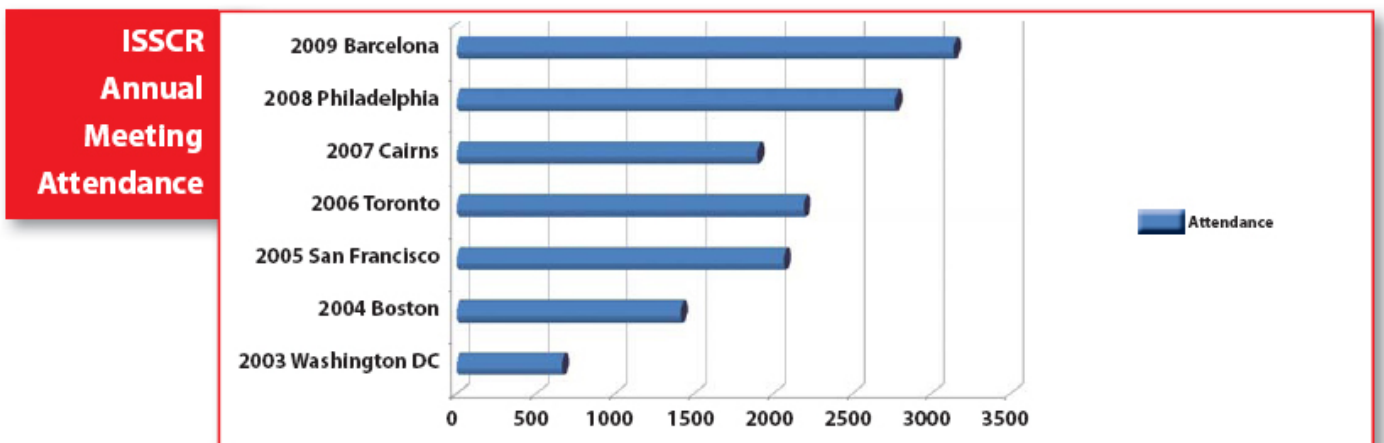
ISSCR membership is open to stem cell investigators in all environments including universities, medical schools, government agencies, for-profit and not-for-profit research laboratories and industries worldwide. ISSCR membership has grown to more than 2,600 in just six years and includes the world's leading stem cell scientists.

Location of Event

Intelligence, architectural beauty and versatility. These concepts have been brought into the design of the CCIB's Convention Centre and Forum Building Auditorium, two separate areas linked intelligently to adapt each of its 70,000m² to clients specific needs with the utmost functionality and versatility.

Number of Attendees

Attracting more than 3,100 attendees, the 2009 meeting was the largest meeting to date.



Event Objectives

The ISSCR Annual Meeting provides an opportunity to hear groundbreaking research from all areas of stem cell science. The meeting is an excellent forum for scientists to present and discuss their latest research, with participants from academic, industry and government settings from around the world.



PCOs asked to deliver more to non-profit sector

A study of Australian associations has found that professional conference organisers need to deliver more than just quality meetings to the non-profit sector, particularly in the realm of sponsorship.

The study conducted by the World's Leading Conference Organisers (WLCO) reveals that the strong partnership between PCOs and associations is set to grow further with PCOs being increasingly looked upon to contribute strategic ideas and deliver sponsorship dollars.

While issues such as governance and increasing membership still dominate the agenda, developing new revenue streams beyond membership dues ranks a close third as a priority for the non-profit sector. Profitability and cutting-edge relevance now drive the strategic direction of associations in the business of conferences.

It's therefore no longer unusual to find topics like *Commercial Ventures for Charities* and *Risk Management* in educational forums today.

Founding member of the WLCO and managing director of ICMS Australasia, Bryan Holliday, says "The survey of 38 of Australia's major associations confirms anecdotal evidence that professional conference organisers are now major drivers of not only effective meetings but profitable events."

"The days where conference committees are happy just to break even are becoming a thing of the past," Mr Holliday said. "Non-profits now expect their PCO to be more than an organiser but a strategic partner as well."

Mr Holliday said communication and the relevance to Gen Y are also two major emerging issues which will likely impact on the delivery of programs via social media and the educational content of conference programs.

WLCO is a global alliance of PCOs established in 2008 as a strategic referral service for managing congresses. The philosophy of Global Partners. Local Delivery is one of close international collaboration with each member company.

ICMS Australasia is the founding member with other members from Argentina, Canada, Czech Republic, Denmark, Spain and the United Kingdom.

For further information, please contact Bryan Holliday at bryanh@icmsaust.com.au.

Suzie's Corner

Happy New Year, Godt Nytar, Feliz Nuevo, šťastný nový rok !!!

I would like to say a warm welcome and introduce Dagmar Hynková from Argentura Carolina', our WLCO partner in the Czech Republic, whose role within WLCO will be to connect with other members on behalf of the Czech Republic.

To add a personal touch we would like to add your photograph to the website. Please send me your corporate photo.

If you have news or topics of interest for the WLCO news, please email suziek@icmsaust.com.au. Case studies and press releases welcome.

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