



# Communiqué

ASSOCIATION INTERNATIONALE DES PALAIS DE CONGRÈS  
INTERNATIONAL ASSOCIATION OF CONGRESS CENTRES  
INTERNATIONALER VERBAND DER KONGRESSZENTREN

## NEW MEMBERS:

### Welcome to New Members:

AIPC's membership continues to grow and diversify. Amongst our new members are The Royal College of Physicians and Venice Convention by Lido di Venezia-Eventi & Congressi ,

both representing a part of the diversity that gives us the range of perspectives that makes AIPC an industry leader. Here's some information about our new members;

## The Royal College of Physicians



The Royal College of Physicians is the body responsible for the postgraduate education and training of physicians. Founded 500 years ago by King Henry VIII, its headquarters building has purpose built, state of the art conference facilities, accommodating up to 450 delegates in its two lecture theatres. Located in the centre of London, it is the most prestigious medical institution in England. Overlooking Regent's Park, and with excellent access to major airports and railway stations, this award winning building is the College's fifth home.

Since this facility won the RIBA (Royal Institute of British Architects) Gold medal for British Architecture in 1994, architecture students have been coming from all over the world to see the venue and learn more about its architect Sir Denys Lasdun. It was one of the stunning meeting rooms which first attracted Aventis Germany to hold a prestigious event at the College. Over ten weekends, Aventis bought



1,400 German cardiologists for meetings in the domed Council Chamber. The College's rich history has supplied it with a storehouse of treasures, ranging from rare manuscripts, books and objects to over 350 portraits, and many of the multi million pound treasures are on display throughout the College. Clients can take advantage of this unique proposition and enjoy guided tours in their coffee breaks, including the galleried Dorchester Library, considered in the 16th Century to be the most important collection outside of Oxford and Cambridge Universities.



The college is also a member of the UK Conference Centres of Excellence and Unique Venues of London. Six meeting rooms and five syndicate rooms can collectively accommodate some 900 delegates in a theatre format. In addition, the recently opened Jerwood Education Centre offers exceptional training rooms with state-of-the-art equipment, while the Osler room provides dining for 300.

## Venice Convention by Lido di Venezia-Eventi & Congressi



Venice's largest conference forum, with space for over 3,000 guests, offers up-to-date services together with a tradition of hospitality and the prestige of one of the most beautiful city in the world. The conference centre is located on the Lido, in an area famous worldwide as the setting for the annual Venice international film festival, and is connected to St Mark's Square by a narrow strand of lagoon.

There are three structures making up the congress forum, offering every conceivable service for meetings, conferences, congresses and corporate events. The three floor Palazzo del Cinema can accommodate more than 1,000 guests in the



Sala Grande, and also offers four further rooms with capacities from 50 to 160 people, 1,050 sq.m. of exhibition space and 12 break out rooms of between 15-45 seats. The Palazzo del Casino features elegant Venetian style ballrooms ideal for gala banquets, while the Sala Perla can hold up to 570 people and includes a 3,000 sq.m. exhibition area.



The Pala Galileo can hold up to 1300 people in a single room, and the area in front of these buildings provides space for two specially designed marquees, which can add up to a further 1200 and 840 sq.m of exhibition space. 1600 hotel rooms are available in the immediate vicinity, offering a range of accommodation from 2 star to luxury. The Centre is as unique as Venice itself, and hosts a wide range of event types from Parliamentary Assemblies and international congresses to shows and concerts.

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- AIPC participated in the semi-annual Joint Meetings Industry Council (JMIC) meeting with eight other meetings industry members. The primary focus for this meeting was to design the launch for the Industry Profile Campaign which JMIC has developed in cooperation with other industry groups including AIPC and is intended to advance the image of the Meetings Industry worldwide. This program, to be formally launched in the fall, will be presented to member groups, including AIPC, at their Annual Conferences. JMIC also announced the 2004 recipient of their "Unity Award" as Olivier Lepine – General Manager – Biarritz Tourisme, France

- Throughout IMEX, AIPC also met with industry associations including IAPCO, ICCA, AC Forum and EFCT for discussions on potential joint initiatives ranging from research and education to new industry publications. A number of these initiatives, such as educational exchanges, joint seminar presentations and cooperative publications are already underway, with other activities now under active discussion.

- AIPC participated extensively in the Politician's Forum and Politician's Reception, both of which created opportunities to discuss a range of industry concerns with a cross-section of government leaders from a number of European countries. Key topics included the extent to which politicians should be involved in promoting or supporting the industry, ways in which industry representatives can better interface with governments and which levels of government are most important to advancing industry interests.

