

**TUESDAY / 17 JULY**

TIME	LOCATION	EVENT
12.30	Long Hall	Lunch
14.00	Kammer- musiksaal	<b>The Customer Perspective</b>
<p><i>Representing the Association perspective / Paul Wilson / Director, FDI World Dental Events</i></p> <p><i>Representing the Corporate perspective / Luca Favetta / Director Global Events EMEA-APJ, SAP SA</i></p> <p><i>Representing the perspective of the Exhibition Organiser / Joseph Rath / President, Mesago Messe Frankfurt GmbH</i></p> <p>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.</p>		
15.30	Exhibition Hall	Coffee break

16.00	Long Hall	<b>AIPC Innovation Award Poster Session</b>
<p>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.</p>		

19.00	<b>The Old University Grand Hall</b>	<b>'Rich and Poor' AIPC Award Dinner</b>
<p>Eight minute walk from the hotels (no transfers)</p>		

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

Late	<b>Grand Hotel Wiesler</b>	AIPC Night Bar
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**WEDNESDAY / 18 JULY**

TIME	LOCATION	EVENT
09.00	<b>Convention Center Graz / Kammer- musiksaal</b>	AIPC Members Business Forum: <b>AIPC Program Reports</b>
<p><b>Quality Standards Pilot</b> <i>Warren Buckley / CEO, Suntec Singapore</i></p> <p><b>AIPC Academy</b> <i>Barbara Maple / President AIPC</i></p> <p><b>Sales &amp; Marketing Summit</b> <i>Ben Goedegebuure / Director of Conference Sales, Scottish Exhibition &amp; Conference Centre</i></p>		

10.15	Exhibition Hall	Coffee break
10.45	Kammer- musiksaal	Opening and Welcome to <b>AIPC 49<sup>th</sup> General Assembly</b>
<p><i>Barbara Maple / President AIPC</i></p>		

- President's Management Report
- Financial Report
- Presentation of New Members
- Board Elections
- Presentation of Strategic Business Plan 07-08
- Annual Conference 2008: Presentation Suntec Singapore
- Annual Conference 2009: Invitation

11.45	<b>Austrian Sculpture Park</b>	<b>Closing lunch hosted by Suntec Singapore, International Convention &amp; Exhibition Centre</b>
<p>transfer from the Grazer Congress to the Austrian Sculpture Park</p>		

13.00	Airport transfer for flight LH3633 to Frankfurt Departure time 14.00	
13.40	Airport transfer for flight FR5733 to Stansted Departure time 14:40	
14.40	Airport transfer for flight OS972 to Vienna Departure time 15.40	
15.00	Transfer back to Graz, Hotel Das Weitzer	

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**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:

**AIPC 2007**

**G R A Z**

**WE MEET AT THE FRIDGE**

*(Almut Tina Schmidt)*

**July 14 – 18, 2007**

**CONTACT INFORMATION**

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## SATURDAY / 14 JULY

TIME	LOCATION	EVENT
07.30-10.00	Grand Hotel Wiesler	Registration
12.00-19.00	Grand Hotel Wiesler	Registration
08.00	Departure from Hotel Das Weitzer	Pre-conference Activity: <b>AIPC Golf Tournament at Golf Club Murhof</b> / return at approx. 17.00
10.00	Departure from Hotel Das Weitzer	Pre-conference Activity: <b>Guided Hiking Tour with Robert Schauer</b> / return at approx. 16.00
19.00	Departure from Hotel Das Weitzer and Grand Hotel Wiesler <small>(one minute walk from both hotels)</small>	Informal Get-Together <b>'Jazz on the Island in the River'</b>

## SUNDAY / 15 JULY

TIME	LOCATION	EVENT
10.00-19.00	Grand Hotel Wiesler	Registration
11.00	Departure from Hotel Das Weitzer	<b>Musical-culinary walking tour of Graz, Styrian style</b> / return at approx. 16.00
19.00	Convention Center Graz Stefaniensaal <small>Entrance Sparkassenplatz (three minute walk from both hotels)</small>	<b>Welcome Cocktail &amp; Dinner</b>
Hosted by <b>CAT Publications</b> together with <b>Grazer Congress</b> and <b>Revita Congress Catering</b>		
Late	Grand Hotel Wiesler	AIPC Night Bar

## MONDAY / 16 JULY

TIME	LOCATION	EVENT
09.30	Departure From Hotel Das Weitzer	Accompanying persons program: White horses – “Red” Wine / return at approx. 16.00
08.30	Convention Center Graz	Registration
09.00	Kammer-musiksaal	Official Opening Ceremony AIPC Annual Conference
<i>Welcome address / Nikolaus Breisach CEO, Grazer Congress</i>		
<i>Welcome to the conference / Barbara Maple President AIPC</i>		
09.30	Kammer-musiksaal	<b>The Evolution of Centre Design: Where is the future taking us?</b>
<i>David Greusel / Principal, HOK Venue</i>		
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	<b>Your Destination Brand: Does it support the congress centre?</b>
<i>Keynote speaker / Simon Anholt</i>		
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	<b>Roundtable Branding “Clinic”</b>
Simon Anholt leads a workshop discussion on developing brand strategies that feature a business / meetings message.		

## MONDAY / 16 JULY

TIME	LOCATION	EVENT
12.30	Raubergasse; Inner Courtyard of Joanneum	Lunch hosted by IMEX
14.00	Kammer-musiksaal	The Global Perspective <b>What’s on Our Minds? Results of the AIPC Key Issues Survey</b>
<i>Rod Cameron / Director, Programming and International Development, AIPC</i>		
Presentation and discussion of the results of the recently conducted AIPC Key Issues survey on issues impacting the present and future of the industry.		
<b>Facility Management: A vision for the future in a changing world.</b>		
<i>Warren Buckley / CEO, Suntec Singapore</i>		
An overview of the trends, pressures and responses required to be successful in our ever more competitive and changing global environment.		
15.00	Exhibition Hall	Coffee break
15.30	Saal Steiermark	<b>Key topics workshop</b>
An opportunity for members to discuss program topic areas in a formal workshop atmosphere.		
<b>Free Evening</b> / Take this opportunity to spend this evening with colleagues and enjoy the many and varied attractions of Graz.		
Late	Grand Hotel Wiesler	AIPC Night Bar

## TUESDAY / 17 JULY

TIME	LOCATION	EVENT
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	<b>Key trends amongst industry partners: New directions for the hotel industry</b>
<i>Keynote speaker / Steven Powell / Senior Vice President, Worldwide Sales, InterContinental Hotels Group</i>		
How developments in hotel ownership, management and marketing are impacting the congress business.		
10.00	Kammer-musiksaal	<b>Food safety issues</b>
<i>Peter Brokenshire / General Manager, Kuala Lumpur Convention Centre</i>		
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: <b>Green Meetings and Facilities – Gaining Momentum!</b>
<i>Geoff Donaghy / Managing Director, Cairns Convention Centre</i>		
<i>Jacque Rogers / General Manager, Arena and Convention Centre, Liverpool</i>		
<i>P.-Michel Bouchard / President and CEO, Centre des Congrès de Québec</i>		
We’ve been hearing for years how “green” meetings and facilities are the way of the future – but now there’s 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?		