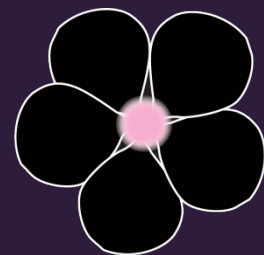


Building Community



mci

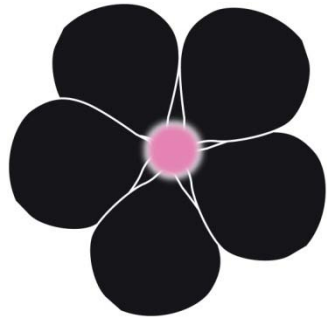
Role of a Professional Congress Organiser (PCO)



Alexander John
Director
MCI Middle East

-
1. MCI and ME
 2. Need for Meetings
 3. What are Associations ?
 4. What is a PCO ?
 5. Services of a PCO
 6. Different Types of PCO
 7. Earning the dollars
 8. New Recruits
 9. Q&A





?

Who Am I ?

The Desert Journey

- **MBA (Marketing)**
- **Over 8 years of experience in events**
 - Corporate Event Management & Consulting
 - Conference Production
- **Presently with MCI**
 - Institutional Division
 - Abu Dhabi



MCI Today

- 182'000'000.- Euro of Budget under Management
- 770 Talents (January 2009)
- 31 + 4 Offices Worldwide
- 7 Product Practice Areas
- 5 Industry Practice Groups
- 1 MCI, *the foremost Global association, communications, and event management company*

MCI in Brief

300 Associations
under
Management

60 Core PCO
assignments

12 EMEA
Preferred
Vendor
Agreements

More than 150
Corporate
References

EUR 182 M
budget under
management

Over 1'500
projects per
year

300'000
delegates
managed

1'000'000
room nights

770
Multicultural
Team

19 Offices in
Europe
& 3 Office
in South America

9 Offices in
Asia &
Middle East

4 Offices
in the USA
Global Alliance

Outperform

Industry Practice

- Listen, understand, gain insight into our clients and their market
 - Healthcare
 - ICT
 - The Public Sector
 - Energy
 - Luxury
- Share and achieve business objectives
- Discover and propose solutions

Product Practices

- Association Management (AMC)
- Creative Communication
- Destination Management (Ovation)
- Meetings & Events
- Professional Congress Organisation (PCO)
- Performance Improvement Programmes
- Technical Production (Dorier)

Communities of Practice:

Working together. Pooling Resources. Leveraging Knowledge.

Defining Moments

year	staff
outlook 2008	Over 800 Amsterdam - Bengaluru - Hong Kong Buenos Aires - Delhi - Tokyo - Glasgow - Mar Del Plata - Cordoba
2007	663 Abu Dhabi - Belfast - Berlin Dublin - Gothenburg - Mumbai Rome - Shanghai - Stockholm Vienna
2006	492 Buenos Aires - Dubai - Durham Chicago - Geneva - Prague Shanghai - St Louis - Stockholm Vienna - Washington DC - Zurich
2005	314 Amsterdam - Berlin Singapore - Stockholm
2004	270 Barcelona - Geneva - Madrid
2003	223 Brussels - Paris - Stuttgart
2002	182 Petersfield/London
2001	133 Lyon
2000	113 Lyon
1999	106 Zurich
1987	4 MCI is founded



**Need for
Meetings?????**



Lonely? Can't work on your own? Having trouble filling your day?

Hate making decisions?

WHY NOT HOLD A MEETING?

