



## **Preferred Professional Conference Organiser (PPCO)**

INCON's unique worldwide presence and expertise allows clients to benefit from the experience of our partner network while retaining the local flavour, relations and contacts for local committees. INCON developed the Preferred PCO (PPCO) model to make the most of the local and core PCO models. This model offers shared responsibility for the congress between the international executive board and the local organising committee, whilst ensuring financial oversight and strategic leadership to the international board.

With the PPCO model, the executive board makes it mandatory for the local organising committee to use an INCON PCO company ensuring consistency and control from congress to congress. INCON then nominates one Account Director to act as a liaison person between the association and selected PCO. The Account Director remains as a consistent resource and adviser to the client and remains the key INCON contact throughout the entire contractual period.

Key Performance Indicators (KPIs) are agreed for each congress which are then monitored and reviewed at regular intervals to ensure targets are being met. They are then communicated to each INCON Partner and adapted to national conditions.

The benefits of the PPCO model are as follows:

- Seamless transition from each INCON-PCO
- Continuity in management of the congress year-to-year
- Complete and consistent reporting from previous events
- Quality assurance by INCON
- Excellent price/quality ratio
- Retention of local flavour, relations, contacts for local committee
- Provision of financial and operational security
- Ongoing database management (delegates, sponsors, contributors)
- Realistic multi-year sponsorship contracts
- Global promotion and purchasing opportunities
- Partnership for ongoing success and management of goals