

TIME	LOCATION	EVENT
10:00-14:00 16:00-19:00	Meliá Hotel	Registration
07:00	Departure by bus from Meliá	Pre-Conference Activity: Berliner Golfclub Stolper Heide
14:30	Return to Meliá	
FROM 10:00		Pre-Conference Activity: Berlin City Tours
17:00-19:00	Meliá Bar & Lounge	Pre-Conference Welcome Reception Get into conference mode at an informal get-together with colleagues. Casual dress; drinks and cocktail snacks will be provided.

AIPC CORPORATE PARTNERS



TIME	LOCATION	EVENT
10:00-13:00 15:00-19:30	Meliá Hotel	Registration
13:00	Departure from Meliá Hotel	Pre-Conference Activities Berlin Experience: World Heritage Site Museum Island – From Ancient History to the 19th Century Guided walking tour Architecture and Lifestyle in the City West Guided walking tour Urban Art – Part of the Art Scene! Guided bicycle tour A Guided Bike Tour Along the Berlin Wall Guided bicycle tour
16:00	Return to Meliá	
16:30-17:30	Meliá Room Sevilla 1 st floor	First Time Attendees and New Members Welcome and Orientation Meet the AIPC Board of Directors and management team; get a quick orientation to AIPC and find out how to make the most of your Conference experience.
FROM 17:30-18:00	Departure by bus to BeachMitte	Welcome Reception and Barbecue Hosted by visitBerlin Berlin Convention Office In the heart of Berlin you'll find the exclusive Kalawao Lounge with its panorama terrace and the rustically cosy Hawaii Bar. Caribbean and German BBQ buffets and camp fire ambiance provide a great start into the conference. <i>Dress code: casual</i>
FROM 21:00	Return by bus to Meliá	After dinner drinks at the Meliá Tapas Bar

THANK YOU TO OUR 2014 CONFERENCE HOSTS



TIME	LOCATION	EVENT
FROM 08:00	Transfer by S-Bahn to CityCube Berlin	Use your Berlin WelcomeCard to travel to the CityCube. From the Meliá you will be directed to the S-bahn station and platform for boarding train S5 to 'Spandau'. Exit the train at the 'Messe Süd' station, adjacent to the CityCube. <i>Your WelcomeCard transport ticket must be validated at first use.</i>
08:30	CityCube Berlin Lobby E01	Registration Welcome Coffee
09:00	Departure by bus from Meliá	Accompanying Persons: Exclusive AIPC Potsdam Full Day Tour
17:00	Return to Meliá	
09:00	Hall A1	Official Opening Ceremony AIPC Annual Conference Welcome addresses: Burkhard Kieker CEO, visitBerlin Ingrid Maaß COO, Messe Berlin Dr. Ralf Kleinhenz Vice President, CityCube Berlin Welcome to the Conference: Geoff Donaghy President, AIPC
09:45	Hall A1	Globalization, Urbanization and the Future of the Meetings Industry Keynote Speaker: Parag Khanna Director of the Hybrid Reality Institute, Senior Fellow at the New America Foundation, Adjunct Professor in the Lee Kuan Yew School of Public Policy at the National University of Singapore and Senior Fellow at the European Council on Foreign Relations. As the global economy recovers, other longer term forces are at play that will fundamentally impact how convention centre business evolves. This high-level look at globalization and urbanization will clarify what's happening and what the impacts may be.
10:45	Lobby E01	Coffee Break
11:15	Hall A1	The GCB Megatrends Study – Tracking Trends that are Shaping the Future of the Industry Matthias Schultze Managing Director, GCB German Convention Bureau Dr Edgar Göll Senior Researcher, Institute for Future Studies and Technology Assessment Claudia Delius-Fisher Director Congress Frankfurt A long term, broad based study of the future of our industry carried out by the GCB has important implications for the industry as a whole. Key members of the GCB team provide an overview of results to date and plans for the future.

