



A Coruña, 4-8 July 2009



Saturday, July 4

TIME	LOCATION	EVENT
10:00-14:00	Palexco	Registration
08:30 16:00-16:30	Departure from the hotels to the A Coruña Royal Golf Club Return at Palexco	Pre-Conference Activity: Palexco Challenge Tournament
11:15 14:15 16:30 19:30	First departure from Palexco Return at Palexco Second departure from Palexco Return at Palexco	Pre-Conference Activity: Coastal Sea Excursion by Schooner
20:30-22:30	A Coruña Royal Yacht Club For your convenience, there will be a mobile registration desk at the get-together.	Informal Get-together Welcome cocktail reception with tapas and drinks Dress code: smart casual

Sunday, July 5

TIME	LOCATION	EVENT
09:00-13.00	Palexco	Registration
09:15 10:15	Departure by bus from Palexco Arrival in Santiago de Compostela	Visit Santiago de Compostela
12:30 14:00	Departure by bus from Palexco for delegates joining for lunch only. Hostal de los Reyes Catolicos	Lunch All delegates return by bus to Palexco at approx. 17:00
20:00	Palexco	First Time Attendees and New Members Welcome and Orientation Come meet the AIPC Board of Directors and management team, and learn how to make the most of your annual conference participation. Session moderator: Barbara Maple



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21:15	<p>Departure by bus from the hotels to the A Coruña Opera House</p> <p>Registration at the hotels from 20:30-21:15</p>	<p>Welcome Dinner Co-hosted by CAT Publications and Palexco Dress code: smart casual</p> <p>Return by bus to the hotels at approx. 24:00</p>
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Monday, July 6

TIME	LOCATION	EVENT
08.30	PALEXCO Palacio de Exposiciones y Congresos A Coruña	<p>Registration</p> <p>Welcome Coffee</p>
09:00	Arao Auditorium	<p>Official Opening Ceremony AIPC Annual Conference Welcome address:</p> <ul style="list-style-type: none"> • Enrique Pena Gonzalez Director, Palexco • Carmen Pardo Secretary of Tourism, Galician Government <p>Welcome to the conference: Edgar Hirt President, AIPC</p>
10:00	Arao Auditorium	<p>Global Economic Status and Outlook: The World Today and Tomorrow</p> <p>Keynote Speaker: Dr. Linda Yueh Fellow in Economics, St Edmund Hall, University of Oxford Visiting Professor, London Business School Associate, Centre for Economic Performance, LSE</p> <p>Convention Centres are directly impacted by the state of the overall economy, which makes today's global financial crisis of particular interest to centre managers. Dr. Yueh will address the underlying issues and recovery prospects for the economy, with particular reference to how recovery will likely unfold and which sectors will be impacted in ways that determine their meetings potential.</p> <p>Session moderator: Edgar Hirt President, AIPC</p>
11:15	Leeward Hall	Coffee break
11:45	Coruña Room	<p>Case Presentations: How We've Been Impacted; How We're Coping</p> <p>Panel of AIPC member facilities from different regions of the world will compare notes on how they have been impacted by current global economic conditions, what they have been doing to address these impacts and how they see events unfolding over the months and years ahead. Their presentations will be followed by an open discussion amongst delegates on this topic.</p> <p>Alec Gilbert Chief Executive, Adelaide Convention Centre Jonas Scharf Managing Director, Congress Center Basel Dirk Elzinga Managing Director, Cape Town International Convention Centre Greg O'Dell CEO and General Manager, Walter E. Washington Convention Center</p>



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		Session moderator: Geoff Donaghy Vice President, AIPC
13:15	Praw Hall -Ground floor	Lunch hosted by IMEX
14:45	Coruña Room	<p>Presentation and Roundtable discussions Innovation Management</p> <p>Keynote speaker: Frederik van Oene Director, Arthur D. Little</p> <p>The key to adaptive recovery is in identifying appropriate strategies and having the ability to implement them successfully. A combination of presentation and workshop, this session will examine and apply the role of innovation in the convention centre development process, using examples drawn from an advance survey of AIPC members.</p> <p>Session moderator: Peter Brokenshire General Manager, Kuala Lumpur Convention Centre</p>
16:15	Leeward Hall	Coffee break
16:45-17:45	Poster area 2 nd floor	<p>Innovation Poster Market Place</p> <p>Delegates will participate in a poster session with brief presentations from the finalists in this year's AIPC Innovation Award. Delegates will then have the opportunity to cast their vote for the "Member's Choice Award" that will accompany the selection by the Innovation Award jury.</p>
19:30	Palexco	<p>Galician Wine Tasting</p> <p>Followed by a free evening and Tapas dine-around to our host's recommendation of the best tapas bars in town!</p>



