

Association & Conference
Management Group



Why Choose a CORE PCO over a Local Agency

White Paper

1) Executive Summary

Organising international events demands consistent standards, efficient coordination, and deep institutional knowledge. However, organisations relying on local agencies for each event often face repeated frustrations: having to explain expectations to new hosts, losing valuable organisational memory, and encountering uneven event quality from one edition to the next.

This white paper highlights the benefits of partnering with a CORE Professional Congress Organiser (PCO) over using rotating local agencies. A CORE PCO, like K.I.T. Group, provides long-term strategic support, maintains institutional memory, and ensures consistent quality through a **“glocal” approach** – leveraging global expertise and local insights. By acting as the hidden backbone of a society's event strategy, a CORE PCO ensures the success and sustainability of international events.

2) Problem

Organisations that rely on local agencies for event management face several recurring challenges:

- **Repetitive effort:** With each new host, organisations must spend significant time and resources explaining their standards, expectations and financial framework, often starting from scratch. This hinders efficiency and creates unnecessary delays.
- **Lack of institutional memory:** Local agencies often lack access to prior event knowledge. Valuable insights, lessons learned, and best practices from past editions are lost, leading to repeated mistakes and missed opportunities.
- **Inconsistent quality:** The quality of event execution can vary significantly depending on the expertise and resources of the local agency. This inconsistency impacts the organisation's reputation and attendee satisfaction.
- **Fragmented strategy:** With no centralised oversight, there is often no long-term vision for events, resulting in missed opportunities to align events with organisational goals and brand identity.

These issues not only create inefficiencies but also detract from the overall impact and success of events.

3) History

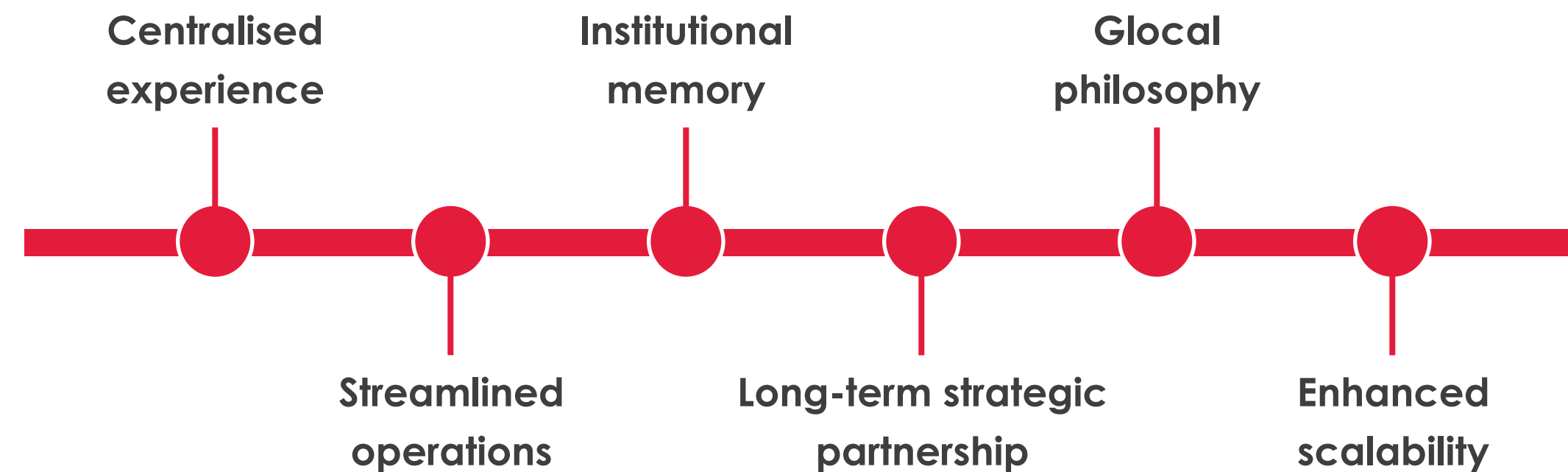
Historically, organisations turned to local agencies to manage events due to their familiarity with regional venues, suppliers, and cultural nuances. This model was effective when events were smaller and less complex. However, as organisations have grown and their events have become more global, this approach has proven inadequate.

