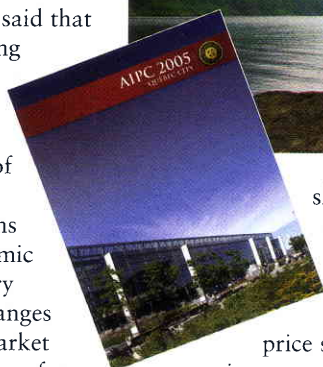
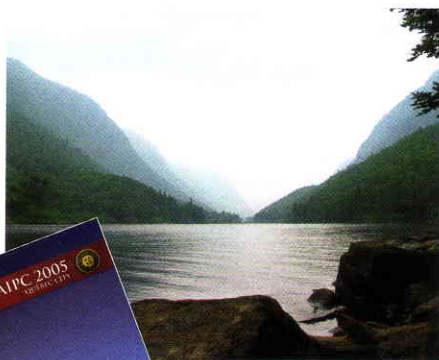


# AIPC Conference

**Brussels** – This year's AIPC Annual Conference in Québec City, Canada produced a wealth of strategic industry information for delegates and created new opportunities for exchanging experience and views amongst members. Below, are some of the conference highlights:

- Keynote speaker David Baxter said that demographic changes are driving global realignment in the traditional patterns of economic growth, and that much of the meetings activity of the future will be taking place with countries and organisations that are newly emerging economic powers. "The Meetings Industry will feel the impact of these changes in many ways, from shifting market opportunities to new expectations for technology and content," he said.
- Designing New Models for the Future – A series of industry speakers responded to the issues raised by the keynote with a number of perspectives on how convention centres are being specifically challenged by global changes.
- John Christison, CEO of Washington State Convention & Trade Centre reviewed trends impacting business in North America. These included rapid growth in facility inventory, major



shifts in centres of trade and manufacturing, more specialisation in meetings and exhibitions, greater price sensitivity and higher service expectations. He also noted a trend towards reduction in government willingness to subsidise or tolerate operating losses and a lack of market response to ever increasing facility costs as key challenges facing operators.

- Didier Scaillet, Director of European Operations and Global Development for Meeting Professionals International (MPI) noted that recent surveys were showing that both event numbers and budgets are on the rise and this meant

an increasing need for planners and suppliers, including centres, to recognise how they could work together more productively. "What suppliers want from planners is more honest disclosure of budgets, more comprehensive communication and more detailed RFP's. By understanding each other's needs and expectations, we can work better together in delivering the best possible product for our customers," he said.

- Keynote Speaker John Parke identified major trends in the marketing environment for convention centres and proposed strategies for addressing these in a positive way.
- Reaching our Markets – A follow-up panel discussion on new techniques and strategies for accessing clients addressed new marketing techniques, the role of alliances, balancing sales and promotional activity and new forms of client-facility partnerships.

Other conference sessions addressed a variety of industry issues including:

- Planning for the coming HR crisis;
- Launching a new product; Managing and evaluating performance; E-marketing;
- Helping shape the delegate experience; Managing community expectations and interactions.

## MTF Review

**Cairo** – Mediterranean Travel Fair 2005 opened its doors to a record number of delegates and exhibitors this year.

The event was opened on 6 September by Dr Ahmed Nazif, the Egyptian Prime Minister; Ahmed El Maghraby, the Egyptian Minister for Tourism and Tom Nutley, Chairman, Reed Travel Exhibitions.

Pre-registrations before the show had increased by 49 percent with a rise in registration in all areas of the business.

The event has positioned itself as the ideal platform for meeting and networking with travel professionals and senior buyers from hundreds of international destinations. A total of 27 countries exhibited at Mediterranean Travel Fair this year, including a presence for the first time from countries such as Cuba, Thailand, Kenya and Ghana.

In his opening speech, Tom Nutley commented, "Mediterranean Travel Fair brings a host of visitors from around the globe to sample the delights of this region and we have been overwhelmed by interest from delegates and exhibitors."

At the close of the first day of the exhibition, delegates responded positively to the introduction of a dedicated hosted buyer session and many felt the scheme was a key new

initiative introduced to the event.

The opening press conference was led by a panel of spokespeople including Mr Francesco Frangialli, Secretary General for the WTO.

Following the success of Mediterranean Travel Fair 2005, Reed Travel Exhibitions has announced that Mediterranean Travel Fair 2006 will be held, September 5-7 2006.

Once again, the Cairo International Convention and Exhibition Centre in Cairo, Egypt has been confirmed as the host venue. Tunisia was awarded the position of Mediterranean Travel Market feature country, an initiative new to 2005, which has received positive reactions from visitors. The feature country for 2006 is yet to be announced.

### MTF 2005 FIGURES AT A GLANCE

- 2,493 travel trade delegates from 46 countries attended
- 60% of visitors were managerial status or above
- 47% of visitors had direct purchasing responsibility for their company
- 19% increase in Meridian Club attendance (local & overseas)
- 201 exhibitors from 29 countries attended
- 37 new companies exhibited

## IAPCO Academy

**London** – The educational programme of the International Association of Professional Congress Organisers (IAPCO) has expanded to such an extent that a separate arm of the Association is now dedicated to the organisation of education and training seminars.

The new look IAPCO Training Academy has already undertaken initiatives aimed at broadening the curriculum of the Annual 'Wolfsberg' Seminar and further developing the programme of seminars in Asia.

Next year's IAPCO Management Course takes place from January 15-21, 2006 at Wolfsberg in Switzerland and will place particular emphasis on the importance of presentation skills in addition to covering its normal range of subjects.

The weeklong course is appropriate for anyone involved in the meetings industry, with the programme benefiting those with all levels of knowledge. The 32<sup>nd</sup> Seminar will reflect the leading-edge thinking and technology, which drives the present day burgeoning meetings industry. Registration is available at [www.iapco.org](http://www.iapco.org)