

## Program

### 4<sup>th</sup> Annual AIPC Sales & Marketing Summit

Frankfurt, 24 May, 2009



**Location: Congress Center Messe Frankfurt, meeting room Spektrum**

10:30 Welcome by Paul Flacket – Managing Director – IMEX and  
Edgar Hirt – AIPC President

10:45 **Impacts and strategies (Facilitated workshop, Jane Eastmure)**

- What impacts have centres experienced?
- What issues are clients raising?
- Turning challenges into objectives
- Developing response strategies
- Re-aligning working priorities and procedures

13:30-14.00 Working lunch

14:00 **The role of Quality Standards (Barbara Maple, AIPC)**

How AIPC Quality Standards offer centres an opportunity to distinguish themselves in the face of growing competition and increasing service expectations.

14:30 **The client perspective: Paul Wilson**, Consultant in Events Management - FDI World Dental Federation

- Challenges now faced by associations
- How those challenges impact the supplier relationship
- What are the primary / secondary selection factors these days?
- How centres can best support clients to mutual advantage?

15:00 **Product Positioning in Today's Market (Rod Cameron, AIPC)**

How factors ranging from Pharma codes, the economic crisis, corporate cutbacks and bailout funding are altering the kind of image destinations and centres need to project

Break

15:30 **Looking to the future: Marketing via Social Networking Panel**

Boris Veldhuijzen van Zanten: serial internet entrepreneur, organiser 'The Next Web Conference'  
Ronald van der Aart: Director Corporate Communications UPC Netherlands, social media user  
Paul Petermeijer: owner and Managing Director, BBP: publisher b2b magazines / event organize

Moderator: Ronnie Overgoor - Internet strategist and television host who specializes in Internet issues and produces an annual survey of trend-setting online agencies in the Netherlands.

**In partnership with IMEX 2009 – May 26-28 - Messe Frankfurt**