

# NEW MEMBERS:

■ AIPC Welcomes New Members:

## Auditorio y Centro de Congresos Región de Murcia



The Auditorio y Centro de Congresos Región de Murcia is a facility formed of two buildings, one of them inaugurated in 1995 and enlarged in 2002 with new facilities. In the little over seven years since construction, it has become one of the most prominent reference points in the city of Murcia at a scientific, cultural and business level, bringing together quality, professionalism and excellent personal contact, all in the framework of a widely recognized architectural design. Its central location allows delegates to move quickly and easily between the hotel and Conference Centre, enabling clients who come to its facilities to work comfortably, while at the same time enjoying the hospitality and climate of a lovely Mediterranean city.

The Auditorium and Conference Centre can accommodate a wide variety of meetings,

conferences and presentations for groups from 25 to 1800 people. Auditorium Hall A will seat 1800 people, while a second Auditorium Hall offers 460



seats. There is a total of 2.000 m<sup>2</sup> of multipurpose space for commercial exhibitions, and a series of 16 meeting rooms with capacities of from 25 to 250 people. All are equipped with the most modern simultaneous interpreting equipment, projection equipment, cordless microphones, recording /sound reproduction equipment, conferencing systems and complete audio-visual systems. Others facilities include a 500 m<sup>2</sup> exhibition hall, administration and general services offices, cafeteria, a press room and a VIP room.



The Manager of the Auditorio y Centro de Congresos Región de Murcia is Victor Villegas Suñén, and their web site is [www.auditoriomurcia.org](http://www.auditoriomurcia.org)

## Grieghallen Bergen



Bergen is an international city with small-town charm and atmosphere as well as shipping, trading and cultural traditions. Bergen's setting is like a spectacular amphitheatre clambering up the mountainsides and overlooking the sea, and a combination of tradition, initiative and drive have made it one of Norway's most vigorous cultural cities and host to Norway's biggest cultural event, The Bergen International festival. In fact, the town was chosen to be one of the European Cities of Culture in the year 2000

Grieghallen in Bergen is one of the biggest cultural and congress centres in Norway, organising more than 200 events every year including national and International congresses,



exhibitions, classical concerts and music festivals. It is located in the city centre of Bergen, within easy walking distance of hotels, sights and shopping areas, and offers 25000 square metres of function space, including 12 meeting rooms with capacities from 10 – 2100 delegates, 3600 square meters of foyers for exhibitions, breaks and banquets. Nearby are 27 hotels with a total of 3500 rooms as well as a variety of high quality guesthouses, pensions, youth hostels and apartments.

Gert Atle Gundersen, Managing Director, points out that Bergen is easy to reach from anywhere in the world, with international direct flights from London, Amsterdam, Aberdeen and Copenhagen and boat access from Newcastle in the UK and Hansholm in Denmark. Their web site is <http://www.grieghallen.no>

## AIPC Has Strong Presence at IMEX

AIPC has a full program of activity at the upcoming inaugural IMEX Trade Show in Frankfurt, and all activities are open to exhibiting AIPC members. Here's a listing:

- AIPC, in conjunction with ICCA, IACVB, IAPCO, ESAE/ ASAE is collaborating with IMEX to attract international associations to an educational seminar programme on Monday April 7 (the day prior to IMEX) in order to maximize participation by this important market segment. This "Association Day" will feature a variety of topics of interest to both clients and suppliers; details are available at <http://www.imex-frankfurt.com/assoc-day.php>
- On the evening of Association Day, participating association executives will attend an evening function, hosted by IMEX at the Hilton Hotel, Frankfurt. All AIPC members who are exhibiting at IMEX and who have registered for this event, are invited to attend. This will give exhibiting members the

opportunity to meet the anticipated 200 International Association decision makers who are expected to attend.

