

AIPC 2019

Antwerpen JUNE 23-26



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

SATURDAY | JUNE 22

| TIME | LOCATION | EVENT |
|-------|--|---|
| 14:00 | Radisson Blu Astrid Hotel and Hotel Indigo Antwerp-City Centre | Your on-site registration documents will be available at the hotel reception and include your conference badge, a pocket program and other conference materials. |

For those staying at other hotels: please collect your registration documents from the Radisson reception desk. From June 24 onwards: your envelope will be available at the FMCCA – AIPC desk.

SUNDAY | JUNE 23

| | |
|--|---|
| Radisson Blu Astrid Hotel and Hotel Indigo Antwerp-City Centre | Your on-site registration documents will be available at the hotel reception and include your conference badge, a pocket program and other conference materials. |
| 14:30-15:45 | Flanders Meeting & Convention Center Antwerp: Bugatti Room Access via main entrance of the Antwerp ZOO |
| First Time Attendees and New Members Welcome & 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. | |
| 16:00-22:30 | Antwerp ZOO Antwerp Destination Experience, Welcome Reception & Informal Dinner |
| Departure from Antwerp ZOO main entrance | Antwerp City Walk |
| Discover a charming medieval town with remarkable buildings and narrow streets with interesting historical facts and anecdotes. | |

Antwerp ZOO-Grand Café Flamingo

From Grand Café Flamingo we will walk through the enchanting sleeping ZOO to the completely revamped Aquarium where this 1911 Belle Epoque building shines as never before and brings back the grandeur of the turn of the century.

| | |
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| Antwerp ZOO-Aquarium | Diamond Cocktail and Aquarium Experience Dinner |
| You will be welcomed at the Belle Epoque Square near the Aquarium for an exclusive Diamond Cocktail. Every glass of champagne holds a beautiful zirconia, but one has an authentic diamond! Once you've enjoyed a glass of champagne, you can check the authenticity of your 'stone' with one of the diamond experts to find out if you are the lucky owner of the real diamond! | |
| Dress code: smart casual | |
| Evening drinks at the Made in Antwerp Bar at the Radisson | |

MONDAY | JUNE 24

| TIME | LOCATION | EVENT |
|--|---|--|
| 10:00 12:30 | Chocolate Nation next to Radisson Hotel | Accompanying Partners: Chocolate Experience at Chocolate Nation |
| The workshop is held in one of the ateliers of Chocolate Nation, the world's largest Belgian Chocolate Museum. A delicious workshop! | | |
| FROM 08:00 | Flanders Meeting & Convention Center Antwerp: Marble Hall Access via main entrance of the Antwerp ZOO | Registration Welcome coffee and breakfast pastries |
| 09:00 | Queen Elisabeth Hall | Official Opening Ceremony AIPC Annual Conference |
| Welcome address: Dries Herpolaert CEO, FMCCA Opening ceremony: A Unique Themed Performance "Room with a ZOO!" Conference welcome: Aloysius Arlando President, AIPC | | |
| 09:30 | Queen Elisabeth Hall | Global Disruption; Industry Impacts |
| Keynote Speaker: Dr Linda Yueh Adjunct Professor of Economics at London Business School, and a Fellow in Economics at St Edmund Hall, Oxford University | | |
| Once again, our conference will be taking place at a point of significant geopolitical global turmoil and expectations of an economic correction accompanied by escalating trade disputes and uncertainties around Brexit-driven EU issues. To help make sense of it all and put these global events into an industry-specific perspective we will have a recognized international economist and commentator as our opening keynote. | | |
| 10:30 | Queen Elisabeth Hall | Feedback: Local Implications |
| Every "Big Picture" has local implications – this interactive session will explore these in detail with our keynote. Facilitator: Dr Linda Yueh | | |
| 10:50 | Marble Hall | Coffee break |
| 11:20 | Atrium | Insights from Key Clients: Recovery and Resiliency: Are We Better Prepared This Time? |
| Panellists: Isabel Bardinet CEO, European Society of Cardiology Kai Hattendorf CEO, UFI Jurriaen Sleijster President & COO, MCI (representing IAPCO) Chantal Van Es Head of Sibos, SWIFT Moderator: Rod Cameron AIPC | | |
| The Global recession that began in 2008 was a learning exercise for all – but how much did we really learn as an industry, and how prepared are we for the next downturn? An exploration of how leaders from key client sectors see their prospects and challenges – and what the implications of their changing world may have for centre business. | | |

