

Core PCO

WHITE PAPER



Brief introduction to what a Core PCO does

Services provided by a Core PCO enable the Core PCO to offer services related not only to one event, but also coordinate services among several events while effectively developing an associations' event.

The main priority is sustainable development over short term gains.

Benefits of having a relationship with a Core PCO

Developing Higher Effectiveness

Long term relationships along with trust and sustainability are the key differences between a PCO and a Core PCO. Strategic partnership between a Core PCO and any association should be based on knowledge of the association's needs, the Core PCO's capabilities, open and straight forward communication as well as having very good personal relationships. The main target for a client and a Core PCO is to achieve long term goals over short term gains. Core PCOs assist clients in defining and achieving long term goals and strategies.

Repeated fine-tuned processes for higher effectiveness is a never ending activity based on the analysis of a single conference including the selection of the venue as well as the financial income for the association and for the local member. The Core PCO suggests how to optimize the client's events which result in more cost, time, and human resource effective conferences.

Community social responsibility is one of many goals of the Core PCO by advising the association in the field of CSR how to embrace responsibility for the association's actions and encourage a positive impact through association activities in the environment, participants, partners and general public sphere.

Focus on Key Issues

Scientific Quality: For any association the key issue is the scientific program and scientific outcome, which is more conveniently achievable by delegating responsibilities. With a continuously built trust, the Core PCO should be fully responsible for any aspect of the conference, except the scientific program, including the selection of future destination support, negotiation with local members and managing relations with supporters.

Guaranteed Income/Surplus: Core PCOs may provide the financial outcome to their clients before the conference is organized or during the same year. Core PCOs take the risk of guaranteed sustainable income away from the clients.

Conference Brand Quality: Core PCOs have unified and continuously developed systems for registration, hotel bookings, and abstract handlings for all client's needs. A Core PCOs personalized attitude to an association's needs allows the Core PCO to develop systems exactly suiting the association's specifics. These unified systems are delivered by Core PCOs for conferences anywhere around the world.

Sustainability of a Conference's Future: By assisting with the bidding process/assistance and the venue selection, a Core PCO has the ability to be active especially in suggesting the venue criteria, inspecting the venue and negotiating with the local authorities.

Sustainability, Not Just Recycling

Building a Consistent Brand: Each association has its typical brand attributes including its dedication to international cooperation, scientific support and relationship development within and around the association.

Relationships: A Core PCO should be responsible for creating, maintaining and developing relationships with any partners such as members, supporters, media, national and international institutions, authorities and other international associations. The goal of relationships is to create new opportunities.

Long Term Goals and Strategy: As the main added value of Core PCOs and after a thorough analysis of an association, the Core PCO suggests the goals and vision of the association which should be achieved in the future. The goals should concern key areas such as how to represent the professional field, how to serve its members, improve the profession, improve ethics of the profession, how to improve the education of its members, increase the number of participants and how to secure the income of the congress/association. Core PCOs prepare the right tools and strategies for achieving these goals.

Consultancy

Management of Tax, Financial and Legal Matters: The rules are different in each country as well as each congress requires special taxes and financial management. Core PCOs guide the association through the minefields of legislation by providing advice and support on all levels required.

Guidelines and Procedure Advisory: Core PCOs may assist an association with implementing long term goals of the association within guidelines and procedures. In addition, the Core PCO may suggest how to optimize processes based on the analysis of conferences organized.

When to appoint a Core PCO?

Volunteer Led Organizations

Leaders of an association may not always have all the necessary resources such as staff, time, finances and office background. A Core PCO has the resources and dedication necessary to take over all responsibilities for conference management in order to support associations' leaders. A Core PCO may also provide Association Management services.

Secretariat Ran Organizations

Core PCO services allow the Secretariat to be focused on the members services even at peak times prior to an associations' main Conference.

Strategic Planning

A Core PCO can be involved in the planning process, provide feasibility studies for new destinations, co-ordinate local suppliers and venues and negotiate the best possible condition for any congress.



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