

**AIPC Facility Operations Summit
Barcelona, November 25 and 26, 2018**

In Partnership with IBTM World

AGENDA



Our Theme: Investing in the Future: Preparing Your Venue

As Centres try to stay ahead of future industry trends, they need to plan for the kinds of investments their venue will require. Changing circumstances in such areas as global security and cybersecurity, the “war for talent” and competition are among key issues that Centre CEO’s are most concerned about and these all have implications for facility operations.

The 2018 Summit will provide the opportunity for in-depth discussions on topics that go beyond simply the status quo and instead provide a forum to better understand new client and attendee expectations, new event formats, innovative services and building upgrades required for congresses and exhibitions as well as a growing range of other events that can help diversify centre business.

Day 1: Sunday, November 25

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 and Summit Introduction:**

Barbara Maple | Chair, Facility Operations Summit

Welcome: Shane Hannam | Portfolio Director, Reed Travel Exhibitions

AIPC Program Update | Rod Cameron

10:30-11:15 **The Big Picture: Industry Trends Impacting Centre Operations**

Drawn from a range of current research and analysis, including results of the AIPC Member Survey, this session will review the most important industry trends and impacts and provide a sense of how centres around the world are responding. Included will be issues such as competition, changing business practices, convergence and new client expectations, along with challenges in areas ranging from centre design to facility security. New AIPC tools that have been created to assist in dealing with these issues will be highlighted.

Presenter: Rod Cameron | Executive Director, AIPC and JMIC

11:15-11:45 **Networking Break / Meet Your Colleagues**



11:45-12:30 Global Experiences / Regional Differences

Capitalizing on the global expertise of the participants, an open format discussion session will provide an opportunity to share experiences on the broad issues raised in the opening session.

12:30–13:30 Lunch

13:30–15:00 Security 360

This session will provide a current overview of the full range of security issues facing centres today, including both physical and data protection, along with related topics such as client expectations, effective community liaison, design implications, new technology and appropriate policy measures for centres to adopt. Following this key note address will be a feedback session to discuss what participating centres are currently doing in response and what further measures would be appropriate under evolving conditions.

Presenter: Glenn Schoen CEO of Boardroom @ Crisis BV.

15:30-16:00 Networking Break

16:00-16:45 Engaging with the Workforce of the Future

Attracting talent, training high performance teams and engaging the new workforce in a motivational setting is a challenge in many industries. Led by a human resources expert with specific venue experience, this session will provide a platform to discuss ways to address this issue as part of your venue's overall strategic planning.

Presenter: Olga Figuerola | Corporate HR Director, Selenta Group

16:45–17:45 Breakout sessions

- | | | |
|----|---|---------------|
| 1. | CCIB Venue Tour (for new participants) | CCIB |
| 2. | Building a Motivated Team | Olga |
| 3. | Security Advisory Group working session: Best Practices | Glenn/Michiel |

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 26

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

09:00 Overview of the day

09:15-10:15 **Creating the Experience**

In the evolving world of meetings and attendee expectations for a unique experience, often with 5 star expectations and a 3 star budget, this session will provide insights into innovative event services through the planning and operational stages of a new venue.

Presenter: Malu Barrios | Director of Event Services, ICC Sydney

10:15-11:15 **How Centres are Building for the Future**

Factors influencing centre design will be presented using case studies from current centre developments that will highlight the unique challenges that need to be addressed in each city.

Presenters:

Heike Mahmoud | Chief Operating Officer, CCH - Congress Center Hamburg

Marie-Anne Lipkens | Venue & Event Manager, Flanders Meeting & Convention Center Antwerp

11:15-11:45 Networking Break

11:45–12:45 **Conversation Clusters**

Current topics will be the subject of focus groups with attendees choosing the issues they would most like to discuss and will include areas such as:

- Event Management Systems
- Building management Systems
- Outsourcing venue services
- Managing Costs
- New Revenue Sources
- Sustainability
- Digital Framework

12:45-13:45 Lunch

13:45–14:45 **Conversation Clusters cont'd**



14:45–15:15 **Healthy Meetings: What can centres do to support this goal?**

World Obesity has identified the global events industry as part of its key attack strategy to take on the global obesity epidemic and has developed an accreditation program that proactively encourages venues to engage with their event customers to reshape the events they host. Learn how the SEC became an award winning advocate of this program to the benefit of their clients and the SEC team.

Presenter: Jill Wadge | Team Manager - Event Management (Conferences & Exhibitions), Scottish Event Campus

15: 15-15:30 Networking Break

15:30–16:15 **Future Meeting Space Innovation Alliance: The Attendee Experience**

The innovation network “Future Meeting Space”, created by the GCB and the European Association of Event Centres (EVVC) in collaboration with the Fraunhofer Institute for Industrial Engineering IAO is a study to analyze trends, innovations, and societal developments and their possible influence on the meetings industry. Recent results of the second phase of the study addresses the different types of meeting participants and how venues need to adapt to their new requirements in terms of meeting space and technology.

Presenter: Matthias Schultze | Managing Director, GCB German Convention Bureau

16:15 What did you learn! Attendees will review and prioritize learnings obtained from the Summit and record these in order to share with their Centre colleagues.

17:00 **Summary and Summit Concludes**

Tuesday, November 27

07:45-08:45 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 Site visit of the Fira Barcelona

11:00 Visit IBTM World

ibtm® WORLD
BARCELONA, SPAIN
27-29 NOVEMBER 2018