

AIPC Stages Second Summit

Following on the success of its inaugural International Sales and Marketing Summit for senior level congress centre sales and marketing directors at last year's IMEX, AIPC is staging a second Summit to coincide with this year's IMEX.

The object of the 2006 session was to create a forum in which key market issues could be identified and discussed from a global perspective, and it attracted almost 50 participants from centres all over the world. This session was rated very highly in follow up surveys, with all responding participants indicating they felt it was a valuable investment of their time and that they would be interested in attending a subsequent session on the same subject.

The second Summit is the result of this positive reaction, and will be staged again in cooperation with the 2007 IMEX. The purpose of this second session will be to take the major market issues identified in last year's session and review alternate strategies for centres to use in dealing with them as they develop their own sales and marketing programs. The format will be somewhat different from last year's in that it will focus on case studies and strategy discussions. The detailed program is now under development by a task force of last year's participants, and will be presented to members early in 2007.



▲ Delegates at the 2006 Summit

Participation

The Summit is open to participation by representatives from all AIPC member centres. "It is clear that the quality of this kind of session is a direct function of the diversity of input from different parts of the world, so it is everyone's interest to have the widest

possible participation says AIPC President Barbara Maple.

The AIPC International Sales and Marketing Summit will take place on April 15.

More information is available at http://www.aipc.org/en/trai_sales.htm

BACD launch Student Membership Programme at Confex 2007

The British Association of Conference Destinations (BACD) launched its Student Membership Programme at International Confex 2007 in February.

With the launch of the programme, BACD aims to continue to support and contribute to the work being done by colleges and universities and play a leading role in the future development of the conference and business tourism industry. The programme offers students an inside view into the dynamic world of conferences, events, exhibitions and business tourism and aims to support and assist the next generation of the industry's employees.

Membership will be open to anyone who is in full or part-time education and studying for a qualification in the tourism and events industries. It will also be extended to those that have recently started employment within the sector who desire to further their knowledge.

Training

Annual membership costs £35, inclusive of VAT, and members will receive benefits such as: access to industry information and research, employment and placement/internship opportunities,

personal development and professional networking, education and training, a dedicated student area of the BACD website and a membership certificate. Comments Sue Stuart, chair of BACD; "Support, assistance and education of the next generation of employees is vital if the UK is to continue to be regarded as a market leader in business tourism - BACD has taken a proactive approach to ensuring that this is the case by introducing its student membership package, to assist and support individuals in the formative years of their careers."

Comments Tony Rogers, chief executive of BACD; "We already have close and valued links with the academic sector. BACD advises on new programme development, provides speakers to universities and colleges, and regularly communicates with lecturers. The launch of the BACD student membership is the logical next step in building our bridges with academia."

STOP PRESS: BACD have just announced a group members scheme with the American DMAI – full report page 47.

For further information: www.bacd.biz