

APEX Overview

1. What is APEX
2. Who is the Convention Industry Council (CIC)?
3. APEX Toolbox Review
4. Resources
5. Questions & Answers

APEX



APEX - The **A**ccepted **P**ractices **E**xchange

APEX is...

An initiative of the Convention Industry Council that is bringing together all stakeholders in the development and implementation of industry-wide accepted practices to create and enhance efficiencies throughout the meetings, conventions and exhibitions industry.

APEX



Which means

APEX is an industry effort to standardize on terminology, practices, and processes.

Some of the results of accepted practices implementation will be:

- * Time & Cost Savings
- * Eased Communication and Sharing of Data
- * Enhanced Customer Service
- * Streamlined Systems and Processes
- * Less Duplication of Effort and Increased Operational Efficiencies
- * Better Educated, More Professional Employees

APEX - VISION



“The industry will operate
at the highest level of
efficiency and professionalism
through the use of collaborative accepted
practices.”

APEX – What's in it for me.



- Ability to communicate more effectively via common terminology
- Standardized Event Specifications Guides (ESGs) will help planners focus requirements
- More efficient scheduling of food & beverage, labor, and services
- More credible event histories
- Easier evaluation of service proposals
- Faster completion of contract negotiations

APEX – Reality

- Of 80,000 organizers/planners, roughly 19,000 belong to a professional industry association (61,000 without education or training)
- Our industry is fragmented; not working in tandem (until now)
- Millions of dollars wasted in inefficiencies each year (for example, if each of the 103,000 members of the CIC 32 member orgs. saved ½ hr. per week @ \$25/hour avg. salary, the industry would save approx. \$64 million)
- Technology is exploding; can't afford to automate inefficiencies

APEX - CIC



Who is the CIC?

The Convention Industry Council's 32 member organizations represent more than 103,500 individuals, as well as, 17,300 firms and properties involved in the meetings, conventions and exhibitions industries. Formed in 1949 to provide a forum for member organizations seeking to enhance the industry, the CIC facilitates the exchange of information and develops programs to promote professionalism with the industry and educates the public on its profound economic impact.

APEX - TOOLBOX



- Neatly packaged set of ready-made, highly customizable tools
- One footprint – seamless transfer!

APEX Accepted Practices (templates, tools, checklists and forms) from the original work of the 7 APEX Panels – pushed to registered users upon completion

APEX - TOOLBOX



DEMO

APEX - TOOLBOX



- Available through www.conventionindustry.org
- CIC Retail Price: \$99.95 USD
- Also offered by CIC member organizations

APEX



RESOURCES

<http://www.conventionindustry.org>

http://www.conventionindustry.org/apex/apex_day.htm

http://www.conventionindustry.org/apex/apex_office_ready.htm

APEX Powershop – Next version of Toolbox(network ready)

APEX



Questions and Answers