

Working in Practice and Partnership

The PCO: *The changing needs of associations and how best to support them*

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Agenda

My time with you:

- My context
- Macro trends in Association Conferences
- PCO strategies to meet the challenges
- Impact of these challenges on partners
- Medical meetings
- Conclusions

Jeremy

Context



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What's changing?

Macro trends in Association Conferences

Convergence
Risk Appetite

Attendance

Sponsorship

Resources

Content and Digitisation

Risk Appetite

What's changed, how do we deal with it and how can we work together better?

“Associations can no longer tolerate risk of financial loss”

PCO

- Underwrite the financial success of the event
 - Stop loss guarantee
 - Event licensing models

Partners

- Cash flow - flexibility on timing of deposits
- A new dialogue between venue, city and PCO – much earlier engagement
- Flexibility on destination funding T&Cs
- Ask the right questions
 - demographics, booking patterns, event cash flow, commission

Attendance

What's changed, how do we deal with it and how can we work together better?

“Attendance numbers are falling”



- Much more direct involvement with attendee sourcing
 - Traditional and new media marketing
 - Delegate sales
 - Sponsor liaison and event design



- Attrition and scalable venue hire
- Attractive transport offerings (city trams, airline discounts)

Resources

What's changed, how do we deal with it and how can we work together better?

“We’re too busy with our day jobs to run a conference”



- Streamlined, simplified reporting – more efficient communication
- PCO is no longer a cog in the wheel, we are the spoke that holds everything together



- Improved dialogue between partners and PCOs
- Get us involved early – e.g. destination support applications

Content and Digitisation

What's changed, how do we deal with it and how can we work together better?

“We want to be on Facebook”



- Digital Marketing strategies
- Content strategies on site and post event



- Contribute to the digital dialogue – engage
- Share your networks with events/Assns

Convergence

What's changed, how do we deal with it and how can we work together better?

“Help us engage with our members better”



- Merging AMC functions into PCO mandates
- Core PCO, Preferred PCO models
- Marketing focus is the Association, not just the conference



- Technical infrastructure – webcasting bandwidth, basic recording facilities
- Help Assn's in between meetings – board meetings, seminars, smaller meetings – build relationships



Sponsorship [Medical meetings]

What's changed, how do we deal with it and how can we work together better?

“In the kingdom of the blind, the one eyed man is king”



- HCC – constant flux, national and enterprise level
- Event Design is crucial, change is inevitable
- Sponsorship income and delegate income threatened



- Flexibility on social events – planning now for 2021...
- Increased break out room requirements (symposia etc)
- Destination supports need to be flexible – we need the value but the format will be changing

Conclusions

Working in Partnership

“Associations are **under pressure** and are demanding more **creativity** and more **flexibility** from PCOs. In turn, PCOs need to **work more closely** with their partners to create solutions that keep the associating meeting sector viable for **all stakeholders**. **Communication and dialogue** are key”

Thanks

Working in Partnership

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