

**In Partnership with IBTM World**

## **AGENDA**

**Our Theme:** The Digital Centre

This year's AIPC Facility Operations Summit will provide an engaging forum for issues and opportunities associated with a new era of growing digitization of the industry and implications this has for centre management.

Amongst the areas to be explored will be what's trending in event logistics, risk and crowd management, security and cybersecurity, changing tech requirements, responding to new event formats and the renewed importance of sustainable practices covered by the UN Sustainable Development Goals and now a subject of focus for centres wishing to demonstrate their social responsibility credentials.

Sessions will also incorporate key discussion topics that have proven to be highly popular and of practical use in previous events, including:

- Our annual industry update with a focus on venue operation
- The hands-on venue experience and knowledge exchange
- A supplier marketplace featuring centre-specific products
- Factors in managing the sales to event services handover

### **Day 1: Sunday, November 17**

**Location: Barcelona International Convention Centre (CCIB) > Meeting room 211**

Address: Rambla Prim 1-17, 08019 Barcelona

Access: will be through Entrance Door A and escalator B

Pedestrian access Pl. Leonardo da Vinci

10:00 Registration and coffee

10:30 – 10:45 **Welcome and program introduction**

10:45 – 11:45 **The Digital World: How events and venues need to prepare**

The business world is being transformed by the impacts of a digital world and convention centre managers need to understand the impacts on their business at all levels and how they can use digital technologies as an opportunity to innovate and compete. This session will combine a presentation and workshop for a broader learning experience.

*Presenter (workshop leader):* **Dr James Morgan** | *Principal Lecturer and Digital Innovator, University of Westminster | CSEP*

11:45 – 12:15 Networking Break

**12:15 – 13:15 The Big Picture: Industry Trends Impacting Centre Operations Today**

Drawn from a range of current research and analysis, including results of the AIPC Member / Client Surveys, this session will review the most important industry trends and impacts along with how centres are responding to these challenges.

*Presenter : **Rod Cameron** | Executive Director | AIPC*

13:15 – 14:30 Lunch

**14:30 – 15:15 How can centres help deliver on event objectives?**

Clients are racing to adapt to changing meeting objectives, address budget challenges, deliver content and attract participants. This session will engage participants on how best to address areas of mutual concern in ways that enable centres and their clients to work together more effectively.

*Presenter: **Flaminia Roberti** | Global Sales Director | AIM Group International*

**15:15 – 16:15 Sustainability as an Industry Performance Measure – an Evolving Definition**

While sustainable practices for venues have been continually advancing a new focus on the UN Sustainable Development Goals (UNSDGs), have broadened the definition and created new opportunities for centres to visibly demonstrate their diverse benefits. This session will explore this evolution and how centres can begin to expand their reporting accordingly in association with the G3 Alliance created with colleagues UFI and ICCA.

*Presenters :*

**Michael Andersen** | Director of Congress Planning and PM | Bella Center Copenhagen  
**Jordi Estruga Teixido** | Guest Events Operations Director | Fira Barcelona

16:15 - 16:30 Networking Break

16:30 – 17:30 Breakout Sessions

- CCIB Tour
- Digital Workshop: Exploring best practices for implementing a digital strategy
- *Presenter : **Holger Friesz** | Director of Sales, EMEA | Ungerbroeck*

17:30 Daily Summary

18:00 – 20:00 Bus Transfer and Tapas Evening

**Citrus Restaurant**

*Passeig de Gracia, 44 | 1st Floor  
08007 Barcelona, Spain*

## **Day 2: Monday, November 18**

### **Location: Barcelona International Convention Centre (CCIB)**

#### **9:00 Customer Service 101: Today's Highlights**

#### **9:15 – 10:45 Risk Management and Risk Perception**

This session will focus on a systematic way to address crowd management and the logistical risks associated with hosting large events. An engaging format will provide participants with both an understanding and practical tools to manage the range of events that centres host.

*Presenter: **Eric Kant** | Owner | Phase01, Crowd safety & Crowd Management*

#### **10:45 – 11:15 Networking Break**

#### **11:15 – 12:45 AIPC “Good Practice Managing Critical Threats”: a Practical Experience**

This session will combine an update on the “AIPC Convention Centre Good Practice Managing Critical Threats” program launched at last years’ Summit and presented at the Annual Conference along with a hands-on workshop and take away on current security practices.

*Presenter: **Glenn C. Schoen** BA MA | Boardroom@CrisisBV*

#### **12:45 – 13:45 Lunch**

#### **13:45 – 14:45 Dealing with the New Reality of Cybersecurity**

Centres are at increasing risk from cyber hacking and other security issues, not just for their own materials but as custodians of other client materials. What is at stake and what measures should be taken? Answers from a recognized expert on cybersecurity and data privacy, technology, telecommunications and intellectual property along with an opportunity to share your own experiences.

*Presenter : **Robert McClure** | Sequest*

#### **14:45 – 15:00 Networking Break**

#### **15:00 – 16:00 Information Exchange Round Tables**

Always a highlight of the Summit, attendees will join small discussion forums to share information and best practices on key topics that impact convention centre operations. Come prepared to discuss your questions on event management, building management and client engagement.

#### **16:00 What did you learn!**

*Attendees will record and prioritize learnings obtained from the Summit in order to share and implement at their venues.*

#### **16:30 Summary and Conclusion**

**Day 3: Tuesday, November 19**

9:00 Back of House tour of **Fira Barcelona and ibtmworld** preview