Professional Conference Organisers (PCOs)

*bringing your vision for your conference to life*

Jan Tonkin
Immediate Past-President, IAPCO
Managing Director, The Conference Company
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?

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 restauranteur
- Commercial lawyer
- International tennis umpire
passion
eye for detail
creative flair
great adaptability
team spirit
dedication
boundless enthusiasm
energy
How do PCOs charge?

<table>
<thead>
<tr>
<th>fixed management fee</th>
<th>fixed management fee + a per participant variable fee</th>
<th>fixed management fee + a variable fee based on performance/results</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of total income of the conference</td>
<td>% of the total profit of the conference</td>
<td>% of the total expenditure of the conference</td>
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</table>
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

iapco.org/knowledge-hub
Why not explore how a PCO can add value to your next conference?