**IAPCO 44th General Assembly 14th - 17th February 2013**

**PROGRAMME**

**THURSDAY - 14 FEBRUARY 2013**

18:45 - 19:30
First Time Attendees
Westbury Hotel Cocktail Bar

19:30 - 22:00
Welcome Reception
Westbury Hotel Cocktail Bar

**FRIDAY - 15 FEBRUARY 2013**

09:00 - 09:15
Welcome Address
Minister for Transport, Tourism & Sport - Leo Varadkar, TD

09.15 - 11:00
General Assembly
Meeting Room: Grafton Suite

11:00 - 11:30
Refreshments & Networking Break
Sponsored by Tifco Hotels
Westbury Hotel Cocktail Bar

11:30 - 12:00
Official Opening of the 44th IAPCO Annual Meeting
Moderator: Maurice Pratt
Opening remarks by Gonzalo Perez Constanzó, IAPCO President

12:00 - 12:30
**PLENARY SESSION 1:**
"The Hand in Hand Strategy" of Ireland’s Industry Partnership
Meeting Room: Grafton Suite
Chair: Shaun Quinn, CEO Fáilte Ireland
Panel of Speakers: Keith McCormack (Failte Ireland), David Boyce (Tourism Ireland), David Kelly (Aer Lingus), Noel Mitchel (Keynote PCO)

12:30 - 13:00
Audience participation - Moderator: Maurice Pratt

13:00 - 13:50
"A Taste of Ireland" buffet lunch. A 'field to fork' experience. Wine tasting from the hotel owner’s vineyards

13.50 - 14:15
"Irish Warm Up" Bodhrán Session

14:15 - 15:00
**PLENARY SESSION 2:**
"How to Put High Value on the Professional Service of the PCO"
Meeting Room: Grafton Suite
Speaker: Dr Maureen Gaffney, Clinical Psychologist, University College Dublin and Business Consultant

15:45 - 16:15
Refreshments & Networking Break
Sponsored by Aviva Meetings & Events
Westbury Hotel Cocktail Bar

16:15 - 17:30
**PARALLEL SESSION 1:**

**1A**
"Putting High Value on Our Professional service" Continued... How Do We Change Our Business Model? Studies and Panel Discussion
Meeting Room: Grafton Suite
Speaker: 2 Industry Case Studies: Aideen Morrin, Conference Partners & René Haller, MCI Geneva
Moderator: Maurice Pratt

**1B**
Social Media and the PCO: How to Build Community and Make Money
Meeting Room: Suffolk & Dawson Suite
Speaker: Sarah Collins, Conference Partners, Hugh Torpey, MCI Dublin

17:30 - 18:40
Free Time

18:40
Meet in Lobby of Hotel
Westbury Hotel Lobby

18:45
Coaches depart for Royal Hospital Kilmainham

19:15
Arrive at Royal Hospital Kilmainham

19:30
Drinks Reception
Baroque Chapel, Royal Hospital Kilmainham

20:00
Gala Dinner
Royal Hospital Kilmainham

19:15
Meet in Lobby of Hotel
Westbury Hotel Lobby

19:30
Drinks Reception
Baroque Chapel, Royal Hospital Kilmainham

20:00
Gala Dinner
Royal Hospital Kilmainham
SATURDAY - 16 FEBRUARY 2013

09:00 - 10:15 Quality Training Seminar
Meeting Room: Grafton Suite
Speaker: Ian Diamond

10:15 - 10:45 PLENARY SESSION 3:
Meeting Corporate Expectations
Meeting Room: Grafton Suite
Speaker: Diageo, Billy Power, Strategic Project Director (Global Quality & Program Director Guinness Global Brand)

10:45 - 11:00 Solution Clinic - Moderator: Maurice Pratt

11:00 - 11:05 Introducing Hong Kong as a Convention Destination
Speaker: Helen Chan; Meetings and Exhibitions Hong Kong

11:05 - 11:30 Refreshment & Networking Break Sponsored by Citywest Hotel & Convention Centre

11:30 - 13:00 PARALLEL SESSION 2:

2A From surviving to thriving – a global viewpoint
Meeting Room: Grafton Suite
A global viewpoint from:
SOUTH AFRICA; Keith Burton, African Agenda
EUROPE; Sissi Lignou, AFEA S.A. Travel & Congress Services
ASIA; Bannie Kim, MECI
SOUTH AMERICA; Lucio Vaquero, MCI Buenos Aires
Moderator: Maurice Pratt

2B The Association Point of View - What can the PCO Learn?
Meeting Room: Suffolk & Dawson Suite
Speaker: Richard Holmes, International Director of Meetings, Epilepsy Congress Office
Moderator: Padraig Gilligan

2C Working Group - KPI/ROI
Rob Zikkenheimer
Meeting Room: Exchequer Suite

13:00 - 14:00 Buffet Lunch. Sponsored by Meetings and Exhibitions Hong Kong

14:00 - 17:00 AFTERNOON ACTIVITIES

18:30 Meet in Lobby of Hotel Westbury Hotel Lobby
18:35 Coaches depart for The Convention Centre Dublin
19:00 Evening Drinks Reception
Convention Centre Dublin
20.00 - 00.00 Casual Irish Night
Old Jameson Distillery

SUNDAY - 17 FEBRUARY 2013

09:00 - 09:45 PLENARY SESSION 5:
An Engaged Organisation: Building Employee Accountability and Commitment
Meeting Room: Grafton Suite
Speaker: Avinash Chandarana, Group Learning and Development Director at MCI Group

09:45 - 10:15 Solution Clinic - Moderator: Maurice Pratt

10:15 - 11:00 PLENARY SESSION 6:
“If You Can’t Answer These Questions – You’re Out of Business”
Meeting Room: Grafton Suite
Speaker: Conor Kenny, Sales & Marketing Consultant to the Service, Hospitality and Small Business Sectors

11:00 - 11:15 Solution Clinic - Moderator: Maurice Pratt

11:15 - 11:45 Refreshments and Networking Break
Sponsored by The Guinness Storehouse

11:45 - 12:30 FEEDBACK FROM PARALLELS:
What will we do differently on Monday morning?
What is the legacy of Dublin 2013?
Social Media Strategy: Sarah Collins, Project Manager and Hugh Torpey, Marketing and Communications Manager
KPI/ROI’s: Rob Zikkenheimer, CEO Congress Care
Scientific Programme: Roslyn McLeod

12:30 - 13:00 IAPCO matters including “Hand over to Melbourne”
13:00 - 13:15 Closing speeches and thank-yous
13:15 - 14:00 “A Taste of Melbourne” – Farewell Buffet lunch. Sponsored by Melbourne