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New report looks at relationship between PCOs and DMCs

By [cim](#) / November 8, 2016 / [No Comments](#)

AIM Group has released a white paper outlining the relationship between a core professional conference organiser (PCO) and a destination marketing company (DMC).

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AIM Group white paper examines the benefits of a good relationship between PCOs and DMCs



This White Paper highlights why a local DMC is an added value for a PCO, which are the most important aspects to consider in the selection process, and what a PCO and DMC can expect from each other.

“To succeed in the meeting industry in today’s competitive world it is vital to create solutions that go beyond the client’s expectations,” the white paper states.

“For a core PCO in particular, a strong relationship with a DMC can make a difference in the services you offer: this is why a core PCO should do its best to achieve that connection.”

Read the full white paper [here](#).

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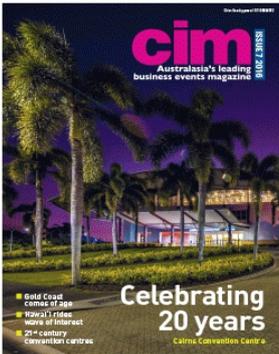
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