



ABPCO
Association of
British Professional
Conference Organisers

Minutes of the ABPCO AGM

Friday 29th June 2018 at etc. venues, County Hall, London – 9.15am – 12.45pm

Member Attendees: Marie-Claire Morley, Yvonne Szuca, Heather Lishman, Clara Bowyer, Noemi La Torre, Nicole Leida, Daphne Llewellyn Davies, Julia Simpson, David Parker, Shelley Spencer, Melita Williams, Elizabeth Conboy, Rosie Jacques, Kate Sargent, Marion Rankin, Rob Eveleigh, Joanna Powel, Caroline Windsor, Clare Beach, Therese Dolan, Barbara Calderwood, Sarah Fitzpatrick, Rose Padmore, Michael Foreman, Paul Gentry, Marie-Claire Henry, Gemma Lamb, Amanda Stranack, Liz Brand, Emma Poulton, Oliver Hargreaves, Neale Farman, Brian Dobson, Sarah Harper, Gayle McGuinn, Amanda Wrathall, Nicky Harding, Adam Baggs, Cerys Rogers, Katie Bolton, Linda Best, Nathalie Hinds, Robbie Cairns, Julie Archer, Helen Wormall, Lisa Stewart, Marco Oelschlegel, Matt Riley, Julie Coates-Walker, Aileen Crawford, Martin Linfield, Niki Cripps, John Martinez, Pritesh Mawdia, Sandra Eyre, Jude Cosway, Serena Ferrari, Liz Agostini, Rachael Monaghan, Judy Elvey, Heather Bonner

Apologies: Anne Taft, Sue Elcock, Nicola Pearce, Anthony Hyde, Madalina Marincas, Louise Watson, Hannah Preston, Emma Duffy, Bronagh Bell, Leo Jago, Tom Lunt, Jacinta Scannell, Corinne Weatherup, Clive Thomson, Joyce Borthwick, Cheryl Goff, Christopher Garrett, Kathryn Slater, Anne Doherty, Sue Page, Colette Black, Julian Hurst, Davina Keen, Sammy Connell, Hannah Hallett, Judie Counce, Alison Davies, Margaret Sherry, Claire Westgate, Greg Carew, Tricia Bryant, Michelle Merrett, Paul Harrison, Sarah Byrne, Martin Lewis, Fiona McGillivray, Paul Szomoru, Suzy Howes, Victoria Beatty, Kelly Vickers, Toni Geary, Steven Jenkinson, Kate Hadley, Fiona McDonald, Nicola Williams, Celia Lloyd, Chloe Modaberi, Glenn Bowdin, Tony Rogers, Charlotte Tanswell, Sarah Storie-Pugh, Elizabeth Filippouli, Rhodri Thomas, Jacqui Greener, Sandro Carnicelli, Christine Carr, Pam Aston, Jane Elsom, Andrew Mills, Jeanette Oliver, Hannah Doyle, James Caldwell, Mark Green, Jennifer Crawley-Patterson, Rob Roffey

Item 1 – Opening Remarks by Joint-Chairs Therese and Rose

Welcome and today's programme – thanks for the high attendance. Shows that ABPCO membership continually demonstrate enthusiastic involvement and interest in our great industry, which comes with the awareness that ABPCO's profile and voice are increasingly being recognised.

Welcome from the venue – Edward Field

It was noted that the AGM is usually part of a full day conference that we have previously held in January however the decision was taken to bring it forward to June to separate our 2 main events rather than have The Chairmen's lunch & Excellence Awards in December closely followed by the AGM with Conference in the January. It also means that outcomes from the exec strategy day can be developed and implemented sooner.