MONDAY | JUNE 24

| TIME | LOCATION | EVENT |
|--|---------------------------|---|
| 12:30 | Marble Hall & ZOO Gallery | Lunch hosted by IMEX |
| 14:00 | Atrium | Aligning Perspectives: How We See 2020 – and Do Our Clients See Things as We Do? |
| Michael Hughes Managing Director of Research & Consulting, Red7Media | | |
| A first-time comparison of the results of the new AIPC Client Perspective Survey with the 2019 Annual Member Survey will provide new insights into how well our client's issues, concerns and expectations align with those of centres and where there is divergence that demands more exploration and dialogue. | | |
| 15:00 | | Specialty Focus Sessions: |
| | Okapi room 2 | CFO Focus: AIPC Benchmarking Review and Strategy Workshop Presenter: Matthew Klas Director, HLT Advisory Inc. with AIPC CFO Committee |
| | Okapi room 3 | Sales & Marketing Focus: Best of the Summits: from Digital Marketing to Subvention, where are we and what's coming? Presenters: Idoia Rodes President MCI Benelux and Alessandro Cortes CEO, ESTRO Facilitator: Barbara Maple, Chair, AIPC Summits and AIPC Academy |
| | Gorilla room 1 | Facility Operations Focus: Report-Out and Implementation Strategy for the AIPC Security Guidelines Presenters: Glenn Schoen CEO of Boardroom @ Crisis BV and Michiel Middendorf General Manager, World Forum Convention Center |
| 16:00 | Marble Hall | Coffee break |
| 16:30 | | Breakout sessions cont'd |
| 17:15-18:15 | Marble Hall | Drinks Reception hosted by AIPC's Business Partners |
| Evening at Leisure Explore Antwerp with Colleagues and AIPC Partners Evening drinks at the Made in Antwerp Bar at the Radisson | | |

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|------------|---|---|
| 7:00-8:00 | Antwerp ZOO | Morning Run or Walk & Tai Chi session |
| 10:00 | Departure from Radisson Hotel | Accompanying Partners: Antwerp Fashion Tour, guided by fashionista & famous local storyteller Tanguy Ottomer |
| 12:30 | Return to Radisson Hotel | |
| FROM 08:00 | Flanders Meeting & Convention Center Antwerp: Marble Hall | Welcome coffee and breakfast pastries |
| 08:30 | Atrium | BrainShare: Strategies for Practical Outcomes |
| | |  <p>Keynote Speaker: Oscar Cerezales Chief Operating Officer Asia Pacific / Global Director Association Services, MCI Group</p> <p>This extended session will be a delegate workshop in an alternative setting and format to both explore practical strategies for responding to identified industry challenges and to demonstrate how entirely new formats are increasingly being used by organizers to enhance participation and outcomes, based on a custom-designed platform for AIPC and led by a knowledgeable and innovative industry figure.</p> |
| | Marble Hall | Permanent Brain Refreshments |
| 13:00 | BrainShare Stations | Working Lunch |
| 13:45 | Atrium | BrainShare Results Presentation |
| 14:00 | Marble Hall | Dessert and Coffee |
| 14:30 | Atrium | Adaptive Design: Creating New Opportunities in a Fixed Envelope |
| | | <p>Raphael Vinoly, Partner LMN Architects Adam Paulitsch Designer Associate Principal POPULOUS</p> <p>From E-Sports to concerts, the demands on centres wanting to access new business opportunities carry an array of new demands, many of which were never anticipated in the original design. Two leading public space architects provide examples of how creative re-purposing can help – and what it means to centre owners and managers.</p> |
| 15:30 | Marble Hall | Coffee break |

