

**AIPC Facility Operations Summit
Barcelona, November 26-27, 2017**



AGENDA

Our Theme: Challenging Your Business Practices

The 2017 program will capitalize on one of the very few opportunities centre staff have to come together for a collective look at issues of common centre management and operational concern. Sessions will take full advantage of the latest survey data from AIPC members as well as insights from senior executives and top specialists from many sectors of our industry. In-depth discussions will ensure participants take away the best possible approaches to key areas in their respective operations and help them build a specific plan of action for future success.

Day 1: Sunday, November 26

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

10:00-10:15 Welcome and Summit Introduction:

Barbara Maple | Chair, Facility Operations Summit

10:15-11:00 What New Survey Data is Telling Us about Upcoming Operational Priorities

A scene setter for the two day forum, this session will analyze current and upcoming issues in the meetings industry and explain how centres are responding to these in ways that will help them enhance both efficiency and marketability.

Presenter: Rod Cameron | Executive Director, AIPC and JMIC

11:00-11:45 Benchmarking for Improved Performance

This session will provide a summary of AIPC's first comprehensive benchmarking survey and show how using data analytics and reporting can improve performance and increase profits. With data from 52 centres in 27 countries across six continents, topic areas include: Space parameters, Costs per square foot/meter, Profitability, Event profile, Revenue and utilization, Food and beverage, Labour.

Presenter: Matthew Klas | Director, HLT Advisory Inc

11:45-12:15 Networking Break



12:15-13:00 Benchmarking the Future: a Strategic Discussion

This session will explore what other kinds of metrics might further enhance the utility of results, particularly in areas of operational priority. Attendees will come prepared to exchange information and share how they gather, analyse and measure performance for their venue as well as what other information they would find helpful to benchmark with other venues.

13:00-13:30 How Technology is Driving Change for Venues and Events

Advances in technology are a big part of driving change in how events are delivered. This session will provide examples of how convention centres can adapt what new products are available.

Presenter: Peter Pauwels | Director Digital Destinations, Barco

13:30-14:30 Networking Lunch

14:30-15:30 Enhancing the Customer Journey and Implementing Change

Case Studies will be used to demonstrate how to track the ways in which customers interact with the various departments in a convention centre through the processes of booking, planning and delivering their event. Discussions will focus on ways to improve service levels and minimize gaps in performance.

Case Study 1: Anne Jamieson | Director of Customer Experience & Optimisation, Melbourne Convention and Exhibition Centre

MCEC will provide an overview of how they developed a solution to a common issue that clients have in terms of the complexities of dealing with convention centres.

Case Study 2: Holger Friesz | Director of Enterprise Sales, EMEA, Ungerboeck Systems International

This session will demonstrate the importance of understanding how exhibitors and attendees interact with the many services a centre provides and how digitalization can support this process.

15:30-16:00 Networking Break

16:00-17:00 Mini – Hackathon: Developing New Solutions to Key Issues

In this interactive format, attendees will take advantage of the diverse responsibilities, venue types and geographic locations represented at the Summit to drive a collaborative approach to problem solving. An advance survey will identify the key issues to be addressed; participants will have 1 hour to develop solutions to the issue, with a prize for the best innovative solution!



17:00 -18:00 CCIB Venue Tour

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

Day 2: Monday, November 27

Location: Fira Gran Via > Conference Centre room 1.5 (CC1)

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

09:00 Welcome: Graeme Barnett, Senior Exhibition Director, ibtm events, Reed Travel Exhibitions

09:15-10:30 **How Success is Being Redefined in Today's Market:**

For continued success, centre managers need to understand how events are changing and plan for the new services and building adaptations required to respond. In this interactive session, industry clients and leaders in their respective fields will share what they believe meetings and exhibitions of the future will require and how centres can best adapt.

Presenters:

- Graeme Barnett | Senior Exhibition Director, ibtm events, Reed Travel Exhibitions
- Ben Goedegebuure | Global General Manager EMEA, Maritz Global Events
- Mathias Posch | President & Partner, International Conference Services (ICS) and Vice President, IAPCO

10:30-11:00 Networking Break

11:00-11:15 **AIPC Program Update:** Aloysius Arlando | President, AIPC

11:15-12:45 **Applying the Lessons: How can Centre Operations Best Respond to New Client Needs and Expectations**

What do you hear from clients/delegates as to their greatest challenges? What do you want to tell your CEO about what would most improve customer service? Attendees will create a list of the 10 best ways to solve client-related issues and ensure a better experience for both organizers and the centre itself.

12:45-13:45 Networking Lunch

13:45-14:30 **CEO Forum: What's Keeping Centre CEO's Awake at Night?**

In this "town hall" session, Centre CEO's will discuss the top issues they are addressing today and what implications these have for sales, marketing and service strategies.

Panelists:

- Aloysius Arlando | CEO, Singapore EXPO Convention and Exhibition Centre
- Marc Rodríguez | General Manager, CCIB - Centre de Convencions Internacional de Barcelona
- Peter King | Chief Executive, Melbourne Convention and Exhibition Centre

14:30-15:30 Addressing the Security Risks of the Future: What's Next?

Centres are dealing with a continuously evolving situation in dealing with terrorist incidents in many cities and disaster recovery in others. Protecting data from cyber-attacks has suddenly become one of the biggest issues facing centres, yet many are still unaware of the extent of the issue let alone how best to deal with it. These growing concerns further complicates the daily challenges that centres are dealing with and will form a part of this important session on how venues are managing these risks.

Panelists:

- James Rees | Vice President of Customer Experience, ExCeL London
- Marc Serra | Director of Venue Services & Infrastructure, Fira Barcelona
- Carlos Moreno | Head of Mobility - Security and Mobility Department, Fira Barcelona
- Andy Kelly | Director of Facilities Management, Manchester Central
- Mark Laidlaw | Director, Operations, SEC | Scottish Event Campus

15:30-16:45 Networking Break and Tour of Fira / ibtm World Setup

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

16:45-17:00 Summary and Summit Concludes

Tuesday, November 28

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

