

ABPCO STRATEGIC PLAN OF WORK FROM JUNE 2022 - 2027



ABPCO
Association of
British Professional
Conference Organisers

OVERVIEW

The Association of British Professional Conference Organisers (ABPCO) is a dedicated industry association bringing the association events community together to promote and encourage excellence, share, learn and collaborate. ABPCO membership is open to professional conference organisers, suppliers, associates and destinations who clearly demonstrate the skills, knowledge and experience required to plan and organise major UK and international conferences.

ABPCO consists of individual accredited members, supplier organisations and academic departments. Currently there are approximately 200 members in total (including industry and academia), and we have plans to increase in size.

Our reason for being, and our values are summed up in the following infographic.



ABPCO
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MISSION, VISION & VALUES



STRATEGIC GOALS

1

Membership growth

200 PCO members by 2027

2

Organisational growth

£200k in revenues by 2027

3

Increase segmentation

To strengthen value proposition and attract early careers

4

Amplify external voice

Supported by a redesigned website and relevant research

5

Be the voice of the PCO

Supported by relevant research into EDI and sustainability



Excellence

- Collaborate with academics on research needed for future-proofing
- Research opportunities with the membership to provide thought leadership – pulse point surveys
- Aim to be more segmented in our approach



Learning

- Encourage knowledge sharing and professionalism throughout
- More for early careers
- Bring in more external professionals
- Re-look at the format of our learning and opportunities to widen our appeal
- Debunk the industry 'jargon' on our website
- Agree the future direction for the Festival of learning



Belonging

- Strengthen value proposition
- Grow membership – particularly in-house PCOs
- Promote ‘member get member’ benefits
- Revisit mentoring and consider an ABPCO Ambassadors Programme
- Introduce regional networking groups
- Recruit a part-time freelance membership development executive to help support this



External Voice

- Find more opportunities for knowledge sharing, research and influence with other associations and Government bodies
- Focus on commercialisation and sponsorship
- Talking heads – what are our superpowers!
- Website evolvment / redesign
- Investigate official ‘badges’ for LinkedIn profiles of members

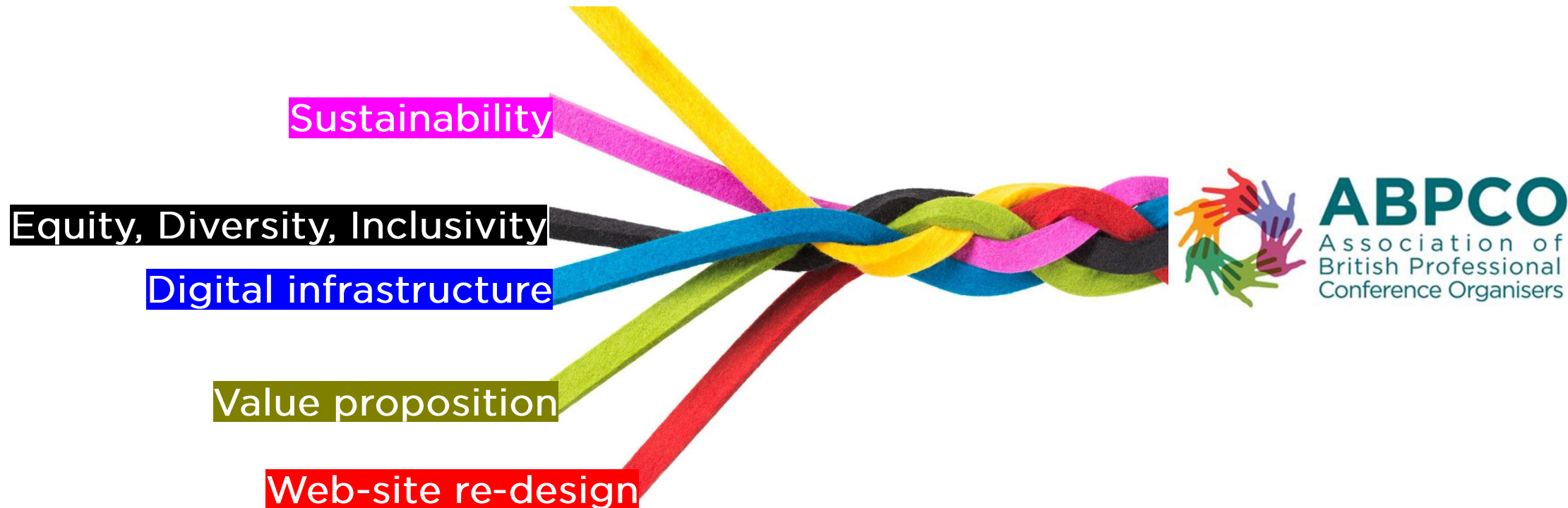
HOW WILL WE ACHIEVE THIS?

