

**TUESDAY / 18 JULY**

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# AIPC 2006

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

The Global Meetings & Incentive Exhibition

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

We would also like to thank the following for their support in hosting the AIPC Annual Conference 2006:



# MONTPELLIER

TIME	LOCATION	EVENT
10.30	Antigone 1	Coffee break
11.00	Antigone 2+3	Round table discussions
12.30	Antigone 2+3	Round table reports
13.00	Joffre	Lunch sponsored by 'Brasserie du Corum'
14.10	Einstein	Topic area 3: <b>Industry and client interactions</b>  <i>Stephen Norcliffe / Commercial Director, The Queen Elizabeth II Conference Centre</i>  Topic introduction
14.20	Einstein	Corporate expectations of congress centres  <i>Dennis J. Wheatley / Executive Director, IPCAA (International Pharmaceutical Congress Advisory Association)</i>  A candid view of congress centres through the eyes of corporate clients: what can we learn about their issues and expectations?
14.40	Einstein	Interacting with the PCO for mutual advantage  <i>Philippe Fournier / IAPCO Council Member International Relations</i>  PCO's and congress centres are inevitable partners in many events. IAPCO proposes ways in which this interaction can be made more productive.
15.00	Einstein	Are congress centres and associations still made for each other?  <i>Isabel Bardinet / Congress Division Director, Eur Society of Cardiology</i>  The experiences as both congress centre and association manager provides unique insights into the needs of association clients.
15.20	Einstein	The role of marketing alliances  <i>Geoff Donaghy / Managing Director, Cairns Convention Centre</i>  Marketing alliances have become an increasing presence in today's market. What do they offer to congress centres who participate?

TIME	LOCATION	EVENT
15.30	Antigone 1	Coffee break
16.00	Antigone 2+3	Round table discussions
17.00	Antigone 2+3	Round table reports
19.00	Opéra Comédie	AIPC Apex Award Ceremony  The AIPC Apex Award Ceremony will take place in the theatre of the Opéra Comédie, a theatre built in 1888 by Garnier according to the plans of the Opera House of Paris. The auditorium is filled with gold and light, and furnished with 1600 seats covered in red velvet. Today, the Montpellier Opera House is the centre for lyrical arts in France.  <i>Hélène Mandroux / Mayor of Montpellier / Welcome</i>
20.00	Opéra Comédie	Closing Dinner  Closing dinner in the lobby of the Opéra Comédie

**WEDNESDAY / 19 JULY**

TIME	LOCATION	EVENT
09.30	Antigone 1	Welcome coffee and General Assembly registration
10.00	Einstein	AIPC 48 <sup>th</sup> General Assembly  <i>Barbara Maple / President AIPC</i>  - President's Management Report - Financial Report - Presentation of New Members - Board Elections - Presentation of Strategic Business Plan 06-07 - Annual Conference 2007: Presentation - Annual Conference 2008: Invitation
12.00	Antigone 2+3	Closing lunch hosted by Grazer Congress, Convention Center Graz, Austria

**CONTACT INFORMATION**  
**AIPC**  
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**Enjoy Montpellier Hotel Reservation Service**  
**Monique Surjus T (33) 4 67 61 67 61**

**FRIDAY / 14 JULY**

TIME	LOCATION	EVENT
09.30	<b>From hotels Sofitel &amp; Holiday Inn</b>	Pre-conference Activity: Day Tour Wine Tasting visiting the <b>Domaine Château-Bas in Aumelas</b> / return at 15.30
20.00	<b>Comédie Square</b>	Experience all the excitement of a military parade
22.00	<b>Antigone Place</b>	Watch the fireworks and dancing on the main squares of Montpellier

**SATURDAY / 15 JULY**

TIME	LOCATION	EVENT
12.00	<b>Hotel Sofitel</b>	Registration
08.30	<b>From Sofitel</b>	Pre-conference Activity: Golf Tournament at the Golf de Massane / return at 16.00
10.30	<b>From Mercure Centre</b>	Pre-conference Activity: Beach Day in La Grande-Motte / return at 16.00
19.00	<b>Tourism Office on Esplanade</b>	Montpellier City and Wine Tour
21.00	<b>La Maison des Relations Internationales</b>	Get-together-party

**SUNDAY / 16 JULY**

TIME	LOCATION	EVENT
08.30-18.30	<b>Hotel Sofitel</b>	Registration
09.00	<b>From Mercure Centre</b>	Day tour: Visit of Sète and Bassin de Thau / return at 15:30
18.30	<b>From Mercure Centre</b>	Festive Evening at Mas Saint-Gabriel / return at 22.30  Sponsored by <b>CAT Publications</b> and 'Mas Saint Gabriel'

