



# Communiqué

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

## ■ Québec 2005: A Unique Combination of Business and Pleasure



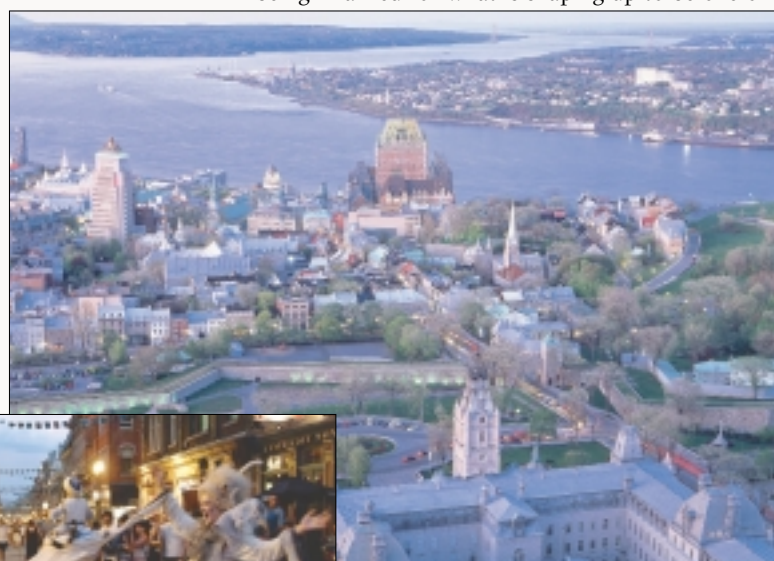
The full program for the 2005 AIPC Annual Conference in Québec City is rapidly being finalized around the chosen theme of "From Operational Excellence to Strategic Excellence". The conference

will feature a combination of internationally recognized speakers, reports and debate in key areas of AIPC initiative and interactive discussions on topics that reflect the current priorities of AIPC members.

As a follow-up to this keynote, a series of industry panels and presentations will develop individual themes within three "modules". These are;

### Module 1: A Changing Environment will include:

- Keynote Speaker David Baxter is a Canadian demographer renowned for his ability to convert overall demographic trends into key issues for specific industry sectors. Mr. Baxter will be showing how major trends now underway in population dynamics, consumer attitudes and economic issues may be expected to impact the Meetings sector and what industry members should do to prepare for, mitigate or take advantage of these.
- Who's in Charge? A panel discussion on how alternate funding, ownership and governance models are helping keep pace with changes in government policy.
- Workshops on:
  - o P3's - do they work for convention centres?
  - o New business opportunities for congress centres
  - o Managing multiple facilities



With AIPC's growing membership and influence, the programs of the association are taking on even more significance to members and this area will also be getting more attention in the program. Along with updates from the Quality Standards, Education and Research Task Forces, there will be an extensive overview of AIPC program activities both to inform members and create an opportunity for their input. In addition to all the educational opportunities, plans are also being finalized for what is shaping up to be one of the most exciting social programs in many years. Québec City offers a unique opportunity to sample one of North America's most historic cities and a UNESCO World Heritage Site. At the same time, it provides access to spectacular natural surroundings, and both of these are being used to full advantage in the planned activities.

Here's a message from Québec on some of what you can expect as part of your 2005 experience;

*Québec City awaits you for the AIPC Conference, from July 20 to 23, 2005. With only six months to go, the Québec City Convention Centre is abuzz with anticipation as the convention centre team pulls out all the stops to prepare an event you won't soon forget. With the exciting program in store, your Québec City conference is shaping up to be a memorable mix of networking and new discoveries. So next summer, get set for adventure!*

*You'll fall head over heels for this friendly and festive destination as you explore its many faces and vivid history. A vacation paradise, Québec City will wow nature lovers, outdoor enthusiasts and sports buffs. And as you'll soon see, there's plenty of room to roam when you leave the conference room behind.*

*If your tastes run more to culture, Québec City has more than enough to keep you happy, with an abundance of theaters, museums, art galleries, concert halls to appeal to your senses. During your visit, you'll appreciate the city's unique atmosphere as you stroll its pedestrian streets or enjoy one of the activities put on by your hosts!*

*The Québec City Convention Centre is located in the heart of the action at the center of town, just opposite the Parliament Building and five minutes from Old Québec. And there will be no shortage of action at the AIPC Conference next summer.*

