

TUESDAY | JULY 6

TIME	LOCATION	EVENT
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08:30	ACC Liverpool Exhibition Room 11	Welcome Coffee
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09:00	Hall 1B	Where's the Money: The Realities of Recovery
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Keynote Speaker: Will Hutton

Keynote speaker and noted senior economist reviews government circumstances in the period following the greatest financial crisis of our time, and suggests how centres will have to deal with deeply indebted government shareholders in terms of their ongoing operations and investment requirements.

10:15	Hall 1B	Building a Business Case
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Lyle Hall | Managing Director, HLT Advisory Inc

From feasibility studies to business projections, the essential elements of a business plan and who and what you need to develop it effectively in today's and tomorrow's financial and government policy climate. Led by prominent industry analyst Lyle Hall, the session will place a special emphasis on how arguments need to be shaped in today's challenging financial environment.

11:00	Exhibition Room 11	Coffee Break
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11:30	Hall 1B	Winning the PR Battle
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Rod Cameron | President, Criterion Communications

What are the most effective community and government relations tactics that can be used to win the support and commitment required to see a project through to a successful completion in a more critical investment environment? This session will look at new positioning, messaging and alliances critical to winning the credibility war.

12:15	Hall 1B	What are We Measuring, Anyhow?
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Professor Leo Jago | Acting Director of TTRI at Nottingham University Business School

The success of a convention centre has for too long been assessed primarily on tourism-related measures like room nights and the economic impacts of visitor spending. But to demonstrate real value in today's climate, we need to be able to document what meetings actually accomplish in terms of growing the overall economy. Will be based on his recent landmark study in Australia and look at the role that centres can play.

TUESDAY | JULY 6

TIME	LOCATION	EVENT
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13:00	Room 3	Lunch
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14:30-16:00	Room 3	Presentation and Workshop Converting Concepts Into Design
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Chris Eseman | Partner, LMN Architects

Todd Voth | Senior Principal, POPULOUS

This session will take the insights of centre expectation research and show how factors ranging from diversifying program requirements to a need for distinguishing features in a competitive environment can be translated into architectural design. Led by a panel of architects with extensive convention centres design and development experience, the session will include a workshop on the process of creating design elements out of industry trends.

16:00-16:30	Exhibition Room 11	Coffee Break
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16:30-17:15	Room 3	The Realities of Project Management
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Gerald McKeever | Project Director – Ireland, Treasury Holdings

A leading expert in major project management will outline key management principles and relate how they apply to a recent project in the UK. In the process he will explain what needs to be understood for a successful project outcome and how centre managers can better prepare themselves for their role in the process.

18:00	PanAm Bar, Albert Dock	Football night
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WEDNESDAY | JULY 7

TIME	LOCATION	EVENT
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09:00	ACC Liverpool Exhibition Room 11	Welcome Coffee
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09:30	Hall 1B	AIPC Program Update
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- AIPC Quality Standards Program
- AIPC Academy
- Sales & Marketing Summit and Facility Operations Summit
- Industry Overview / Status

10:30	Exhibition Room 11	Coffee break
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11:00	Hall 1B	General Assembly Registration
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11:15	Hall 1B	Opening and Welcome to AIPC 52nd General Assembly
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Edgar Hirt | President, AIPC

- President's Management Report
- Financial Report
- Presentation of New Members
- Board Elections
- Presentation of Strategic Business Plan 2010-2011
- AIPC Conference 2011: Presentation San Diego
- AIPC Conference 2012: Invitation

12:30	Room 3	Closing lunch hosted by San Diego Convention Center Corp.
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THANK YOU TO OUR 2010 CONFERENCE HOST



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AIPC 2010

Liverpool July 3-7



SATURDAY | JULY 3

TIME	LOCATION	EVENT
10:00-14:00 19:30-21:30	ACC Liverpool	Registration
13:00	Departure from the Jurys Inn to	Pre-Conference Activity: Beatles Tour and visit to the Cavern Club Anfield Tour & Museum Talk and tour of Picasso's Peace and Freedom at the Tate Liverpool
16:00	Return to Jurys Inn	
20:00-22:00	ACC Liverpool Riverside Balcony	Informal Get-together Meet with colleagues and enjoy the wonderful setting of the Riverside Balcony overlooking the River Mersey at ACC Liverpool. Drinks and canapés will be provided.

