<table>
<thead>
<tr>
<th>TIME</th>
<th>LOCATION</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.30</td>
<td>Convention Center Graz</td>
<td>Lunch</td>
</tr>
</tbody>
</table>

**14.00 Kammer-musiksaal**
- Representing the Association perspective / Paul Wilson / Director, FDI World Dental Events
- Representing the Corporate perspective / Luca Favetta / Director Global Events
- Representing the perspective of the Exhibition Organiser / Joseph Rath / President, Mesago Messe Frankfurt GmbH

Representatives of our key client groups tell us what’s going on in their world, how we can best address their needs and what are the best ways to communicate with them.

**15.30 Exhibition Hall** Coffee break

**16.00 Long Hall** AIPC Innovation Award Poster Session

The AIPC Innovation Award has brought forward a variety of innovative, practical programs and processes that could benefit your operations and marketing. Review them all and discuss details with the proponents at this poster session for Award entries.

**19.00 The Old University** AIPC Award Dinner

Grand Hall
Eight minute walk from the hotels (no transfers)

Hosted by Brähler ICS AG together with the Governor of the State of Styria, and the Mayor of the City of Graz.

**Late Grand Hotel Wiesler** AIPC Night Bar

---

**THANK YOU TO OUR SPONSORS**

**AIPC CORPORATE PARTNERS**

AIPC is pleased to thank our Corporate Partners for contributing so much to AIPC on an annual basis.

---

**AIPC ANNUAL CONFERENCE PROGRAMME SPONSORS**

The conference would like to acknowledge the generous support of the following AIPC Programme Sponsors:

---

**GRAZ SPONSORS**

We would also like to thank the following for their support in hosting the AIPC Annual Conference 2007:
MONDAY / 16 JULY

09.30   Departure From Hotel Das Weitzer Accompanying persons program: White horses – “Red” Wine / return at approx. 16.00

09.30   Convention Center Graz Registration

09.00   Kammer-musiksaal Welcome address / Nikolaus Breisach CEO, Grazer Congress Welcome to the conference / Barbara Maple President AIPC

09.00   Kammer-musiksaal The Evolution of Centre Design: Where is the future taking us? David Greusel / Principal, HOK Venue Congress centre design is a function of changing demands on centres. What impacts have these had on current design trends, and where will this take us in the years ahead?

10.15   Kammer-musiksaal Your Destination Brand: Does it support the congress centre? Keynote speaker / Simon Anholt Destinations have distinctive “brands” that shape visitor’s impressions – does yours support or conflict with the congress centre sell, and what can you do about it? The world’s leading expert on destination branding explains how it works.

11.00   Exhibition Hall Coffee Break

11.30   Saal Steiermark Roundtable Branding “Clinic” Simon Anholt leads a workshop discussion on developing brand strategies that feature a business / meetings message.

12.30   Raubergasse; Inner Courtyard of Joanneum Lunch hosted by IMEX

14.00   Kammer-musiksaal The Global Perspective What’s on Our Minds? Results of the AIPC Key Issues Survey Rod Cameron / Director, Programming and International Development, AIPC Presentation and discussion of the results of the recently conducted AIPC Key Issues survey on issues impacting the present and future of the industry.

15.00   Exhibition Hall Coffee break

15.30   Saal Steiermark Key topics workshop

TUESDAY / 17 JULY

09.30   Departure From Hotel Das Weitzer Accompanying persons program: Bulwarks of Christianity – The Castle Route of Southeast Styria / return at approx. 16.00

09.00   Convention Center Graz / Kammer-musiksaal Key trends amongst industry partners: New directions for the hotel industry Keynote speaker / Steven Powell / Senior Vice President, Worldwide Sales, InterContinental Hotels Group How developments in hotel ownership, management and marketing are impacting the congress business.

10.00   Kammer-musiksaal Food safety issues Peter Brokenshire / General Manager, Kuala Lumpur Convention Centre As banqueting becomes an even greater factor in congress management, the management of food quality and safety has become a major issue for congress centres everywhere. Here’s a case history on how these challenges and opportunities were handled successfully in Kuala Lumpur.

10.30   Exhibition Hall Coffee break

11.00   Kammer-musiksaal Panel presentation: Green Meetings and Facilities – Gaining Momentum! Geoff Donaghy / Managing Director, Cairns Convention Centre Jacqui Rogers / General Manager, Arena and Convention Centre, Liverpool P.-Michel Bouchard / President and CEO, Centre des Congrès de Québec We’ve been hearing for years how “green” meetings and facilities are the way of the future – but now there’s a new momentum, driven by global warming concerns, community demands and new measures for our ecological “footprint”. How are centres responding in terms of design, marketing and practices?