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# PCO INDUSTRY FORUM

*Professional Development for the meetings, conferences & events industry*  
**Crowne Plaza Surfers Paradise, 2807 Gold Coast Highway**  
**Tuesday 13<sup>th</sup> March 2012**

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The widely predicted second GFC will hit in 2012, and businesses will need to be as prepared as possible for the fall-out. Will your business survive? You will need to have the market intelligence and strategies to compete in a make-or-break economy.

How will it affect me?

- Associations will need to protect what is often their main source of revenue – their conference
- PCO's will need to maintain their existing client base, educate and inform potential new clients, and structure management fees to be competitive.
- Venues and suppliers will need to develop trusting relationships and protect their brand
- We will all need to be up-to-date with legal issues such as intellectual property and financial and risk management

## **PROGRAM – Tuesday 13<sup>th</sup> March 2012**

8.45am Arrival Tea and Coffee and Registration  
9.00am Introduction – Jennifer Milward, PCO Association

**9.10am MANAGEMENT FEES – THE GOOD, THE BAD, AND THE UGLY**  
*Facilitated by: Jennifer Milward (PCO Association)*  
*Panel Includes: Rob Henshaw (President, PCO Association), Mary Sparksman (YRD & PCO Councillor), Simon Pryor (President, AuSAE & CEO of The Mathematical Association of Victoria); Mike Pryor (TVP Law)*

As the title of this session suggests, this hard-hitting session will thrash out the good, the bad and the ugly of that old chestnut – management fees!

The PCO Association is often contacted by Associations who have had a bad experience with PCO's and their "management fee" structure. More often than not, the Association will vow never to use a PCO again and will take their conference or event in-house. This not only gives the industry a bad name, it dilutes the market for all PCO's. We need to educate ourselves and our clients to the differences in management fees – lowest is not necessarily best!

Commissions, mark-ups, price gouging – do you know the difference? What's legal? What's ethical? And what is just smart business. Principal and Agent - do you know the difference? And more importantly how this relationship can impact your conference or event.

**10.45am Refreshment Break**

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**11.15am Special Guest Speaker - Trish Jenkins – “Prosperity to Prison to Purpose”**  
Prison was not on the goal chart of entrepreneur Trish Jenkins. A breach of the Corporations Act meant losing her multi-million dollar portfolio, including her family home. It also meant Trish served 8 months in prison. Trish could have succumbed to despair, but refusing to give in to self-pity, Trish is determined to use her experience to make a difference in the lives around her. She will challenge your thinking, lift your spirits and leave you feeling like the conqueror you were born to be.

**12.00pm LUNCH**

**1.00pm Dispute Resolution/Intellectual Property & Financial/Risk Management**  
**Presenters: Mike Prior, TVP Law**

This session will discuss the commercial/contracting options for dispute resolution, from contract clauses to mediation, to making demands on companies. To “sue or not to sue” - explore and understand the legal process if you decide to sue.

The session will also provide an overview of Intellectual Property, particularly Copyright & Trade Marks; and how to limit your financial and other risks through business structuring, including appointing a “management entity” and quarantining staff.

**2.00pm PANEL DISCUSSION WITH A PANEL OF SUPPLIERS**

Facilitated by: TO BE CONFIRMED

Our panel of supplier representatives will provide you with the opportunity to ask questions and discuss issues such as:

- Venue Contracts, Room Blocks, Commissions
- Food and beverage costs
- Audio Visual (TOD)

**3.45pm PROGRAM CONCLUDES**  
**BACK-OF-HOUSE TOUR (host venue)**

**REGISTRATION**

Registration includes attendance at all seminar sessions, refreshment breaks and lunch.

PCO Member: AU\$99.00 (inc GST)

AuSAE Member: AU\$99.00 (inc GST)

Non Members: AU\$135.00 (inc GST)

To register, please [click here](#)

**Professional Conference Organisers (PCO) Association Inc**

The PCO Association is the peak industry body representing conference and event managers within the meetings and business events industry. The PCO Association provides professional development programs designed by industry practitioners to ensure that sessions are relevant and valuable.

**Cancellation & Refund Policy**

Payment to attend PCO Association events is required in advance. All delegates will be charged full price unless cancellations are advised 72 hours prior to the event. However, substitute delegates will be welcome.

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This program is correct at time of printing. The PCO Association reserves the right to make any changes to the program.