Over the years, several key developments have highlighted the need for a more centralised approach:

- **Globalisation of events:** International events now require consistent branding, messaging, and quality, which is challenging to achieve with rotating local agencies.
- **Increased complexity:** Events now involve hybrid formats, advanced technology, and intricate logistics that demand expertise beyond what many local agencies can offer.
- **Evolving expectations:** Attendees and stakeholders now expect seamless experiences and high standards, regardless of location.

The CORE PCO model emerged as a solution to these challenges, offering the benefits of global expertise combined with local execution.

4) Solution

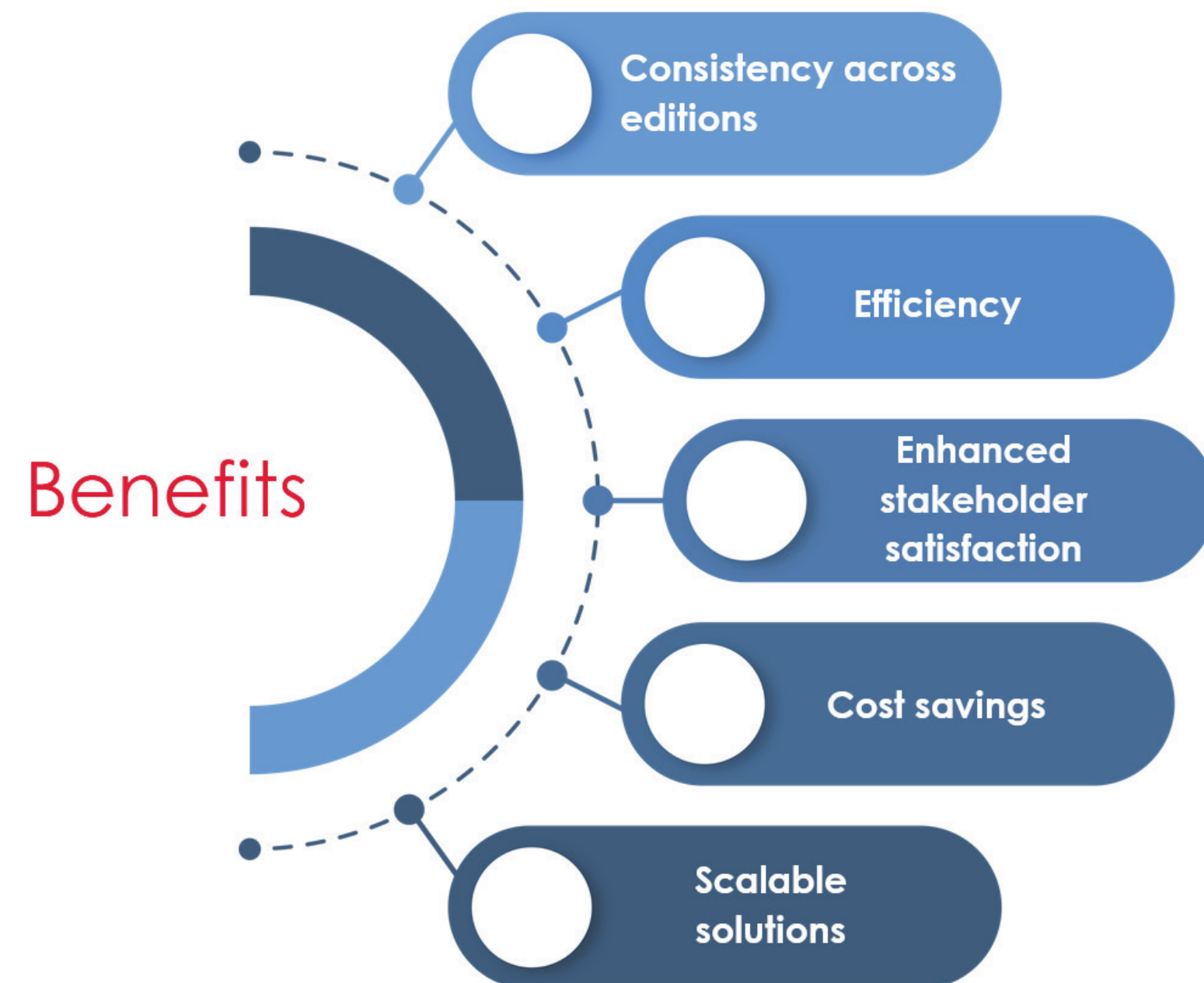


Partnering with a CORE PCO addresses the shortcomings of using local agencies and offers a comprehensive solution for managing international events. A CORE PCO, like K.I.T. Group, provides:

- **Centralised expertise:** By working with a CORE PCO, organisations gain access to a dedicated team that understands their goals, standards, and expectations. This eliminates the need for repeated explanations and ensures consistency across all events.
- **Institutional memory:** A CORE PCO retains critical knowledge from previous events, including lessons learned, stakeholder preferences, and best practices. This institutional memory helps to continuously improve event quality and efficiency.

- **Glocal philosophy:** K.I.T. Group's unique approach combines global expertise with local insights. With its network of regional offices and trusted local partners, K.I.T. Group ensures culturally appropriate and logistically sound execution tailored to each destination.
- **Streamlined operations:** A CORE PCO takes a proactive approach to event management, handling complex logistics, supplier negotiations, and risk management. This allows organisations to focus on their strategic objectives without getting bogged down by operational details.
- **Long-term strategic partnership:** Unlike local agencies, which operate on a one-off basis, a CORE PCO develops a long-term partnership with the organisation. This strategic alignment ensures that each event contributes to the broader goals and vision of the organisation, fostering growth and sustainability.
- **Enhanced scalability:** Whether hosting a small regional meeting or a large international conference, a CORE PCO has the resources and expertise to scale solutions to meet evolving needs. This adaptability ensures that events remain impactful as organisations expand.

By choosing a CORE PCO, organisations can mitigate the risks and inefficiencies of working with rotating local agencies and instead benefit from a consistent, high-quality event management experience.



Choosing a CORE PCO offers numerous advantages:

- **Consistency across editions:** With a CORE PCO, organisations benefit from unified standards, processes, and quality across all events, regardless of location.
- **Efficiency:** A single, centralised team familiar with the organisation's needs streamlines planning and execution, reducing time and effort.
- **Enhanced stakeholder satisfaction:** Consistent quality and seamless execution lead to higher attendee satisfaction and stronger stakeholder confidence.
- **Cost savings:** While local agencies may appear more cost-effective initially, the inefficiencies, inconsistencies, and potential reputational damage they can cause often result in higher long-term costs. A CORE PCO's strategic approach ensures better value over time.
- **Scalable solutions:** As organisations grow, a CORE PCO's scalable resources and expertise can adapt to evolving needs, ensuring events remain impactful and relevant.

6) Call-To-Action

If your organisation is seeking a long-term event management partner to ensure consistent quality, efficient processes, and strategic alignment, consider partnering with a CORE PCO like K.I.T. Group. We invite you to explore how our glocal approach can transform your event strategy and support your organisation's success.

Contact us today to discuss your needs and learn more about our tailored solutions.

7) About K.I.T. Group

K.I.T. Group was founded as an incoming Professional Conference Organiser in 1986. Since then, K.I.T. Group has grown impressively in size and is now a leading association, conference and event management company with some 170 KITonians, 10 international branches and a set of collaborative partners around the globe.

As we move further into the 21st century our belief and passion for face-to-face events remains as strong as ever. We and our clients are adapting to the realities of a rapidly changing and sometimes uncertain world, so we are acutely aware of the need to remain agile, informed and connected. Emerging technologies, massive demographic shifts, regulation, governance and a new age of relative austerity mean that we must constantly evaluate our strategy to better serve the sector and to guarantee the value of your meetings.

Looking forward to the next 30 years we are committed to building our global presence and relationships, to developing our human and technical resources, to maintaining client synergies, to building ever more specialized solutions and most importantly: being reliable and discreet partners in your success.

Services of K.I.T. Group

- Conference Management
- Association Management
- Public Event Management
- Digital Event Management

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