— You get to:

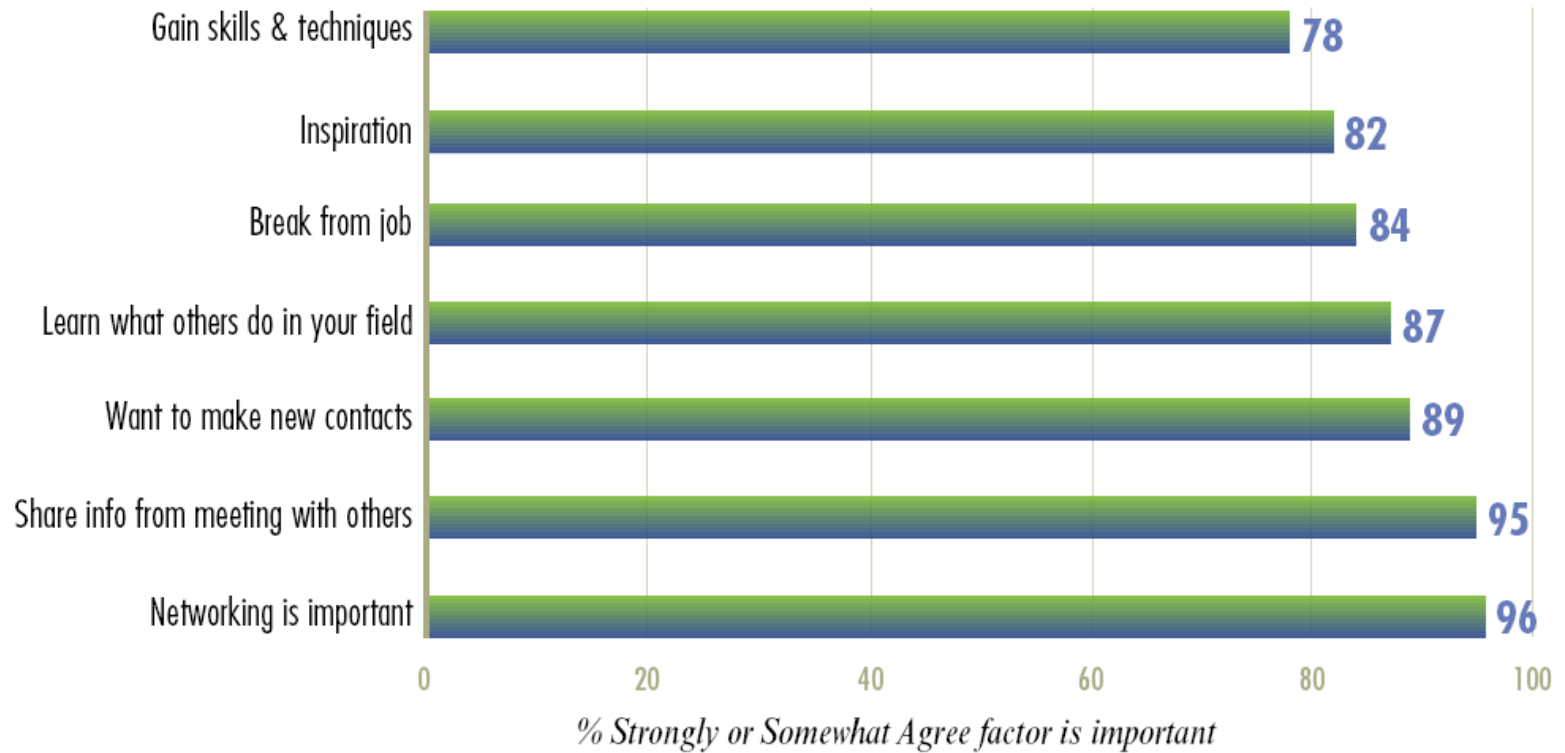
- Meet other people
 - Get updates on status
 - Offload decisions
 - Feel important
 - Impress your colleagues
 - Give the appearance of progress
- And all in work time!



