



The Association of
British Professional
Conference Organisers

Winning Partnerships

ABPCO Annual Conference

19th-21st January 2011
Manchester United Football Club

Supported by

Visit Manchester



benchmark
communications

Quadrant
VISUAL SOLUTIONS

mexia
communications

JURYS
INN

mosi
MUSEUM OF SCIENCE & INDUSTRY
CONFERENCES & EVENTS

R
RENAISSANCE®
MANCHESTER CITY CENTRE HOTEL



Winning Partnerships...

This year's event has been designed to offer delegates the opportunity to learn new skills and explore the ways in which we as an industry can work together to win new business, improve our product and service offering and deliver first-class conference and event experiences. With a series of keynote presentations, practical workshops, discussion groups and networking opportunities, the programme offers you the perfect opportunity to discover how working together can help to build success and "Winning Partnerships" by sharing experiences and exchanging ideas in one of our most exciting UK cities – Manchester.



The Location

Manchester is the original, modern city. Established as a Roman settlement in 79AD, Manchester was the first city of the Industrial Revolution, the birthplace of the suffragettes, the professional football league and the first computer.

Today, Manchester is a world-class city renowned for its culture and heritage. From world-class festivals, sporting events, to an impressive array of sumptuous restaurants, theatres, galleries, museums and libraries, Manchester's extensive choice of entertainment and leisure options has helped establish the city as one of the UK's most dynamic cities.

The city's conference industry is also proving that it's premier league, winning several accolades including the UK's Best Conference Destination at International Confex 2010. Friendliness, quality and service are central to Manchester's approach, so delegates are guaranteed to be welcomed and inspired in Manchester.



Who should attend?

Conference, event and meeting organisers at all levels from executive up to owner/manager working both as agents and in-house, across the public, private and not-for-profit sectors.

Those working in the supply sector for the meetings and events industry including National Tourism Organisations, Destination Marketing Organisations, Convention Bureaux, Purpose-built Convention Centres, Hotels, other venues and those providing other services to conference and event organisers.

Students studying for event management and business tourism related qualifications are invited to attend the event on Thursday 20th January as Day Delegates when they will be able to participate in the Conference programme and benefit from presentations specifically designed to help them gain a better understanding of the opportunities available to them and how to maximise their potential.

The Venue

There's nowhere quite like Old Trafford. No-where that boasts the same worldwide fame, the same 100-year history and the same incredible atmosphere.

That's why people travel from far and wide just to catch a glimpse of it and that's why staging your conference or event at Old Trafford guarantees a truly memorable experience - and a full house.

With 24 stunning suites, 170 meeting rooms and enough outside space to cater for almost any occasion, Old Trafford offers great flexibility. Whatever your event and whoever your guests, we'll help you design the perfect package and pick the perfect room. It's what we do best. Planning, organisation, thinking ahead, that's always been the Old Trafford way. The secret of our success.