- AIPC also hosted and moderated a joint panel discussion at IMEX in partnership with IAPCO. This presentation and workshop addressed the topic of "A Cooperative Approach to Creating Better Congress Bids" and attracted over a hundred participants. Both AIPC and IAPCO panelists addressed the key principles behind a good congress bid and illustrated their points with case studies. A number of key issues emerged, including the importance of advance research; the ability to learn from both



failed and successful bids and the role that a destination can play in creating a welcoming environment for decision-makers.

- The AIPC booth dispensed Association information throughout the show as well as serving as a base for on-line registration for the AIPC Annual Conference in Edinburgh. It was also the setting for the "Edinburgh 2004" reception where conference hosts Edinburgh International Conference Centre provided information and hospitality on the upcoming event. Increasingly the AIPC booth is also serving as a meeting place and opportunity for members to interact with each other as well as other industry members. A number of impromptu meetings were facilitated during the trade show which advanced member issues and joint project activities.

- Subsequent to IMEX, AIPC also participated in World Council of Venue Management meeting held in nearby Erfurt, Germany, to discuss the ongoing future of the organization and its role in providing a industry leadership. As a key WCVM member, AIPC has a strong interest in ensuring that organizations such as this perform a linkage and coordinating role that is beyond what individual associations can accomplish on their own, and advanced that position at the meeting. The result of the meeting will be a business plan prepared to address WCVM's ongoing role and management.

- An AIPC Board Meeting was also held at the end of the show, providing a good opportunity for Board members to participate in AIPC-sponsored activities and interact with other industry groups as well as address Association business. Among the issues discussed by the Board were the content of the upcoming Annual

Conference; the progress of the Research, Quality Standards and Education Task Forces and the numerous joint industry projects now underway.

This array of activities gave AIPC a very high profile at the show as well as providing the President and attending Directors with a good opportunity to participate in and influence a range of discussions in areas influencing the future of the industry.

"The global attendance at IMEX creates a very efficient and cost-effective way of addressing many issues and maintaining key industry relationships", said AIPC President Barbara Maple. "By taking advantage of our participation and hosting key events, we are getting good value for members and raising AIPC's global image."

## To keep in touch with AIPC, visit [www.aipc.org](http://www.aipc.org)

### THE BOARD OF DIRECTORS

President: **Barbara Maple**, Vancouver • [bmaple@bcpcavco.com](mailto:bmaple@bcpcavco.com)  
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### SECRETARY GENERAL

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### EDITORIAL

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### President's Message:

## "Face to Face" Meetings Work for Us, Too!

Our industry is all about people getting together. So it's not surprising that when we get together as an industry, exciting things happen. Two good examples are contained in this issue of Communiqué.

The first is an outline of the program of activity that surrounded the recent IMEX industry trade show in Frankfurt. Having so many industry representatives and organizations in one place naturally created a lot of energy, with many different groups working both individually and together to take full advantage of the event to advance industry issues and programs. You'll see all the details of AIPC's participation below.

The second big opportunity is yet to come – and that, of course, is our AIPC Annual Conference taking place this July 31 through August 4 in Edinburgh UK. Key conference details are contained in this issue, with more information available on the AIPC web site at [www.aipc.org](http://www.aipc.org). As you look through them, you'll see why we refer to



Barbara Maple, AIPC President

that make this industry both effective and enjoyable. I look forward to seeing you in Edinburgh – so we can keep all these interactions working for us all!

this event as the most important in our industry – not to mention the most enjoyable. With a full educational program accompanying an exciting and attractive social program in this great destination, the annual conference is your opportunity to get fully up to date on important industry issues and opportunities in extremely enjoyable surroundings.

We keep telling our clients about the value of "face-to-face" meetings – and at the same time, we're demonstrating it ourselves! With these kinds of events, we can build not only relationships, but friendships, working alliances and all those other things

## The IMEX Report: AIPC Builds Profile

This year's IMEX industry trade show in Frankfurt was well attended by both suppliers and congress clients. With so many industry sectors represented, there was also an extensive program of related industry events and organizational meetings.

AIPC had a full slate of activities at IMEX with a series of seminars, meetings, receptions and special events that took full advantage of the extensive assembly of industry groups and clients taking part in the show. Among these initiatives were;

- AIPC led two seminars on "Outsourcing Association Management" at the Association Day associational program staged for participating association executives in advance of the trade show. The seminars were well attended and generated lively discussion on what proved to be a very controversial topic; namely the relative benefits and risks of contracting out association management either in full or in part. Panelists represented the full spectrum of possibility in this regard, including an association management executive, a multi-management company and a representative of an association that partly contracts services to an external supplier. The main issue was the extent to which contracted service providers can truly represent the member's interests and maintain member

relationships. On the other side of the discussion were questions as to how small association management groups could deliver the full range of services and expertise required by associations operating in today's complex environment.

