As we look ahead to our next Annual Conference, it’s a good time to recall again what a wealth of experience and good advice exists in our membership, and how very easy it is for members to access this. Collectively, AIPC’s membership is the greatest single reservoir of expertise in the global industry today, and there are plenty of opportunities to tap into this supply – we just have to remember to take advantage of it when the need arises.

There are many such opportunities, and the Annual Conference program is certainly amongst the best of these. The program agenda is assembled on the basis of how we can best organize the key issues of the day around a series of topics and we then seek out those best qualified to speak to these. The outside speakers we bring in are selected as much on the basis of what they can draw out of members as they are for what they themselves can bring to the discussion. And even the selection of industry suppliers and colleagues for the program tends to be a function of how well they will complement what our members themselves both know and need in the way of centre-specific content.

But the conference isn’t the only way to access the expertise of your fellow-members. Our AIPC seminars and workshops at the major trade shows create other such opportunities, as do the Sales & Marketing and Facility Operations Summits which have become another fixture on the association calendar. For those who are still developing their management skills, the AIPC Academy Professional Development Program uses that same expertise to bring along tomorrow’s senior managers in a convention centre-specific context.

Now, we’re adding a new and more senior component to the Academy program, based on the 5 year success of the initial program and a growing interest in having a way for members to follow up on the knowledge and networks they achieved in the first session. Beginning in 2012, the Academy will offer a parallel session entitled the Management Symposium, which will take advantage of the faculty and guest presenters assembled in Brussels to create a high-level, problem solving program where existing managers can hone their skills further in a workshop setting that focuses on today’s centre management challenges and solutions (see article inside).

These are all highly effective ways of sharing knowledge – but in an era of high technology communications, there’s one more we shouldn’t forget about – and it’s called picking up the phone! In my experience, AIPC members are extremely generous in terms of sharing their perspectives and experiences with other members on just about any topic you can think of. The key is to ask – something that many of us forget to do.

Members helping members is one of the most effective opportunities AIPC offers, and I believe that the benefits arising from these interactions will remain hugely important, whatever else we may do in our organized programs.

Edgar Hirt, AIPC President
At a time when many had hoped the meetings industry, along with the overall global economy it relies on, would be in a robust stage of recovery, there are still many uncertainties and lower than expected economic growth in many parts of the world. At the same time, the industry has evolved, often due to the effects of the recent recession, and convention centres in particular are having to deal with changing expectations and many new ways of doing business.

These are the factors underlying the theme and content of this year’s AIPC Annual Conference in San Diego, where the line “It’s All About Change” will tie together a variety of sessions intended to explore not only what is changing but also where these changes may lead and what centres are and must do in response.

The sessions will combine the expertise of global observers with a finger on the pulse of international economic prospects with the perspectives of clients, suppliers and centres themselves to provide the best possible overview of how transition is shaping the industry. And along with the results of new research and technologies, it will provide expertise on how centres can respond to all these factors in a coherent way.

“This year’s conference, which is taking place at the San Diego Convention Center in the US, will respond to the questions surrounding the new kind of industry that is emerging from the challenges created by the recent global recession and an economy that is only now showing signs of recovery”, says AIPC President Edgar Hirt. “It is the most focused and senior level event in our industry, with the ability to access the very latest industry intelligence and insights with both global experts and AIPC colleagues at a critical time in our evolution, and our keynotes will make important contributions in this regard.”

David Blanchflower was a Member of the Bank of England Monetary Policy Committee from 2006 to 2009, and is currently Bruce V. Rauner Professor of Economics at Dartmouth College. He was named Business Person of the Year by the Daily Telegraph, and was the first policy-maker from the Bank, Treasury or Financial Services Authority to warn that the UK faced recession.

He "focuses on areas that matter to ordinary people, but which researchers usually ignore", and was awarded the CBE for services to economics in the Queen’s Birthday Honours List in 2009. His insights will help delegates understand the progress that is being made toward full global economic recovery; the obstacles that remain and the implications for future centre business.

Gary Heil is an author, director lawyer and coach, and a pioneer in the study of employee and customer engagement who co-founded the Center for Innovative Leadership, an organization dedicated to helping leaders create more innovative and sustainable management. He has published a number of books in this area, and has recently completed a study of 700 leaders and their attempts to engage people to take responsibility for helping create the future.

