

**AIPC Facility Operations Summit  
Barcelona, November 28 and 29, 2010**



**AGENDA**

**Day 1: Sunday, November 28**

**Location: Barcelona International Convention Centre (CCIB) :** Banquet Hall 3 P3  
Address: Rambla Prim 1-17, 08019 Barcelona  
Please take entrance D

9:00 - 9:05 **Welcome** Geoff Donaghy, Vice President AIPC

9:05 - 09:45 **Summit Introduction:** Barbara Maple - Chair, AIPC Facility Operations Summit 2010

- Attendee Introductions: Tell us what's happening at your venue and hear about the top operations issues in convention centres around the world
- Overview of Summit program and goals

09:45 -10:30 **The Future of Technology and Audience Response Systems.**  
Richard Taylor - IML

This session will provide a broad overview of the future of technology use in meetings, with delegates wanting to have more participation and interaction in the conference agenda. Hands on use of an emerging technology will provide a useful tool for gaining audience participation and collaboration on hot topics in the world of operating convention centres.

10:30 - 11:00 Coffee break

11:00 - 12:30 **Organizational Plans and Human Resources: Managing Your Most Important Asset.** Marcia Lyons – Calgary

Meeting venues typically operate within a unique set of circumstances and as a result have a variety of organizational structures. In this session, developing organizational plans and different organizational models will be highlighted as well as:

- Outsourcing of major functional areas
- Developing a new team and the related needs of staffing, training and professional development and assessing performance
- Emerging trends such as the challenging labour market, recruitment / retention strategies and incentives and discussion of solutions for these.

12:30 – 13.30 Lunch



13:30 - 14:30 **Organizational Plans and Human Resources cont'd**

Group discussion and case study: Building Teams: Tom Lechthaler (Liverpool)

**Round Tables:** topics will focus on human resources/organizational issues

- Managing outsourced functional areas Gert Gundersen (Bergen)
- Developing new teams Tom Lechthaler (Liverpool)
- Recruitment, retention, incentive programs Esmaré Steinhöfel (Cape Town)
- Client Interface and Developing Client Relationships Malcolm Close (Glasgow)

14:30 - 16:00 **Managing a Diverse Business: Global Trends and Issues Affecting Meeting Venues**

This session will provide a view on the current trends and issues in the meetings industry from the wide variety of event sectors that venue operations teams need to manage. A panel of expert speakers will provide insights and solutions from the perspective of both the convention and exhibition industry, providing venue operations teams a better understanding of the issues and how they might best respond.

Moderator: Geoff Donaghy (Cairns)

Panellists:

Paul Woodward	UFI, The Global Association of the Exhibition Industry
Philippe Fournier	IAPCO, The International Association of Professional Congress Organisers
Rod Cameron	AIPC

16:00 Coffee break and CCIB site visit

17:30 Transfer by bus to **Palau de Congressos de Catalunya**  
Address/entrance: Avenida Diagonal 661-671, 08028 Barcelona

18:30 Site visit of Palau de Congressos de Catalunya

19:30 Pre-dinner drinks and Tapas Evening hosted by EIBTM  
Club Room at the Hotel Rey Juan Carlos I (adjacent to Palau de Congressos)



**Day 2: Monday, November 29**

**Location: Fira Gran Via > Conference Centre room 4.1**

Entrance via Avda. Juan Carlos I, 58 - 08908 L'Hospitalet de Llobregat (Barcelona)

See map (attached)

09:00 Welcome: Craig Moyes - Group Exhibition Director, Meetings and Events Portfolio  
Reed Travel Exhibitions

**09:05 - 10:30 Hosting Mega/ International Events: What are the Risks and Rewards?**

Through a series of case studies, this session will explore the implications of hosting major international events. Panellists will share both the venue and destination experience in preparing for and hosting major events, particularly dealing with the operational implications of these events. Short and long term challenges and benefits will be discussed.

Moderator: Malcolm Close (Glasgow)

Panellists:

Joan Chaler – CCIB Barcelona

Megan Arendse – Cape Town

Jenny Salisbury – Beijing

10:30 – 11:00 Coffee break

11:00 – 12:30 **Round Tables:** Topics will focus on questions arising from the variety of issues that result from hosting major, complex and varied events as well as solutions that have been discovered by the staff of convention centres:

- |  |                            |
|--|----------------------------|
| • Disaster recovery, business resumption           | Malcolm Close (Glasgow)    |
| • New technology and issues                        | Jürgen Kupczik (Frankfurt) |
| • Handover: client > ops > supplier                | Tom Lechthaler (Liverpool) |
| • Challenges on handling diverse types of business | Marcia Lyons (Calgary)     |
| • Event management systems                         | Guida Sequeira (Lisbon)    |

12:30 - 13:30 Lunch



13:30 - 15:00 **Sustainability: What's new and emerging in the areas of certifications, management systems and measuring and reporting carbon footprint.**

Presentations and discussions will focus on existing and emerging certification programs, why they are important and how to implement these programs, as well as reporting and measuring tools. Case studies will be shared that emphasize the challenges and successes in implementing sustainable programs within your venue.

Speaker: Charlie Banks - Positive Impact

Case studies: Jan van den Bosch – Amsterdam  
Lene Mortensen – Copenhagen  
P.-Michel Bouchard - Québec

15:00 – 15:30 Coffee break

15:30 – 16:00 Operations Summit Summary and Conclusions

16:00 – 17:00 Site visit of the Gran Via venue and Convention Centre  
Behind the scenes of EIBTM

17:00 Cocktail

### **Tuesday, November 30: visit EIBTM at the Fira Gran Via**

09:00 – 10:00 **AIPC Seminar:** Centre - Client Relations: New Realities; New Models  
Seminar room 3.14

13:00 - 14:00 **the San Diego cocktail reception** promoting our upcoming 2011 Annual Conference will take place at the **AIPC stand H510**

In partnership with

