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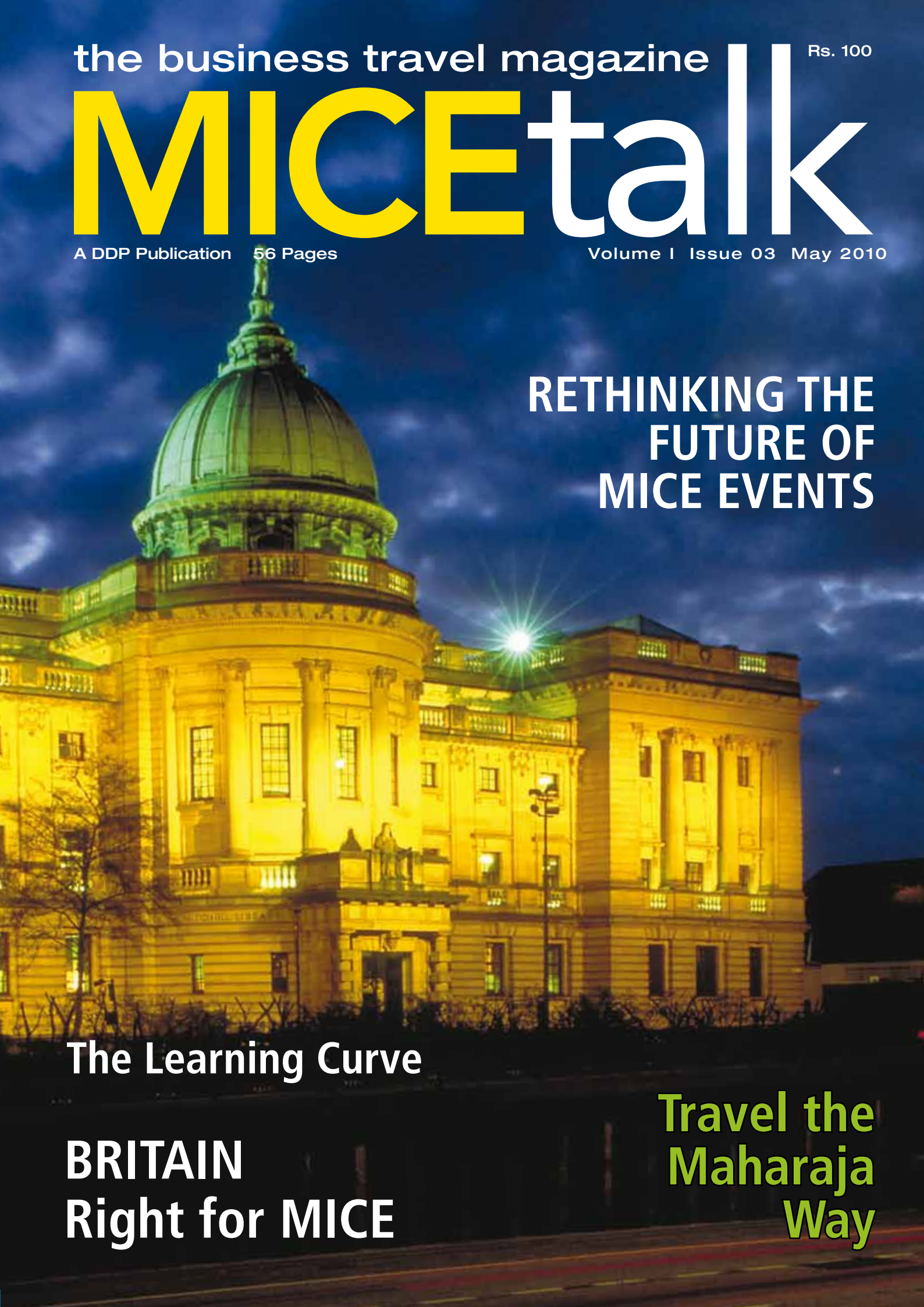
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**RETHINKING THE
FUTURE OF
MICE EVENTS**

