



ABPCO
Association of
British Professional
Conference Organisers

ABPCO supporter opportunities www.abpc.org



Invitation from the Joint-Chairs of ABPCO

Dear Supporter,

ABPCO, the Association of British Professional Conference Organisers, is a unique, peer assessed, innovative, growing professional association and the voice of UK Association Event & Conference Organisers.

Since 2011, in the spirit of collaboration, ABPCO extended its membership to [Corporate, Sponsor and Patron Members](#) including Hotels and Venues, Technology and Production Companies, DMCs, Media Agencies, Travel and Transport Providers, Events Specialist Recruiters and Executive Search Recruiters within the Events sector. We are writing today to extend this invitation to your organisation.

ABPCO's strengths are in its knowledge of, and experience in, the Events and Association Conference Industry, 28 years in the making, and in the integrity of its brand. Uniquely to this industry, all ABPCO Conference & Meetings Organiser Members (we refer to as PCOs) are peer assessed, requiring evidence of best practice in the management and delivery of major UK and international conferences.



By partnering with ABPCO you will demonstrate your company's leadership and commitment to the meetings and events industry. You will reach key thought leaders and industry professionals gaining a better understanding of their needs.

Most significantly, you will extend your reach to a larger audience of best practice events experts – ABPCO members approximate their spend to be in excess of £58m on venues and event supplies per annum.

As we expedite exciting plans for the next 25 years of ABPCO, we hope you can join us as a Supporter.

Caroline Windsor
TFI Group
ABPCO Joint-Chair

Nicole Leida
National Cancer Research Institute
ABPCO Joint-Chair



ABPCO is a unique events industry association, awarding PCO Membership based on peer assessment. PCO Members must be able to clearly demonstrate the skills, knowledge and experience required to plan and organise major UK and international association conferences and/or other events.

This means clients, suppliers and partners can expect ABPCO Members to work to best practice and ethical standards in the management and delivery of national and international association and corporate conferences, seminars, meetings, exhibitions and other events. In turn, it underlines the integrity and strength of the ABPCO brand.



ABPCO has a growth plan and both Business and Marketing Communications Plans for 2015-2017 are innovative, practical and driven by our member experts.

ABPCO offers Corporate, Sponsor and Patron members these opportunities:

Increase Your Networks:

- Feature on the [ABPCO SEO blog based website](#)
- Forge partnerships with other like-minded [ABPCO members](#)
- Benefit from inbound marketing – PR, [Twitter](#), your own Corporate Twitter Feed on the ABPCO website, [LinkedIn](#)
- Gain access to ABPCO social media vehicle and add content



Raise Your Profile:

- Speak at [ABPCO Events](#) and network with attendees
- Featured on regular emails & newsletters to ABPCO members (Patrons & Sponsors logos)
- Host an event or provide a venue for a workshop, meeting or FAM trip
- Display the ABPCO Logo on all collateral and digital media
- Display your ABPCO Certificate digitally, in proposals and in your meeting rooms and reception area

Be Associated with Good Event Industry Practice:

- Feature the ABPCO logo on your website and social media platforms (free banners and buttons provided) on your email signatures and business cards
- Be featured as a supporter at [ABPCO branded events](#) including Roundtables, Chairmen's Lunch and Excellence Awards, FAM Trips
- Influence industry change and legislation in association with [Business Visits & Events Partnership](#)



ABPCO Mission Statement

ABPCO's mission is to develop and enhance the professional status of association conference and event organisers and increase the recognition given to its members and to itself as the leading association representing the profession in the British Isles.

ABPCO Strategic Aims

- Position ABPCO as the leading body representing the interests of Professional Conference Organisers and increase its profile and recognition
- Constantly develop and enhance the benefits it provides to ABPCO members by creating opportunities for networking and by encouraging its members to achieve the highest possible standard of excellence
- Raise standards of professionalism across the meetings industry through the provision of education, training and personal development opportunities
- Increase the volume and value of business won by members through a range of marketing activities



ABPCO 5 key Pillars

| | |
|--------------------------|---|
| Content / Research | Partner with Universities to source and disseminate original research and content to members |
| Accreditation | Formalise the peer review process to ensure the integrity of the code of conduct |
| Membership | Achieve a membership balance of agency and in house association conference organisers |
| External voice / profile | To create a focused positive external voice for the benefit of the membership in a way that builds the ABPCO brand |
| Education | To raise standards of professionalism in association conference and event organisation through the provision and signposting of education, training and peer group knowledge sharing programmes. |



