

A Unique Opportunity to Distinguish Your Centre in a World of Competition



What is AIPC?

AIPC—the International Association of Convention Centres—is a global network of over 180 leading centres in 57 countries with the active involvement of more than 900 management-level professionals. It is committed to encouraging and recognizing excellence in convention center management, based on the diverse experience and expertise of its members, and maintains a full range of educational, research, networking and standards programs to achieve this.

AIPC membership offers the ultimate opportunity to engage with international colleagues, learn about the key issues and opportunities facing the convention centre industry today, and participate in industry wide discussions that are shaping the future of the global meetings business.

What Are Our Values?

At AIPC, we believe our members are our greatest resource, and that joining together in pursuing our collective goal of management excellence benefits us all even as we compete for business. This view informs all our activities and means we incorporate member experiences, perspectives and insights into everything we do.

AIPC also recognizes and promotes the essential role of our industry in supporting economic, academic and professional development and enhancing global relations amongst highly diverse business and cultural interests, and promotes this concept as an integral part of our value proposition.

AIPC engages in a wide range of educational, promotional, research, awards and advocacy programming in order to satisfy the diverse needs of our members, and these are regularly reviewed and enhanced to ensure their relevance in today's highly competitive international market. Today, these activities include:



OUR PROFESSIONAL DEVELOPMENT PROGRAM

The **AIPC Academy** which takes place in Brussels each February, and is the only comprehensive educational program aimed specifically at international convention centre issues and opportunities. Updated annually to reflect the most current conditions, it is the best possible investment a centre can make in the development of fully professional staff ready to meet the facility management and marketing challenges of today and tomorrow!

The **International Sales and Marketing Summit** which is held annually in May in Frankfurt in conjunction with the IMEX

industry trade show. This is a critical forum for international sales and marketing executives and incorporates the perspectives of clients, suppliers and industry observers who each year help define key challenges and solutions in a collaborative environment.

The **Facility Operations Summit** in November in Barcelona is one of the only opportunities in the industry for those representing the critical areas of centre operation and event management to build beneficial networks, address issues of common concern and explore how improving interactions amongst centre managers can increase centre efficiency and competitiveness.

The high level, specialized educational components delivered at the **AIPC Annual Conference**, combine global insights on emerging issues and conditions with the specific experiences and insights of industry experts and member centres to create comprehensive, practical outcomes with both immediate and long term applications.

The specialized **Regional Summits** pair local knowledge and concerns with global research and practices to create forums that facilitate regional development and cooperation. The most recent of these were the Africa Summit in Johannesburg and the Asia Summit in Singapore.

OUR PRESTIGIOUS AWARDS PROGRAM

Consists of two globally recognized awards;

The **AIPC Apex Award**, an award made in recognition of the highest client rating received by a convention centre, and both an industry standard for excellence in centre management and, for all participants, a valuable source of insights into how clients rate various aspects of your operation and facilities.

The **AIPC Innovation Award**, a program for recognizing and sharing management, marketing, operational and technology innovations that advance centre performance.

OUR AIPC MANAGEMENT STANDARDS AND TOOLS PROGRAM

The **AIPC Quality Standards Program**, is the only dedicated centre management framework available to help you demonstrate to clients, owners and your community how you are managing your centre to internationally recognized standards.

The **AIPC/ Ipsos Economic Impact Calculator**—developed by Ipsos market research—is a centre-specific, comprehensive and affordable vehicle available to all members wishing to develop a credible and recognized estimate of the economic values they deliver to their community.

Our extensive and ongoing **Industry Research and Benchmarking** activities, which include the Annual Performance and Prospects survey, governance and ownership surveys, industry-specific market and operational research and program evaluation surveys.

AIPC's **Global Benchmarking Survey** assembles and analyzes a wide range of operational, financial and performance data that generates custom reports that enable participating centres to compare key metrics with relevant peer groups.

Our comprehensive, online **Member Directory** which facilitates peer-to-peer communications and networking in the broader interests of facilitating productive exchanges amongst members with similar challenges.

OUR INDUSTRY RELATIONS AND ADVOCACY PROGRAMMING INCLUDES:

> access to and participation in overall industry efforts to expand **industry awareness and its value proposition** through such vehicles in the Joint Meetings Industry Council, of which AIPC is an active member.

> special member opportunities for **participation in major industry trade shows** at a number of levels ranging from access to client events to industry specific activities.

> the ability to request an **'Industry Perspective' presentation** which are carried out by AIPC in order to generate regional and national appreciation for the critical role that centres

play in supporting and growing the economy and to support and reinforce the communications and government relations activities maintained by local industry.

> representation at **global industry forums and strategic discussions**, aimed at ensuring that convention centre priorities and issues are tabled in the key discussions shaping our collective future.

OUR COMMUNICATIONS AND PROMOTIONAL PROGRAM

Keeps members up to date on the most recent industry developments while advancing the concept of AIPC as a Quality Brand that confers a premium designation on members. This program includes;

> AIPC's extensive **communication and media program** which is designed to make

our association an industry opinion leader and to advance member's issues in overall industry media discussions.

> our quarterly newsmagazine **Communiqué**, which contains valuable industry information and insights as well as a calendar of activities and a discussion forum for member opinions.

> a library of resources such as **articles and presentations** that are designed to help you

address today's top management issues and advance communications within your local community.

> AIPC's **Quality Brand initiative** is designed to promote membership in AIPC as a sign of quality management in key markets where centres do their business. It is delivered through both market-directed media activities and AIPC's online Quality Brand Directory.

Who Qualifies for Membership?

AIPC Members are purpose-built facilities whose primary purpose is to accommodate and service meetings, conventions, congresses and exhibitions. While the unit of membership is an individual centre, all staff of a member facility are eligible to participate in the full range of AIPC activities.

What Else Can We Say?

Membership in AIPC confers the benefits not only of our extensive range of program offerings but the prestige of association with a world-wide network of top international facilities that collectively represent this industry's most important assets. In using the AIPC logo, you will be identifying your centre as a superior product, and enhancing your credentials in today's highly competitive market.

We hope you have all the information you need – but if you have any further questions, we'd be pleased to answer them.

We look forward to hearing from you – and to having you join us as an important addition to our global network of centre professionals!



FOR FURTHER INFORMATION
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