

# Briefing



THE ESSENTIAL WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL, MEETINGS & EVENTS | 22-24 April 2008



SERENAS was founded in 1999 and is headquartered in Ankara, Turkey with branch offices in Istanbul and Antalya and over 100 staff. AIM S.p.A. is based in Italy and handles more than 2,000 events each year, while AC&C International S.A is the leading conference organiser in Greece.

■ **Bob Guy, Co-Chair, INCON**



■ **Inge Hanser, Co-Chair, INCON**  
[www.incon-pco.com](http://www.incon-pco.com)



INCON Internet Café at IMEX

## AIPC - strength in sharing

With topics ranging from structuring marketing plans to sustainability as a sales feature, the second annual International Sales and Marketing Summit jointly hosted by AIPC (International Association of Congress Centres) and IMEX was rated a great success by attendees this year.

*“expertise and experiences of members is one of AIPC’s greatest strengths”*

The success of the Summit underlines a basic AIPC premise, which is that the expertise and diverse experiences of members who now represent 54 countries worldwide is one of AIPC’s greatest strengths. According to Barbara Maple, AIPC President, “With many events now rotating internationally, members have found that there’s much more to be gained through sharing data and strategies than there is in keeping information to themselves.”

This principle was much in evidence at the Summit, where attendees representing more than 48 different centres used presentations, workshops and case studies to illustrate both issues and to share solutions.

Speakers representing the international association, corporate and association management sectors also addressed such questions as how site and facility decisions get made, how best to communicate with them and what developments are now taking place that centres need to be aware of in order to serve them better.

■ **Barbara Maple, President, AIPC**  
[www.aipc.org](http://www.aipc.org)



The AIPC Summit at IMEX