- AIPC will be represented throughout the show at stand D464. Come by and get the latest information about AIPC activities while exchanging views with your fellow members.
- The Mannheim cocktail party promoting our upcoming 2003 Annual Conference will take place Wednesday April 9 from 12 -13.00 hrs. This event will give members an insight into the activities planned for the conference and more details about Mannheim itself.
- AIPC and IAPCO are jointly convening a panel discussion entitled **Cooperative Solutions to Event Security** on Tuesday April 4 as part of the IMEX Seminar Series.

We look forward to full participation in this new event and to the opportunity it creates for getting members together in a productive atmosphere!

## AIPC Research Survey Identifies Member Priorities

A heavy response rate of almost 50% to AIPC's recent survey on member priorities for industry research showed a broad range of interest in most research topics with a particular emphasis on industry trends, new market opportunities and comparative performance measures. The purpose of the survey was to ensure that AIPC research activities are addressing the priority interests of members, not duplicating work already being done by other industry organizations. As a result, it asked respondents to both rate various research areas for priority and identify if they were themselves carrying out research in these areas or were aware of others doing so.

Result highlights included:

**Research priorities** from high (5) to low were: surveying industry trends and conditions (3.8); identifying new market and product opportunities (3.7); developing operational standards (i.e. "Best Practices", 3.3); comparative performance measures (occupancy, cost etc., 3.6); economic impact and other community benefits (3.1); customer service quality (3.1) and new technology (2.9).

Mention was also made of the need for consistency and comparability of research results to allow comparisons both within the overall industry and with other business sectors.

**Research topics** of particular interest within these categories reinforced the basic pattern of response to the ratings above, identifying benchmarking, new trends and economic impact as the highest priorities. Specific mention was given to economic and employment impacts that would lend strength to the "case" for a convention centre's value to a community; information on clients' buying patterns, intentions and sources of information; product comparisons amongst centres, and operating issues such as security and HR / personnel.

48% of respondents indicated they carried out their own independent research in at least some of the topic areas. However, the specific areas varied considerably. The most consistent areas where centres did their own research were economic impact, operating performance (including customer satisfaction), new technology, and market analysis

Respondents also identified other research being carried out in some of the topic areas by other organizations such as IAAM (International Association of Assembly Managers), ICCA, UIA (International Union of Associations), various universities, tourism bureaus and other meetings related organizations such as MPI (Meeting Professionals International) and CIC (the Conventions Industry Council). Topics covered by this research included economic impacts, industry pricing, comparative performance measures and customer service quality.

Support for **member participation** was strong, with all respondents indicated that they were prepared to participate in AIPC member surveys, which bodes well for the ability to complete meaningful organizational research. E-mail or web-based surveys were identified as the most convenient form for response, although focus groups were identified by a number of respondents as a good means of providing greater depth of response on selected topics.

The survey clearly showed top research priorities, but also that there is considerable activity by both individual members and related organizations in many of those same topics. This suggests that a full review is needed before work begins to ensure there is no duplication of effort, that research tactics are consistent with those being used by other industry groups and that AIPC resources complement other research activities. Member surveys are seen to be particularly useful since the results are directly applicable to member's interests, they are in areas unlikely to be the subject of anyone else's research, and members have indicated a high level of willingness to participate.

## AIPC Educational Programs for 2003

Don't forget the slate of AIPC educational programs being offered to help meet the needs of member facilities in a variety of training areas. Details are at right. For further details or to register for any of these courses, contact the AIPC Secretariat Office.

