















































AIPC 2020 Paris

THURSDAY | SEPTEMBER 24

FRIDAY | SEPTEMBER 25

TIME	PHYSICAL / VIRTUAL	EVENT
09:00 - 09:30 03:00 - 03:30 15:00 - 15:30		Morning Coffee
09:30 - 09:50 03:30 - 03:50 15:30 - 15:50	 	Opening of the AIPC Annual Congress Jan van den Bosch RAI Amsterdam Pablo Nakhle Cerruti Viparis
09:50 - 11:00 03:50 - 05:00 15:50 - 17:00	 	Technology and Beyond Introduction: Jan van den Bosch RAI Amsterdam Speakers: Matthias Schulze GCB German Convention Bureau e.V. Stéphanie Dubois SAP Gerd De Bruycker CISCO Technology: Threat or opportunity? Interconnected venues? Lasting or only to overcome the immediate future?
11:00 - 12:00 05:00 - 06:00 17:00 - 18:00	 	The Customer's Point of View Introduction: Jan van den Bosch RAI Amsterdam Moderator: Vivienne Hsu Cognito Speakers: Christoph Woerman Deutsche Bank Marc Coleman UNLEASH Harry Hardy D.C. United What are event organisers looking for in this changing world? What is needed to convince them to organise physical events? What are the opportunities they see?
12:00 - 12:05 06:00 - 06:05 18:00 - 18:05	 	Closing Before Lunch Jan van den Bosch RAI Amsterdam
12:05 - 13:30 06:05 - 07:30 18:05 - 19:30		Lunch Break
12:05 - 13:30 06:05 - 07:30 18:05 - 19:30		Panel Debate: The Economic Model of Hybrid Events Moderator: James Morgan University of Westminster (London)-Event Tech Lab Industry Panellists: Wee Min Ong Conventions & Exhibitions Marina Bay Sands Pte Ltd Colja Dams VOK DAMS Events & Live-Marketing worldwide CEO Dahlia El Gazzar Dahlia Plus Founder Press Panellist: Martin Fullard Mash Media Editorial Director Irina Graf MICE Blog Founder Remi Deve Boardroom Magazine Chief Editor Martin Donovan Mix Meetings Editorial Director
13:30 - 15:00 07:30 - 09:00 19:30 - 21:00	 	Welcome Back and Introduction Opening Keynote Julianne Jammers SwissTech Convention Center Opening Address: Aloysius Arlando AIPC President/SingEx Holdings Keynote speaker: Mark Gallagher Performance Insights
15:00 - 15:25 09:00 - 09:25 21:00 - 21:25		Short Coffee Break
15:25 - 16:00 09:25 - 10:00 21:25 - 22:00	 	The Future of Big Events – European Cardiology Society Introduction: Julianne Jammers SwissTech Convention Center Speaker: Isabel Bardinet European Society of Cardiology (ESC)
16:00 - 16:30 10:00 - 10:30 22:00 - 22:30	 	Linking Policies & Events – Europe Speaker: István Ujhelyi Vice-Chair of TRAN Committee Special Ambassador of UNWTO
16:30 - 17:00 10:30 - 11:00 22:30 - 23:00	 	Linking Policies & Events – Scotland Introduction: Julianne Jammers SwissTech Convention Center Speaker: Neil Brownlee VisitScotland
17:00 - 17:10 11:00 - 11:10 23:00 - 23:10	 	Closing Remarks
17:10 - 18:00 11:10 - 12:00 23:10 - 00:00		Panel Debate: The Economical Model of Hybrid Events
18:30 - 21:00		Social Event

TIME	PHYSICAL / VIRTUAL	EVENT
09:00 - 09:15 03:00 - 03:15 15:00 - 15:15	 	Opening Day 2 AIPC 2020 Introduction: Allan Agerholm BC Hospitality Group A/S
09:15 - 10:15 03:15 - 04:15 15:15 - 16:15	 	G3 Panel Discussion of AIPC, UFI and ICCA Members Speakers: Michael Kruppe SNIEC – Shanghai China Taubie Mothlabane Cape Town International Convention Centre Michael Duck Informa Markets
10:15 - 10:20 04:15 - 04:20 16:15 - 16:20		Short Coffee Break
10:20 - 11:20 04:20 - 05:20 16:20 - 17:20	 	G3 Presidential Debate Introduction: Allan Agerholm BC Hospitality Group A/S Moderator: James Morgan University of Westminster (London)-Event Tech Lab Speakers: Aloysius Arlando AIPC President/SingEx Holdings James Rees ExCeL London Mary Larkin UFI President, President of Diversified Communications, USA What have we learned after 3 months of exit strategies? (Perspective from venues, associations and exhibitions)
11:20 - 11:40 05:20 - 05:40 17:20 - 17:40		Q&A by CEO's
11:40 - 11:50 05:40 - 05:50 17:40 - 17:50	 	Closure of Morning Allan Agerholm BC Hospitality Group A/S
11:50 - 13:30 05:50 - 07:30 17:50 - 19:30		Lunch Break The lunch will be hosted by the SwissTech Convention Center (Lausanne, Switzerland) as the host of the 2021 Annual Conference
13:30 - 14:30 07:30 - 08:30 19:30 - 20:30	 	Welcome Back and Introduction: Sven Bossu AIPC CEO Perspectives Session: Accommodation Speaker: Franck Gervais ACCOR
14:30 - 15:00 08:30 - 09:00 20:30 - 21:00	 	Perspectives Session: Connectivity – Part 1: Geneva Airport Introduction: Sven Bossu AIPC CEO Speaker: André Schneider Geneva Airport
15:00 - 15:30 09:00 - 09:30 21:00 - 21:30	 	Perspectives Session: Connectivity – Part 2: Public Transport Speaker: Kaan Yildizgoz UITP
15:30 - 15:45 09:30 - 10:45 21:30 - 22:45		Short Coffee Break
15:45 - 16:45 09:45 - 10:45 21:45 - 22:45	 	Perspectives Session: Destination Management Introduction: Sven Bossu AIPC CEO Moderator: Benita Lipps Interel Association Management Lab Speakers: Carrie Kwik Singapore Tourism Board Steen Jacobsen Dubai Tourism Corinne Menegaux Paris Convention and Visitors Bureau How to regain confidence from event organisers? Will the event ecosystem change fundamentally? What strategies to apply?
16:45 - 17:00 10:45 - 11:00 22:45 - 23:00	 	Closing Remarks Aloysius Arlando AIPC President/SingEx Holdings
17:00 - 18:30 11:00 - 12:30 23:00 - 00:30		Closing Cocktail



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