Gary will be delivering suggestions and strategies around how centre managers can encourage and manage change within their organizations and support the new directions that will increasingly be a part of the industry’s future.
RALF KLEINHENZ
Vice President Congresses and Guest Events, Internationales Congress Centrum Berlin

JAMES E. ROONEY
Executive Director, Massachusetts Convention Center Authority, Boston

ALOYSIUS ARLANDO
Chief Executive Officer, Singex, Singapore

GEOFF DONAGHY
Group Director, Convention Centres, AEG Ogden

LAST YEAR’S ECONOMIC RECOVERY WAS NOT AS STRONG AS HOPED, AND PROJECTIONS ARE FOR CONTINUING SLOW GROWTH WITH AN ACCOMPANYING SHIFT OF ECONOMIC POWER FROM TRADITIONAL AREAS TO NEW REGIONS AND MODELS.

This session will review progress to date, produce supporting data and propose the directions that economic restructuring may take in terms of how this may impact convention centre business prospects and strategies.

KEYNOTE ADDRESS

**Global Recovery and Growth: Where Are We? Where Are We Going?**

PROFESSOR DAVID BLANCHFLOWER
Bruce V. Rauner Professor of Economics at Dartmouth College (US)

After the Crisis: Global Industry Status and Prospects
AIPC has been tracking the performance, confidence levels and expectations of centres around the world through recent periods of growth, recession and recovery. Based on the newest member-based research, this session will break down new data on a regional basis and compare the attitudes and prospects of various parts of the world from a convention centre perspective with projections for the next few years.

**Virtual Meetings: Impacts, Opportunities and Adaptations**
From a very low profile only a few years ago, virtual meetings are suddenly in the industry headlines as a result of better technology, cost concerns and sustainability issues. This session will draw on the experiences of an industry leader to examine questions such as: how do the new systems work? What are the remaining challenges? Will they now begin to threaten face to face meetings in a serious way? What has been learned through the hosting of virtual and hybrid meetings?

**AIPC Innovation Award 2011: Presentations and Poster Session**
The 2011 AIPC Innovation Award coincides with a year in which more centres than ever are looking for alternative strategies to manage costs and develop new business opportunities. Finalists will make a presentation on their innovations prior to a poster session in which delegates will be able to discuss innovations with their originators.

**How Events are Evolving: A User’s Perspective**
Events are evolving and the expectations of event venues are changing with them. What is clear is that the centres best able to respond to these changes will prosper at the expense of those who do not. This session will identify some of the key factors involved in the evolution of meetings, congresses and exhibitions from the perspective of key client groups along with the ways in which they expect venues to respond to their evolving needs.

**HERE ARE THE SESSIONS FOR WEDNESDAY JUNE 29**

- RALF KLEINHENZ
- JAMES E. ROONEY
- ALOYSIUS ARLANDO
- GEOFF DONAGHY

- PROFESSOR DAVID BLANCHFLOWER
- JAMES E. ROONEY
- ALOYSIUS ARLANDO
- GEOFF DONAGHY

- **Keynote Address**
- **Global Recovery and Growth: Where Are We? Where Are We Going?**
  - Professor David Blanchflower

- **After the Crisis: Global Industry Status and Prospects**
  - AIPC has been tracking the performance, confidence levels and expectations of centres around the world through recent periods of growth, recession and recovery. Based on the newest member-based research, this session will break down new data on a regional basis and compare the attitudes and prospects of various parts of the world from a convention centre perspective with projections for the next few years.

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KEYNOTE ADDRESS
Managing Change in a Convention Centre Environment
GARY HEIL
Center for Innovative Leadership (Co-Founder)

While we may have developed a better idea of how and where the industry and overall economy are evolving, the next question that emerges is how we can best respond to these changes in management and organizational terms. This session will draw on the expertise of a recognized expert in the field to explore some of the latest thinking and strategies around change management as it would apply to convention centres and their operations.

PAUL WOODWARD
Managing Director, UFI, the Global Association of the Exhibition industry

The Exhibition World: Status and Prospects
As both a core area of stand-alone business and a key element of many corporate and association events, the exhibition sector is of critical interest to many convention centres. The Managing Director of UFI, the Global Association of the Exhibition industry, will provide important insights into how this sector is developing, the factors that will be most important to its future prospects and what this will mean for centre managers.

RASHID TOEFY
Chief Executive Officer, Cape Town International Convention Centre

Securing New Investment: What Does it Take in Today’s Political / Economic Climate?
There’s no better way to “take the temperature” of government and community support for the industry than to pursue major new investment in infrastructure. Three AIPC members with expansion success stories will outline how they achieved the support required for a major project and what lessons were learned that can be applied to similar member initiatives.

