



## MEDIA RELEASE

### Independent PCOs of the world unite

Over the past year, the marketing team at ICMS Australasia has been fine-tuning the creation of a new global alliance, called the World's Leading Conference Organisers (WLCO). The aim has been simple, to create a global strategic referral service for managing international conferences and congresses.

One of the unique facets of WLCO is not only the way in which member organisations have been selected but in their desire to create an alliance that will have far-reaching outcomes for their respective countries. Only one leading conference organiser can represent each country, ensuring global lead exclusivity. They have to be PCOs who have successfully managed a number of world congresses across a variety of disciplines. To date there are members representing Argentina, Australia, Czech Republic, Denmark, Singapore, Spain and the USA.

Bryan Holliday, Managing Director of ICMS Australasia and the founder of WLCO points to recent global market shifts for the impetus and reasoning for such a model. "The collective impact of alliances will become more crucial in the current economic climate. We can deliver economies of scale by sharing marketing resources with the single most important outcome being regular lead exchange. Australia has a lot of potential to contribute to the global meetings scene. Global sponsorship connections are already being made to streamline the efficient movement of major events amongst WLCO members. Communication models are also being refined to promote the sharing of intellectual capital and members are determined to help each other in the important matter of delegate boosting."

Recent research by ICCA shows that the Australian market can potentially host over 50% of global association meetings. Further, analysis of the regions in the tri-polar world comprising Europe, The Americas, and the Asia-Pacific show that the Asia-Pacific can not only host a major percentage of association meetings but that new meetings emanating from the Asia-Pacific can increase the global meetings pie.

In a world of competition WLCO looks to the local scene to retain competitive advantage. Each WLCO member can argue a very strong business case to retain local PCOs to deliver an association's objectives. In a world of increased homogeneity the WLCO partners are working to increase the local experience and build local partnerships for the global stage.

The group will meet in 2009 to extend the benefits to members and their clients and plans are already in place to offer an exchange scheme amongst members of staff. For further information contact Bryan Holliday [bryanh@icmsaust.com.au](mailto:bryanh@icmsaust.com.au)

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