



JNTO Meetings Industry Seminar 1-2 February 2018, Osaka

《 Trends and Practices to win International Meetings 》

1. Purpose

JNTO in collaboration with INCON, the global partnership of conferences, events and associations is organizing an expert industry seminar in Osaka on 1-2 February 2018. The Industry Seminar brings together leading international meeting planners with the local meetings industry and government planners to share best practice and develop skills for creating international bids.

2. Venue: Umeda Sky Building

3. Program

Thursday 1st February

- (1) "Champions, challenges and change – the work you do before you start to bid"
Roslyn McLeod, CEO Arinex and INCON Partner
- (2) "Tendencies and trends of North American AMC/associations regarding decision of destination"
Carol McGury, VP SmithBucklin and INCON Co-Chair (by video link)
- (3) "Managing natural disaster impacts on events"
Carol McGury, VP SmithBucklin and INCON Co-Chair (by video link)
- (4) "Difference in the management style between associations run by in-house staff and associations using core PCO / AMC"
 - ❖ Difference in the bidding process
 - ❖ Essential points and tips to deal with core PCO /AMC***Michael Kern, Executive Director, DEKON and INCON Partner***
- (5) "So what happens if you lose the bid?"
Roslyn McLeod, CEO Arinex and INCON Partner
- (6) Cocktail Reception

Friday 2nd February

- (1) "Case Study on Developing the Bid Strategy"
Roslyn McLeod, CEO Arinex and INCON Partner Michael Kern, Executive Director, DEKON and INCON Partner
- (2) Workshop Session: Workshop on creating a bid proposal (divide audiences to several groups)
- (3) Workshop Session (groups continue to work)
- (4) Presentation of proposals prepared by each group (Competition between groups)
- (5) Discussion and Decision on Winning Bid

4. Speaker Biographies

Michael Kern

Executive Director, DEKON Group

Michael serves as Executive Director of the DEKON Group, a worldwide operating PCO. The DEKON Group is since more than 25 years active in the meetings industry, offering Professional Conference Organizing services to international clients. Headquartered in Istanbul, the DEKON Team runs an average of more than 60 congresses worldwide for clients from various fields like healthcare, sciences, technology, business and trade.

Michael held numerous strategic international association leadership roles, both as volunteer and as staff officer. Michael has been Chief Operations Officer of JCI, Junior Chamber International, a global association with around 200.000 members in over 100 countries, before he joined the DEKON Group. He coordinated JCI's cooperation with organizations such as AIA, africapractice, European Union, WEF (World Economic Forum), EuroChambres, WBCSD (World Business Council for Sustainable Development), United Nations – DESA, UNIDO, ICC - World Chambers Federation, and UNESCO. He served as a Member of the ICC Transnational Chambers Meeting, as a Member of the Steering Committee of the World Chambers Federation, and as a Member of the UN Steering Group of the Business Committee on Financing for Development. He was also awarded for most outstanding staff officer performance.

In another volunteer assignment, while serving as a member of the board, he led the merger process of Young Enterprise Europe with Junior Achievement International.

He has been President of the Austrian Macro Economical Society, President of Junior Achievement Austria, Board Member of Junior Enterprise Europe, he served as Member of the International Section Council of ASAE (American Society of Association Executives) and in the AMC Institute Globalization Taskforce.

Michael is a member of the INCON Board of Directors (an international partnership of association and event management companies), an IAPCO Ambassador for Southern Europe and a member of the 2018 AMCI Associate Member Committee.



Carol McGury (by video link)

*Executive Vice President, Event and Education Services,
SmithBucklin*

Carol McGury serves as executive vice president, Event and Education Services of SmithBucklin overseeing a team of 130 meeting and education professionals. She leads the team serving hundreds of annual events attracting international participants. Additionally, the portfolio of meetings includes serving non-North American based events in regions such as Africa, Asia, Europe and LATAM.

For Event Services, the team delivers convention, trade show and event management service offerings. For Education & Learning Services, the team provides the resources and capabilities needed to manage new product/program development, education strategy and planning, content management and delivery, and program evaluation. For Sales Services, the team grows client organization revenue through the sale of sponsorships, exhibits, advertising, Web properties and other association assets.

The client organizations' events they serve have regularly been named to the *Trade Show Executive* Gold 100 List, the *Trade Show News Network's* Top 50 Fastest-Growing Trade Shows List and the *Trade Show News Network's* Top 250 Trade Shows List. SmithBucklin also was named by *Trade Show Executive* as one of the "Companies to Watch in 2016." Carol was inducted in the *BizBash* Hall of Fame in 2016.

Carol joined SmithBucklin in 1988 and, during her tenure with the company, has served all three SmithBucklin industry practices (Business + Trade, Healthcare + Scientific, and Technology). She has served as chief staff executive of the Independent Oracle Users Group, SHARE (an IBM Users Group), the Joint Users of Siemens Technology (JUST-US) and several other technology associations focused on HP, Microsoft and CA user communities. She also served as the strategic account director for PTC (Parametric Technology Corporation), supporting its global event strategy and expanded North American Community Event.

As a career mentor and coach, she has dedicated herself to developing SmithBucklin talent at all levels. Carol's broad association experience, passion for working with volunteer-driven organizations, and her strong business acumen and relationship management skills have helped develop SmithBucklin's expertise in growing and launching client organizations.

Carol serves on the PCMA Foundation Board of Trustees, Marriott Hotel Advisory Board, and Anaheim Advisory Board, and she is a member of the INCON (an international partnership of association and event management companies) Board of Directors. She is also a member of the Policy Board for Helping Hand Center, an organization dedicated to serving individuals with developmental disabilities.

Carol holds a Bachelor of Arts in communications with a minor in business from St. Xavier University and a master's degree in public service administration from DePaul University. She is also a graduate of SmithBucklin's Leadership Learning Forum.



Roslyn McLeod*OAM AMM AFMEA**Founder and Chair, Arinex Pty Ltd*

Arinex with offices in five Australian cities provides a total solution meetings and events management service to associations, governments and corporate organisations - as a PCO (professional conference and exhibition organiser), a DMC (destination management company), a Housing Bureau, Event and Technical Production Company and a global leader in conference technology.

Roslyn was Co-Chair of the INCON Group an international PCO Partnership and a member of the Asia Pacific Starwood MICE Advisory Board. Roslyn has been a director of the Business Events Council of Australia (BECA), a Council member of the International Association of Professional Congress Organisers (IAPCO) and is a past President of the Rotary Club of Sydney. Roslyn is a past President of Meetings and Events Australia (MEA) and has served on a number of Boards including the International Congress and Convention Association (ICCA), the Sydney Convention & Visitors Bureau and the South Australian Tourism Commission.



Married to Angelo Bonanno, they have two adult children. Her interests are golf, good food with a good red wine and their farm retreat just outside Sydney.