- AIPC also participated in the Association Day Networking Reception which brought clients and industry representatives together for an evening of hospitality and information exchange. A full spectrum of attendees guaranteed a wide range of discussion topics, while suppliers appreciated the opportunity to exchange views and information with clients in a social format rather than the more formal environment of the trade show itself.
- AIPC's "Excellence in Customer Service" course was featured at the IMEX Educational Pavilion throughout the show. This new IMEX feature was intended to serve as a showcase for industry-related education and training programs and generated good levels of interest amongst both industry and client groups. Both clients and other industry organizations presented their educational offerings as well as exchanging views on contemporary training needs and techniques.

## AIPC Annual Conference 2004: July 31 to August 4, Edinburgh

In this special section of Communiqué, we're providing you with all the details on this year's annual conference in the exciting city of Edinburgh. Further information, along with web links for registration and accommodation, are available on the conference web site via [www.aipc.org](http://www.aipc.org), Annual Conference tab.



## The Conference Theme: Expanding Horizons

The congress industry faces a future of change – in the business mix of our clients, in tourism and travel and in world politics. The first two days of this year's AIPC program explores these challenges with a fascinating line-up of expert speakers from around the world. From design and construction to technology and communications; from logistics to entertainment, every aspect of securing and managing high-quality events will be covered.

On the third day, the AIPC 46th General Assembly, chaired by President Barbara Maple, will be held, providing members with an opportunity to review AIPC

activities over the past year along with the chance to shape future priorities. This day will also feature the presentation of the 2004 Apex Award for “World's Best Congress Centre” along with a session on how competitors were evaluated.

Throughout the conference, AIPC and our conference hosts have created multiple opportunities for networking and exchange amongst members – often in exciting surroundings! A full listing of social events is included below.

Join us in Edinburgh for this important event – and expand *your* horizons!

## Destination Notes for Edinburgh:

### Climate

July and August are the warmest months in Scotland and, last year, the city basked in a relative heatwave. However, as this is a northern European country; cool weather and rain is possible at any time of the year, so bear that in mind when you do your packing! Edinburgh's northern latitude means that the sun sets much later in the summer here than it does in southern Europe, giving you more daylight hours to explore.

### Currency

Britain is not yet part of the euro zone and so the local currency is UK Sterling. For historical reasons, Scottish banks are allowed to print their own currency, meaning that the banknotes you will encounter carry a mixture of Scottish and English designs.

### Name badges

To help delegates and organisers identify each other, we request that these are worn at all times during events from both the conference and social programmes.

### Visas

Visitors from some countries outside the European Union may require a visa to enter the UK. For information on this, please visit [www.fc.gov.uk](http://www.fc.gov.uk).

### Letters of Invitation

The Conference Secretariat will be pleased to send an official Letter of Invitation to any delegate on request. Such invitation is intended to help potential attendees raise travel and registration fee funds or obtain a visa. It is not a commitment to provide any financial support. Please apply in writing to Conference Secretariat.

### Official Language

The official language of the conference is English. Simultaneous translation services will be provided at the AIPC General Assembly on Wednesday 4th August.

### Dress

Unless stated otherwise, the dress for all sessions is smart.

### Partner's Program:

Conference hosts the Edinburgh International Conference Centre have organized a full program of optional events for those accompanying delegates. Full details of this Partner's Program are available again on the conference web site.

## Conference Program Outline:

### Monday August 2:

- 0830: Official Opening Ceremony  
 0900: **Module 1: Preparing for the Future** (Keynote Speaker)  
 Overview: how the business/ travel / transportation / political scene is evolving and the potential impacts this will have on the meetings / exhibition business.  
 0930: The Future of Congress Centre Business(Panel Discussion)  
 Synopsis: How is the business mix of congress centres changing and what kind of business mix will we have in the future?  
 Issues: Demographic changes; expectations and preferences of next generations, alternative communications options, role of the Internet, changing patterns of commerce, new exhibition requirements, concert and entertainment use, delegate expectations etc.  
 1100: Coffee Break  
 1130: Parallel Sessions:  
     1. Inhouse services versus consultancy / outsourcing  
     2. Alternative business / own events  
 1230: Lunch with discussion sessions  
 1400: Expanding personal horizons  
 1500: **Module 2: How will we meet future client expectations?** (Panel discussion)  
 Synopsis: Each of the clients in our future business mix have their own trends and changing expectations and market conditions to deal with. How do they see their own areas evolving, and what will they need from us to remain competitive?  
 Issues: Changing group composition, new technology requirements, balance of business and social activities, changing logistical requirements etc.  
 1600: Coffee Break  
 1630: Convention Bureau – Convention Centre Relationships (Panel Discussion)  
 1730: End of Sessions

