



PRESENTATION

PCO Italia, the Italian Association of Conference Organizers, founded in 1988, has the priority aim of improving the strategic and operating conditions in which its members carry out their professional activity, qualifying the Italian and International conference scene and contributing to representing the sector as a single body before European, national and International Authorities.

PCO Italia has around 35 members, among the most qualified companies from all regions of Italy, accepted following a rigorous selection process.

PCO Italia offers entrepreneurs a privileged opportunity to meet others doing the same “job”, facing the same problems every day, in a national and International context, in this way turning fair competition into increasingly more frequent and qualified opportunities to meet, compare and collaborate; all these activities are increasingly more essential to give full and complete importance to the Italian MICE sector, which makes up approximately a quarter of the GDP generated by national tourist movement.

PCO Italia's aims include opening up the International scenario to its members, aiding their knowledge and appreciation of new International locations for MICE events, through the participation or direct organization of Educational, in an increasingly more international sector context.

PCO Italia promotes the qualification and recognition of the PCO profession, so that event organization, cooperation with national and International bodies concerned with conference tourism, participation in European Union programmes is placed in the hands of qualified sector companies.

PCO Italia carries out training programmes, in collaboration with International partners, exchange of experiences and managerial and organizational knowhow between members and quality certification in accordance with International regulations.

PCO Italia takes part in specialized International conferences and exhibitions, organizes seminars and meeting on topics regarding the professional management of conferences and communication events, promotes and supports specialized editorial activities.

The Managing Director of PCO Italia is Corrado Mancini.

PCO Italia

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