AIPC 2003 Educational Offerings	Dates	Location		Non member rate	AIPC & IAPCO rate
<b>AIPC – Excellence in Customer Service</b>	November 1-7	Edinburgh International Conference Centre	6 days – 7 nights	€ 2250	€ 1399
<b>NEC – National Exhibition Centre Birmingham</b>					
Advanced Influencing Skills Coaching Skills Effective Commercial Negotiation	March 17-20	Birmingham	3 days – 3 nights 2 days – 2 nights	€ 2020 € 1315	€ 1010 € 655
Behavioural Interviewing Supervisory Management Emotional Intelligence and Leadership	June 13-15	Birmingham	3 days – 3 nights 2 days – 2 nights	€ 2020 € 1315	€ 1010 € 655
Advanced Presentation Skills	November 10-11	Birmingham	2 days – 2 nights	€ 1315	€ 655
Assertiveness / Persuasion Skills	November 12-13	Birmingham	2 days – 2 nights	€ 1315	€ 655
Understanding the International Associations Market: How to Win More International Bids	February 7-9 April 5-7 October 12-14	Birmingham Frankfurt Birmingham	2.5 days 2 nights	€ 2350	€ 1250

## To keep in touch with AIPC, visit [www.aipc.org](http://www.aipc.org)

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# Communiqué

ASSOCIATION INTERNATIONALE DES PALAIS DE CONGRÈS  
 INTERNATIONAL ASSOCIATION OF CONGRESS CENTRES  
 INTERNATIONALER VERBAND DER KONGRESSZENTREN

■ President's Message:

## Long-term Plans On Track

Three items in this issue of Communiqué serve to illustrate the point that even as global tensions continue, we're still making progress toward some of the long term objectives AIPC identified for the industry.

The first is the reference to the joint AIPC – IAPCO seminar being held at IMEX on the subject of a cooperative approach to event security. This is one of a series of activities we're involved with to draw industry organizations closer together so we can work in a more coordinated way on key concerns. Others include new alliance activities through JMIC (the Joint Meetings Industry Council) and cooperative educational programs now being explored. All of these promote the idea of using our limited resources more effectively and presenting a stronger voice for the meetings industry overall.

The second item is mentioned in the article about AIPC Board member Pierre Gilliot, and is the new AIPC initiative on cultural diversity he is heading up.

As a truly international organization, one of AIPC's strengths is the variety of cultures and nationalities that make up our membership. Recognizing and celebrating this variety is a critical part of reminding people of what this industry is all about – and of the role it can play in building greater global understanding.

Finally, we have a special section on something else of great long-term importance – the growing role of environmental issues in how we

operate our facilities and relate to our respective communities. In the face of other more pressing issues like security or dealing with a shaky economy, these kinds on concerns often take a back seat. But with public expectations in this regard continuing to increase, we need to make sure we're making progress and showing leadership, and that means carrying on with our plans regardless of what other issues take precedence on a day-to-day basis.

In uncertain times like these, it's always hard to know what the future will hold. But if we keep making progress on our key long-term issues, we'll always be in a better position to deal with whatever happens.



AIPC President Barbara Maple with Canadian Prime Minister Jean Chrétien

## SPECIAL SECTION: CONGRESS CENTRES and the ENVIRONMENT

Editorial:

## Environmental Quality: Is it Really a Meetings Issue?

Over the last couple of decades, environmental concern has moved from the fringes of public interest to become a central part of community expectations. Any activity that involves major development or operations, with their attendant use of resources and production of waste is a candidate for public scrutiny – and meetings and conventions, by definition, are high on any such list.

In comparison with other forms of commercial activity, meetings and conventions are relatively benign. They do not generate toxic wastes, or consume vast quantities of non-renewable resources and are most often comprised of people who appreciate the opportunity to explore and interact with new and attractive surroundings – not exactly the classic image of environmental despoilers. But at the same time, they are based on large assemblies of people – and that makes them potentially significant users of energy and generators of waste. As a result, they are a legitimate target for those who believe we should be demonstrating a greater sense of responsibility in how we deal with environmental issues.

We don't hear as much public outcry as we used to on such issues – but that's not because

people are less interested in environmental quality. It's a reflection of the fact that while in the past good environmental practices had to be demanded, now they are simply presumed. In most parts of the world, environmental protection is enshrined in regulations, building codes and community expectations – so they have become more of a fact of life. But this doesn't mean complacency, as we quickly find out when an environmental issue attracts public attention.