MEETINGS:

THE PRACTICAL ALTERNATIVE TO WORK

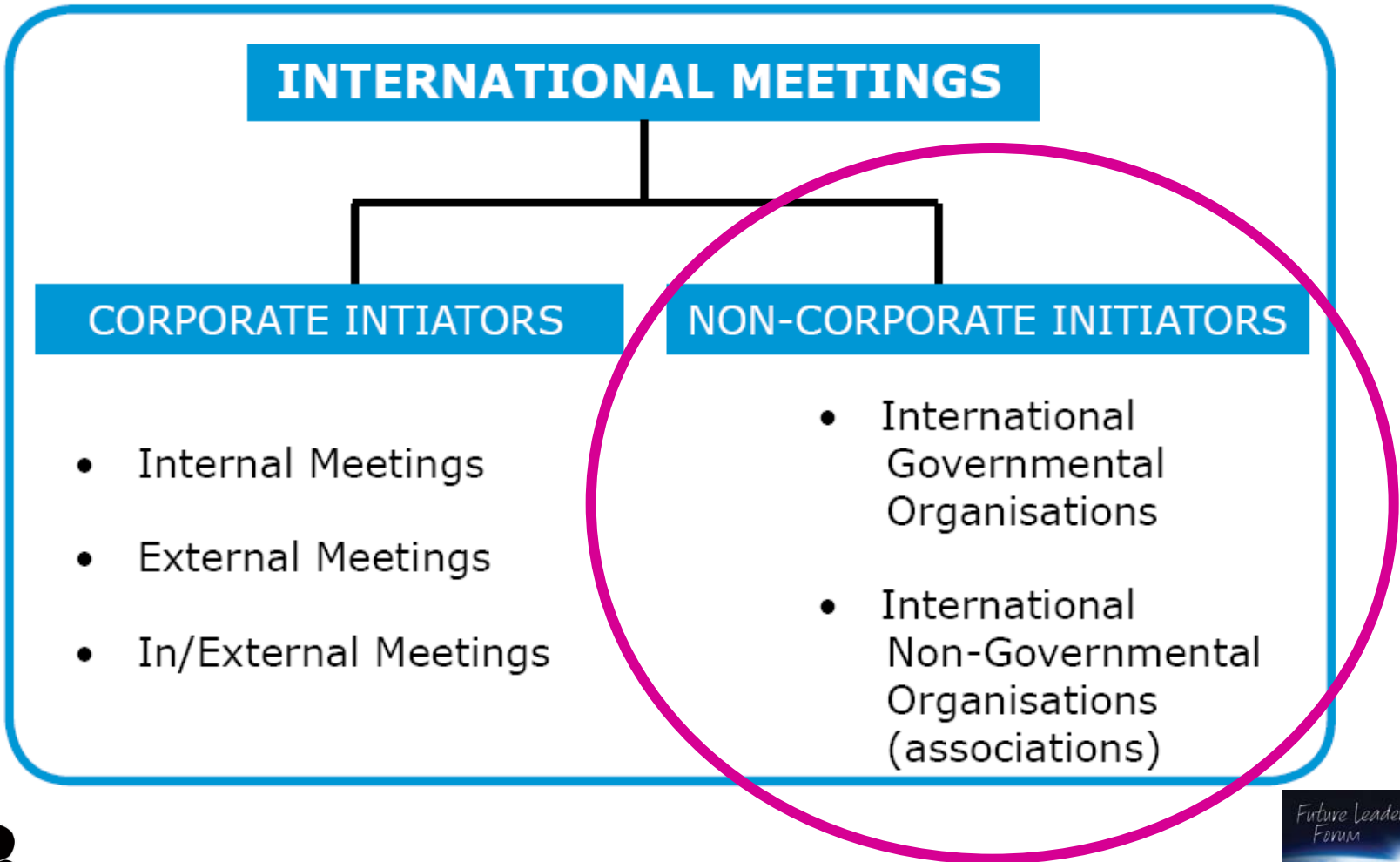
Reasons for attending meetings/conferences





Associations ?