*Visit the new 2005 Conference website to uncover a few of the city's secrets and browse the conference program and social program. Register today-and start dreaming!*

### Module 2: Evaluating and Responding to New Market Dynamics will include;

- Keynote Speaker John Park, a leading North American sales leadership trainer and industry analyst. Mr. Park will present an overview of major trends and increased competition developing in the meetings industry and how centres can respond to these with more strategic approaches to positioning and marketing their facilities.
- New Tactics for Reaching Our Markets: a panel discussion on how changes in expectations and technology are re-shaping the way we get through to our clients and the kinds of information they most need.
- Workshops on:
  - o Launching a new product
  - o E-marketing
  - o Helping shape the delegate experience

### Module 3: Community and Government Relations

- Keynote Speaker Mayor Jean Paul L'Allier, Mayor of Québec City,
- Gaining the confidence and support of shareholders and stakeholders: a panel discussion on ways to gain community, industry and government support

## Raising Industry Profile Worldwide

AIPC is about to embark on a new initiative with a number of partner associations to build awareness of the Meetings Industry world-wide. The program is being coordinated by the Joint Meetings Industry Council (JMIC), which was established in 1978 as a vehicle for creating a forum for the exchange of information and perspectives amongst international associations engaged in various aspects of the Meetings Industry.

Today, JMIC consists of a number of international organizations who share a common interest and involvement in the Meetings Industry. The active member associations who comprise JMIC at present are:

- The International Association of Congress Centres (AIPC)
- The International Association of Professional Congress Organizers (IAPCO)
- The International Association of Congresses and Conventions (ICCA)
- Association Internationale des Villes Francophones de Congrès (AIVFC)
- Confederacion de Entidades Organizadores de Congresos y Afines de América Latina (COCAL)
- The European Federation of Conference Towns (EFCT)
- Meeting Professionals International (MPI)
- The Society of Incentive Travel Executives (SITE)

For a number of years, JMIC met annually to maintain a link between its member organizations as well as a means of reviewing industry conditions and strategies. It also established the Unity Award for recognition of individuals who have made significant contributions to the advancement of the Meetings Industry and the level of professionalism it represents.

In 2002 JMIC members recognized that the Meetings Industry was at a disadvantage relative to other industries as a result of having a low level of awareness as to their purpose, activities and benefits. In order to address this, the Council commissioned the development of a strategy to raise the profile of the industry world-wide. The result was a report entitled "Profile and Power" which recommended a "bottom-up" strategy based on individual community initiatives which JMIC could support by providing materials and recognition while acting as a vehicle for sharing the experiences and successes of participants.

The idea of the program is that by improving community and governmental awareness of the importance of what the Meetings Industry does and the benefits it creates for host communities, industry members will be in a much better position to influence decisions that affect their collective future.

The basis of the program is that awareness begins in the individual communities where meetings activities take place, and

that is where a program of activities to build industry profile must be carried out. It is at this level that individual members of the industry have the connections, the impacts and the specific information required to create better awareness of the benefits the industry generates and to make a difference in how both governments and the public perceive this sector.

With this approach, the role of JMIC became one of supporting these individual efforts by:

- Providing information, graphics and a guidebook to make it easier for individuals to participate;
- Creating a theme to link individual efforts together and make them more effective;
- Sharing and promoting the experiences and successes of participating members with others;
- Recognizing the successes of members in achieving increased awareness with the annual "Meetings Mean progress" Award, and
- Working with industry trade shows and media to create more vehicles for building industry profile and influence.

JMIC member associations have now all endorsed the program which has been named "Meetings Mean Progress" after the theme line that was chosen for the first initiatives. A web site is in preparation for launch this Spring, with all support materials, including a guidebook to community activities, to be available for download. The first year of activity is expected to also contain awareness activities in the major industry trade shows, the creation of a recognition award for members who achieve particular distinction with their own awareness programs and the creation of "Meetings Industry Weeks" to provide a focus for awareness activities in different countries. At the same time, a number of different presentations are being made to individual industry organizations around the world to generate participation.

The Chair of JMIC rotates amongst its member associations. In December of 2004, this position was assumed by AIPC which means our association will be at the center of the Council at one of the most exciting periods in its history. Says AIPC President Barbara Maple "The Meetings Industry has never had a very high profile outside of the industry itself, and this has never helped us in dealing with our issues, whether at an industry-wide level or in terms of our own individual communities and governments. This new initiative by JMIC is the first time the industry has come together as a whole on this subject, and it is our best opportunity yet to make something happen. However, the entire program depends on what individual members do, so we need to make sure everyone knows what's at stake and what we can achieve if we set our minds to it".