AIPC believes that environmental issues are important to convention and exhibition facilities for a number of reasons. Amongst these are:

- **The community demands it:** Convention centres are typically high profile operators in their respective communities, and little of what goes on there is hidden from public attention. That means that a centre must be able to demonstrate good environmental practices in a visible way, and put itself above any criticism that might otherwise damage community relations.

- **Clients want it:** Many associations and other client organizations have their own environmental standards, and select facilities at least partly on the basis of their ability to

meet these. Even those who do not formalize their expectations expect a certain level of compliance, and this is readily seen in the exception; while they may not demand the highest standards, they will most certainly be concerned about a lack of such standards.

- **It demonstrates leadership:** As community facilities, convention centres are often expected to demonstrate leadership in key areas, and that includes environmental protection. Many centres are owned and operated by some level of government, which puts them under even more pressure to set an example. In either case, they are amongst the last places that can ignore environmental regulations.

- **It's a good investment strategy:** Many facilities quite rightly promote the "environmental friendliness" of the industry as a way of bolstering the community support needed to generate capital funding and ongoing support for operations. However, this claim that can only be upheld if centres set an example in

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their own operations. An investment in good environmental practices may thus prove to be one of the best business tactics a centre can engage in.

- **It can save you money:** For many facilities, this is the best argument of all; energy use and waste management are typically two of the more significant cost areas for convention centres, and by becoming more efficient in these areas, there are significant cost savings to be achieved. Add to this the improved relations with client and community groups and you have a compelling argument for doing something.

For all these reasons, AIPC believes that there are good business reasons for investing in the development of an environmental strategy, and has for some years maintained a "template" for the use of its members in developing their own environmental standards and practices. This is in the process of being updated – and when completed, it will reflect new developments in environmental thinking taking place around the world.

The bottom line: environmental quality is on the agenda in the meetings business – and a reasoned response is both needed and potentially a real benefit to convention centres.

## The Scandanavian Perspective :



*How does a country with very few visible environmental problems arouse interest in environmental quality? Communicate asked AIPC Board member Antti Vihinen.*

**Communique:** What motivates people in your region to the high levels of environmental concern that they have?

**AV:** Finns and other people in Scandinavia have traditionally strong connections to forests, seas and nature generally. In a way environmental questions – how to protect our environment – are issues that we take for granted. It's not just those who live or work close to nature – many people who live in big cities like Helsinki or Stockholm also have summer residences in the countryside, and this connects us closely to the nature around us.

It is also worth mentioning that many Scandinavians regard nature as the most important part of their national identity, so there are historic and cultural implications as well.

**Communique:** Do environmental issues get as much attention as they do in less impacted areas?

**AV:** Yes, they do, for a number of reasons. Some of these are economic – an unspoiled environment, the "wild and clean nature", is one of the most important values in marketing real estates and houses, for example.

**Communique:** Do people understand what they have and want to protect it?

**AV:** I think they do. We have many countries around us with serious environmental problems, and we take the alarming news from, let's say, Russia very seriously. For example, I think most people in our countries are warm supporters of western financial aid to Russia and Baltic states for improving their environmental programmes because we know we all have a stake in the results. I am convinced there is a strong will amongst Scandinavians to protect the environment, and that is why we have often been leaders in this movement.

## Design, Location Enhance Cairns Environmental Role



Since opening in July 1996 the Cairns Convention Centre has quickly established itself as a major player in Australia's meetings industry as a key centre for international ecological conferences and events. The matchless combination of the region's Wet Tropics Rainforest and the Great Barrier Reef – both of which have World Heritage status – along with leading 'green' building design have firmly established its environmental reputation.