The Not for Profit World



Who is who

PCCO

Professional

Congress

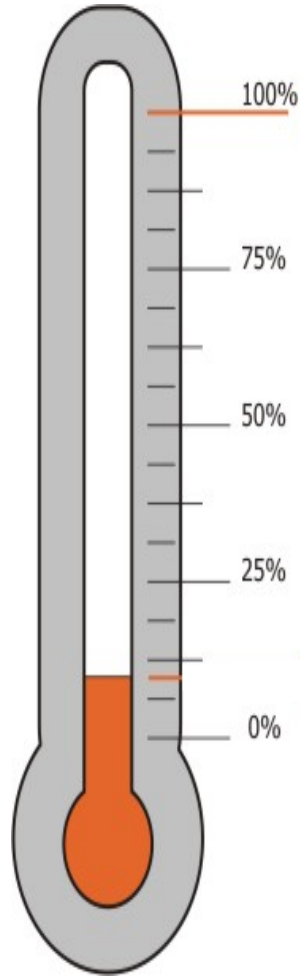
Organizer

What is a PCO ???

- **Definition** - *Companies that are specialized in the organization and management of congresses, conferences, seminars and similar events.*
- PCO's typically handle **international association meetings**
- A PCO provides a **complete financial management** of congresses, conferences, meetings and other events, their coordination, technical equipment and supervision.
- A PCO differs from other event organizations because of its capability to cover a **large variety of area and competencies**. The ways to contract a PCO are as numerous as the services and competencies offered.

From DMC to Association Management Company

**Control over the
Association / Event**



Association Management Company

Core PCO

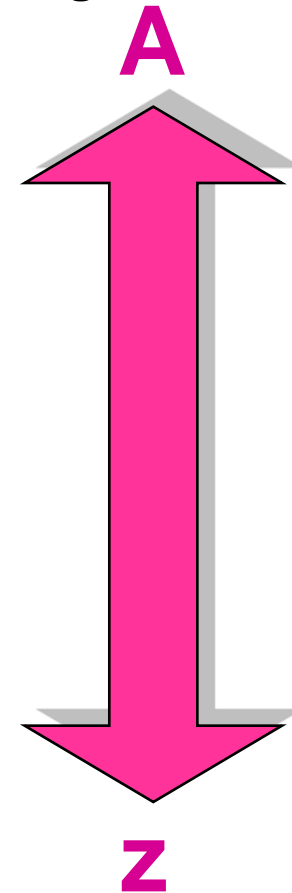
Local PCO

DMC

Services provided by a PCO

- **PCO's act as consultants to a professional association's, private or public organization's or other entity's organizing committee and provide the below services**

- Design
- Registration
- Site and venue selection booking
- Audiovisuals
- IT support
- Logistics
- Leisure management – Social Programme and Tours
- Marketing
- Printing and web services
- Sourcing speakers and coordination
- Exhibition, funding and sponsorship
- Financial management



New services Added

- ROI Analysis



- Going green consideration



Building Community

Teamwork

- Consistency
- Continuity

Achieve Common Objectives

- Operational expertise
- Scientific quality
- Profitability

Stakeholder Satisfaction

- Board/Volunteers
- Delegates
- Sponsors & Exhibitors
- Speakers & Faculty
- Society/Association

Best Practice Community

- Industry practice
- Partners / Collaborators / Supporters

Types of PCO

Local PCO	Core PCO	AMC
Dependent on the decision of the Assoc.	Influences the decisions of the Association	Makes the decisions of the Association
One-time collaboration	Long-term collaboration	Overall collaboration
Short-term relationship as a vendor	Long term relationship as a partner	Becomes the Association
Must follow given goals	Long-term project based alignment of goals	Defines the goals with the Association
No control / No business stability	Limited control / Limited business stability	Close to full control / Great business stability

Having a right Portfolio



- **Big vs Small**
- **Long vs Short Term**
- **National vs International**
- **Mature vs volunteer**

Earning the dollars

- **Fixed Management Fees**
- **Variable Management fees**
 - Registration
 - Exhibition
 - Sponsorship
 - Housing
 - Management fees





New Recruits

Be prepared



Be (ACTIVE) part of



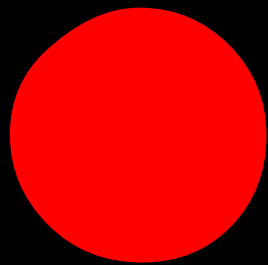
MEETING PROFESSIONALS INTERNATIONAL



Social networks



go for it!



Questions ???

THANK YOU

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mci

Building Community

