

TUESDAY | JULY 7

TIME	LOCATION	EVENT
08:30	Palexco Palacio de Exposiciones y Congresos A Coruña	Welcome Coffee
09:00	Arao Auditorium	Local Power: How a Small Destination Can Compete in a Global Market
<i>Keynote Speaker: Jesús Echevarría / Chief Communications Officer, INDITEX</i>		
As one of the world's largest fashion distributors, with eight sales formats and 4.264 stores in 73 countries, A Coruña based INDITEX is a case study in how a major global business can be developed and carried on far from the traditional business "power bases".		
09:45	Arao Auditorium	Designing for Success: Architects Look to the Future
<i>Chris Eseman / Partner, LMN Architects</i>		
<i>David Greusel / Principal, POPULOUS</i>		
Two leading architectural companies take a practical look at how good design can help address some of today's most urgent priorities in both new and existing convention centres.		
10:45	Leeward Hall	Coffee Break
11:15	Arao Auditorium	The Client Perspective: What Our World Looks Like Today
<i>Sherrif Karamat / Chief Operating Officer, PCMA (the Professional Convention Management Association)</i>		
<i>Luca Favetta / Senior Director Global Events EMEA, SAP SA</i>		
A leading association executive and a senior corporate client share their perspectives on their current priorities and the ways in which they feel centres can support meetings to mutual advantage.		
12:15	Arao Auditorium	Sustainable Meetings: a UN Perspective
<i>Isabella Marras / Program Officer Green Meetings, United Nations Environment Programme (UNEP)</i>		
The UN has been revisiting its approach to ensuring sustainable meetings, and the results will enable centres to align themselves with future standards.		

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TIME	LOCATION	EVENT
13:00	Praw Hall Ground floor	Lunch
14:30	Coruña Room	AIPC Member Outlook: Results of the Annual Global Issues Survey
<i>Rod Cameron / Director, Programming and International Development, AIPC</i>		
This past year has seen a huge transition in the global economy from robust growth to virtual paralysis in many key sectors. This session will unveil the trends and attitude shifts over the past year along with a look into the future.		
15:15	Coruña Room	Positioning in a Recession: What are the New Opportunities
<i>Keynote Speaker: Simon Anholt</i>		
The originator of the destination brand concept will show how a recession may just be the ideal time to revisit market image and positioning – and take advantage of changing conditions to gain market share.		
16:15	Leeward Hall	Coffee Break
16:45-17:45	Coruña Room	Simon Anholt "Clinic"
A follow up to the destination branding session, this session will address destination-specific challenges and opportunities in a workshop format.		
21:00	The Victoria Hall at the Hesperia Finisterre Hotel	AIPC Award Dinner Co-hosted by Ayuntamiento de A Coruña and TURGALICIA Dress code: lounge suit / cocktail dress

WEDNESDAY | JULY 8

TIME	LOCATION	EVENT
09:00	Palexco Palacio de Exposiciones y Congresos A Coruña	Welcome Coffee
09:30	Arao Auditorium	How AIPC is addressing current challenges and members can both avail themselves of the opportunities and contribute to strengthening the industry
<i>Edgar Hirt / President AIPC</i>		
AIPC Program Update:		
- AIPC Quality Standards Program - AIPC Academy - Sales & Marketing Summit and Facility Operations Summit - Industry Relations		
10:30	Leeward Hall	Coffee break
10:45	Arao Auditorium	General Assembly Registration
11:00	Arao Auditorium	Opening and welcome to AIPC 50th General Assembly
<i>Edgar Hirt / President, AIPC</i>		
- President's Management Report - Financial Report - Presentation of New Members - Board Elections: presentation by Jonas Scharf (Basel); Jacquie Rogers (Liverpool) and Carol Wallace (San Diego) - Presentation of Strategic Business Plan 09-2010 - AIPC Conference 2010: Presentation Liverpool - AIPC Conference 2011: Invitation		
12:30	Dock - Loft	Closing lunch hosted by BT Convention Centre Liverpool