In December 2001, the Cairns Convention Centre was the host venue for the 24th Session of the World Heritage Committee – one of the most prestigious of the United Nations agencies – and an event that puts the world's environmental hotspots under the spotlight. This is just one of a growing number of important environmental events which have made their way to Cairns, including the 500 delegate international Greenhouse Gas Technologies Conference, the Ecological Society of Australia Conference (400 delegates), and the inaugural World Congress on Protected Aquatic Areas (700 leading international scientists). Other recent environmental conferences have covered land care management, sustainable forestry practices, architectural and government planning issues.

Managing Director of the Cairns Convention Centre, Geoff Donaghy: "Cairns is now not only an ideal place to see the unique natural treasures of our reef and rainforest, but is becoming a 'centre of excellence' for scientists and managers to hold their important business events. In addition, international professional associations are finding that Cairns is a significant incentive for boosting

delegate numbers. A trip to the Great Barrier Reef is always one of the major drawcards for a conference here, with special cruise charters usually being arranged for delegates and partners".

The Cairns Convention Centre has itself been acknowledged as one of the most "environment friendly" convention centres in the world and was designed for optimum water and power conservation. "We have a purpose-designed building which has become a flagship of environmental design and is now setting the benchmark in Australian public buildings, as well as receiving international recognition," said Mr Donaghy. In 1997, the Cairns Convention Centre was awarded the EIBTM Business Tourism Award for the Most Environmentally Conscious Congress Centre.



Geoff Donaghy of Cairns Convention Centre

As well as incorporating the most advanced communications technology for all conference and meeting needs, the building showcases the latest energy and resource conservation techniques and innovative environmental design. The double layer pleated plate roof extends far out over the building to provide protection from sun and rain and includes excellent insulation to further minimize energy consumption. The roof insulates the sealed internal spaces and encourages natural airflow ventilation which is aided further by louvers surrounding the Centre which adjust automatically to follow the sun. Its distinctive shape allows rainwater to escape quickly to a rainwater tank in the concrete drum structure around which the roof pivots. The environmental friendliness of the Centre is further enhanced by solar cells to provide hot water.

## New Palace of Congresses Raises Hopes for La Coruna Post Oil Spill



After 13 years as the most important event facility in Coruna, the Palace of Congresses was planning the construction of a new facility to be open by the summer of 2003. As this new building was intended to be the focal point of the city, it was decided to place it in the port of Coruna overlooking the sea. This was a particularly appropriate location as Coruna is a city bound to the sea, and the port activity is one of the fundamental pillars of its economy, being the number one European port in terms of fresh fish and the third in frozen fish.

Then came the sinking of the tanker "Prestige" off the coast; an ecological disaster that was immediately followed by an economic one. There was huge media coverage about the large oil slick polluting the coast of Galicia, and global concern about the impacts. However, the disaster made local and regional residents even more determined – and now the whole city and the region are mobilized to assert their position in business and tourism once again, with the Palace of Congresses playing a fundamental role in this effort. Three months after this tragic accident, the development of the new Palace is more important and meaningful than ever, as the city tries to recapture the rapid development of business and tourism that stimulated the development of the new Palace in the first place.

The new structure watches the sea with hope, as its success is dependent on it!



## The Centre des Congrès de Québec Focuses on "Green" Management



The Centre des Congrès de Québec in Québec City, Canada realized some time back that as environmental issues rise to the top of corporate and government agendas worldwide, event planners and their clients were increasingly asking about environmental practices when selecting convention centre venues. They decided to tackle the challenge head on with an approach that has earned it a reputation as a leader for environmentally friendly management.

Located in one of Canada's greenest and most livable urban centres, the Québec City Convention Centre has made environmental protection a management focus ever since it opened more than six years ago – in fact, the entire facility was planned and built to incorporate the latest in environmentally friendly technology and design. Convention centre architects and engineers went out of their way to select energy-efficient systems like low-energy lighting, variable speed mechanical systems, and high-efficiency chilled water compressors. Heat is provided by clean-burning natural gas boilers. More efficient than oil, natural gas is less harmful to the environment because it contains neither sulfur—a major factor in acid rain—nor ozone-depleting CFCs.

