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ABPCO Launches New Website

The Association of British Professional Conference Organisers (ABPCO) announces the launch of a newly-designed website. ABPCO was established in 1981. Its mission is to 'develop and enhance the professional status of conference and event organisers and increase the recognition given to its members and to ABPCO as the leading representatives of the profession in the British Isles'.

Membership of ABPCO is subject to eligibility, based on experience and professionalism, and ABPCO is one of very few conference industry associations to select members based on peer assessment.

Therefore clients and suppliers can expect ABPCO members to deliver the highest business and ethical standards in the management of national and international association and corporate conferences, seminars, meetings, exhibitions and special events.

"At ABPCO we recognise the importance of the ongoing development of our website as an effective marketing tool," commented Lesley Maltman, ABPCO Chair and managing director of MCI Belfast. "We believe that our new site will significantly improve communications with ABPCO members, end-user clients, potential members, the trade media, academia, and the wider meetings industry. This is one of a number of important steps being introduced by ABPCO as the Association grows and becomes an increasingly influential voice across the industry."



ABPCO is one of the leading representative bodies for the Conference and Event profession in the British Isles

Unique Marketing Opportunities

- ABPCO are allowing a limited number of sponsorship and support advertising opportunities as part of their new web site, these positions offer a unique opportunity for suppliers to participate with these influential purchasers on a daily basis.
- Members have their own intranet facility which contributes to their high usage of the web site on a regular basis
- Membership of ABPCO is on an individual/personal basis, not corporate
- 59% of members are of managing director/chairman or equivalent status in their companies and organisations. 78% of members are independent PCOs working for a range of different clients.

The remaining 22% of members are in-house organisers working for companies, associations, charities and government bodies. Examples of the organisations represented by these ABPCO members include: BBC, Grant Thornton, Elsevier, Cancer Research UK, Shelter, Royal College of Ophthalmologists, Royal Aeronautical Society

- As the only UK conference association with a membership drawn exclusively from PCOs, and which has strict criteria for membership, ABPCO is growing rapidly and it's members already organise some 4,000 conferences and events annually between them
- No matter the need, be it the choice of venue, caterer, a-v supplier, speaker or entertainer ABPCO members hold the purse strings and source the suppliers.



Advertising Rates and Data

Advertising on the ABPCO web site guarantees your details are seen by members of the UK's only PCO conference association.

Sponsorship Package: £1500 per annum

- A sponsor's visual on the ABPCO Home page, Links page and Contact Us page + appearance against all "news" items.
- Immediate access to your web site via a hot link

Buttons and Hot Links: £450 per annum

- An advertising button appearing on a designated section page -
- About ABPCO - www.abpc.org/about
 - ABPCO members - www.abpc.org/members
 - Membership - www.abpc.org/membership
 - Services to clients - www.abpc.org/services
 - Events - www.abpc.org/events