THANK YOU TO OUR 2009 CONFERENCE HOST



**AIPC
2009**



**A CORUNA
JULY 4-8**

PALEXCO Palacio de Exposiciones y Congresos A Coruña



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SATURDAY JULY 4		
TIME	LOCATION	EVENT
10:00-14:00	Palexco	Registration
08:30	Departure from the hotels to the A Coruña Royal Golf Club	Pre-Conference Activity: Palexco Challenge Tournament
16:00-16:30	Return at Palexco	
11:15	First departure from Palexco	Pre-Conference Activity: Coastal Sea Excursion by Schooner
14:15	Return at Palexco	
16:30	Second departure from Palexco	
19:30	Return at Palexco	
20:30-22:30	A Coruña Royal Yacht Club	Informal Get-together Welcome cocktail reception with tapas and drinks Dress code: smart casual

For your convenience, there will be a mobile registration desk at the get-together.

AIPC CORPORATE PARTNERS



SUNDAY JULY 5		
TIME	LOCATION	EVENT
09:00-13:00	Palexco	Registration
09:15	Departure by bus from Palexco	
10:15	Arrival in Santiago de Compostela	Visit Santiago de Compostela
12:30	Departure by bus from Palexco for delegates joining for lunch only.	
14:00	Hostal de los Reyes Catolicos	Lunch
All delegates return by bus to Palexco at approx. 17:00		
20:00-21:00	Palexco - Coruña Room	First Time Attendees and New Members Welcome and Orientation
Come meet the AIPC Board of Directors and management team, and learn how to make the most of your annual conference participation.		
20:15	Departure by bus from the hotels to the A Coruña Opera House	Welcome Dinner Co-hosted by CAT Publications and Palexco Dress code: smart casual

Registration at the hotels from 20:30-21:15

Return by bus to the hotels at approx. 24:00

AIPC ANNUAL CONFERENCE 2009 PROGRAMME SPONSORS



MONDAY JULY 6		
TIME	LOCATION	EVENT
08.30	PALEXCO Palacio de Exposiciones y Congresos A Coruña	Registration Welcome Coffee
09.00	Arao Auditorium	Official Opening Ceremony AIPC Annual Conference
Welcome address: Enrique Pena Gonzalez / Director, Palexco		
Welcome to the conference: Edgar Hirt / President AIPC		
10.00	Arao Auditorium	Global Economic Status and Outlook: The World Today and Tomorrow
Keynote Speaker: Dr. Linda Yueh Fellow in Economics, St. Edmund Hall, University of Oxford Visiting Professor, London Business School Associate, Centre for Economic Performance, LSE		
Dr. Yueh will address the underlying issues and recovery prospects for the economy, with particular reference to how recovery will likely unfold and which sectors will be impacted in ways that determine their meetings potential.		
11.15	Leeward Hall	Coffee Break

A CORUNA EVENT SPONSORS 2009



MONDAY JULY 6		
TIME	LOCATION	EVENT
11.45	Coruña Room	Case Presentations: How We've Been Impacted; How We're Coping
Panel of AIPC member facilities compare notes on how their regions have been impacted by current global economic conditions and how they see events unfolding over the months and years ahead. Open discussion follows.		
Alec Gilbert / Chief Executive, Adelaide Convention Centre		
Jonas Scharf / Managing Director, Congress Center Basel		
Dirk Elzinga / Managing Director, Cape Town International Convention Centre		
Greg O'Dell / CEO and General Manager, Walter E. Washington Convention Center		
13.15	Praw Hall Ground floor	Lunch hosted by IMEX
14.45	Coruña Room	Presentation and Roundtable discussions: Innovation Management
Keynote Speaker: Frederik van Oene / Director, Arthur D. Little		
One of the keys to business success is in the creation and implementation of new management innovations. A combination of presentation and workshop, this session will examine how this can be successfully achieved in a convention centre context.		
16.15	Leeward Hall	Coffee Break
16.45-17.45	Poster Area 2nd floor	Innovation Poster Market Place
Brief presentations from the finalists in this year's AIPC Innovation Award followed by delegates casting their vote for the "People's Choice Award".		
19.30	Palexco	Galician Wine Tasting
Followed by a free evening and Tapas dine-around to our host's recommendation of the best tapas bars in town!		