Claude Pinault, President and CEO of the Centre des Congrès de Québec points out that while design is a big factor, managers can still do a great deal to run a more eco-friendly operation without making huge investments. "The management and staff at the Québec City Convention Centre factored environmental concerns into their procedures and processes right from the start", he says. "The centre uses recycled paper, recyclable carpet fibres, and biodegradable cleaning products. It has set up a full-scale oil, grease, and solvent recovery program. And with the huge volumes of highly recyclable waste generated by activities at the Centre, in-house recycling receives especially close attention, with a comprehensive collection and recycling program for paper, cardboard, plastic, glass, and other materials".

Going green also means providing a healthy indoor environment for the thousands of people who visit the convention centre every year. With a total area of 426,000 square feet to manage, the Québec City Convention Centre relies on complex mechanical systems and a comprehensive preventive maintenance program to maintain a quality indoor environment at all times. Digitally controlled ventilation, heating, and air conditioning systems ensure convention-goer comfort by providing a constant supply of fresh air, filtering contaminants, and monitoring and controlling potential sources of air pollution. Sensors in Centre drop-off areas even measure carbon monoxide levels and ensure that air is properly vented. As far as cigarette smoke is concerned, the Québec City Convention Centre has offered a smoke-free environment since 1999. For clients who do require smoking areas to be set aside in the public spaces surrounding their event, ventilation systems ensure that fresh air is brought in numerous times per hour.

After six years in business, the Québec City Convention Centre is proud of its environmental record, and convinced that demonstrating a positive response to these issues is the way of the future.



Claude Pinault of the Centre des Congrès de Québec

## AIPC Seeking Proposals for 2005 Annual Conference

With great programs shaping up for Mannheim in 2003 and Edinburgh in 2004, AIPC is now considering locations for the 2005 Annual Conference and 47th General Assembly. As this matter will be considered as part of the 2003 meeting in July, interested members should submit a letter of intent to the AIPC Secretariat office as soon as possible. The requirements for hosting the Annual Conference and General Assembly are outlined in the bid document, which is available on-line from the AIPC web site.

Take a moment to consider hosting your industry colleagues in *your* facility in 2005!

## Panelists Set for Event Security Seminar

Recognizing the importance of an integrated approach to event security, AIPC is joining forces with the International Association of Professional Congress Organizers (IAPCO) to present a joint panel presentation on this topic at IMEX. The presentation takes place Tuesday, April 4 and will focus on the complementary roles to be played by Centres and PCO's in managing security during times of global turmoil.

Proceedings of the panel discussion will form part of the joint approach AIPC and IAPCO are taking on this subject. It is expected that the topic will be included in publications now being prepared on subjects of joint interest to facilities and the PCO's who use them, and provide a broader perspective on how such issues can be addressed collectively.

*Panelists are;*

**Rainer A. Kostka, CEO, AIMS International Group (Brussels - Budapest - Lisbon - Prague - Vienna)**

**Warren J. Buckley, Chief Executive Officer of Suntec Singapore International Convention & Exhibition Centre**

**Philippe Mahuas, Director of Operations, Hilton Prague**

**Steve Piper, Head of Venues, Brighton City Council, UK**

**Panel Moderator: Rod Cameron, President Criterion Communications Canada**

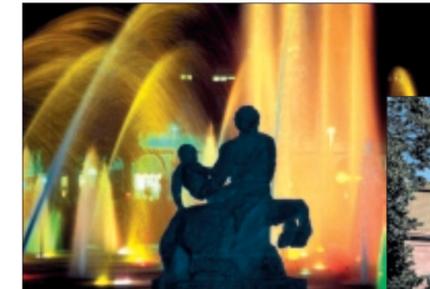
The seminar will present the different perspectives that each group brings to the discussion. In addition, it will offer practical solutions to immediate security issues faced by planners and facilities in an increasingly challenging global environment. All AIPC members are encouraged to participate in and help shape the discussion.

