



54th AIPC Conference takes place in the heart of Amsterdam

# From all over the world to Amsterdam

The annual AIPC conference is always held at member locations. AIPC has more than 170 member centres in 53 countries which means that the conferences can take place anywhere in the world. Next year the 54th conference will be held and this time, Amsterdam is the place to be.

In 2012, the Netherlands will host the annual AIPC Conference. From 1-4 July the capital of Amsterdam will be welcoming AIPC members from all over the world in the Amsterdam RAI Convention Centre. Meeting International interviewed Edgar Hirt, President of the International Association of Convention Centres and Managing Director of Congress Center Hamburg. He discussed

the theme, the program and the preparations to the conference. And, of course, the conference facility in the heart of Amsterdam.

**What will be the conference theme – which issues will be on the agenda?**

Hirt: “The conference theme will relate to the key issues facing centres today, and this is of course a

diverse and rapidly evolving topic given the ongoing challenges with the global economy combined with the way the industry itself is evolving. Our objective will be to assist members in preparing for the issues they are increasingly facing in a time of growing competition, economic uncertainty, strained government finances and new technology, and we will be bringing in leading experts in each of these areas to help us develop strategies for the future.”

**What can the delegates expect?**

Hirt: “Delegates will get a senior level program appropriate to the consistently high level of our attendees – virtually all are senior management, and are looking for insights at that level. The Conference combines outside expertise with the insights of our global membership, meaning that delegates will take away not just an overview of the issues but some very specific strategies about how they can respond to these. This makes the AIPC conference very different from many other industry events which are attended by a broad range of delegates and are thus unable to focus as specifically on management concerns.”

**How are the preparations going?**

Hirt: “We are very happy with the organization of the conference, as is to be expected from an interaction with a leading centre such as the Amsterdam RAI Convention Centre. It is clear that Amsterdam itself will be a major attraction in that it offers a great visitor and business experience and is at the same time highly accessible for the majority of our members.”

**It’s the first time this conference takes place in Amsterdam – why? Was it a difficult decision?**

Hirt: “AIPC makes it a practice to hold our Conferences in member facilities and to rotate world-wide as a reflection of our broad membership distribution. With over 170 centres in 53 countries, this means our rotation is a very wide one and even the most attractive destinations can take a while to emerge on the list.”

**The conference takes place in the new Elicium, the brand new meeting facility, what’s going to impress the delegates?**

Hirt: “Our delegates are, by definition, a very discerning group – they represent and manage the leading convention centres of the world, and have experienced many facilities in the course of their industry interactions. As a result, they will be looking closely at the new features and technology of this facility and expecting to learn from the innovations – potentially in ways they can apply themselves!”



**Hans Bakker, President and CEO Amsterdam RAI, about AIPC 2012:**

AIPC’s Annual Conference is a great opportunity to meet, learn and share. We are proud that Amsterdam RAI will be hosting the AIPC Annual Conference 2012.

We welcome AIPC to our city Amsterdam. ‘One of the most attractive cities of the European continent’, according to the American magazine Marketing.

This status is reflected in our worldwide top 10 position in the ICCA rankings, and of course this attracts global business. Last year we hosted a total of 590 events at Amsterdam RAI, of which 48 were large international events.

With 118 years of experience in organising and hosting events, Amsterdam RAI has high ambitions in the field of corporate social responsibility. We intend to be the most sustainable convention centre in Europe by 2013.

Besides CSR, innovation is high on our agenda. We invested over 150 million euros in upgrading our complex over recent years. In addition to the superb accessibility via Schiphol Airport and the appeal of the city of Amsterdam, the new distinctive Elicium building is one of the main stimuli for organising conferences in a new environment.

We will contribute, together, to a conference full of new experiences, opportunities and meaningful moments that truly matter.

INSPIRING PEOPLE

**YOU'RE AN ORGANISER. CREATE AN IMPACT WITH YOUR EVENT.** PLANNING, MARKETING AND OPERATIONS ARE KEY PRINCIPLES REQUIRED TO REACH YOUR GOALS. HOWEVER, TO ACHIEVE ASSURED SUCCESS YOU NEED TO ADD REAL VALUE. TAKE A STEP FORWARD AND RAISE YOUR EVENT TO THE NEXT LEVEL. **AMSTERDAM RAI CONVENTION CENTRE. WE WELCOME YOU TO OUR CITY.**

## SUCCESS FORMULA FOR A GREATER IMPACT

**+ ADDED VALUE > HOSPITALITY**

- > Attractive and open to the world
- > 24/7 Customer focused service
- > Top-class business environment
- > 27,500 Hotel rooms
- > Exciting and charming city
- > 1,250 Restaurants
- > Rich cultural program
- > 106 Theatres and museums
- > Lively night life



**What does the local host committee want to achieve by hosting this conference?**

Hirt: "Holding the AIPC conference is an opportunity for a centre to host colleagues from all over the world and to show off the kind of experience they are able to deliver to a global audience. This most certainly raises not just a centre's profile but an appreciation of what it has to offer. As this industry is a very tight and relatively small community, this means that news travels quickly and it makes the host centre a focus of industry attention both at the conference itself and in the lead-up to it. ■"

AIPC represents a global network of 170 leading centres in 54 countries with the active involvement of more than 750 management-level professionals. It is committed to encouraging and recognizing excellence in convention center management, based on the diverse experience and expertise of its international representation, and maintains a variety of educational, research, networking and standards programs to achieve this. AIPC also celebrates and promotes the essential role of the international meetings industry in supporting economic, academic and professional development and enhancing global relations amongst highly diverse business and cultural interests.  
www.aipc.org



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