JEFF LEIDY
Executive Chef, San Diego Convention Centre

New-Age Food and Beverage: What’s Driving Change?
In a time when revenues are tougher than ever to extract from clients, many centres are finding that the Food and Beverage area is one where excellence can really command a premium. This session will explore some of the factors that really make a difference for a centre, not only in quality terms but in the ways that meal functions can address a range of priorities for meeting planners and create a unique and compelling new experience for delegates!
MONDAY JUNE 27
Meet up for an informal get together with colleagues, catch up on industry news, and enjoy fabulous views of sparkling San Diego Bay from the San Diego Convention Center Terrace. Start your San Diego experience off by networking and get into conference mode relaxing in one of Southern California’s most spectacular seaside settings! Drinks and light dinner will be provided.

TUESDAY JUNE 28
Enjoy a round at San Diego’s top rated Maderas Golf club, quietly tucked away amidst the rolling hills of north San Diego a short 25 minute drive from downtown. Designed by Johnny Miller and Robert Muir Graves, Maderas offers a unique combination of golf course strategy and design mastery, while taking the concept of upscale golf in San Diego to exhilarating levels.

WEDNESDAY JUNE 29
Explore the Gaslamp Quarter and Seaport Village, two of the San Diego Convention Center’s closest and most unique amenities located just steps from your hotel. The Gaslamp Quarter offers a diverse and energy-filled array of restaurants, lounges and entertainment. Seaport Village is San Diego’s version of a quaint, seaside village with waterfront dining and one-of-kind shopping. Use this free evening to take full advantage of the huge range of the available choices, guided by the special access and advice provided by our San Diego hosts.

THURSDAY JUNE 30
The AIPC Award Dinner is the traditional high point of the Annual Conference where we will recognize the winner of the 2011 Innovation Award. Through a special arrangement with our San Diego hosts, we will be celebrating this important event in the elegant and exclusive surroundings of The University Club. This premier venue is situated atop one of downtown’s tallest buildings offering panoramic views of San Diego’s beautiful city and surroundings. This unique and exclusive setting will provide a stunning backdrop to the AIPC Award Dinner.

In addition to the social activities for all attendees, there will be an optional Accompanying Persons Program:

WEDNESDAY JUNE 29
San Diego’s Old Town Tour and Harbour Cruise; Considered the birthplace of California, Old Town is rich in history and is the site of the first Spanish settlement. Savor the smell of fresh tortillas and the music of Mariachi Bands as you wind through an Old California Street. Enjoy lunch before taking a 2 hour Hornblower Harbor Cruise & Sea Lion Adventure, combining wildlife watching with world-renowned landmarks such as the Star of India, Midway and Cabrillo National Monument.

THURSDAY JUNE 30
La Jolla Sightseeing Tour; La Jolla, the Jewel of the Sea, is one of the most exclusive areas in America, with a wide range of art galleries, boutique shops and one of a kind custom build mansions. Enjoy a professional guided tour of Mount Soledad with 360 degree views of San Diego, Mexico and the Pacific Ocean, Tory Pines State Reserve, La Jolla Shores and the Village of La Jolla.

Social Program Delivers the San Diego Experience:
The extensive social program organized by Annual Conference hosts the San Diego Convention Center will ensure everyone has a variety of opportunities to experience the unique flavor of this delightful southern California city. Here are just a few of the offerings – a full listing is on the AIPC website under “Annual Conference”;

AIPC ANNUAL CONFERENCE 2011 PROGRAM SPONSORS

AIPC CORPORATE PARTNERS

AIPC 2011

PAGE FIVE
Boston Scores Double Header with AIPC Quality Standards Gold

Jim Rooney, Executive Director of the Massachusetts Convention Center Authority, which operates the Boston Convention & Exhibition Center and the John B. Hynes Veterans Memorial Convention Center in Boston, is clear about why they sought out AIPC Quality Standards accreditation. “We wanted to be recognized as being among the world’s best venues for meetings and conventions, and the AIPC Gold Standard was our way of proving it, both to our peers, our customers and ourselves. It was a wonderful exercise and a huge boost for the organization. It is also a mark of pride for the staff of the MCCA, a reminder that the work we do and the goals we aim for are of the highest calibre and recognized worldwide”.

Rooney says the process was both challenging and gratifying for staff. “It was an exercise that forced us to look at ourselves and the way we operate with fresh eyes, and discover both our strengths and weaknesses. It was more than just about receiving an award; the exercise helped the MCCA create a baseline that will help us grow and improve as organization well into the future. In the end, everyone at the MCCA gained insight into the details of our work and how well we do it”.