### Tuesday August 3 2004

- 0900: **Module 3: Designing and Equipping the Congress Centre of the Future** (Panel Discussion)  
 Synopsis: Knowing the type and expectations of our future business, we need the guidance of industry suppliers as to how we should be planning and developing facilities, systems and services accordingly.  
 Issues: Facility design, technology, building and event systems, services, construction management etc.  
 1000: Parallel Sessions:  
     1. Flexible Rooms  
     2. Expanding Facilities  
     3.Technical facilities for the Future  
 1100: Coffee Break  
 1130: Expanding AIPC's Horizons (Presentation)  
 1300: Lunch with discussion sessions  
 1400: **Module 4: How Do We Organize Ourselves for the Future?**  
 Parallel Sessions:  
     1. Communication  
     2. Economic Impact  
     3. Dynamics of Pricing and Yield Management  
 Synopsis: Given the changes the future will bring, current ownership, management, operational and marketing models may not be as effective as required. What options are available for new approaches?  
 Issues: Ownership, financing models, multiple-use facilities, bureau-centre relations, contracted management, alliances  
 1600: Coffee Break  
 1630: Facing the Challenges of the Meetings Industry  
 1700: End of Sessions

### Wednesday August 4, 2004

- 0900: Apex Award 2004 Presentation  
 0900: Coffee and Registration for General Assembly (9am to 10am)  
 1000: Opening and Welcome to AIPC 46th General Assembly  
 Overview: President's Report, Presentation of Business Plan, Board Reports, Board Elections, Presentation of AIPC 2005 Conference, Announcement of AIPC 2006 Conference Candidates  
 1200: Presentation of Apex Award 2004 Winner  
 1230: Closing Lunch

## The Social Program:

Edinburgh is one of the most vibrant cities in Europe. There is so much to do, whether it's exploring the area's rich history, visiting the many galleries and theatres, treating yourself to a memorable shopping expedition, or setting off into the fantastic countryside. The 2004 AIPC Annual Conference provides the perfect opportunity to sample some of this excitement.

From Highland Games and ghostly mystery tours to a lavish gala dinner in a stunning castle setting, there are exciting social activities planned. At the same time, there will also be plenty of additional events to keep delegates' partners entertained during the conference programme.

As well as being enormous fun, the conference's social programme is a tremendous opportunity to network. So plan on mixing business with pleasure at some of the following events;

### Saturday July 31

#### Golf Tournament (Daytime)

Tea your conference off to a memorable start by competing against your fellow delegates in this optional tournament at the Dalmahoy Marriott Hotel and Country Club, one of Scotland's top golf clubs. Set in 1,000 acres of rolling woodland at the foot of the Pentland Hills, this is a perfect day out for golfers of all standards.

#### Informal Get Together (Evening)

All delegates and partners are invited to join us on Saturday evening for informal drinks and a light supper, followed by a thrilling journey into Edinburgh's ghostly past. Your guide for the evening is a deceased highwayman, executed in Edinburgh's Grassmarket in 1811. He will lead you through the haunted alleyways and courtyards of the Old Town, sharing his fascinating tales of witchcraft, plague and body-snatchers. Expect a few scares but plenty of laughs too.

Dress casually with comfortable shoes and a warm jumper. Haunted places are notoriously chilly!

### Sunday August 1

#### Edinburgh Experience (Daytime)

From the Castle to Holyrood Palace; from the cobbled streets of the Royal Mile to the Georgian mansions of the New Town; from the extinct volcano of Arthur's Seat to the

boutique shops of George Street... there is so much to see and do in Edinburgh. Join us as we take you on an entertaining guided tour of the city.



#### Welcome Reception and Dinner (Evening)

Following straight on from the day's activities, you will be transported to the waterfront of Edinburgh's northern shoreline for the official conference welcome reception. And it could hardly be at a more prestigious venue! Formerly Queen Elizabeth's home on the high seas and recent winner of the Condé Nast Johansens – Most Excellent Venue in the UK 2004, step aboard the Royal Yacht Britannia and join us for a drinks reception, canapés and a tour of the Royal Apartments.

From here, transport has been arranged to take you directly to the EICC for what is sure to be a memorable welcome dinner.