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

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## A New Approach to Quality Standard Guidelines for AIPC

Like many other industry organizations, AIPC has for some time sought to develop a series of performance measures or "quality standards" that could be used to establish a benchmark and distinguish member's performance in key areas. While specific programs like the Apex Award have for many years encouraged and evaluated individual Centre performance, there has never been an overall set of guidelines that members could use to examine and address specific areas on management and operations.

A recent survey of AIPC members (2003) reinforced the importance members place on this area and their ongoing interest in having access to such a set of guidelines. In recent years, this need has been enhanced even further by the entry of many new facilities and destinations into the meetings market, as clients can no longer make assumptions even in those areas which were formerly taken for granted, and are increasingly placing a premium on performance standards as a way of getting assured service quality.

As no standard currently exists that is directly applicable to convention centres, some members have sought to apply standards from other industries. However, these have generally fallen short of expectations due to their lack of specificity to the particular circumstances of the Meetings Industry.

An AIPC Task Force was struck under the leadership of AIPC Board Member Warren Buckley to re-examine this area and carry out a preliminary analysis through a consultant specializing in the area of industrial standards. The Task Force quickly identified a number of things that needed to be addressed in order to create guidelines that would be meaningful and, above all, put to use by members. Amongst these were;

1. The guidelines must be adaptable to a wide variety of facility types, ages and configurations. Since the diversity of facilities is an inherent part of the delegate experience, centres should not be encouraged to adopt a "one size fits all" format nor required to meet strict terms that do not respond to their unique qualities.
2. They need to be those that are important when seen from a client perspective if they are to be effective in the market. As a result, simple performance "benchmarking" is not sufficient.
3. They must be identifiable and well articulated such that they can be seen and understood by both facilities and clients themselves.
4. They must be achievable by facilities, regardless of whether or not they choose to enter into a long term "process-oriented" program.
5. They must tie into other AIPC activities which relate to quality performance such as the Apex Award.

The key to success of such a set of standards is that they be seen as relevant and would confer a benefit on those centres that chose to adopt them. With this in mind, it has been decided that the guidelines be developed and implemented by AIPC itself, in order to ensure that they are relevant, achievable and appropriate to our needs for promotion and recognition of excellence in facility management.

The Task Force determined that there are a number of reasons why AIPC is an appropriate body for this undertaking:

1. As an industry organization, AIPC can be expected to understand which areas are of importance in facility performance;
2. As a global body, AIPC has no allegiances to particular groups of facilities that might colour their judgment;
3. AIPC has the level of industry visibility and recognition required to achieve sufficient profile for the standards, and
4. Through its interactions with other industry groups, AIPC can assure that other perspectives (clients, PCO's etc.) are incorporated into the standards.

### The Approach:

The Task Force have recommended that such a "code of standards" be developed and implemented in a way that allows for a "phasing in" to make them more palatable and achievable for member adoption. It is therefore suggested that the development and "phasing-in" process be carried out as follows:

### Stage 1:

A review of existing Quality Standard models in order to define key areas where a quality standard is appropriate. Such standards would then be adapted as required to respond to centre-specific circumstances.

### Stage 2:

An AIPC version of quality guidelines be developed based on the research of existing standards and adaptations as outlined above. In many cases, these would consist of simply identifying specific areas where a centre should have a policy / procedure in place (i.e., security, environment, customer relations, IT, community relations etc.) and what it should do to address this. To fulfill such standards, a facility would need to be able to demonstrate how they have responded to this requirement rather than necessarily achieving a set level.  
...Cont'd on page 2

### ■ President's Message:

This edition of Communiqué covers examples of many of the reasons our organization is more valuable than ever before in providing benefits to members. Among the items that illustrate this are:

- A full slate of activities scheduled for IMEX in Frankfurt, including great opportunities for networking with both colleagues and clients;
- A look at a joint initiative we have underway with a number of our fellow associations to help raise awareness of the industry where it matters the most - in our own communities;
- Introductions of three of the seven new members that have joined AIPC in the past year, further increasing our already broad geographic representation;
- A new step in the process of steady improvement and refinement that have made the Apex Award the most credible in the industry, and
- Our progress and direction in the development of a new code of quality standards that members will be able to distinguish themselves amongst the competition.