The AIPC Gold Standard logo is going to be a key part of the facility marketing and outreach campaign moving forward, said Rooney, particularly given that they are in the midst of a campaign that is examining both the construction of a nearby headquarters hotel and the expansion of their exhibit hall. “We hope to create a dialogue between clients, attendees and the general public about what the standard means. The events we bring to Boston are smart, assured and seeking the best in everything, and this qualification helps assure them that they are in good and capable hands.

“The hope is that increased awareness of our designation will serve as an added enticement for and confidence-builder in prospective clients and guests, as well as a source of pride for the Greater Boston community. We pride ourselves on our facilities and our service and this qualification allows us to both boast and improve as we move forward as a destination and an organization.”

Academy adds New Management Symposium for 2012

The AIPC Academy: An Investment in the Future

2012 AIPC Academy Management Symposium
February 5th at noon to Wednesday, February 8th
PROGRAM FEE
1500 EUR | three day program
All accommodation and meals at the Dolce la Hulpe, off-site activities and related transfers.

AIPC Professional Development Program
February 5th to Friday, February 10th
PROGRAM FEE
€2495 for early registration before November 15 and €2695 after that date.
FURTHER INFORMATION
Available online at www.aipc.org or via the AIPC Secretariat.
WELCOME TO NEW AIPC MEMBERS!

SQUARE – BRUSSELS MEETINGS CENTRE

Situated in the heart of the cultural and historic sector of Brussels, near the national and international institutions, SQUARE – BRUSSELS MEETINGS CENTRE offers a unique, functional and breathtaking environment for any kind of meeting. With 13,000 m² of meeting space, SQUARE – BRUSSELS can cater to any kind of event, whether it be association congresses, corporate meetings, product launches, EU gatherings, workshops and more. Located, just across the Central Railway Station and with the airport a mere 20 minutes away, SQUARE accommodates up to 1,200 people, with an additional 2,200 available in the auditorium in next-door Bozar. There are also 6,000 hotel rooms in the immediate vicinity of the venue. SQUARE’s award-winning design, bespoke and high quality technical equipment and, most importantly, its dedicated team of experts, make it the perfect choice for demanding clients – maybe the one and only in the very heart of Europe.

“Joining AIPC is only natural for us”, says Ariane Deguelle, Member of the Board of GL Events Belgium, the company that manages SQUARE – BRUSSELS MEETINGS CENTRE. “Our aim is to constantly better ourselves in the management of meetings venues. We want to learn best practices and AIPC is a wonderful platform to do so. Besides, with SQUARE’s numerous assets – its flexibility or its integrated technology just to name a few – we also have many things to share.”

THE LOS ANGELES CONVENTION CENTER

St The Los Angeles Convention Center (LACC) is one of the most technologically advanced convention and exhibition centers in the world, attracting over 2.5 million visitors annually and renowned internationally as a prime site for conventions, trade shows and exhibitions. An integral economic component of the Southern California area, the centre generates more than 1.1 billion in secondary spending annually, and sustains over 12,000 local jobs. LACC is also a model environmentally-friendly facility, holding the prestigious USGBC LEED-EB O&M GOLD Certification for existing buildings. LACC is also a Bronze Level recipient of the 2010 California Award for Performance Excellence (CAPE), Eureka Award.

Says Mr. Pouria Abassi, P.E. General Manager & CEO, “The women and men of the Los Angeles Convention Center constantly strive to service our clients and attendees with exceptional customer service; improve upon and enhance our building’s functionality and infrastructure; and sustain, reinforce, and expand our competitive edge. This year we have implemented a new goal of extending tangible and positive customer experiences across all market sectors and claim it “The Year of the Client. With AIPC’s international membership, knowledge of industry trends, and their mission to encourage and recognize the highest standards in facility management and operations, our venue has the tools to maintain and enhance “World Class Service.”

OTTAWA CONVENTION CENTRE

The all-new Ottawa Convention Centre (OCC) opened in April 2011 in the heart of Canada’s Capital. It is Canada’s Meeting Place – the premier Canadian convention centre, conferencing, meeting and tradeshow facility, and event venue. A bold, modern design with a bright naturally-lit interior and magnificent views, OCC offers an unparalleled, environmentally-responsible setting for Ottawa conventions, conferences, meetings and exhibits, large and small. Its high sweeping window façade – the largest curved glass wall in Canada – faces the Rideau Canal – a UNESCO World Heritage Site – Canada’s Parliament Buildings and the National Arts Centre. Surrounded by Ottawa’s national sites, cultural treasures, natural beauty and relaxed urban vibe, the new Centre is within easy walking distance of 6,000 downtown Ottawa hotel rooms.