TIME	LOCATION	EVENT
12:30	M1 (M1-3)	Lunch hosted by IMEX
14:00	Hall A1	Meeting the Challenges of Growing and Emerging Markets: 2 Perspectives Aloysius Arlando CEO, Singapore EXPO Convention and Exhibition Centre Dr Matifadza Nyazema Executive Director, Sandton Convention Centre, Johannesburg While many continue to struggle with recovery, some regions are experiencing rapid growth and others are emerging as destinations and economies with corresponding meetings and convention demands. Here are two perspectives on coping.
14:45	Hall A1	Major Sporting Events – a New Market Opportunity for Savvy Centres Panos Tzivanidis Head of Events and Hospitality, International Olympic Committee Centres everywhere are looking for new business opportunities – but the meetings and exhibitions associated with sporting events are often overlooked. Here's what these events offer and how they can be accessed and addressed.
15:30	Lobby E01	Coffee Break
16:00	Hall A1	2014 AIPC Annual Survey: Centre Performance and Perspectives in an Industry Context Michael Hughes Managing Director of Research & Consulting, Red7Media A first look at results from the fifth in the series of comprehensive industry performance / outlook surveys of AIPC members which has tracked industry changes and identified how our expectations align with those of our clients. Roundtable discussions of the study results and their implications for centres will follow the presentation.
17:30	Transfer by S-Bahn to Meliá	Take Train S5 to 'Strausberg Nord' exit at station Friedrichstraße Evening at Leisure Explore Berlin with Colleagues and AIPC Partners After dinner drinks at the Meliá Bar & Lounge

BERLIN EVENT PARTNER



TIME	LOCATION	EVENT
FROM 08:00	Transfer by S-Bahn to CityCube Berlin	
08:30	CityCube Berlin Lobby E01	Welcome Coffee
10:30	Walking tour departing from Meliá	Accompanying Persons: Gallery Hopping in Berlin Tour
13:30	Return to Meliá	
09:00	Hall A1	Cultural Adaptations for the Industry: a Practical Guide for Centre Managers
Keynote Speaker: Avinash Chandarana Group Learning and Development Director at MCI		
We're all working in an increasingly globalized environment but may not always be prepared for the impacts on our business and personal interactions. This session will provide some solid advice on meeting these new challenges.		
10:00	Hall A1	Centre Implications for New Technological Evolution
Michael Burian Managing Director, Head of Infrastructure Managed Services Solution Architecture (ASG), Accenture GmbH Marco Noordegraaf Manager, ACS audiovisual solutions Mark Haley President, Smart City Networks		
Technology continues to dominate discussions of both centre design and client expectations. This panel will take a practical view of what immediate and imminent developments are most likely and how these can be managed.		
11:00	Lobby E01	Coffee Break
11:30	Hall A1	New Developments and Strategies in the Exhibitions Sector
Eric Preat Vice President Product Development, Artexis & easyFairs Group Michael Hughes Managing Director of Research & Consulting, Red7Media David Pegler CEO, ExCeL London		
Exhibition organizers are having to be much more strategic in their approaches these days as they face ongoing competition from other media and increasing demands from both organizers and attendees. This session will explore the adaptations centres need to make in order to accommodate this new world.		
12:30	M1 (M1-3)	Lunch

