

**AIPC Facility Operations Summit
Barcelona, November 27-29, 2016**



AGENDA

Our Theme: Delivering Success: Adding the WOW Factor to Event Delivery!

It takes close collaboration amongst the entire client service team to ensure they best assist clients and participants in achieving a successful event. Today, centre managers are also responsible for dealing with the ever increasing complexities in everything from new event formats and technologies to rapidly changing business practices.

This year's Facility Operations Summit will provide attendees with a roadmap for service delivery that addresses a range of topics around how both building management and event management can support the overall sales process for a truly integrated effort.

Day 1: Sunday, November 27

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

Address: Rambla Prim 1-17, 08019 Barcelona - [map](#)

Access: will be through Entrance Door **A** and escalator **B**

Pedestrian access Pl. Leonardo da Vinci

10:00-10:30 **Welcome:** Geoff Donaghy, President AIPC
Summit Introduction: Barbara Maple, Chair Facility Operations Summit

10:30-11:30 **The Changing Face of the Meetings Industry: an Operational Perspective**

A scene setter for the two day forum, this session will address current issues in the meetings industry and how Centres are adapting to and taking advantage of these.

Presenter: Rod Cameron | Executive Director, AIPC

11:30-12:15 **Icebreaker and Networking break**

Attendees will have the opportunity to share key issues and make new centre contacts

12:15-13:15 **Anticipating Future Technology Requirements and Services**

Part 1: One of the top issues for clients is ensuring that available technology supports their needs at a reasonable cost. For Centre managers, that means anticipating these needs for both products and services, ensuring the infrastructure is in place, and providing all of this at a competitive price. This two part session will offer insights from a leading AV expert, including a workshop format to address specific questions.

Presenter and Workshop Leader: Gary Kayye | Founder, rAVe [Publications]



13:15-14:30 Networking Lunch

14:30-15:30 **Part 2: Technology Workshop**

Participants will be guided through an interactive workshop that provides an opportunity to discuss how the latest advances are applicable in a convention centre environment.

Workshop Leader: Gary Kayye | Founder, rAVe [Publications]

15:30-16:00 **Networking Break**

16:00-17:15 **Strengthening Business Practices to Compete in a Global Marketplace**

Determining the best service delivery model is an important centre operational issue and through both a case study and discussion, attendees will learn the various ways centres are organized to deliver the events they host.

Moderator: Geoff Fenlon | Managing Director | Excellence in Work

Case Study: Alison Gardiner | Director of Sales – Conventions, Brisbane Convention & Exhibition Centre and '2016 AIPC Apex Award for the highest client rating received by a convention centre'.

17:15-18:00 CCIB Site Visit

18:00 Transfer by bus to Tapas Evening hosted by ibtm world: [Restaurant Orio](#)
Address: Av. Francesc Cambó, 23 Barcelona
Tel +34 933101818
[Location on google maps](#)

Day 2: Monday, November 28

Location: Fira Gran Via > Conference Centre room 1.1 (CC1)

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

09:00 Welcome: Graeme Barnett, Senior Exhibition Director | ibtm world

09:15-10:45 **Risk Management Strategies for Convention Centres**

This session will address the ongoing geopolitical events that require Centre's to re-assess their risk management plan while supporting clients throughout the event process.



Presenters:

Graeme Barnett | Senior Exhibition Director, ibtm world
Malgosia Bartosik | Deputy CEO, Wind Europe
Martin Linfield | Head of Event Insurance, Hiscox UK
Marc Serra | Venue Services & Infrastructure Director, Fira Barcelona

10:45-11:15 Networking break

11:15-12:15 Strategies for Future Space Needs

New meeting formats and delegate requirements are requiring Centre to adapt spaces and services to accommodate these.

Presenter: Julie May Ellingson | CEO, Cape Town International Convention Centre

12:15-13:30 Tour of FIRA / ibtm world Setup and Networking Lunch

Participants will have the opportunity to tour the Fira and see how the management team prepares for ibtm world and the other many events that are being hosted in this major facility

13:30-14:30 Quality Standards Processes: Management Tool or Marketing Strategy?

Quality Standards for the meetings industry and those specifically related to convention and exhibition centres can form the basis of a strategic management tool – and can support the need to demonstrate quality performance. This session will provide participants with an overview of new programs and discuss the value of such programs.

Moderator: Rod Cameron | AIPC

Presenters:

Joachim König | Executive Director, Hannover Congress Centrum and President, JMIC
Fiona Pelham | Managing Director, Sustainable Events

14:30-16:30 Innovation Hub (including a break)

Ever had a great idea to drive revenue? Thought that your customer service could use some help? Wondered how best to cut expenses? This session will utilize the unique experiences and talents of attendees to workshop new ideas and ways to implement them in venues, with ideas sourced from the annual AIPC member's survey. No ideas are too crazy!

Moderator: Barbara Maple

16:30-17:00 Summary and Summit Concludes

Tuesday, November 29

07:45-08:45 Breakfast and site visit of Palau de Congressos de Catalunya
Make your own way to Avenida Diagonal 661-671, 08028 Barcelona - [map](#)

09:00 Transfer to FIRA by ibtm world shuttle
departing from the Rey Juan Carlos Hotel

10:00 Visit ibtm world