| TIME | LOCATION | EVENT |
|-------------|---|--|
| 16:00-17:00 | Atrium | Creativity in Action: New Ideas from the AIPC Innovation Awards |
| | | <p>Pecha Kucha: Panel of Award Finalists</p> <p>An array of creative new ideas and developments in a wide range of centre management and operational areas with a "Pecha Kucha" overview to help guide your vote for the Delegate's Choice Award to be made that evening.</p> <p>Innovation Award Finalists:</p> <p>Abu Dhabi National Exhibition Centre: The Hive by ADNEC</p> <p>Adelaide Convention Centre: Honest Goodness: feel good, whole food, made fresh</p> <p>Tampere Hall Congress and Concert Centre: Service design project</p> <p>Cape Town International Convention Centre: A self-sustaining international convention centre</p> <p>Halifax Convention Centre: Halifax Convention Centre's Primary Point of Contact</p> <p>m:con – Congress Center Rosengarten: Customized online sales tool</p> <p>Suntec Singapore Convention & Exhibition Centre: Suntec Singapore's Hybrid - An Innovative Visualisation Tool</p> <p>EXPOFORUM Convention and Exhibition Centre, St Petersburg: Expoforum wi fi monitoring system</p> <p>International Convention Centre Sydney: ICC Sydney's innovative Real Time Asset Tracking System, "iTrack"</p> <p>Tampere Hall Congress and Concert Centre: Community Engagement</p> |
| | |  |
| 19:30-22:30 | Antwerp ZOO Flamingo Square and Marble Hall | Drinks Reception and AIPC Award Dinner |
| | | <p>The AIPC Award Dinner, a traditional high point of the Annual Conference, is where we will announce the winners of the 2019 AIPC Innovation Award.</p> <p>Dress code: business suit and cocktail dress</p> <p>Evening drinks at the Made in Antwerp Bar at the Radisson</p> |

THANK YOU TO OUR 2019 CONFERENCE HOST



a room with a ZOO

| TIME | LOCATION | EVENT |
|-------------|---|---|
| FROM 08:00 | Flanders Meeting & Convention Center Antwerp, Marble Hall | Welcome coffee and breakfast pastries |
| 09:00 | Atrium | New Tech on the Way: How "Big Picture" Developments Today will Shape Centre Requirements of the Future |
| | | <p>Keynote Speaker: Sophie Hackford CEO 1715 Labs</p> <p>Technology and technology management remain one of the largest concerns and investment requirements for centres around the world. This session will deliver advance knowledge of new developments about to hit the pavement globally to give centres managers a leg up on what they can expect clients and delegates to be looking for and what the operational and investment implications are likely to be from a leading global technology Futurist.</p> |
| 10:00 | | Workshop: Yes, But What Does This Mean to Me? |
| | | In a follow-up workshop to Sophie's presentation, the practical implications of her vision will be explored, and action steps identified that can help centres identify and plan for an evolving future. |
| 10:30 | Marble Hall | Coffee Break |
| 11:00 | Atrium | AIPC 61st General Assembly |
| | | <p>Aloysius Arlando President AIPC</p> <p>AIPC's business session will feature a full program update as well as all the important elements of the General Assembly.</p> <p>President's Management Report</p> <p>AIPC Program Update</p> <p>Financial Report, Program Budget and Membership Fee 2020</p> <p>Presentation of New Members</p> <p>Board Elections</p> <p>Presentation of Strategic Business Plan 2019-2020</p> <p>Invitation for AIPC 2021</p> |
| 12:15 | Atrium | Closing Remarks G3 and AIPC – a New Era Begins |
| | | Our AIPC President sums up the event – and announces a new and ground breaking alliance that begins a new era of collaboration for AIPC and industry partners. |
| 12:30 | Atrium | Welcome and Presentation from Our 2020 Host |
| | | Günther Beissel CEO, Malaysia International Trade and Exhibition Centre |
| 12:45-14:00 | Marble Hall | Closing lunch hosted by Malaysia International Trade and Exhibition Centre, Kuala Lumpur |



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