Conference Programme

Wednesday 19th January

17:30 - 19:00 Check-in at hotel - Renaissance Hotel Manchester

19:00 - 22:00 Welcome reception - The Manchester Welcome

Thursday 20th January

08:30	Coach Departs hotel for MUFC	14:00 - 15:30	Afternoon Workshops (30mins each) All workshops will run parallel with delegates selecting three to attend (Workshops pg 4)
08:45	registration, refreshments and exhibition	15:30 - 15:45	Conference Close Martin Lewis, Managing Editor, Meeting and Incentive Travel Magazine
09:15	Welcome by conference chair Martin Lewis, Managing Editor, Meeting and Incentive Travel Magazine	15:45 - 17:45	Manchester fam trip
09:25	Welcome by ABPCO chair Rebecca Cadman-Jones, MD, KC Jones conference&events	15:45 - 17:45	Student presentations
09:30 - 10:30	Winning Partnerships Professor Adrian Furnham (Sponsored by the London Speaker Bureau)	15:45 - 16:15	An introduction to ABPCO, PCO's and Event Organisers Jennifer Jenkins, MD, MCI UK Ltd
10:35 - 11:00	Morning break tea and coffee and exhibition	15:45 - 16:15	Working in the Conference and Events Industry: Types of Role Available Martin Jack, MD, Think Different Events
11:05 - 12:00	Meeting Architecture Maarten Vanneste (Supported by SPOTME)	16:45 - 17:15	Selling Yourself - CV and Interview Top Tips Paul Cook, MD, Planetplanit
12:05 - 13:00	Partnerships at Work: The Manchester Story Andrew Stokes, CEO Visit Manchester	17:15 - 17:45	Getting the Most out of Networking Kerrin MacPhie, Head of Sales, BT Convention Centre, The ACC Liverpool
13:00 - 13:10	Morning summary	19:00 - 23:00	Evening Event - The Manchester Experience By Night
13:15 - 14:00	Lunch and exhibition		

Friday 21st January

08:00	Hotel Check Out	10:00 - 12:45	Morning Discussion Sessions (Discussion Sessions pg 4)
08:30	Coach departs for MUFC	13:00 - 14:00	Lunch and exhibition
09:00	Welcome by conference chair Martin Lewis, Managing Editor, Meeting and Incentive Travel Magazine	14:00 - 15:30	Feedback session from the morning discussion groups
09:10	Welcome by ABPCO chair Rebecca Cadman-Jones, MD, KC Jones conference&events	15:30 - 15:45	Conference close
09:15 - 10:00	Ask the Expert debate with Panel including ; Ben Goedegeburre, SECC Adrian Evans, Q Hotels Rob Harrison, UK & Benelux, Congrex Stephen Small, Visit Manchester		



Workshops and Discussion Groups

Thursday Workshops

Life's a Pitch

Richard John, RJA GB Ltd

Sponsorship Management

Michael Foreman, Kenes UK

Registration Management - Consumer Exhibition

Case Study

Rob Nathan, Media10 Ltd

Making Social Media Work for Events

Kursha Woodgate, Mexia Communications

Marketing Events Effectively

Mike Lyon, Write Style Communications Ltd

Project Pricing & Budgeting

Jacinta Scannell, Conference Collective

Friday Morning Discussions

What Makes a good Conference Destination?

Simon Mills, Visit Britain

Where do Green Meetings Sit on the Agenda in the Current Climate?

Andrew Walker, Eco-Efficient Events

The Need to Evolve: What is the Future of the PCO?

Michael Foreman, Kenes UK

The Client/Organiser Relationship: How Can We Add Value?

Jennifer Jenkins, MCI UK Ltd

How Can PCO's and Convention Bureaus Create Winning Partnerships?

Jessica Roberts, Newcastle Gateshead Convention Bureau

Keynote Speakers



Winning Partnerships

Professor Adrian Furnham

[sponsored by

The London Speaker Bureau]

Professor Adrian Furnham is an academic, and a consultant on organizational behaviour, a writer and broadcaster.

His academic career has taken him to The Hong Kong International Business School, London University, Oxford University and Henley Management College. Currently, he is Professor in Psychology at London University, a founding director in a management consultancy specialising in corporate evaluation and design and has written 36 books, in his spare time.



Meeting Architecture

Maarten Vanneste

[Supported by SPOTME]

Maarten started his own company in Belgium aged 18 and grew from a video production company into an AV and then

meeting production company. In 2006 Maarten Founded the Meeting support institute, creating a knowledge base on support tools for meetings and conferences. In 2008 after 25 years, he employs 15 staff and produces meetings for global clients all over Europe. In 2008 Maarten wrote the book 'Meeting Architecture, a

Manifesto' analysing the meeting industry and proposing the creation of Meeting Architecture as the discipline of designing, managing and measuring meetings on their content side. The book was sold out in half a year and generated a lot of discussion and excitement. This led to the meeting of about 40 industry leaders in Copenhagen, Denmark and Bal Harbour, Florida. They created the paper that proposes the biggest and most ambitious visionary project for our industry.