Highlights of the last year include;

- Growth in membership – bucking the general trends of associations
- 30th anniversary celebrations – significant milestone. Thanks again to Harrogate
- Values and Purpose – now used as the strategic back-bone of ABPCO
- Recognition of the board contributions
- Acknowledgement of Hiscox as the sponsor
- Exciting link up with Association Event Manager (Mash Media)

Item 2 – Minutes of the 30^h Annual General Meeting (Rose Padmore)

Sarah Fitzpatrick proposed and Kate Sargent seconded that the minutes of the 30th AGM held at the Crowne Plaza Hotel, Harrogate on Friday 8th December 2017 be APPROVED and signed as a correct record. AGREED unanimously.

Item 3 – Changes to the constitution

No changes to consider

Item 4 – Adoption of accounts for financial year ending 30th April 2018. Therese Dolan

Therese presented a report on the audited accounts. She noted that the official audited accounts are available from Heather Lishman if anyone would like to study them. They show an income of £108,738 and expenditure of £90,335 giving a surplus after tax of £18,374.

We have now built up healthy reserves and eliminated any risk with the cash-flow. We will be utilizing some of the funds for initiatives to maximise the impact of the association, and the new Chairs will outline our plans in their section.

Corporate members (now named partners and preferred partners) and sponsors continue to help us maintain the level of fees and activity for all members. Our aim is to keep corporate membership at the same proportions of total membership i.e. a maximum of 1 corporate member to every 2 full members (29th June 2018 – 121 members and 39 partners/preferred partners and a sponsor)

Martin Linfield proposed and Nicole Leida seconded that the accounts be adopted.

Item 5 – appointment of auditors for the financial year 01/05/2018 – 31/04/2019

Therese suggested that we look at options for auditing the next set of accounts, with the exec making the decision that is best for ABPCO.

It was AGREED to consider options and for the executive to make a decision ASAP.

Proposed by Caroline Windsor seconded by Jo Powel.

Item 6 – Membership and Communications update. Heather Lishman

December 2017 – June 2018

Heather explained that the ABPCO Purpose and Values (Excellence, Learning and Belonging) are at the core of all decision making

Building the brand

161 press cuttings – (18% increase)

94 pages - (21% increase)

94% of coverage is ABPCO leading the story and promoting our messages

Monthly newsletters – sent to approx 500 (following GDPR)

LinkedIn – 1363 members of the open group (8.6% growth)

Twitter - 5,868 followers, following 1690. 8429 tweets (9% growth)

New members since the last AGM;

In-house PCOs:

David Parker, Christine Carr, Amit Kotecha

Agency PCOs:

Marie-Claire Henry, Jude Cosway, Hannah Preston, Claire Arrigoni, Martha Chillcott, Niki Cripps, Fiona McGillivray, Colette Black, Heather Enticott

Associate: Sophie Chivers, Emily Anderson, Helen Wormall

Partner: VisitBrussels and Hull Venue

Preferred Partner, Lime Venue Portfolio

University: London Metropolitan University re-joined

Overview of the events offered since the last AGM – see powerpoint presentation. Thanks to all our hosts and presenters.

Forthcoming events – see the presentation.

Continued push on the Code of Conduct and the quality of our members ‘ABPCO Excellence’

Dated membership logos ongoing

Heather explained that the app continues to cost us money and has not been utilised in the way that we had foreseen. It is therefore proposed to integrate some of the functionality into the new web site and at that point discontinue the app.

Item 7 – Elections to the ABPCO Executive Committee

Sue Etherington and Noemi La Torre have completed their tenures and are stepping down from the Executive Committee.

Rose and Therese expressed sincere thanks to them for all that they had contributed

Shelley Spencer has been elected to the board.

Thanks to Rose and Therese who have finished their tenures as joint-chairs. Flowers presented.

Kate and Jo take over from this point.