AIPC CORPORATE PARTNERS



SUNDAY | JULY 4

TIME	LOCATION	EVENT
10:00-13:00 17:00-19:30	ACC Liverpool	Registration
10:00	Departure by bus from Jurys Inn	Pre-Conference Activity: Golf at the West Lancashire Golf Club
16:00	Return to Jurys Inn	
11:00	Departure from Jurys Inn	A walking tour of Liverpool city centre Take in the stunning Mersey Waterfront, browse the city's famous cultural quarter and experience the delights of Liverpool!
12:30	Return to Jurys Inn	
13:00	Departure by bus from Jurys Inn	English Garden Party at Knowsley Hall The home of Lord Derby is a privately owned estate and historic hall set in 2,500 acres of land, including sprawling fields and manicured lawns. Enjoy the surroundings and experience a typical English Afternoon Tea Party. Dress code: casual
17:30	Return to Jurys Inn	
18:30	ACC Liverpool Room 4A	First Time Attendees and New Members Welcome and Orientation Come meet the AIPC Board of Directors and management team, and learn how to make the most of your annual conference participation.
19:30	Maritime Museum, Albert Dock	Welcome Cocktail and Informal Dinner Co-hosted by CAT Publications and ACC Liverpool Dress code: smart casual

AIPC ANNUAL CONFERENCE 2010 PROGRAMME SPONSORS



MONDAY | JULY 5

TIME	LOCATION	EVENT
08:30	ACC Liverpool Exhibition Room 11	Registration Welcome Coffee
09:00	Hall 1A	Official Opening Ceremony AIPC Annual Conference Welcome address: Cllr. Hazel Williams Lord Mayor of Liverpool Bob Prattey Chief Executive, Arena and Convention Centre Liverpool Jacquie Rogers General Manager, BT Convention Centre Liverpool Welcome to the Conference: Edgar Hirt President, AIPC
10:00	Hall 1A	How Centres are Evolving Michael Hughes Managing Director of Research & Consulting, Red 7 Media A research-based review of changing expectations and evolving building requirements that will impact the kinds of facilities we will need to meet the future demands of our clients and the changing mix of business we can expect. Based on original surveys carried out in partnership with industry consultant Michael Hughes.
10:45	Exhibition Room 11	Coffee Break

LIVERPOOL EVENT SPONSORS 2010



MONDAY | JULY 5

TIME	LOCATION	EVENT
11:15	Hall 1B	Experiences and Lessons Learned Scott Ferguson President and CEO, World Trade and Convention Centre – Halifax Bob Prattey Chief Executive, Arena and Convention Centre Liverpool Leigh Harry Chief Executive, Melbourne Convention and Exhibition Centre A panel of AIPC member centres who are engaged in and / or have recently completed major projects share their war stories and offer advice on a variety of factors involved with the development process for those embarking on similar projects.
12:30	Room 3	Lunch hosted by IMEX
14:00	Room 3	Presentation and Workshop Fitting Into the "New Economy" Keynote Speaker: Hamish McRae Our first keynote is a prominent business commentator and authority on innovation who will be offering his insights into how the industry can best position itself in the economies of the future. In the process, he will be providing examples of innovation and success in other sectors that centres may wish to consider in developing their own future plans.
15:30	Exhibition Room 11	Coffee Break
16:00-17:00	Room 3	The Requirements and the Costs of Going Green: Is It Worth It? Do You Have a Choice? Chris Eseman Partner, LMN Architects – LEED Leigh Harry Chief Executive, Melbourne Convention and Exhibition Centre – Green Star Sam Wright Associate, WEA Wilkinson Eyre Architects – BREEAM Setting aside the discussions around sustainable operations, this session will instead focus on the facility design component and what the options and differences are. The session will draw from a panel of design experts to compare standards and their implications as well as laying out the state of play and the cost of playing in the sustainable design game.
19:45	Departure by bus from Jurys Inn to Liverpool Town Hall	AIPC Award Dinner Dress code: Lounge suit / cocktail dress
22:30	Return to Jurys Inn	