Barbara Maple, AIPC President

The only limit to what you can get out of AIPC is the extent to which you participate in this increasing range of activities. And on that note, there's another important reminder: the first program outline for this year's Annual Conference in Québec City, Canada. The lineup features not just terrific educational, social and networking activities but a full report on AIPC's many activities - and an opportunity to input on how your association is developing.

Plan now to make the most of this year's program - and make sure you get the most out of the opportunities we have to work together on key issues and learn from each other at the same time!



## NEW MEMBERS:

...Cont'd from page 1

### Stage 3:

AIPC to then create resources such as AIPC publications, research references or listings of relevant codes, best practices and so forth that respond to each of the identified performance areas in order to provide support and guidance to members as to how they can respond to the guidelines once they have been established.

### Stage 4:

The Apex Award process and questionnaire to be analyzed to ensure they reflect the performance priorities set down in the quality standard areas so that the Award is consistent with how those standards are seen by clients.

A future stage may involve the development of a capability for AIPC to conduct "audits" for those members who wish to have a formal certification. This audit could consist of three components:

1. A "paper" audit wherein candidates provide copies of their relevant policies in each of the quality standards areas to the audit group for review and approval;
2. A site inspection, not unlike those undertaken for the purposes of membership eligibility, and
3. A potential requirement to achieve a certain level of achievement in the Apex Award evaluation or, alternately, a "mystery shopper" component to check performance, particularly in client handling.

"There would be a number of beneficial results from an integrated set of quality standard guidelines", said Warren Buckley. "First, such an approach offers "graduated" participation to members, allowing them to participate to any degree they choose. At the same time, it would connect with other AIPC program elements such as the Apex Award, the AIPC publications series and educational activities at AIPC conferences and seminars. And finally, it would provide a program that can be promoted by AIPC to the wider industry to enhance the profile and credentials of AIPC members. That latter point is of increasing importance as competition amongst facilities intensifies worldwide".

With this basis now developed, work has begun on the process of evaluating and developing appropriate areas for quality standard guidelines and the approach that would be used to implement the program. A full update report is planned for the 2005 AIPC Annual Conference in Québec City in July.

## AIPC at IMEX - a Full Calendar of Activity

AIPC will be a major player in this year's IMEX Industry Trade Show in Frankfurt with a presence in many program areas and a number of activities for members participation. Here's the lineup;

\* AIPC will be represented throughout the show at our Association stand. Come by and get the latest information about AIPC activities while exchanging views with your fellow members.

\* On Monday April 18, AIPC is participating in IMEX Association Day activities. On that same date, a special evening function will provide an opportunity for AIPC members who are exhibiting at IMEX to meet the anticipated 250 International Association decision makers who are expected to attend. The venue is the Intercontinental Hotel, Frankfurt; the time is 19.30-22.00 hrs. To attend this function, you must have registered with the AIPC Secretariat and confirmed that your facility is exhibiting at IMEX.

\* On Wednesday April 20 from 12-13.00 hrs. the Québec cocktail party promoting our upcoming 2005 Annual Conference will be taking place at the AIPC stand. This event will give an insight into the activities planned for the conference and more details about Québec itself.

\* On Wednesday April 20, AIPC and IAPCO are collaborating on a panel discussion as part of the IMEX seminar series entitled "How can Centres and PCO's work together to Add Value to an Association's Event?" This seminar takes place in the Panorama III room, level F1 (third floor) in the Forum of Messe Frankfurt from 08:45-09:45 and will include both centre and PCO perspectives on this important topic as well as ways in which PCO's and centres can cooperate more successfully.

Join your colleagues and support your association at these special IMEX events!