**MONDAY / 17 JULY**

TIME	LOCATION	EVENT
09.00	<b>From Mercure Centre</b>	Accompanying persons program: Visit of the Clamouse caves and St. Guilhem-le-Désert / return at 17.00
08.30	<b>Le Corum</b>	Registration
09.00	<b>Einstein</b>	Opening Ceremony 48 <sup>th</sup> AIPC Annual Conference  <i>Barbara Maple / President AIPC</i> <i>François Barbance / Montpellier Host Committee Chairman</i> <i>Georges Frêche / President of the Languedoc-Roussillon Region &amp; Montpellier Agglomeration</i>

09.30	<b>Einstein</b>	<b>Introductory topic: Key trends amongst industry partners</b>  <b>Keynote speaker: New directions for the airline industry</b>  <i>Peter Trautmann / COO, Munich International Airport</i> <i>Robert Kuijpers / former Executive Chairman of SN Brussels Airlines</i>
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The airline industry has a huge effect on convention travel and is now going through some important transitions. Industry leaders share their view of the future.

10.30	<b>Antigone 1</b>	Coffee break
11.00	<b>Einstein</b>	Topic area 1: <b>Changing conditions; changing needs</b>  <i>Barbara Maple / President Vancouver Convention &amp; Exhibition Centre</i>

Introduction to conference format

11.10	<b>Einstein</b>	Innovations in Governance, Customer Service and Revenue Expectations  <i>Carol Wallace / CEO, San Diego Convention Centre Corporation</i>  San Diego CC shares what they've learned through their groundbreaking new directions in governance and CVB relations
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**MONDAY / 17 JULY**

TIME	LOCATION	EVENT
11.30	<b>Einstein</b>	From public to private sector management models  <i>Gert Gundersen / Managing Director, Grieghallen, Bergen</i>

Managing a transition from a traditional public sector management model to a private one

11.50	<b>Einstein</b>	Preparing for a potential global pandemic  <i>Warren Buckley / CEO, Suntec Singapore</i>
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As the world looks to the prospect of a global pandemic, Singapore shares what they see as the critical issues and areas for preparation

12.10	<b>Einstein</b>	How core PCO's are altering industry dynamics  <i>Roger Tondeur / President, MCI</i>
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Association management companies are increasingly impacting industry dynamics and economics. MCI outlines where they believe this trend is heading

12.30	<b>Joffre</b>	Lunch sponsored by IMEX
14.00	<b>Antigone 2+3</b>	Round table discussions
15.30	<b>Antigone 1</b>	Coffee break
16.00	<b>Antigone 2+3</b>	Round table reports
20.00	<b>Le Corum: Opéra Berlioz</b>	Free evening or Music Festival

**Free Evening** / Spend this evening with friends on the terrace of the Place de la Comédie and enjoy the typical French cuisine in one of the many restaurants in Montpellier.

**Music Festival** / Enjoy the concert of the Radio France and Montpellier Music Festival in the famous Opéra Berlioz. The program for the evening is the National Orchestra of Montpellier with Conductor Friedemann Layer and pianist Aldo Ciccolini: Ildebrando Pizzetti, *Concerto pour piano "Les chants de la haute saison"* and Camille Saint-Saëns, *Concerto pour piano et orchestre n°5 en fa Majeur opus 13 "L'Égyptien"*

**TUESDAY / 18 JULY**

TIME	LOCATION	EVENT
09.00	<b>From Mercure Centre</b>	Accompanying persons program: Visit of Aigues-Mortes / return at 16.00

**09.00 Einstein** Topic area 2: **Meeting new organizational demands**

*Edgar Hirt / Head of ICM, Internationales Congress Center München*

Welcome and topic introduction

09.10	<b>Einstein</b>	Private facility management: threat or opportunity?
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*Marcia Lyons / General Manager, Calgary TELUS Convention Centre*

As more governments look to deficit reduction private companies are emerging as management alternatives. What are the trends and consequences?

09.30	<b>Einstein</b>	Industry professional development: the Wolfsberg experience
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*Jorge Castex / Managing Director ICS and Past President IAPCO*

IAPCO has offered the Wolfsberg Seminar as a comprehensive and highly successful PCO training program for many years. What are the lessons other associations can learn?

09.50	<b>Einstein</b>	Self-sustaining convention operations in Japan
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*Jun-ichi Nakamura / President, Kyoto International Conference Hall*

How Japanese centres have made a successful move toward self sufficiency.

10.10	<b>Einstein</b>	Innovation in product development
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*Leonhard Loew / Managing Director, AKM Congress Service Basel*

Continuing success demands that centres see product innovation as an ongoing requirement. How can this be achieved?