

Professional Conference Organisers (PCOs)

*bringing your vision
for your conference to life*

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PCO services

- Project management
- Abstract handling
- Programme management
- Marketing
- Budgeting
- Financial management
- Risk and crisis management
- Exhibition
- Sponsorship
- Legacy planning
- Registration management
- Onsite management
- Translation and interpretation
- Congress materials
- Venue selection
- Accommodation
- Social programme
- Transport and tours
- Corporate social responsibility
- Congress technology



A PCO is known as:

a great organiser

a good communicator

a savvy negotiator

a careful relationship
manager

a logistics expert

**What is less well known is
that a PCO is also:**

a skilled project manager

a strategist

an IT expert

an innovator

a fundraiser

a risk manager

a cultural adviser

a marketer

a financier

a legal and tax adviser !







engaging a PCO



are they **capable** of delivering the service you need?

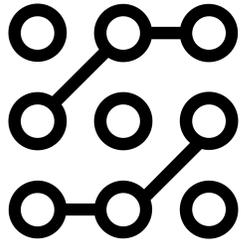
are they **experienced** in managing meetings similar to yours?



what **industry accreditation** do they have?

who are their **referees**?

who have they worked for **long-term**?



do they have well-tested **processes and systems**, including the right **technology**?



do they have sound **financial management** skills?

CQ

and their **cultural intelligence**?





do they understand us and our aims?

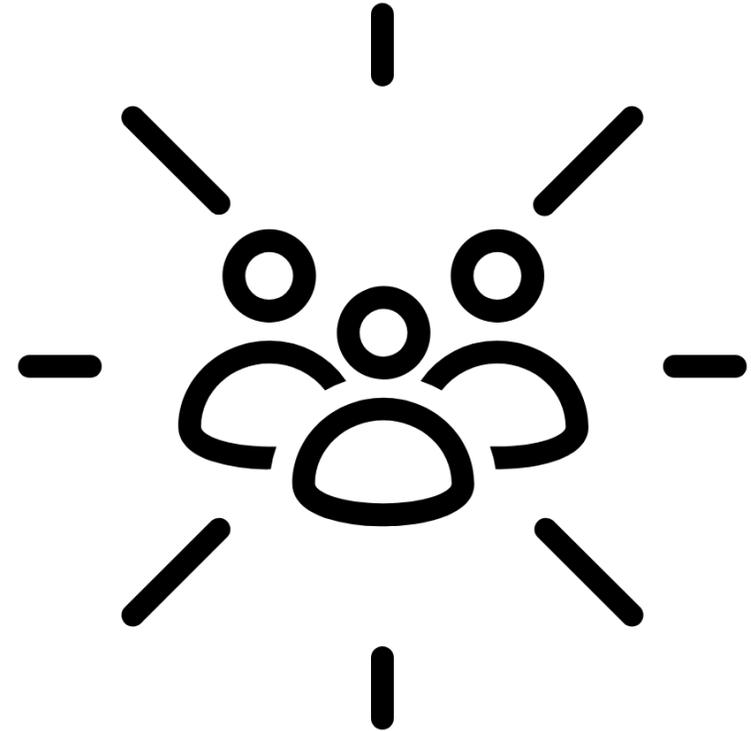
have they tailored their offer to our needs?

