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## **PCO Association announces destination for 2017 conference**

Professional conference organisers (PCOs), event organisers and meeting industry professionals will be heading to the Gold Coast in November for the PCO Association's annual conference and exhibition.

The event will bring together more than 400 meeting professionals at the Gold Coast Convention and Exhibition Centre from 26 – 28 November. Sixty suppliers to the meetings industry are expected to take part in the trade exhibition.

PCO Association President Barry Neame, announcing the decision to make the Gold Coast the venue, said the annual PCOA conference and exhibition was returning to the city where it started 10 years ago.

He said this year's theme of MEETING Beyond Tomorrow provided the perfect backdrop for an event that would focus on future opportunities and examine industry growth and development. The conference would address the challenges faced by the dynamic conferencing, events and meetings industry and would explore the trends and shifts that impacted upon the industry.

The PCO Association is the leading body representing the interests of PCOs and event managers in Australia and New Zealand. The association aims to increase the standards of professionalism of its members and to promote a better understanding of the roles, functions and contributions of professional conference organisers and event managers in the conference and event sector.

Anna Case, Director of Gold Coast Business Events, said the Gold Coast was looking forward to hosting this prestigious event and had extended its full support to the industry body. 'We're delighted to support the PCO Association conference on the Gold Coast and value the opportunity to work with them to showcase the broad appeal of the Gold Coast to these key meeting industry professionals,' she said.

"The Gold Coast is a destination in high demand for business events and we're confident our winning combination of meeting infrastructure, delegate experiences and superb climate will leave a lasting impression."

Adrienne Readings, General Manager of the Gold Coast Convention and Exhibition Centre (GCCEC), said the world-class venue was a perfect platform to showcase the flexibility, progressive landscape and innovative technological offering of the GCCEC and the destination.

"PCOs are leaders in crafting high calibre cross sectional industry events, so being able to welcome them to our diverse city, provides us with an opportune time to reaffirm the soaring popularity of the Gold Coast," she said.

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