

TIME	LOCATION	EVENT
10:00-14:00	Omni San Diego Hotel	Registration
18:30-21:00	San Diego Convention Center Foyer 20D	
19:00-21:00	San Diego Convention Center Terrace	Pre-Conference Welcome Reception

Start your San Diego experience by catching up with colleagues while enjoying fabulous views of sparkling San Diego Bay. Drinks and light dinner will be provided.
Dress code: casual

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TIME	LOCATION	EVENT
10:00-13:00	Omni San Diego Hotel	Registration
17:00-19:30	Omni San Diego Hotel	

Choose from scheduled tour times throughout the day. Departure from pick-up stops close to the San Diego Convention Center, both are in walking distance from the Omni Hotel.
Hilton Bayfront – side entrance/Bus stop
San Diego Marriott – Fountain stop

Pre-Conference Activity:
Old Town Trolley Tour of San Diego
A twenty-five mile tour of San Diego and Coronado with a fast paced two-hour narrative that will both entertain and educate concluding at the world famous Hotel del Coronado.
A partnership with Old Town Trolley offers you a discounted ticket rate of \$25 per ticket at the Convention Center's Concierge Desk located in Lobby E.

09:00	Departure by bus from Omni Hotel	<i>Pre-Conference Activity:</i> Golf at the Grand Del Mar Golf Resort
15:00	Return to Omni Hotel	

16:30-18:00	Omni San Diego Hotel South Foyer of the Grand Ballroom	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.
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18:00-22:00	The USS Midway Museum Shuttle bus departing times from Omni Hotel: 17:45 18:00 18:15 18:45 19:00	Welcome Reception and Dinner Hosted by Massachusetts Convention Center Authority Orange County Convention Center, Orlando Walter E. Washington Convention Center An exclusive, lifetime experience aboard the USS Midway, America's longest serving Navy aircraft carrier, combining a collection of meticulously restored aircraft with incredible city views from the flight deck.
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17:30	Professional Guided Walking Tour from Omni Hotel	A self-guided walking tour map will be available for those who wish to stroll on their own to the USS Midway.
18:00	Welcome Cocktail	
19:00	"Taste of San Diego" buffet dinner	Dress code: smart casual

20:30 until 21:45	Return by shuttle bus to Omni Hotel Last shuttle bus leaves Midway	
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Note: Ladies and Gentlemen please wear comfortable shoes. Ladies, high heels are not permitted on the Midway.

TIME	LOCATION	EVENT
08:30	San Diego Convention Center Exhibition Area	Registration Welcome Coffee
09:30	San Diego Convention Center –Lobby E	Accompanying Persons Tour: San Diego and the Old Town Historic Park
16:15	Return to Omni Hotel	

09:00	Ballroom 20D	Official Opening Ceremony AIPC Annual Conference
Welcome address: The Honorable Jerry Sanders Mayor, City of San Diego Carol Wallace President and CEO, San Diego Convention Center Corp. Welcome to the Conference: Edgar Hirt President, AIPC		

09:45	Ballroom 20D	Global Recovery and Growth: Where Are We? Where Are We Going?
Keynote Speaker: Professor David Blanchflower Bruce V. Rauner Professor of Economics at Dartmouth College (US) This session will review the current progress of economic recovery and suggest how business trends and future restructuring may impact convention centre prospects and strategies.		

10:30	Exhibition Area	Coffee Break
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11:00	Ballroom 20D	After the Crisis: Global Industry Status and Prospects
Ralf Kleinhenz Vice President Congresses and Guest Events, Internationales Congress Centrum Berlin James E. Rooney Executive Director, Massachusetts Convention Center Authority, Boston Aloysius Arlando Chief Executive Officer, Singex Group, Singapore Geoff Donaghy Group Director - Convention Centres - AEG Ogden Based on the newest member research and "on the ground" observations by regional leaders, this session will review and compare the attitudes and prospects of various parts of the world from a convention centre perspective.		

12:15	San Diego Convention Center Terrace	Lunch hosted by IMEX
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TIME	LOCATION	EVENT
13:45	Ballroom 20D	How Events are Evolving: A User's Perspective
Dr Layth Bunni Chief Operating Officer, Adam Smith International and Non Executive Director, Congrex Group Germaine Schaefer Director, Convention Operations, American Diabetes Association Bruce MacMillan President/CEO, MPI Events are evolving and the expectations of event venues are changing with them. This session will identify some of the key factors involved in the evolution of meetings, congresses and exhibitions from the perspective of key client groups.		

14:45	Ballroom 20D	Virtual Meetings: Impacts, Opportunities and Adaptations
Kathy Sulgit Director of Global Events, CISCO Virtual meetings are suddenly in industry headlines as a result of better technology, cost concerns and sustainability issues. This session will review key implications of this trend from the perspective of a technology leader.		

15:30	Ballroom 20D	Introduction to the AIPC Innovation Award 2011 Poster Session
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15:45	Exhibition Area	Coffee Break
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16:15-17:15	Ballroom 20 Lobby Area	AIPC Innovation Award 2011: Presentations and Poster Session
The 2011 AIPC Innovation Award coincides with a year in which more centres than ever are looking for alternative strategies to manage costs and develop new business opportunities. Finalists will utilize a poster session to communicate key aspects of their innovations to delegates who will cast their vote for the "People's Choice Award".		

