

# What do association clients want?

One of the most important questions faced by congress centres today is what do its clients need and want.

This was addressed by Dennis Wheatley, executive director of the global healthcare congress organisation, IPCAA. He said while member organisations have clear priorities in their own minds – like adequate capacity, facilities accommodation, security and costs structure – they also

have their own internal issues to address.

These internal issues need to be understood by centres because they influence the decision process in ways that may not be immediately obvious from the outside.

“We have a lot of players to consider, ranging from medical societies and the healthcare industry to patients, insurance companies and even tax payers. In particular, we need to address new and evolving corporate compliance policies

that govern interactions between the healthcare industry and such groups as physicians, medical societies, suppliers, purchasers and regulatory authorities.

Among the impacts will be real pressure on perceived “resort” locations, a more complex decision process, a reduction in lead times and shift of the focus of symposia and exhibitions from promotional to educational, which will have the effect of reducing space requirements.

“Overall, we’ll increasingly need to respond to things like pressures for smaller medical associations to consolidate, increased concerns about costs and a need to add value wherever we can. These will all have effects on our dealings with congress centres, and the more you are aware of the issues the better we’ll all be in responding.” e

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## Private jet myths debunked

So you thought you knew all about executive jets. At a breakout session during the Corporate Travel World Asia-Pacific, Executive Jets Asia director Prithpal Singh debunked some common misconceptions about corporate jets.

**1. They don't fly fast**  
**Fact:** Most executive jets fly as fast as Airbus 320, some

even faster.

**2. They don't fly as high**  
**Fact:** Most executive jets fly at 43,000 ft. Commercial airlines fly at 39,000 ft.

**3. They cannot fly as far**  
**Fact:** Most executive jets fly non-stop as far as an A320 can. Some even fly non-stop from Singapore to London which is what the B747 does.

# Do venue marketing alliances deliver?

More intense competition and increasing owner expectations are encouraging many centres to explore alternate marketing strategies, said Cairns Convention Centre CEO Geoff Donaghy in a presentation that addressed the

role of marketing alliances for convention centres.

“Alliances can be a way of doing this, essentially putting your Recent examples of such alliances included Suntec Singapore’s branding as “Asia’s Convention City”, Germany’s “Seven Centres” alliance, the “Best Cities” alliance and the

“All Corners of the World” alliance.

Donaghy said an alliance makes sense if it meets three tests.

“The first is the need for common targets; the second, to have mutual, measurable benefits and the third economies of scale. An alliance that

meets these three tests is likely to be a successful, and success generally means longevity”. e

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