New Committee

Name	Category	Role	Appointed	Period	Time left on Exec at Dec 2017
Rose Padmore	Full - agency	Joint-Chair	January 15	3 years	Co-opted for one additional year as immediate past-chair
Anthony Hyde	Honorary	Treasurer	Co-opted Jan 16	3 years	1 optional
Therese Dolan	Full – in-house	Joint-chair	January 16	3 years	1 optional
Sarah Fitzpatrick	Full - agency		January 16	3 years	1 optional
Martin Linfield	Sponsor		January 2017	3 years	1years + 1 optional
Sandro Carnicelli	University		January 2017	3 years	1 years + 1 optional
Kate Sargent	Full - agency		December 2017	3 years	2 years + 1 optional
Jo Powel	Full – in-house		December 2017	3 years	2 years + 1 optional
James Caldwell	Full - agency		December 2017	3 years	2 years + 1 optional
Shelley Spencer	Corporate		June 2018	3 years	3 years + 1 optional

Item 8 – Business Plan 2019 – presented by Jo Powel and Kate Sargent.

Key areas of focus: As agreed at the Strategy day in May, based on the 2018 engagement survey.

The process of reviewing the survey is an opportunity to focus on setting SMART objectives for the association and to set out a strategy and tactics for achieving the objectives.

Excellence

For ABPCO Excellence is at the forefront of what we do, and this is demonstrated by members and their events, but we would like to be more specific about what it means for us as an association and what it means to achieve excellence in association event management. Definition and discussion re excellence. We aim to shout even louder about what we do – through the website, communications, regional events... and more thought leadership pieces and case studies from and of our members and their events.

Introduction to our campaign in collaboration with Positive Impact on an initiative working with the UN on encouraging a sustainable events industry. We will be researching and promoting best practice for sustainable events. This gives us an opportunity to have a wider impact, and potentially a Global voice.

The Excellence Awards – will continue. A simplified presentation process has been introduced to ensure inclusivity to all members. The Special Chairmen’s award will be linked to our values, and submissions can be made for this throughout the year.

Integrity/credibility – ABPCO want to introduce a process to review member credibility, for example by developing a check-list of excellence for our PCO and Associate members and then measuring against it – testimonials, credibility, CPD, annual re-assessment. This will be implemented in line with the new functionality of the web site. The accreditation committee will lead this initiative.

Learning

For 2018-19 our focus will be on the redevelopment of the website which is now full steam ahead and we hope to have it formally launched in time for the Chairmen's lunch at the end of the year.

We also have a full events programme as outlined earlier.

Linked to this we have identified a couple of new initiatives that will help reinforce our knowledge sharing portal as the place to go for all information about ABPCO, UK PCOs and association event excellence. We will be developing a section of the website roughly titled '**ABPCO answers**', this will be a section focussed on articulating what learning means, sharing our knowledge and providing tips, hints and ideas for members on common issues/questions. We will also be developing what it means to acquire knowledge or skills **through study, experience or being taught**, and we will be looking at different ways via our new online website portal to provide platforms to encourage this. For example, "'This year, because of ABPCO, I learned...'. We are exploring opportunities for CPD, POD casts, e-learning, content, terminologies used, systems and processes, risk assessments, content on the web and the forum.

We do need to critically review our current events

- Are we changing with the membership? Are roundtables right for all?
- Could we live stream/record any roundtables? So that we can share event content (voice over slides).
- Could we produce a page of learning for each event and store this on the web site as historical collateral?
- Could we utilise video conferencing to offer 'regional' events around the same subject matter?
- Is there an opportunity to re-run successful events or 'highlights' as part of the Conference or the Excellence Awards?
- Could we offer a placement programme across the ABPCO portfolio
- Can we encourage more learning via an online forum for the member community
- Can we make more of the Link to Universities – maybe run a problem-solving session to bring learning to life / offer out Consultancy and research projects to students.

Belonging

We need to ensure that we articulate the benefits of membership - helping our members to justify their membership fees and the benefits to their organisation.

Potentially offer more support for new members – maybe introduce a buddy system

We also need to signpost for resources on Wellbeing.

We need to re-iterate that ABPCO is big and impactful but still personal

Item 9 - Eventwell presentation – wellbeing. The importance of physical and mental health.

AGM and members meeting closed at 12.45 for a networking lunch.