Partnerships Work:

The Manchester Story

Andrew Stokes

Andrew Stokes is Chief Executive of Marketing Manchester, the agency responsible for the national and international

promotion of the Manchester city-region. In this capacity, Andrew is involved regularly with bidding for and planning a number of high-profile conferences and events, in the areas of politics, sport and business.

Andrew serves as a Board member of a number of organisations around Manchester, including Manchester International Festival, Cityco, Piccadilly Partnership and Carcanet Press and was Chairman of Manchester Pride from 2002 to 2010.

Registration

ABPCO Members

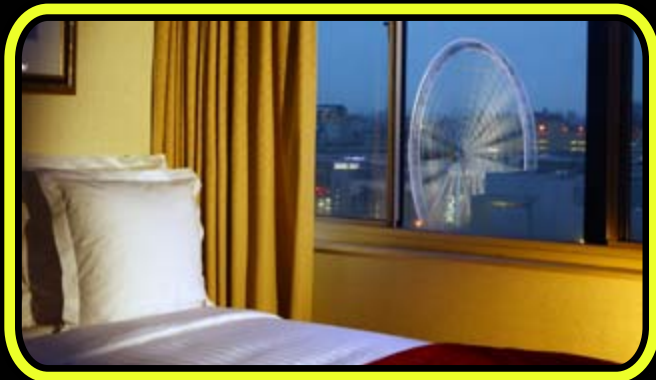
Delegate fee includes attendance at the Conference from Wednesday evening to Friday, B&B accommodation on Wednesday & Thursday, attendance at the evening events on Wednesday and Thursday and lunch on Wednesday, Thursday and Friday.

ABPCO Members	£300 + vat
Student/ Entry Level ABPCO Member Day Delegate for 20th January	£15 + vat
ABPCO Member Colleagues	£345 + vat
MPI, ICCA, MIA or AIPCO Members	£365 + vat
Non-Members	£385 + vat

For non ABPCO members

Join ABPCO at the same time as booking your place at the Conference and save 10% on 2011's membership fee – contact Nicola Kayes for details.

Accompanying Persons £175 + vat for shared B&B accommodation and attendance at lunch & dinners on Wednesday, Thursday & Friday.



The Hotel

The Renaissance Manchester Hotel is in the heart of the city, situated on Deansgate, within walking distance to Harvey Nichols, Selfridges, the MEN Arena and Manchester Central International Conference Centre. The hotel is the perfect choice for large conferences, groups and private dinners. It features one of the largest conference venues in the city, with an extensive dedicated banqueting floor, catering for up to 400 delegates with direct access from Deansgate. The hotel offers incredibly spacious bedrooms with air conditioning, lounge area, excellent workspace and WiFi access.

Renaissance
Manchester Hotel
Blackfriars Street
Deansgate
Manchester
M3 2EQ



Extending Your Stay

You can also take advantage of a great bed and breakfast rate for Friday evening should you wish to enjoy an extra night at the Renaissance Manchester Hotel.

A special rate is available at **£79** Single Bed and Breakfast and **£89** for double occupancy.

To avail of this rate please contact the hotel directly on (+44) 1618 316000 and quoting "APO or APOA" please book before 4th January 2011, rooms subject to availability.

How To Book for the Conference:

Places at the conference are limited, so to book now please got to;

www.blaxx.net/2011/abpco11/reg

If you have any questions or queries please contact Nicola Kayes on +44 7947 369255 or email nicola@abpco.org

Dress Code

Casual Dress for all conference sessions. Smart Casual is requested for Wednesday nights drinks reception. Dinner on Thursday will be business attire.

Registration closing date :

Wednesday 10th January 2011

red dog
photography
pictures that work

VidPR.com
moving pictures, moving businesses