**INTEGRATED, COLLABORATIVE
TASK-FORCES**



THESE TASK-FORCES ARE CHAIRED BY AN EXECUTIVE COMMITTEE MEMBER. THEY EACH AGREE KEY PRIORITY OBJECTIVES LINKED TO THE STRATEGIC GOALS.

THESE ARE SET OUT ON THE FOLLOWING PAGES AND WILL EACH INCLUDE THE KEY AREAS DETAILED BELOW



MEMBERSHIP GROWTH TASK-FORCE

SUB-GROUPS

-- ENTRY LEVEL

Lead – Laura Wilson & Garth Halliday

Key responsibilities:

Accreditation
Membership growth
Affiliate Organisations
Networks & partnerships

Key objective:

200 members by 2027



ORGANISATIONAL GROWTH TASK- FORCE

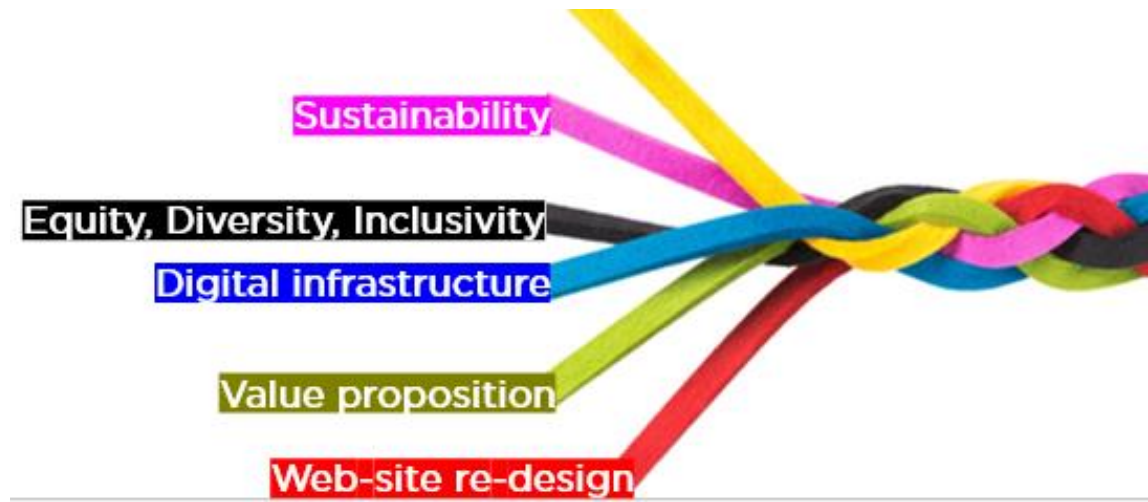
Lead – Steven Daun

Key responsibilities:

- Commercial
- Product range
- Financing growth
- Sponsorship

Key objective:

The group will work on existing projects and create new events/strategies to drive the commercial side of the association, with our key objective of supporting the association to achieve £200,000 revenue – By 2027



ADVOCACY TASK-FORCE

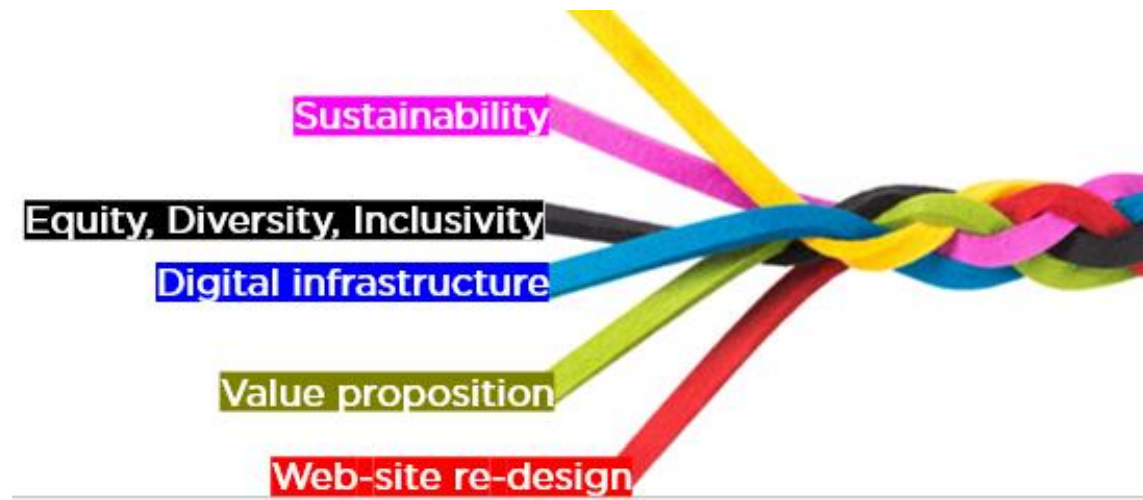
Lead – David Parker & James Musgrave

Steps to achieving objectives:

MarComm
Thought leadership
Research
External voice
Publications
Media features

Key objective:

Increase the profile and recognition of the PCO community



LEARNING TASK-FORCE

SUB-GROUP

- FESTIVAL OF LEARNING (CONTENT)

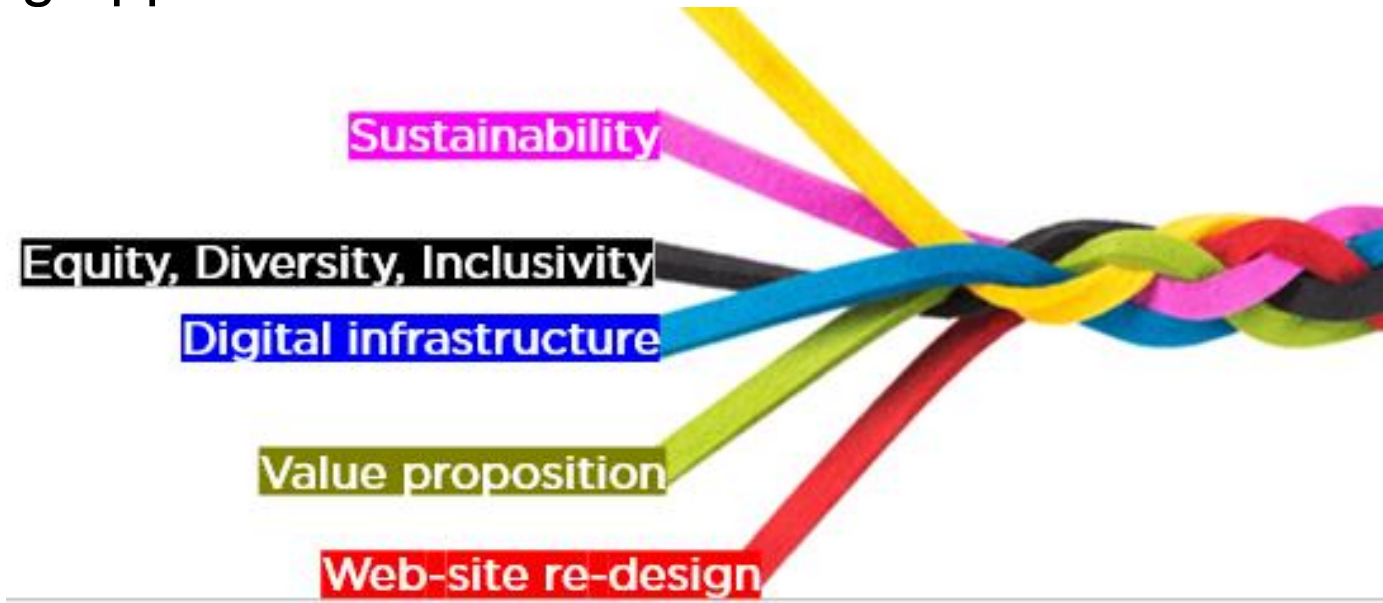
Lead – Samantha Salisbury and Jo Powel

Key responsibilities:

Schedule of learning
Festival of learning
Networking

Key objective:

To deliver valuable and relevant education and networking opportunities to members.