The Learning Curve

**BRITAIN
Right for MICE**

**Travel the
Maharaja
Way**





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The Learning Curve

IAPCO trainers Fournier and McLeod tell MICETalk, "A meeting or an exhibition can be compared to a cricket game: You need teamwork and team effort. Like a cricket team you need star players, the stadium to play the game, a good marketing team to get the spectators there, a good umpire to regulate the game and facilities for good scoring and broadcasting"



*Philippe Fournier
President, IAPCO*

Lavasa is a small quaint valley township in Maharashtra, still in the development stage but we were told that every sq. m. of property is already sold in its first phase. The Lavasa International Conference Centre, which is almost complete, was the host to 68 IAPCO training seminar participants in April this year. It was a milestone event being the first 'meetings industry' training seminar to be held in India. The organiser of the regional seminar, Supratik Bhattacharyya, CEO of Association Management Initiatives, India said, "I am delighted with the attendance by representatives from leading PCOs, hoteliers, convention centres, airlines, international tourism boards and the press. Such a strong gathering of industry professionals substantiates the fact that this is a great step towards building intellectual capacity within the Indian industry."



*Rosalyn McLeod
Council Member,
IAPCO*

The trainings were held by IAPCO President, Philippe Fournier and IAPCO Council Member, Rosalyn McLeod. In their many fruitful interactions between the participants and the trainers they received an international perspective and could compare what their counterparts are doing in the world. Talking about his experience at the seminar Fournier told MICETalk, "I was impressed by the many participants who were so eager to learn about management of meetings and exhibitions from international counterparts. I see a blossoming opportunity for them to guide the structure of the development of the industry here in India; it is in a dynamic state of growth right now. It was fascinating to learn first hand about the culture and traditions and how this impacts so differently on the way in which conferences are managed."

Both the evenings saw the group collect for cocktails and dinner at the lakeside and there were discussions galore about how to take this business travel segment forward in a methodical and professional way. Roslyn McLeod was most impressed with the Davos-like development that is springing to life in time to host the 2012 G20 Summit in Lavasa. The resort-like development is designed to resemble Porto Fino in Genoa Italy around a lake. The hundred thousand acre site will house seven such villages and is a greenfield site. McLeod said "It is intriguing to



The IAPCO Training in Session

see this amazing creation in its embryonic form and realise it will be completed in 18 months to look as if it has been here for years."

The training consisted of separate modules that covered many relevant topics over three days. To name a few: Creating a Project Plan, Financial Planning and Budgets, Program Management, Exhibitions, Venue Management, Successful Bidding and Effective Presentations, Crisis Management and the Impact of Technology.

It was interesting to note that due to the recession in 2009, companies spent 25 percent more on domestic meetings and 18 percent less on international meetings. 60 percent of the largest congresses were held in the US, 30 percent in Europe, 7 percent in APAC and 3 percent in South America.



Supratik Bhattacharya
CEO, AMI



Ashish and Vikas from AMI:
Worked round the clock to make the event successful



View of apartments being completed in Lavasa, from the lobby of LICC

According to both Fournier and McLeod India is a growing market in this field with lots of potential, in terms of welcoming, bidding for and hosting meetings and exhibitions. "You don't have the infrastructure yet, but from what I understand, it's coming... with all these upcoming resorts and convention centres it will work," emphasizes Fournier.

McLeod goes on to say, "There are two things about India - the past and the future. The past history is that large congresses have come to India and faced challenges due to the infrastructure, performance delivery and sometimes with the content of the conference, which has not been benchmarked against international standards. The future will bring the new

convention centres, with strong marketing teams who are talking to their international colleagues and are very aware of international standards. I believe very strongly in India. I am sure we will see competition to HICC springing up in other locations around India."

India has many destinations but a lesson to be learnt here is that these destinations need to have huge players consisting of convention bureaus, convention centres, hotels and the PCOs, and these players must work together as one. International organizations are today looking for a destination where teams work together professionally to create the best conference or exhibition. 🌟



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