TIME	LOCATION	EVENT
14:00	Hall A1	FOOD! Issues and Opportunities Associated with one of Our Biggest Revenue Sources
Richmond Lim Executive Chef, Kuala Lumpur Convention Centre Ben Hainsworth Association Executive Director, K.I.T. Group GmbH Edgar Hirt Managing Director, CCH - Congress Center Hamburg		
F&B has become one of the few areas where a centre can actually make money – but doing so requires constant innovation as well as addressing the ongoing debate between organizers that would like to see fewer “tied suppliers” and more flexibility in accessing F&B and centre managers concerned about safety, quality and reliability. This panel addresses it all!		
15:00	Hall A1	Interactive roundtable discussion Revenue and Innovation: Are We Winning?
While there is general agreement that space rental revenues are becoming harder to achieve no clear replacements have yet emerged. This round table will explore revenue enhancement options.		
15:30	Lobby E01	Coffee Break
16:00	Hall A1	The Evolution of Image: Where Have We Come From? Where do We Go Next?
Rod Cameron Executive Director, AIPC James Latham Executive Producer, International Meetings Review James Rooney Executive Director, MCCA Boston		
There has been a profound shift in the expectations of a destination for selling into the meetings market but not everyone has kept up. This session will demonstrate the changes through a visual depiction of evolving attitudes and case studies of how centres are responding.		
17:00	Hall A1	Enhancing performance measurement: Economic Impact and Customer Satisfaction
Dave Pierzchala Senior Vice President & Managing Director, Ipsos		
The new approach to AIPC Apex Award evaluations is creating deeper insights into customer satisfaction, while the AIPC / Ipsos Economic Impact Model has created greater consistency and credibility around the measurement of reporting event benefits. Both are updated.		
17:30	Transfer by S-Bahn Meliá	
19:00	Bus transfer from Meliá to AXICA	
19:30	AXICA congress- and convention centre	AIPC Award Dinner Co-hosted by AIPC member: AXICA
An exclusive buffet-style dining experience at AXICA, a unique facility in the DZ BANK and architectural masterpiece by renowned architect Frank Gehry and featuring the announcement of the winner of the 2014 AIPC Apex Award. <i>Dress code: business suit and cocktail dress</i>		
AXICA is a 15 minute walk from the Meliá: a self-guided tour map will be available for those who wish to walk to the DZ BANK at Pariser Platz 3.		
22:30	Return by bus to Meliá After dinner drinks at the Meliá	

TIME	LOCATION	EVENT
FROM 08:00	Transfer by S-Bahn to CityCube Berlin	
08:30	CityCube Berlin Lobby E01	Welcome Coffee
09:00	Hall A1	AIPC Goes Pecha Kucha: Global Expansion Roundup
This rapid-fire format made famous in the design world will be used to provide an array of insights into centre expansions and projects now underway around the world - a whirlwind of information in a very entertaining format!		
09:30	Hall A1	Changing World; Changing Events
Keynote Speaker: David Rowan Editor of WIRED magazine's UK Edition		
Event delegate and planner expectations are evolving daily. This session will offer a perspective on key changes taking place well outside our industry that will have major impacts – and how we can begin thinking about them.		
10:30	Lobby E01	Coffee break
10:45	Hall A1	General Assembly Registration
11:00	Hall A1	AIPC 56th General Assembly Geoff Donaghy President, AIPC
AIPC's business session will feature a full program update as well as all the important elements of the General Assembly including elections for Board positions and insights into our next conference destinations.		
<ul style="list-style-type: none"> - President's Management Report - AIPC Program Update - Financial Report - Presentation of New Members - Board Elections - Presentation of Strategic Business Plan 2014-2015 - Program Budget and Membership Fee 2015 - AIPC Conference 2015: Presentation Boston - AIPC Conference 2016: Invitation 		
12:45	Cube Café	Closing lunch hosted by Massachusetts Convention Center Authority, Boston
14:00	CityCube Berlin site visit	
LOCATIONS		
Hotel Meliá Friedrichstraße 103, 10117 Berlin		
CityCube Berlin Messedamm 26, 14055 Berlin		
Beach Mitte Caroline-Michaelis-Str. 8, 10115 Berlin		
Axica Pariser Platz 3, 10117 Berlin		

AIPC

2014

Berlin June 29 – July 2



AIPC
ANNUAL
CONFERENCE

AIPC | Marianne de Raay
(32) 496 235327

CityCube
Berlin

CityCube | Joana Feikens
(49) 30 3038 3035

visit Berlin
Convention Office

visitBerlin | Katharina Waschke
(49) 178 274 7913

STAY CONNECTED AT AIPC 2014

Free wifi at the CityCube
SSID: guestevents
Password: AIPC2014

For security reasons we kindly request that badges are worn at all times.