FESTIVAL OF LEARNING - LOGISTICS

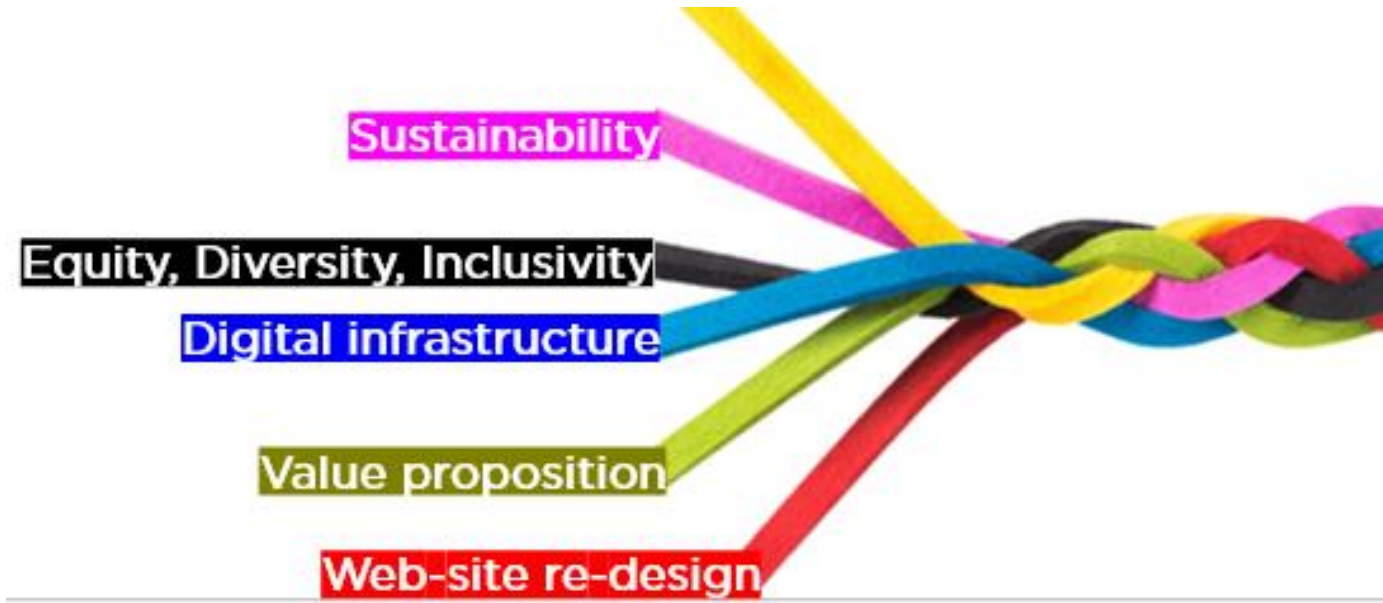
Lead – Emma Duffy

Key responsibilities:

Agree the scope and format of the event
Venue and logistics
Promotion and budgets

Key objective:

Bringing the association events industry together to promote and encourage excellence, share, learn and collaborate.



EXCELLENCE AWARDS

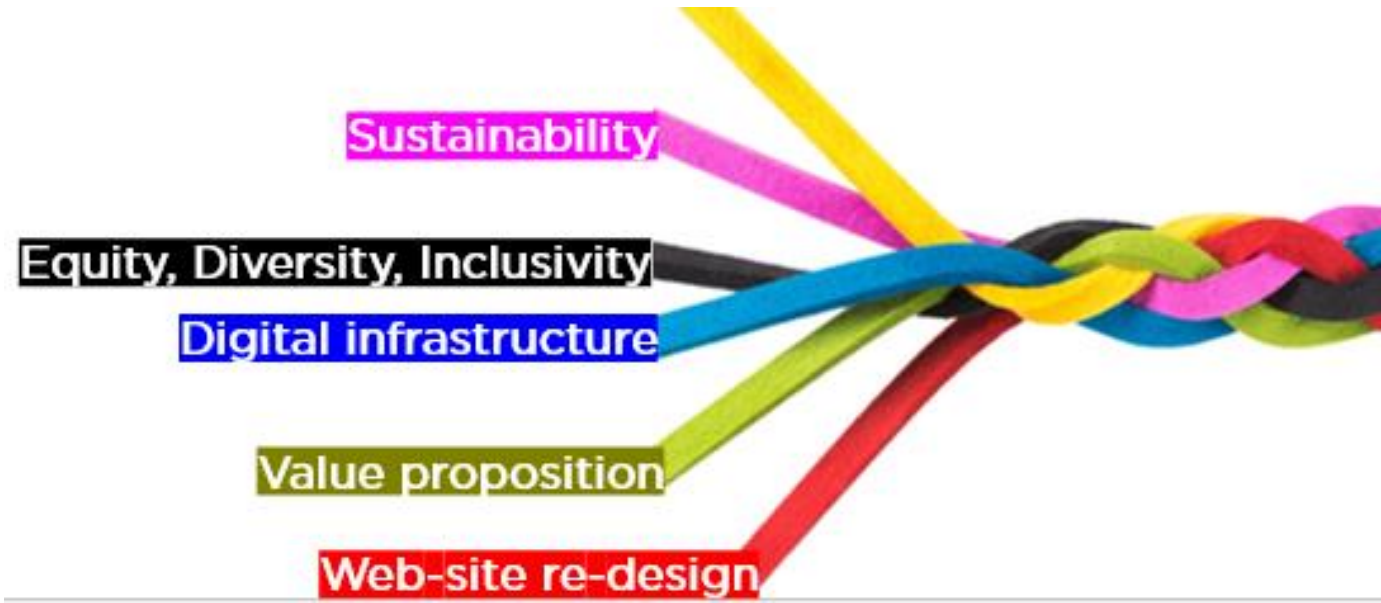
Lead – Sarah Byrne

Key responsibilities:

Agree the scope of the awards and the judging process
Venue and logistics
Promotion and budgets

Key objective:

Bringing the association events industry together to promote and encourage excellence, share, learn and collaborate.



For further information on ABPCO, please contact
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@ABPCO



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