

AIPC Offers Fresh Perspectives

By bringing industry representatives together from all over the world, IMEX creates the perfect opportunity for associations such as AIPC, Association Internationale des Palais de Congrès, to convene special sessions for members on issues of common interest and concern. It also provides the chance to explore such topics with other industry sectors and to get different perspectives on how various supplier groups can work together to create better results for the clients we share.

It was with this in mind that the joint AIPC/IAPCO series was first launched at IMEX, a decision that has since led to a highly successful joint venture. This year our seminar topic is New Players, New Rules: Who's Driving the Industry These Days?

The session addresses the emergence of new industry players such as core PCOs and association management companies, and the impact they are, or aren't, having on the industry. These new players are currently getting lots of attention but are they really changing the fundamentals of the industry? What changes are they creating in terms of client relations, industry economics and decision-making?

The session is likely to prompt a lively and informative exchange. It takes place tomorrow from 0845 to 0945 in Seminar Room 1, Hall 9.



Barbara Maple, President, AIPC.

AIPC, Stand D595
www.aipc.org

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