## Seven New Member Centres Boost AIPC's Global Representation

AIPC's membership continues to strengthen with seven new centres joining over the past year. Membership now stands at 134, with representation from 50 countries worldwide. New Centre members are;

- Internationales Kongresszentrum Bundeshaus Bonn (Matthias Schultze - Director)
- Gold Coast Convention and Exhibition Centre (Adrienne Readings - General Manager)
- Kuala Lumpur Convention Centre - (Peter R. Brokenshire - General Manager)
- Perth Convention and Exhibition Centre (Paul D'Arcy - Chief Executive Officer)
- Helexpo Congress Center Ioannis Vellidis (Kyriakos Pozrikidis - Member of the Board)
- Metro Toronto Convention Centre (Barry L. Smith - President and CEO)
- Austria Center Vienna - Thomas Rupperti (Chairman of the Managing Board)

"Our growing membership is a very exciting development for AIPC, not simply because it makes us a larger organization but because each new member enhances our global representation and broadens our perspective as an organization", says AIPC President Barbara Maple. "At the same time, it makes us even more influential on industry issues and puts us in a better position to represent members on those issues".

In this issue we're featuring three of these new members:

## "Ioannis Vellidis" Congress Center Thessaloniki



"Ioannis Vellidis" congress center is located in the heart of the city of Thessaloniki, the second largest city of Greece and the center of a region of great architectural and cultural interest with a host of unique resorts located in the Provinces of Thessaloniki and Chalkidiki. With 100 hotels and 6,000 rooms in the adjacent area, it can accommodate visitors from all around the world.

HELEXPO is the largest exposition and conference organization in Greece and in the broader area of Southeast Europe, with three large conference centers, two of which are located in Thessaloniki. The congress center "Ioannis Vellidis" is today the largest conference center in Greece, with the ability to host 2,400 people and stage events of all types. The central hall can be separated into three smaller halls with the capacity of 600 people each. There is an exhibition space, an area for secretariat support, and a buffet. Other



Kyriakos Pozrikidis, Member of the Board



features include 11 simultaneous translation booths, underground parking space for 430 cars and a shaded garden which is available for receptions of up to 1,000 people.

The second conference center, "Nikolaos Germanos" which operates independently at the center of HELEXPO's facilities, is a building complex of 6,000 sq.m, with five halls that can host from 40 to 400 people and all the necessary auxiliary spaces.

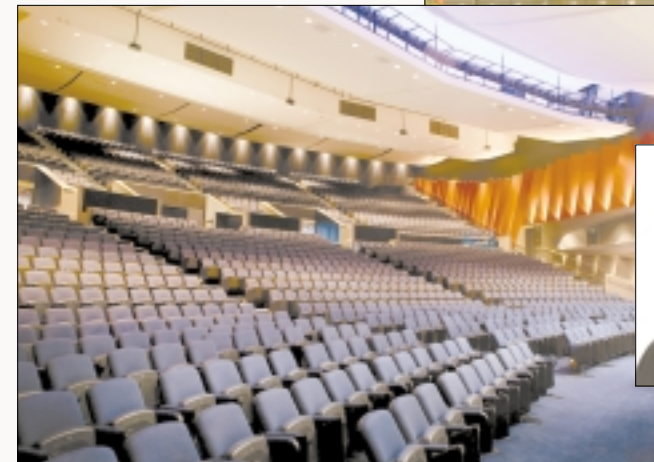
## Perth Convention Exhibition Centre



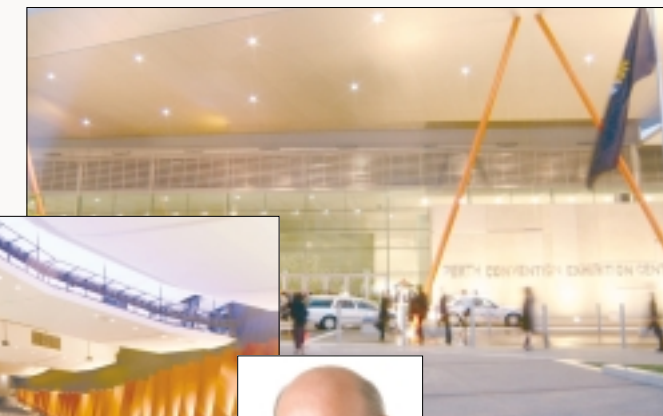
The Perth Convention Exhibition Centre is the newest purpose built venue in Australia, and the only purpose built convention and exhibition venue in Western Australia. Located along the foreshore of Perth's sparkling Swan River, it is within 5 minutes walk of the central business district and within 20mins of the international and domestic airports.

The Centre houses some of the most advanced technical facilities and communications infrastructure in Australia, and one of the largest kitchens in Western Australia. Its ballroom features one of the largest permanent intelligent lighting systems in the world, and a unique operable wall between the auditorium and adjoining exhibition pavilion facilitates a dramatic reveal into the adjacent pavilion, or alternatively can accommodate a plenary in the round.