Free Evening to Explore the Gaslamp Quarter and Seaport Village
Two of the San Diego Convention Center's closest and unique amenities are the Gaslamp Quarter and Seaport Village; both are located just steps from your hotel. Use this free evening to take full advantage of the huge range of the available choices. The San Diego Convention Center's Restaurant and Concierge staff can help you with restaurant suggestions and reservations.

TIME	LOCATION	EVENT
10:00-15:00	Departure from La Jolla Sightseeing / return to Omni Hotel	Accompanying Persons Tour: La Jolla Sightseeing
08:30	San Diego Convention Center Exhibition Area	Welcome Coffee
09:00	Ballroom 20D	Managing Change in a Convention Centre Environment
Keynote Speaker: Gary Heil Center for Innovative Leadership (Co-Founder)		
With a better idea of how and where the industry and overall economy are evolving, the question is how we can best respond in management and organizational terms. A recognized expert in the field of change management will explore options.		
09:45	Ballroom 20D	The Exhibition World: Status and Prospects
Paul Woodward Managing Director, UFI the Global Association of the Exhibition Industry		
The exhibition sector is of critical interest to many convention centres and has had significant impacts in the course of the recent recession. The Managing Director of UFI, will reveal how this sector is developing and what this will mean for centre managers.		
10:30	Exhibition Area	Coffee Break
11:00	Ballroom 20D	Meeting New Expectations: A Response from Centres & Suppliers
Revenue issues: Carol Wallace, President and CEO, San Diego Convention Center Corp.		
Design issues: Enhancing Existing Facilities: Chris Esemán Partner, LMN Architects Todd Voth Senior Principal, Populous		
This session will provide a venue and supplier response to how centres and suppliers are already identifying and reacting to growing revenue challenges and client expectations with new business strategies and facility configurations.		
12:15	San Diego Convention Center Terrace	Lunch

TIME	LOCATION	EVENT
13:45	Workshop Room Ballroom 20B-C	Workshop: New Business Models and Revenue Opportunities
Moderator: Gary Heil Center for Innovative Leadership (Co-Founder)		
Under the guidance of guest keynote Gary Heil, delegates will address the overall issue of changing industry conditions and revenue opportunities in order to exchange information on how members are coping with new centre business challenges.		
15:15	Exhibition Area	Coffee Break
15:45	Ballroom 20D	Securing New Investment: What Does it Take in Today's Political /Economic Climate?
Alec Gilbert Chief Executive, Adelaide Convention Centre Rashid Toefy Chief Executive Officer, Cape Town International Convention Centre Patrick Kelly President, Ottawa Convention Centre		
There's no better way to "take the temperature" of government and community support for the industry than to pursue major new investment in infrastructure. Three AIPC members with expansion success stories will outline how they achieved the support required for a major project.		
16:45-17:30	Ballroom 20D	New-Age Food and Beverage: What's Driving Change?
Jeff Leidy Executive Chef, San Diego Convention Center Corp. and Assistant General Manager for Centerplate Iker Goikoetxea Mendoza Managing Director, Kursaal Congress Centre, San Sebastian		
Many centres are finding that the Food and Beverage area is one where excellence can really command a premium. This session will explore how centres can use innovative meal functions to enhance revenues and create compelling new experiences.		
18:30	Departure by bus from Omni Hotel to University Club	AIPC Award Dinner Dress code: Lounge suit/cocktail dress
22:00	Return to Omni Hotel	
A traditional high point of the Annual Conference where we will recognize the winner of the 2011 Innovation Award in the elegant and exclusive surroundings of The University Club, a premier venue offering panoramic views of San Diego's beautiful city and surroundings.		

TIME	LOCATION	EVENT
08:30	San Diego Convention Center Exhibition Area	Welcome Coffee
09:00	Ballroom 20D	The Evolving Industry: 2011 AIPC Member Trends & Outlook Survey
Michael Hughes Managing Director of Research & Consulting, Red 7 Media		
This session will outline the results of the second in a series of comprehensive AIPC Member Surveys which have been carried out in order to track the course of business growth and member confidence as well as strategic responses by centre managers to new industry conditions and client expectations.		
09:40	Ballroom 20D	AIPC Program Update
- Industry Priorities and Strategic Responses - Management Overview - Quality Standards - AIPC Academy and Summits - AIPC Member Research		
10:15	Exhibition Area	Coffee break
10:45	Ballroom 20D	General Assembly Registration
11:00	Ballroom 20D	AIPC 53rd General Assembly
Edgar Hirt President, AIPC		
- President's Management Report - Financial Report - Presentation of New Members - Board Elections - Presentation of Strategic Business Plan 2011-2012 - AIPC Conference 2012: Presentation Amsterdam - AIPC Conference 2013: Invitation		
12:30	San Diego Convention Center Terrace	Closing lunch hosted by Amsterdam RAI Convention Centre

THANK YOU TO OUR 2011 CONFERENCE HOST



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AIPC 2011

San Diego June 28–July 1



CONTACT INFORMATION

AIPC
Marianne de Raay
(32) 496 235 327

San Diego Convention Center
Host Committee Chair
Brad Gessner
(01) 619 841 4175

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