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| Benefit | Corporate Member | Sponsor | Patron |
|--|------------------|---------|--------|
| Utilise the ABPCO Logo - use the ABPCO Logo on marketing material, e-mail signatures, your website and business cards to align your work with the ABPCO's conference and meetings experts | ✓ | ✓ | ✓ |
| Your ABPCO Membership Certificate - available soft-copy this can be displayed on your website, your LinkedIn company profile, in your proposals and printed to appear in meetings rooms and in your reception area | ✓ | ✓ | ✓ |
| Access to the ABPCO Promotional Vehicle - the opportunity to contribute towards articles for both business and trade media on issues facing our industry, perhaps including your own news stories, thereby raising your profile as a thought-leader in the industry. These news stories will be further promoted through social media platforms including LinkedIn, Facebook and Twitter | ✓ | ✓ | ✓ |



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| Launch or test products and services with ABPCO Members - the opportunity to offer ABPCO Members discounts on products or services, and launch products and services to the membership. These will be promoted on the ABPCO website | ✓ | ✓ | ✓ |
| Influence Industry Change & Legislation - through the Business Visits & Events Partnership (BVEP), ABPCO Members can contribute as a voice of the industry | ✓ | ✓ | ✓ |
| Host an Event, get closer to Members - the opportunity to host or contribute to ABPCO events & to create bespoke ABPCO showcases such as Familiarisation Trips | ✓ | ✓ | ✓ |
| Present an award at the annual Chairmen's Lunch and Excellence Awards. The highlight of the ABPCO year here we celebrate success in the industry. | | ✓ | ✓ |



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| Network with PCOs – a minimum of 3 events per year | ✓ | ✓ | ✓ |
| Social Media Reach - access to ABPCO members and a broader audience via ABPCO Social Media including Facebook, LinkedIn and Twitter @ABPCO | ✓ | ✓ | ✓ |
| ABPCO Website Promotion - all supporters feature on the ABPCO website with a profile page and twitter feed. Sponsors and Patron's logo with link to their website also appears on all of the web pages of the ABPCO website including the Homepage, Events Page and News Pages. Each Patron has a specific ABPCO page, with links from all of the core pages. Website stats will be shared with Patrons. | ✓ | ✓ | ✓ |



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| Access to Specialist Advice Services - through our partnerships such as Hiscox for insurance advice and 10% discount http://www.hiscox.co.uk/events and 20 minutes of free advice on VAT. | ✓ | ✓ | ✓ |
| Executive Committee Opportunity - the opportunity to apply for an appropriate position on the ABPCO Executive Committee as and when vacancies arise. | ✓ | ✓ | ✓ |
| Support Your Clients, Sponsor Your PCO - Work more closely with in-house PCOs, by sponsoring ABPCO membership for your favourite in-house PCOs. PCO annual fees are £325 ex VAT. | ✓ | ✓ | ✓ |
| Free Delegate Place - free delegate places at all ABPCO events. Corporate Members a minimum of 3 events pa, Sponsors and Patrons all events | | ✓ | ✓ |



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| <p>LinkedIn Group Membership – contribute and ask questions of the ABPCO community in both the closed LinkedIn group and the Open ABPCO LinkedIn Groups</p> | ✓ | ✓ | ✓ |
| <p>Exhibit at ABPCO Events - Sponsors & Patrons are invited to exhibit at ABPCO’s events for free, save for costs incurred to ABPCO. Exhibitor status and a full delegate listing will be provided pre-event too. At ABPCO’s AGM and members only meetings your logo will appear on the presentation template, all emails including joining instructions and on all conference literature & promotional material.</p> | | ✓ | ✓ |
| <p>Exclusive Access to the Board - all Patrons would be invited to attend a closed, ABPCO Board meetings at least once a year</p> | | | ✓ |
| <p>Speak at the AGM - the opportunity to take a speaker slot at the ABPCO AGM or other ABPCO event</p> | | | ✓ |



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Special requests;

There are additional opportunities associated with our events programme, where tailored packages can be arranged to suit your objectives. Please feel free to contact the Association Director to discuss your needs.

| Category | Minimum contribution per annum |
|-------------------|--|
| Corporate Member | £1,500 ex VAT |
| Sponsor | £5,000 ex VAT |
| Patron | £10,000 ex VAT |
| General Supporter | Any minimum amount – amount to be chosen for specific opportunities. |



Corporate members please fill in the application form [here](#)

For Sponsor and Patron opportunities please contact ABPCO to discuss more;

Heather Lishman

Association Director

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