The Perth Centre's stunning ballrooms feature spacious pre-function areas and spectacular views of Perth's Swan River and city skyline. Nineteen special meeting rooms cater for between 60 and 450 delegates seated theatre-style, and a state-of-the-art auditorium hosts speaker presentations, technical audiovisual presentations and sophisticated stage productions with tiered theatre-style seating for up to



Paul D'Arcy, Chief Executive Officer



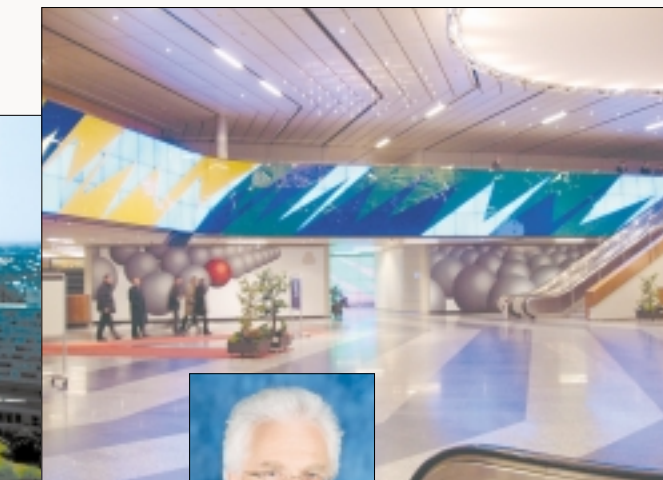
2,500 people is. Six versatile exhibition pavilions, each approximately 2,830 square metres in size and with operable acoustic walls and column-free interiors, can easily be converted into six connected pavilions of 16,354 square metres.

## Austria Center Vienna



Vienna is located in the very heart of Europe, and easily accessible by plane, car or train. It has always been a gateway to the east, and offers a clean, green and safe environment where delegates will always feel at ease.

The ACV is located in the heart of Vienna's new skyline, only twenty-five minutes from the airport and eight minutes from the city center via the underground. It is Austria's largest conference facility, with 170 breakouts and interpreter's booths according to EU-Standard. It has an overall capacity of 9,500 persons with a total floor area of 9,400sqm comprised of 14 halls with capacities from 100-4,320 persons. 170 offices/conference rooms are complemented



Thomas Rupperti, Chairman of the Managing Board

## Coruna Palace of Congresses – an Architectural Statement



The city of Coruña will shortly be inaugurating a new Congress centre - PALEXCO - that bears the stamp of two internationally renowned architects, Cesar Portela and Ricardo Bofill. The centre will have almost 10,000 square metres of floor space for staging business, cultural and social events in the city of Coruña.

For the last few years the city has undergone a period of rapid development and cultural advancement, which have created the need for new buildings and facilities for staging congresses and conventions. The old centre, which will now only be used for cultural purposes, served as

will be fully equipped with the latest technology, offering two auditoriums which will accommodate 1,600 and 500 people respectively, 15 meeting rooms, 2,500 square metres of exhibition area and its own underground car park with a capacity for 500 vehicles.

The architects responsible for this achievement are of great interest as well. Born in Barcelona, Ricardo Bofill created the basis for what today is Taller de Arquitectura which provides a collective and elaborated system for project design. With 38 years of experience, this international team takes on projects of city planning, public equipments, transportation facilities,



the mainstay of business tourism for the past 15 years and was in its day the only facility of its kind in the city while the new Palace of Congresses will both create necessary new capacity and an attractive addition to the city landscape.

PALEXCO is situated in an entirely new complex and located right in the very heart of the city. It has a spectacular view over the bay and a unique roof design which resembles the wings of a giant seabird, which is in perfect harmony with the port setting as befits a city like Coruña with its intimate historical connections to the sea. It

retail, housing, offices, hotels, and interior design, including furniture in cities throughout Europe and around the world.

César Portela Fernández-Jardón is a Spanish architect, restorer, theorist and teacher. His interest in the restoration and preservation of the urban environment, especially in Galicia, is reflected in numerous projects in the area such as the refurbishing of the Casa del Concejo (1982), Brión, his design (1989) for a lighthouse in Malpica, Costa de la Muerte and the Spanish Pavilion for the Exposición Universal in Seville in 1992.