



Founded 1958

Membership A global network of over 185 leading centres in 60 countries with the active involvement of more than 900 management-level professionals.

Mission Committed to encouraging, supporting and recognising excellence in convention centre management, based on the diverse experience and expertise of its international membership, and maintaining a full range of educational, research, networking and standards programmes to achieve this.

AIPC also recognises and promotes the essential role of the international meetings industry in supporting economic, academic and professional development as well as enhancing global relations amongst highly diverse business and cultural interests.

Characteristics Purpose built facilities whose primary purpose is to accommodate and service meetings, conventions, congresses and exhibitions.

Annual Conference July 1-4, 2018 London

Contact

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NO MORE ‘ONE SIZE FITS ALL’

The rise of the digital economy and the opposing movements of globalisation that we witness, will continue to shape our meetings industry. They are giving rise to a myriad of communities across different industries and economies that attempt to address socio-economic challenges while capitalising on emerging opportunities. While these developments spur more focused meetings and event platforms, such organisers will increasingly demand more value convention centres, beyond the typical transaction nature, so that they can better and effectively meet the needs of their community in that region.

Being an authority on convention centre business, AIPC adopts a global perspective in addressing business and operational

in convention centres as digitalisation sinks its roots deeper and takes over certain parts of value-added work. As client expectations get even more exacting, centre executives must be, to all intents and purposes, a valued partner for their clients to help them achieve their business growth objectives.

What typically constitutes sales and business development, for example, has become blurred and centred on clients' needs. Centre executives are now required to know intimately clients' event objectives and offer compelling solutions to achieve cost efficiencies, build attendance, engage business and local communities and set delightful experiences. A seemingly tall order but critical for tomorrow's business success.

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challenges but seeks out region-specific solutions to those challenges. This is crucial as the right set of solutions varies from region to region as operating dynamics and partnership needs are different. AIPC has therefore taken a stronger regional focus through adapting our global programmes into regional-centred events and engagements in Asia, Latin America and Africa so that relevant discourse and solution exercises are designed for those regions. There can indeed be no “one size fits all” approach.

Much has been said of the disruptive force of the digital economy on businesses and work. Studies predict that some 50 per cent of jobs in the future have yet to be realised while a number of existing jobs will need to embrace the digital economy or lose their relevance. This is no different for executives

Being purely transactional in approach will be frowned upon unless centre executives shift their business mind-set from “space-selling” to “solutions-selling”.

It is a basic requirement for convention centres to know how their business should be well-managed and how to sell well. However, for convention centres to have a competitive edge, they need to know what clients want; and how to work smart with various partners and service providers to deliver a coordinated and compelling value proposition to clients. This will also push us to rethink what services should we in-source and out-source so that there is consistently high-value delivery on a cost-effective basis. In so doing, we become value enhancers and creators which are hallmarks of excellence in convention centre management.



Aloysius Arlando
 President
 AIPC