



ASSOCIATION INTERNATIONALE DES PALAIS DE CONGRÈS  
INTERNATIONAL ASSOCIATION OF CONGRESS CENTRES  
INTERNATIONALER VERBAND DER KONGRESSZENTREN

**AIPC International Sales & Marketing Summit 2006  
Frankfurt, 28 May 2006**

**Agenda:**

1. Welcome and introduction (Barbara Maple, President AIPC)
2. Panel discussion: (Rod Cameron, Moderator)  
Major Changes in the Marketing Environment (and What We're Doing About Them)
3. Introduction of John Parke (Ray Bloom, Chairman, IMEX)
4. Plenary / round table discussions (John Parke, Facilitator)  
Topics (based on pre-event surveys):
  - Alliances & Intermediaries  
How to be relevant in an increasingly commodity-like environment
  - What We Are Learning from the Competitive Landscape  
Key tactics to invest in or discontinue
  - Effective Strategic Development  
Where and what will provide the best future ROI for your budget dollars
  - Building a Coherent Customer Management Approach  
Targeting and managing high value customers
5. Conclusions and recommendations

**In partnership with IMEX 2006 - May 30 - June 1 - Messe Frankfurt**