### Monday, August 2

#### Mini Highland Games and Supper (Evening)

This is your big chance to discover if you have what it takes to toss the caber or hurl the haggis! Dress casually as we invite you to take part in your very own 'Mini Highland Games', sponsored by CAT Publications. As well as caber and haggis-related activities, you can also compete against your fellow delegates in Scottish country dancing, welly-flinging, falconry, a tug-of-war and whisky-tasting!

An evening meal will be provided to satisfy the appetites we develop from all this activity.

#### Gala Dinner (Evening)

This year's social programme could hardly be rounded off in greater style. Our gala dinner takes you to the Grand Hall of Stirling Castle, deep in William Wallace country, north of Edinburgh. This glittering occasion will celebrate the very best of Scottish cuisine and hospitality, featuring a traditional ceilidh (Scottish country dancing), fine food, excellent wine and good company.

## Hotel Accommodation:

### Discounted Rates

EICC has arranged discounted rates for accommodation at two excellent hotels close to the conference centre. Rooms must be booked directly with the hotels prior to the cut-off dates indicated.

#### Sheraton Grand Hotel 5 Star Hotel \* \* \* \* \*

The Sheraton Grand Hotel & Spa is not only one of Scotland's finest five-star hotels but is also just a 2-minute walk from the conference centre. The hotel has two superb restaurants – the Grill Room and Santini Restaurant. Both have won numerous accolades, and the Sheraton's rooftop spa was voted 'Favourite Hotel Spa' in last year's Condé Nast Traveller Awards.

#### Room Rates:

£150 per room per night – based on single or double occupancy (exc. breakfast)  
 To make a reservation direct with the hotel:  
 Tel: +44 (0)131 221 6400  
 Fax: +44 (0)131 221 9631  
 Email: [grandedinburgh.sheraton@sheraton.com](mailto:grandedinburgh.sheraton@sheraton.com)  
 N.B. To receive this special rate, please advise the hotel that you are attending the AIPC Conference from 31st July.

#### Apex International Hotel 4 Star Hotel \* \* \* \*

Alternatively, the chic Apex International Hotel in Edinburgh's historic Grassmarket is an excellent four-star option, with its cool, contemporary bedrooms, rooftop restaurant, stylish brasserie and bar. Located close to Edinburgh Castle, the Apex International is approximately 15 minutes' walk from the EICC.

#### Room Rates:

£105.00 per room per night – based on single or double occupancy (exc. breakfast).  
 To make a reservation direct with the hotel:  
 Tel: +44(0)131 666 5100  
 Fax: +44(0)131 666 5128  
 E-mail: [internationalreservations@apexhotels.co.uk](mailto:internationalreservations@apexhotels.co.uk)  
 To receive this special rate, please quote the following reference EDI 3107. Please also note that there are several Apex Hotels in Edinburgh and this special rate is only for the Apex International Hotel.

#### Please note:

- The room allocation at the Sheraton Hotel will only be held until Friday July 2; after this, availability cannot be guaranteed
- The room allocation at the APEX will only be held until Friday June 18; after this only a very limited supply of rooms can be held

## Post-Conference Activities:

Every August, people flock from all over the world to see shows at the famous Edinburgh Festival Fringe. If you're already in the city for the AIPC conference, why not stay on and make the very most of it?

The Festival Fringe is a three-week celebration of comedy, music, theatre and dance, featuring literally hundreds of acts from international stars to enthusiastic amateurs. The city bubbles with atmosphere throughout the festival, with street entertainers, craft stalls and pavement cafés all adding to the colour.

And festivals aside, there is so much to do. Apart from the city's many historic attractions, museums and galleries, there is an outstanding selection of shops, restaurants and bars. Golf fans can take advantage of the many top-quality courses in the area, whilst the sandy beaches of East Lothian offer fantastic picnic spots for a sunny day.

The Edinburgh Military Tattoo also takes place every night from 6-28 August and is a must see when you are here. Our conference hosts the Edinburgh International Conference Centre have reserved a limited number of tickets for the press night on August 5, the evening prior to official opening performance. The tickets are limited so if interested you should e-mail the EICC your request via a link on the conference web site.

## Alternative Accommodation

For information on other hotels in Edinburgh visit [www.edinburgh.org](http://www.edinburgh.org) or go to the conference web site to contact EICC for advice.

### Notes for accommodation

Rates for both hotels are for accommodation only and do not include breakfast or any other meals. Please note however, breakfast will be available to all delegates at the EICC on each morning of the conference programme.

Because of the close proximity of our two recommended hotels to the EICC, there will not be courtesy buses to the EICC for the conference programme. Coach travel will however, be available as part of the social programme.