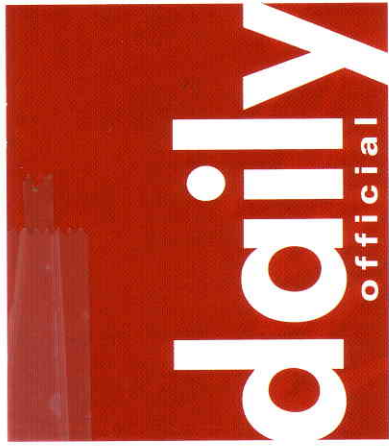




The Worldwide Exhibition
for incentive travel, meetings and events



GCB German Convention Bureau
Meetings made in Germany



Carving up the financial pie – who gets which slice?

Barbara Maple, president of the International Association of Congress Centres, reminds members that AIPC has two particularly interesting activities taking place at IMEX this year.

The first is a seminar held jointly with IAPCO (Room Dialog, Level 9.2 tomorrow). The AIPC-IAPCO seminar has become something of an IMEX institution, having grown steadily in importance since it began three years ago. This year's subject is «Carving up the financial pie - who gets which slice?» and it will explore the many different pressures placed on all elements of the event development and management process by the economic climate.



AIPC president Barbara Maple

These are times when clients want more for less. Service costs seem to change daily as expectations grow

and congress centres, be they private or public sector, face growing demands from their owners to reduce subsidies and operating costs. For these reasons everyone is under pressure to be clear about how rewards and responsibilities are divided. This subject is sure to create a spirited debate.

Sales and marketing summit

The second AIPC activity took place over the weekend. The first-ever AIPC international sales and marketing summit was organised in response to rapid and profound changes within the sales and marketing environments of congress and convention facilities.

These changes were identified as concerns over global security; a “commoditisation” of the buying decision process driven by the adoption of formal procurement policies by many corporations and associations; and demands for greater financial and performance accountability among facility owners. Another driving issue is the tighter labour market, which is creating more intense competition for human resources in many areas.

You can find out more about the summit's success by visiting the AIPC stand. ■

Stand B445
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