



AIPC ANNUAL CONFERENCE SINGAPORE HIGHLIGHTS

THERE ARE ONLY A FEW CONGRESSES IN THE MEETINGS INDUSTRY I WOULDN'T LIKE TO MISS. THOSE ARE THE ANNUAL ECM SUMMER SCHOOL, THE ICCA CONGRESS AND AIPC ANNUAL CONFERENCE. I RANKED THEM AT RANDOM BUT I KNOW THEY'RE ALWAYS WELL ORGANISED AND THEY CAN ALWAYS OFFER UNIVERSAL NEWS. AND GOOD KEYNOTE SPEAKERS ARE OFTEN BETTER THAN GOOD COLLEGE PROFESSORS! TEXT MARCEL A.M. VISSERS

THE MESSAGE OF 3 KEYNOTE SPEAKERS

AIPC 50th Anniversary Annual Conference in Singapore delivered some historic firsts along with important insights into the future of the industry as seen through the comments of three globally renowned keynote speakers.



Kishore Mahubani

Kishore Mahubani, Dean and Professor at the National University of Singapore and author of *The New Asian Hemisphere: The Irresistible Shift of Global Power to the East*, and **Ho Kwon Ping**, Executive Chairman of Banyan Tree Holdings delivered powerful presentations containing valuable insights into economic and social development in Asia, along with considerations of how this may impact the working environment of the convention centre industry. **James H. Gilmore**, author of *The Experience Economy and Authenticity: What Consumers Really Want* followed up with what kind of experiences our businesses will need to deliver in the future.

AIPC APEX AWARD WINNER

This year's AIPC Apex Award winner was the Vancouver Convention & Exhibition Centre, marking the first time that a member centre has ever won this award twice. Runners-up were the Cairns Convention Centre and

A Board election resulted in the addition of Clare Amsel of Athens, Greece to existing Board members President Edgar Hirt of Hamburg, Germany; Vice President Geoff Donaghy of Cairns, Australia; Treasurer Edgar Gnanou of Paris, France; Steve Piper of Brighton, UK; Marisa Marin of Bilbao, Spain and Paul Saint-Jacques of Montreal, Canada.

the Brisbane Convention Centre, both of Australia.

THREE KEY AIPC PROGRAMMES

New developments were also announced in three key AIPC programmes: the AIPC Quality Standards programme, which is now available for all members to qualify for; the AIPC Academy, which is entering its third year with a proposal to move to incorporate a second year programme and the AIPC Sales and Marketing Summit, which is spawning an operations and event management counterpart.

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