



AIPC Media Release March 13, 2003 2003 Edition of AIPC's "Apex Award" Launched

AIPC, the International Association of Congress Centres, has called for entries to the 2003 edition of the Apex Award competition for "World's Best Congress Centre". Any member facilities of AIPC are eligible to compete, and must register their interest with the AIPC Secretariat office by March 18.

The Apex Award is made annually on the basis of a comprehensive performance and customer satisfaction analysis carried out by Professor Jerzy Jaworski of the University of Applied Sciences in Heilbronn, Germany. The independent "blind" evaluation process used by Professor Jaworski ensures an objective analysis of the data which addresses a series of factors including congress facilities, project management, catering and technical capabilities. As of last year's competition, the survey process has incorporated a "paperless" component, with clients able to respond via e-mail to facilitate a higher level of response.

Because the Apex Award winner is decided through surveys of international meeting professionals, who are in a position to compare the performance of facilities from many different parts of the world, the Centre winning the Award represents a true international standard of excellence. Previous Apex Award winners have been the Vancouver Convention & Exhibition Centre in Canada, the Melbourne Exhibition & Convention Centre in Australia and Congress Innsbruck in Austria.

"The Apex Award is a central part of AIPC's mission to encourage and recognize excellence in congress centre management and operation", said AIPC President Barbara Maple. "At the same time, it emphasizes the importance of our customer's opinions, since the evaluation is based entirely on client ratings of each participating facility. The Apex Award winner thus has not only the recognition of their peers but the satisfaction of knowing that they have earned the respect of their own customers".

"It is also a valuable learning exercise for our members, since every entrant receives a copy of their evaluation form which they can use to identify any areas of weakness and improve their overall performance".

Founded in 1958, AIPC is a professional, non-profit association of international congress centres devoted to the pursuit of high standards and the recognition of excellence in facility management. With a global network of more than 128 of the world's leading meeting facilities, its mission is to improve and recognize the quality of management expertise in the areas of operations, finance, technology, staff development, marketing, client relations and environment. It is based in Brussels, Belgium.

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