

## Program

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

Frankfurt, 23 May, 2010



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

**10:00 Registration and welcome coffee**

Introduction by Barbara Maple - Chair, AIPC Sales & Marketing Summit 2010

**10:15 Welcome** by Carina Bauer, CEO - IMEX and  
Geoff Donaghy – AIPC Vice President (Cairns)

**10:30 Current Trends, Issues and Responses**

Industry Expert Panel: M<sup>a</sup> del Mar Carnero Rollán (Seville)  
Rajani Nair Deb (Hyderabad)  
Amanda Anker (Sydney)

We've experienced a global economic crisis, which now appears to be recovering in many areas. What has been the experience in various parts of the world and how have Convention Centres and their respective destinations responded.

**11:30 Round Table Discussions: An opportunity to share best practices and experiences on a variety of current topics that came forward from the 2010 Sales and Marketing Advisory Panel.** These include:

**Topic:**

Social Networking  
Ambassador Programs  
CSR and Sustainability Practices  
Human Resources  
Expansions & Renovation Programs  
Convention Bureaus and Convention Centres  
Quality Standards  
Sales and Operations  
International Bids

**Table host:**

Kerrin MacPhie (Liverpool)  
Alison Gardiner (Brisbane)  
M<sup>a</sup> del Mar Carnero Rollán (Seville)  
Angeline Lue (Kuala Lumpur)  
Geoff Donaghy (Cairns)  
Robin Miller (Glasgow)  
Amanda Anker (Sydney)  
Jenny Salsbury (Beijing)  
Rajani Nair Deb (Hyderabad)

13:00-13.30 Working lunch

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#### 13:30 The Client Perspective:

Robin Lokerman, Chief Executive Officer – Institutional Division, MCI  
Sherrif Karamat, Chief Operating Officer – PCMA

- What has changed in the past year
- What does the future look like for the meetings industry
- What are the current challenges now faced by associations and corporations
- How do those challenges impact the supplier/centre relationship
- What are the primary / secondary selection factors these days?
- How centres can best support clients to mutual advantage?

15:00 Break

#### 15:30 Guidelines for Contracts with Convention Centres: review progress report and round table discussions

Clare Amsel, AIPC Board Member (Athens) and Guida Sequeira (Lisboa)

#### 16:30 Town Hall and Summary of Discussions

17:00 Summit Concludes

**In partnership with IMEX 2010 – May 25-27- Messe Frankfurt**