

November 2018

PCOs experience growth in demand for individual services in 2018

There has been a noticeable growth in companies outsourcing individual event services from professional conference organisers in 2018, according to Kathryn Laslett of Corporate Challenge Events.

"There has continued to be strong demand for end-to-end management of conferences but we've definitely experienced an increase in enquiries for selected services like registration systems, travel management and creative team building activities," said Ms Laslett.

"More and more companies are organising their conferences internally however can still seek support from PCOs," she said.

"This can be because their conference is being held in another city and they need local support, they haven't done it before or they don't have the required contacts in the event's industry.

"Then it becomes a necessity to outsource at least some services to a PCO which will alleviate time, mis-spent budget and stress."

Three of the most requested event services from Corporate Challenge Events this year have been:

1. Pre-event management

"This can include everything from venue finding, liaising with suppliers, coordinating contracts, organising team building activities and setting up systems for the conference to run smoothly. The client then has the staff and support to deliver the conference onsite without the need for our team. We have found this service has grown for companies who are holding conferences interstate from their head office."

2. Online registration

"Online registration is a simple, cost effective and stress-free solution for clients wanting to organise conferences. We offer affordable and customised event registration systems with secure credit card payment. Given the technical nature of registration systems and complexity in setting one up from scratch, companies understand the value in outsourcing for a customised solution."

3. Travel and accommodation

"Offering a complete travel service, our team researches, books and manages flights, accommodation and transfers for presenters and delegates from single to group bookings. As part of the service, we provide 24-hour emergency assistance, produce personalised and branded itineraries and offer access to competitive industry rates. Managing this part of the conference can

be time-consuming and stressful but having the right contacts and processes in place makes it a lot easier and cost effective.”

Looking forward, Ms Laslett can see ‘technology integration’ a service in greater demand.

“This includes setting up and providing an app for the conference, live streaming the conference to remote delegates, and obtaining instantaneous feedback from delegates via live polling,” she said.

“Like online registration systems, we have access to the technology to provide customised versions of these for each conference.”

Corporate Challenge Events is a professional conference organiser in Australia and New Zealand and also specialises in the delivery of team building training and workplace culture activities.

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