



## Specialisation is key to AIPC's success

### AIPC

International Association of Congress Centres

"A Global Standard of Excellence"

**Founded:** 1958

**Membership:** 142 members in 50 countries

**Mission statement:** To promote the advancement of the congress centre industry through the encouragement of high management standards and the recognition of excellence in facility operation.

#### Activities:

- Industry research, analysis and technical publications
- Training, educational and professional development activities
- Global marketing and communications for the industry
- Member networking and information exchange forums
- Performance standards and recognition programs
- The annual Apex Award for 'World's Best Congress Centre'

**Characteristics:** AIPC is a truly international organisation with representation from 50 countries worldwide. It focuses on the issues, opportunities and challenges facing convention and exhibition centres and promotes facility and operational excellence by encouraging and recognizing high standards of facility management through a variety of association programmes.

#### General Assemblies:

- July 20-23, 2005 Québec
- July 16-19, 2006 Montpellier

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AIPC has become the international organisation representing the issues and interests of congress centre management worldwide. With 142 members in 50 countries around the globe, its membership represents the full spectrum of diversity and experience in this sector, and provides a valuable resource for the collective pursuit of excellence in centre management and strategic relations.

This specialisation has been one of the primary reasons for AIPC's significant growth over the past several years. Members recognise the benefits associated with such a specific focus and see AIPC as the perfect vehicle to explore and pursue issues that are unique to this sector. At the same time, this exclusive focus means that AIPC is well positioned to represent congress centres in their relationships with other sectors of the meetings industry. This has been reflected in an increasing role in working cooperatively with other industry associations to identify ways of resolving common concerns and improving the quality of service offered to clients.

As the meetings industry becomes more complex, and the requirements for technical, operational and research-based decision making more critical to management, the ability to exchange information and experiences among centre managers becomes ever more important. AIPC facilitates these kinds of exchanges - through conferences, bulletins, member surveys and publications - and then works to develop programmes that can assist managers to implement the best of what they've learned.

They say we're in an age of specialisation - and nowhere is this more important than a situation where specialised knowledge and expertise is critical to success. This is what distinguishes AIPC - and what will guide our development as an association into the future.

**Barbara Maple, President**