

AMC Institute At Imex Exhibition In Germany

AMC Institute and IAPCO Experts Lead Seminar on the Similarities and Differences of AMC and PCO Management Models

AMC Institute and the International Association of Professional Congress Organizers (IAPCO) recently co-hosted a presentation on the similarities and differences of the Association Management Company (AMC) and PCO management models, as part of the 2008 IMEX exhibition in Frankfurt, Germany. The session drew more than 100 attendees.

"In the past few years, we've seen an increase internationally among association leaders partnering with AMCs and PCOs to help meet their association goals. Because many meeting planners and volunteer leaders are not always aware of the nuances that exist between the two management models, we saw a need to provide clarity," said Sue Pine, Executive Vice President of AMC Institute, the trade association that represents the global association management industry. "Co-presenting a session with IAPCO at IMEX was the perfect forum to educate nonprofit leaders worldwide on the respective strengths of AMCs and PCOs, and explore avenues for collaboration."

Both AMCs and PCOs have a strong international presence. More than 670 AMCs worldwide offer day-to-day association management and specialized association services, including strategic planning, meetings management, communications and advocacy. AMC Institute boasts more than 150 AMC member companies throughout the U.S., Canada, Europe and Asia (who all receive IAE Magazine).

Meanwhile IAPCO, now in its 40th year, represents nearly 100 PCO members in 34 countries, specializing in the organization and full-service management of national and international congresses, conventions and special events. In 2007 alone, PCOs represented 4,000 meetings, among them trade association meetings as well as medical, professional and governmental meetings.

Planning Role

On behalf of AMC Institute and the AMC business model, Pine outlined the scope of AMC services and called attention to the most visible AMC business model – meeting and event planning – that is shared in common with PCOs.

Presenting for IAPCO was Philippe Fournier, Council Member overseeing IAPCO International Relations. Fournier is also Directeur Général of MCI France. As he detailed, PCOs accompany associations in many phases of their activities, first and foremost the organization of congresses and exhibitions.

"In the course of the session, it became increasingly apparent that AMCs and PCOs offer related management services of the highest standard. So as more and more international associations are outsourcing management services, and more large U.S.-based



▲ Pictured L-R: John Francis of The Harrington Company, President of the Board of AMC Institute; Susan Cabrera of Association Mgmt. Resources, AMC Institute Board member and International Task Force Co-Chair; Gregg Talley of Talley Management, AMC Institute Board member; Sue Pine, Executive Vice President of AMC Institute; and Michael Majdalay of LoBue & Majdalay, AMC Institute Committee member.

organizations with international operations look to AMCs and PCOs to serve members in various regions of the world, it makes good business sense for AMC Institute and IAPCO to tap one another's resources and experience," Pine said.

She continued, "Our AMC Institute member AMCs greatly value the international expertise of PCOs, while IAPCO members have communicated an interest in continuing to learn more about the AMC management model. We look forward to the opportunity to partner on international meetings and management projects."

About AMC Institute

A trade association headquartered in Philadelphia, AMC Institute represents the association management industry and boasts more than 150 AMC members throughout the U.S., Canada, Europe and Asia. AMC Institute promotes service excellence among association management companies, and strives to raise awareness of a burgeoning AMC industry by establishing its member companies as the recognized and preferred choice for quality association management and professional services.

For more information, visit www.AMCInstitute.org.

About IAPCO

The International Association of Professional Congress Organizers (IAPCO) represents professional organizers and managers of international and national congresses, conventions and special events. Currently there are 97 IAPCO members in 34 countries. IAPCO is committed to raising standards of service among its members and other sectors of the meetings industry by means of continuing education and interaction with other professionals. As a result, IAPCO membership offers a unique quality assurance recognized by congress clients and suppliers all over the world.

For more information, visit www.IAPCO.org