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Tuesday, July 7

TIME	LOCATION	EVENT
08:30	PALEXCO Palacio de Exposiciones y Congresos A Coruña	Welcome Coffee
09:00	Arao Auditorium	<p>Local Power: How Changing Industry Conditions are Shaping Future Expectations</p> <p>Keynote Speaker: André Vietor Managing Director, Viajes Iberia Congresos</p> <p>Meetings and events are evolving rapidly in a number of different ways, and their requirements from convention centres are changing accordingly. At the same time, new centres are emerging that may not always have the full range of experience required to anticipate planner expectations. Using Spain as a "case study", the purpose of this session is to describe some of the changes that are taking place in the industry and how centres need to respond in order to remain competitive. In particular, it will address how centres in smaller cities can find new opportunities if they are prepared to address the accompanying challenges.</p> <p>Session moderator: Hans Rissmann Chief Executive, Edinburgh International Conference Centre</p>
09:45	Arao Auditorium	<p>Designing for Success: Architects Look to the Future</p> <p>Chris Eseman Partner, LMN Architects David Greusel Principal, POPULOUS</p> <p>Facility design isn't just something to be addressed in a new or expanded centre – there are design implications for management and operations that can be implemented in any centre, either planned or existing. Two leading architectural companies take a practical look at how good design can help address some of today's most urgent priorities in convention centres.</p> <p>Session moderator: Dirk Elzinga Managing Director, Cape Town International Convention Centre</p>
10:45	Leeward Hall	Coffee break
11:15	Arao Auditorium	<p>The Client Perspective: What Our World Looks Like Today</p> <p>Sherrif Karamat Chief Operating Officer, PCMA (the Professional Convention Management Association)</p> <p>Luca Favetta Senior Director Global Events EMEA, SAP SA</p> <p>Never has it been more important for centres and their clients to work together on resolving the challenges now facing the industry, and a key step in this process is understanding their current concerns and challenges. A</p>



		<p>leading association executive and a senior corporate client share their perspectives on their current priorities and the ways in which they feel centres can support meetings to mutual advantage.</p> <p>Session moderator: Marta Gomes Deputy Director - International Department, Palais des Congrès de Paris / VIPARIS</p>
12:15	Arao Auditorium	<p>Sustainable Meetings: a UN Perspective</p> <p>Isabella Marras Program Officer Green Meetings, United Nations Environment Programme (UNEP)</p> <p>As a major player in the whole area of international interactions, the UN has been revisiting its approach to ensuring sustainable meetings. The results are important to our industry as they will impact many areas and enable centres to align themselves with what are likely to become future industry standards.</p> <p>Session moderator: Barbara Maple</p>
13:00	Praw Hall - Ground floor	Lunch
14:30	Coruña Room	<p>AIPC Member Outlook: Results of the Annual Global Issues Survey</p> <p>Rod Cameron Director, Programming and International Development, AIPC</p> <p>This past year has seen a huge transition in the global economy from robust growth to virtual paralysis in many key sectors. The question is, how has this impacted convention centres and their business prospects? This session will unveil the trends and attitude shifts over the past year along with a look into the future.</p>
15:15	Coruña Room	<p>Positioning in a Recession: What are the New Opportunities</p> <p>Keynote speaker: Simon Anholt</p> <p>A recession may just be the ideal time to revisit market image and positioning – and an opportunity to take advantage of changing conditions to gain market share. The originator of the destination brand concept will build upon strategies outlined at our annual conference two years ago to show delegates how they can best use today's challenging conditions to benefit their long term future.</p>
16:15	Leeward Hall	Coffee break
16:45-17:45	Coruña Room	<p>Simon Anholt “Clinic”</p> <p>A follow up to the destination branding session, this is your opportunity to address destination-specific challenges and opportunities in a workshop format.</p>
21:00	The Victoria Hall at the Hesperia Finisterre Hotel	<p>AIPC Award Dinner</p> <p>Co-hosted by Ayuntamiento de A Coruña and TURGALICIA</p> <p>Dress code: lounge suite / cocktail dress</p>



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Wednesday, July 8

TIME	LOCATION	EVENT
09:00	PALEXCO Palacio de Exposiciones y Congresos A Coruña	Welcome Coffee
09:30	Arao Auditorium	How AIPC is addressing current challenges and members can both avail themselves of the opportunities and contribute to strengthening the industry Edgar Hirt President AIPC AIPC Program Update: AIPC Quality Standards Program AIPC Academy Sales & Marketing Summit and Facility Operations Summit Industry Relations
11:00	Leeward Hall	Coffee break
11:15	Arao Auditorium	General Assembly Registration
11:30		Opening and welcome to AIPC 50th General Assembly Edgar Hirt President AIPC President's Management Report Financial Report Presentation of New Members Board Elections: presentation by Jonas Scharf (Basel); Jacquie Rogers (Liverpool) and Carol Wallace (San Diego) Presentation of Strategic Business Plan 09-2010 AIPC Conference 2010: Presentation Liverpool AIPC Conference 2011: Invitation
12:30	Dock - Loft	Closing lunch hosted by BT Convention Centre Liverpool

CONTACT INFORMATION

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