

YOU show me YOURS and I'll show you MINE



AIPC delegates will be hoping to learn from each other's experiences

Convention centre experts will be sharing their crisis experiences through case histories during their annual assembly in A Coruña, Spain, in July

Designers of the programme for the next assembly of international convention centres (AIPC) eschewed using question marks for the three main themes, suggesting that someone at least knows the answers to what centres are dealing with, what's the best response and how to deliver it.

There's bound to be a good turn out anyway, whether for the best seats in the auditorium or to savour the fish and fashion of A Coruña, on Spain's tempestuous Atlantic coast.

And it's not so much whether centre directors have the answers as whether they have been changed by discovering them. They have always been a distinctive breed among meetings industry suppliers; usually accommodating, oftentimes argumentative, ever generous.

And this session's president, Edgar Hirt, of Munich, now of Hamburg, is honestly open. "There's not much doubt about what's on everyone's mind at the moment," he revealed. "It's basically where are we and what we should be doing about it." He promised the Three Questions would be faced head-on and every resource applied to find the answers.

"There's not much point in raising questions without having the ability to look

for answers," he said. "As a result, we've made sure our programme will cover all aspects of the equation, including what and how we can respond to a global crisis that's swept our industry along with everyone else's."

So in come the strategists and economists, but this time it's chiefly themselves, sharing and comparing how



Edgar Hirt
AIPC president

advantage of current conditions to improve their market share.

The 'ourselves' part of the assembly will involve the 2009 AIPC Innovation Award, in which members will provide case studies on innovations that have enhanced their business. Special sessions will interface with the Award which hopefully will cover the opportunities and techniques associated with identifying, implementing and evaluating innovations.

"As always, some of the most important content will be the interactions amongst members sharing their concerns and

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each is coping in the crisis.

Dr. Linda Yueh, FRSA, fellow in economics at the University of Oxford and commentator with the BBC, CNBC and CNN, among others, will put industry issues in a global context of overall economic prospects.

And also U.K.-based Simon Anholt, founder and publisher of the Anholt Nation Brands Index, will tell how centres and destinations can and should be taking

insights", says Hirt. "But we have made a particular effort to have these kinds of interactions take place within a framework that is shaped by some of the leading expertise on what we are dealing with and how we can respond."

The 2009 AIPC Annual Conference takes place from July 4-8 at Palexco in A Coruña, Spain. Palexco has hosted more than 400 events since its opening in 2005. [ami](http://www.onetec.be/aipc2009) www.onetec.be/aipc2009