## On Track for Mannheim!



As the 2003 AIPC Annual Conference and 45th General Assembly approaches, this year's conference theme of new approaches to congress and conference management becomes even more relevant. Conference sessions will address many key issues for congress centres in a rapidly changing world and offer new ways of identifying and dealing with the needs of clients.

Industry panels will be complemented by a variety of academic and business presenters who will bring new perspectives to many of the congress industry's most pressing and demanding issues. Sessions will not only address operational and management concerns but look to the future needs of facilities in responding to new demands for client

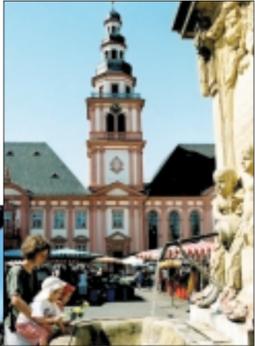


interaction and cooperation in an age of growing technology. At the same time, the General Assembly program will update members on the progress made in a wide variety of new AIPC initiatives and provide an opportunity for members to provide input to future plans.

Business and educational sessions will be complemented by a full social program, from a

riverboat party on the River Neckar to a Gala in the garden of Castle Schwetzingen! As the Annual Conference coincides with Congress Centre Rosengarten's 100th Birthday, delegates will also enjoy a special experience in this historic facility, surrounded by the historic charm and a modern face of Mannheim.

The Conference runs from July 5-9. Further information and a more detailed program schedule is to be found in the announcement brochure as well as from m:con at Rosengartenplatz 2, 68161 Mannheim; by phone +49 (0) 621 4106 152, fax +49 (0) 4106 202 or e-mail (aipc2003@mcon-mannheim.de) or through the AIPC Secretariat office.



## Meet AIPC Board Member Pierre Gilliot



AIPC Board member Pierre Gilliot took a rather unusual route to his current position of Chairman of the Centre

Internationale de Conférences in Geneva. (CICG). Born and educated in Algeria, and educated in Lyon and Zürich, he spent his first 7 professional years in Nigeria, eventually establishing himself with wife Monica in the Geneva area. A technical engineer, he worked in construction and real estate before being made General Manager of the FIPOI (Foundation for Buildings of International Organizations) in Geneva. This organization, which is the owner of CICG and several other administrative and conference buildings, also gives loans and technical support to international organizations in order to allow them to establish their head offices in Geneva efficiently and at a low cost.

His priorities for AIPC relate to his concerns for excellence, giving added value to increase the success of member centres and supporting the cultural diversity of members. Pierre's current focus is for the creation of an initiative which would

recognize cultural diversity amongst AIPC members and the important role it plays in the meetings industry. This reflects his belief in a more "natural" approach to marketing in place of modern aggressive global marketing which he feels tends to obscure differences rather than celebrate them.

"During my years in Africa, Europe and Eastern Europe, the USA, Canada, China and India, I became aware of the richness and unique value of each culture", he says. "I believe we can build respect for mankind through a better understanding of cultural diversity, and that in spite of our own strong cultural habits, we all appreciate the wide diversity of the human experience".

....and a post script to our item last month's profile!

AIPC Vice President Juan Garaiurrebaso has been re-elected as deputy chair of the Union of International Fairs (UFI) for his third consecutive term. The latest two-yearly election was held in Oct 02 during the 69th UFI Congress in Munich.

## Valjak Named Professor



Gunter Valjak, Director of Stadthalle Osnabrück has been named professor at Fachhochschule Osnabrück,

University of Applied Science, where he has taught in an event management program for the past nine years. The program is in the Business Administration and European Business Studies area and leads to a Master's degree.

Students in this program are trained to be the "congress centre managers of the future", although they can work in either individual departments of an event company or any related industrial enterprise.

As well as business administration studies, students who take a specialisation in event management must also enrol other subject fields like fair- and congress-management, culture- and leisure-management, event-organisation, event marketing and event law.

