

Examples of women who have achieved top-level leadership positions and examine what made them such high achievers. The second seminar 'Breakthrough thinking and real life solutions' will ask proactive and dynamic women to share their solutions to critical issues identified in the recent IMEX survey of women in the meetings industry.

New this year the Future Convention Cities Initiative (FCCI) is holding its 'Engines of growth seminar' providing an exclusive opportunity for delegates

ment, business travel and legal issues. A well-known speaker will star each day including Olympic athlete Dieter Baumann and Sascha Lobo, a famous German blogger and social media guru.

The full seminar programme can be viewed on page 31.

The IMEX App will provide access to the schedule of events and seminars, including a 'What's on Now' feature, listing all events and seminars taking place in the next 60 minutes.

[www.imex-frankfurt.com/events](http://www.imex-frankfurt.com/events)

## Networking builds strength

AIPC members gain from standing together, says president Edgar Hirt



For years AIPC (International Association of Congress Centres) has been saying that its members are its best resource – and never has that been so true than today. AIPC members – more than 170 leading convention centres and 750 centre professionals in some 54 countries around the world – represent the most advanced collection of expertise and experience anywhere in the industry, and the association's challenge as an organisation is how to put that to work most effectively.

Centres around the world exist

in a wide variety of different environments and circumstances, but at the same time share many common challenges and opportunities. This is to be expected in an industry that is increasingly global in nature, but what might be a huge problem in another sector becomes a real opportunity in one where there is so much willingness to share. Centres do in fact compete with one another, but at the same time, are willing to exchange information for the simple reason that it is generally to everyone's advantage to do so. They know they have much to gain by sharing information on common issues ranging from facility operations, marketing and technology to communications, government relations and financial management.

Industry-wide events such as IMEX afford AIPC the perfect opportunity for this kind of profitable knowledge sharing – and the association will continue to use that to its full advantage.

Stand C167

[www.aipc.org](http://www.aipc.org)

onets conference and incentive participants a special give-back experience throughout their stay on the peninsula of Yucatan.

Experiences include a group visit to experience everyday Mayan village life.

cocinita pibil – roasted pork marinated with citrus fruit and wrapped in banana leaves. Participants also help the Mayan people working in their gardens and give them Spanish-language books for

people residing in areas where Paraiso Resorts properties exist".

Stand B100

[www.visitmexico.com](http://www.visitmexico.com)

[www.mexicomeetingsnetwork.com](http://www.mexicomeetingsnetwork.com).

## From campfires to master classes



The Professional Development and Innovation Pavilion showcases the best education and training for the meetings industry each day. Sponsored by the Convention Industry Council (CIC) delegates can attend seminars and training sessions here between their appointments and meetings on the show floor. Many of the sessions are accredited for CMP points – to claim credits visitors should collect a form from the CIC at the Pavilion. CIC is also holding the CMP exam at IMEX.

This year will see a new format for educational sessions in the Pavilion. A series of 'campfires' will take place for small groups of up to 12 people, designed to be short, drop in sessions facilitated by industry specialists, for those who have

30-45 minutes to spare. There are a wide range of subjects on offer providing introductions to new business skills and concepts including 'Culture Active' with Michael Gates, group managing director, Richard Lewis Communications; 'Managing work life balance', from Victor Angel and Janet Cheung of Inner Sense; 'Hybrid events – events and social media', led by Colja M. Dams, CEO, VOK DAMS agency for events and live marketing, and 'PR for beginners'.

For those wishing to learn more about incorporating the latest technologies into their event or business there are several must attend sessions including 'A master class in blending live with online technology presented in association with Eventia with Anthony Miller, director

of strategy, Active Network Events and Simon Hughes, director live events, COI, taking place at 11:30 today. Also 'How the mobile phone changed the world' with IMEX Group's online services director, Christopher Perrins and David Snell, chief marketing officer, QuickMobile who recently worked with IMEX to launch the first ever IMEX App (sponsored by MPI and the Switzerland Convention & Incentive Bureau).

Also in the line-up is the next installment from the Convention 2020 global study on the future of business events, which IMEX sponsors and partners. Rohit Talwar, CEO, Fast Future Research and Convention 2020 project director will share case studies and highlight the key emerging technologies that will become more prevalent in the event environment over the next few years.

Other industry innovators on the Pavilion include Richard John, managing director, RJA; Christina M. Buck, CMP program director and Karen Kotowski, CAE, CMP, CEO, Convention Industry Council; Mathias Haas, managing director, Haas. Kommuniziert. GmbH; George Sirius, CEO, Eventsforce Solutions and Jon Bradshaw, business development director IMEX Group and founder and CEO, Meetings Mindset.

For the full list of sessions, see page 31

Stand G620

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