OCC’s 17,837 square meters of highly configurable and functional space was built to LEED Silver certification standards and includes a maximum configuration of 28 meeting rooms, the 5,203 square meter fully-carpeted multi-purpose Canada Hall (Ottawa’s largest meeting space), and the 1,979 square meter Trillium Ballroom which affords visitors unparalleled views of the downtown core.

“When we decided to demolish the former Congress Centre and rebuild a completely new facility, it was critical to identify best practices – both from a design perspective and operationally,” says OCC president, Patrick Kelly. “To do this in a meaningful way, we had to look outside our national boundaries and even beyond North America to identify what the best in the world are doing and what makes them successful. There was only one organization that represented such venues globally – AIPC. We have already learned a great deal from other members’ experiences through our construction and planning phase; now that we are operational, our continued participation in AIPC will ensure Canada’s Meeting Place is at the vanguard of positive innovation in the meetings and conventions sector as we strive to consistently be the best.”
AIBTM Marks a New Initiative in the US Market

Steve Knight, AIBTM Project Director talks to Communiqué about their latest IBTM Initiative in Baltimore this June;

What made you decide to expand into the U.S.? We spent two years researching the US marketplace and talking in depth to industry associations, potential exhibitor, meeting planners and buyers. We also looked carefully at the IBTM business model and felt this same model would succeed in the US. The result is an event that will enable the meetings industry to come together to develop business, gain corporate and personal development insights and to network in a business like, yet relaxed environment – brand values that have proved successful for all our events around the world.

What kind of a surrounding program of activities will you have in year one? Do you see this growing in subsequent years? The AIBTM Education Day will see a whole day dedicated to professional education put together with the leading industry associations and consisting of a series of conferences, forums and workshops that have been specifically designed to meet the needs of planners and suppliers in the meeting industry and followed by two early morning sessions before the show opens. All of the AIBTM sessions in the Education Program will be Certified Meeting Professional (CMP) accredited, and full details can be found at www.aibtm.com. There will also be an invitation-only CEO Summit bringing together the heads of the largest and most influential buyers and suppliers in the US and international marketplace to discuss future trends and issues, as well as a number of other high profile events, from the Ice Breaker Reception at the Maryland Science Center to the Visit Baltimore Welcome Party and the U2 world tour concert which will be attended by 1,000 plus lucky participants. As for the future, we’ll see what our research shows post the event; however, whatever we do will have to maintain our core values which are to deliver a return on investment for everyone involved.

What are the highlights of the AIBTM Education Programme? Along with the educational components outlined above, two sessions specifically for exhibitors have been developed; one on destination marketing and another on how to attract business to the US and US business to the rest of the world. There will also be a specific Technology track where experts will discuss the most effective ways to utilize new and existing solutions within events, provide the hands-on tools needed to maximize a company’s presence using apps and social media.

In addition, the initial findings from the first Business Value of Meetings research project by MPI will address best practices, steps to avoid, expected outcomes and practical ways to introduce the measurement and reporting of Business Value of Meetings within organizations.

How will this fit in with your other global shows like IBTM, EIBTM, AIME and GIBTM? Do you see advantages to exhibitors to be part of this broader “family”? Each of the IBTM portfolio of events is tailored to the markets they serve but they all guarantee the attendance of top level decision makers, a unique Hosted Buyer Program and a high level professional education program. At the same time, the education program will help define issues and topics that relate to doing business in that country or region. AIBTM will therefore be an event where domestic US suppliers can meet both regional and international Hosted Buyers and regional trade visitors and international suppliers can meet with domestic and regional US Hosted Buyers and trade visitors.

What do your numbers look like at this stage? How will / are you evaluating success? Over 3,000 national and international meeting and event planners, including 2,000 Hosted Buyers will meet one-on-one with exhibitors of their choice, using AIBTM’s online, Pre-Scheduled Appointment system. Our overall aim is to ensure exhibitors, Hosted Buyers and trade visitors achieve ROI and fulfill their business objectives at AIBTM, and Reed Travel Exhibitions independently audits each of its events, providing stakeholders with independently verified statistics, which allows helps them to also evaluate their attendance, business objectives and ROI in an official capacity.

www.aibtm.com