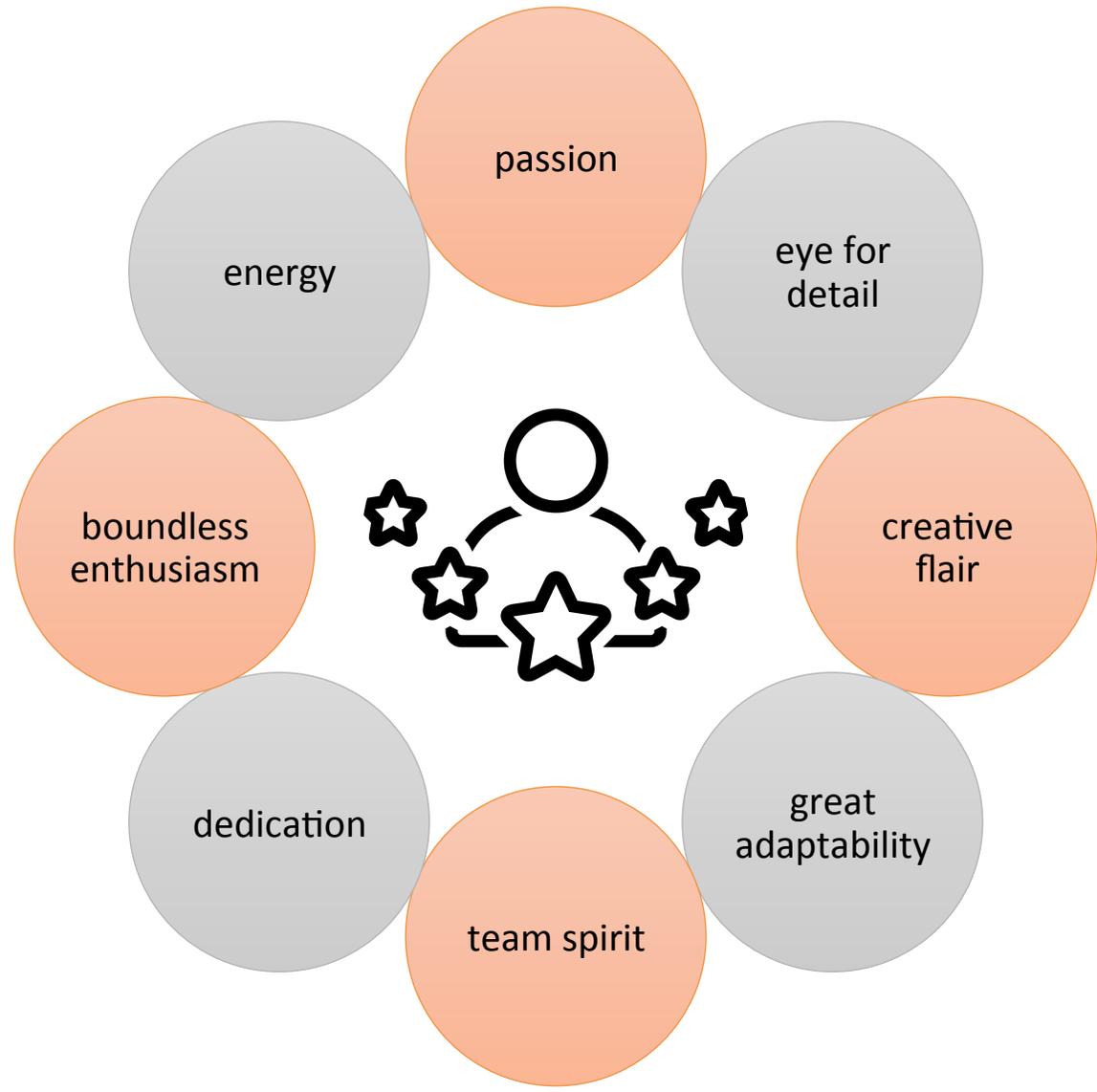
how knowledgeable/experienced are they?

can we really depend on them?

are we comfortable with their team?

- Chartered accountant
- Sponsorship sales expert
- General manager
with a keen interest in technology
- Former chef and restaurateur
- Commercial lawyer
- International tennis umpire







How do PCOs charge?

fixed management fee	fixed management fee + a per participant variable fee	fixed management fee + a variable fee based on performance/results
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% of total income of the conference	% of the total profit of the conference	% of the total expenditure of the conference
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International Association of Professional Congress Organisers

133 member companies

40 countries

9105 employees

iapco.org/knowledge-hub



Bidding for a Congress:
the steps to follow



The Right PCO: guidelines to assist an association appoint a PCO



Request for Proposal (RfP):
template for briefing PCOs about your congress and service requirements



First Steps: for a Convenor of an international association conference



Why not explore how a PCO
can add value to your next conference?