

Sunday 09 February	
2:00	<p>Welcome to the AIPC 2020 Academy</p> <p>Presenter: Barbara Maple AIPC Academy Chair</p>
2:15	<p>Where Are We Today: Key Issues and Challenges</p> <p>A “scene setter” for Academy discussions, this opening session will provide an overview of the latest industry issues and conditions, based on recent AIPC and related industry research, along with the implications these have for convention centre planning and adaptation.</p> <p>Presenter: Rod Cameron Executive Director, AIPC and JMIC</p>
3:00	<p>Icebreaker: Meet your colleagues and learn how to maximise your Academy experience</p>
3:30	<p>Addressing Your Centre Management Challenges</p> <p>In an engaging workshop format, attendees will share the challenges they are facing in their centres and their learning expectations for the Academy.</p> <p>Moderator: Barbara Maple</p>
6:00	<p>Welcome reception: Badian Lounge Bar, and Buffet Dinner: Argan Restaurant</p>
Monday 10 February: Delivering, Measuring and Communicating Performance	
9:00	<p>Overview of the Daily Theme: Delivering, Measuring and Communicating Performance</p> <p>The importance of understanding the objectives for a centre and the expectations of the various stakeholders that centres are responsible to will form the basis of the topics for the day’s discussions.</p>
9:15	<p>The Innovation Challenge:</p> <p>Responding to current trends and challenges is a key component of a convention centre manager’s responsibilities and the way in which centres need to adapt their thinking will be explored in this team oriented project.</p> <p>Presenter: Barbara Maple</p>

9:30	<p>Financial Management, ROI and Performance Measures</p> <p>Like any business operator, centre managers need to be able to measure and demonstrate performance and a return on owner investment; however centres have some unique requirements based on their broader roles in their communities. This session will deal with a series of topics related to convention centre financial management and performance measurement. Included will be an overview and update on the tools that AIPC has developed to assist centres in dealing with some of today's top management challenges and to help promote a more consistent approach to areas of common interest and concern.</p> <p>Presenters: Barbara Maple, Rod Cameron with Matthew Klas Managing Director, HLT Advisory Inc.</p>
10:45	Networking break
11:15	AIPC Global Benchmarking Survey: A Report and Workshop
12:30	Lunch Argan Restaurant
2:00	<p>Communications Strategies for Convention Centres</p> <p>This session will address the importance of an effective communications and messaging plan that supports centre operations amongst key groups including customers, owners, communities and local industry groups whose perceptions are critical to the success of a convention centre.</p> <p>Presenter: Rod Cameron</p>
3:00	Networking Break
3:30	<p>Destination Marketing: The Role of Content Marketing and Social Media</p> <p>Changing attitudes toward advertising, combined with the growing importance of social media, are forcing marketers to adapt to a new reality of communication with clients and their attendees. This session will provide insights into the opportunities and pitfalls associated with these new tools.</p> <p>Presenter: Panos Zachariadis Director of Digital Marketing & Communications, MCI Group</p>
6:00	Cooking with your Colleagues: Learn, Taste, Enjoy!

Tuesday 11 February: Addressing Current Centre Market Challenges	
09:00	<p>Overview of the Daily Theme: Identifying and Addressing Today’s Centre Market Challenges</p> <p>A successful centre sales and marketing strategy must be based on a good understanding of both venue and client needs. A high level overview of the key components of a sales and marketing plan will be provided as background for the day’s discussion on evolving client requirements, how suppliers need to adapt and developing winning business strategies.</p> <p>Presenter: Barbara Maple</p>
9:30	<p>Changing Client Expectations</p> <p>A panel of leading clients will provide their perspective on current challenges and future direction for their organizations and what that means in terms of their expectations of centres in today’s highly competitive market.</p> <p>Presenters: Alessandro Cortese CEO, European Society for Radiotherapy & Oncology (ESTRO) Malgosia Bartosik Deputy CEO, Wind Europe</p> <p>Moderator: Rod Cameron</p>
10:45	Networking Break
11:15	<p>How Suppliers are Responding to Today’s New Market Realities</p> <p>This session shifts the perspective to how destinations, meetings organizers and show managers are adapting to new industry and client expectations and re-shaping marketing plans and sales tactics to address these issues.</p> <p>Presenters: Elisabeth Van Ingelgem Director, Convention & Association Bureau, Visit Brussels Idoia Rodés President MCI Benelux & Managing Director MCI Brussels Nick Dugdale-Moore Business Development Manager, UFI</p> <p>Moderator: Barbara Maple</p>
12:30	Lunch Argan Restaurant
2:00	<p>Winning Strategies in a Competitive Market</p> <p>This session will take full advantage of a high-level group of client and industry leaders to focus on key components of addressing today’s market challenges and opportunities. Focus group discussions will include addressing new challenges in centre sales and marketing strategies, dealing with the complexities of the association, corporate and exhibition markets and successful bidding and contracting practices.</p>
4:00-5:00	Team Innovation Challenge Preparation
6:30	A Belgian Dining Experience featuring regional specialities: Argan Restaurant section IV

Wednesday 12 February: Managing the Product: Optimizing Services and Facilities	
09:00	<p>Overview of the Daily Theme: Managing the Product: Optimizing Facilities and Services</p> <p>Centres must constantly be adapting to the operational implications of evolving meeting requirements, changing objectives and expectations for buildings to operate sustainably. These and attendee challenges will be explored in the day’s discussions.</p>
9:10	<p>Delivering on the Sales Promise: From Contract to Execution</p> <p>Clients increasingly require more operational input and expertise from centre managers in order to enhance many aspects of their event. This interactive workshop will address what clients are increasingly looking for from convention centre staff and the key challenges in delivering on promises made in the sales process which must be enacted through an efficient and streamlined operational interface in order to meet client expectations.</p> <p>Facilitator: Barbara Maple</p>
10:15	Networking break
10:45	<p>The Customer Journey: Expectations for Learning AND Experience</p> <p>Learn more about how the “customer journey” and the ways in which the interface between clients and their attendees with the convention centre team can be improved using advances in technology and the implementation of a comprehensive digital strategy.</p> <p>Presenter: Holger Friesz Director of Sales, EMEA, Ungerboeck Systems International</p>
11:45	<p>Staying competitive: Building the case for evolving your centre product</p> <p>To remain competitive today, centres need to be constantly updating their product offering, whether through a major renovation or expansion, an entirely new building, or by adapting existing spaces to new client requirements. This panel will explore a number of factors in how a centre can prepare a business case to access the required investment along with an architectural perspective on how building design can better support both client needs and overall community goals.</p> <p>Presenters: Matthew Klas Managing Director, HLT Advisory Inc. Michiel Middendorf General Manager, World Forum The Hague Adam Paulitsch Associate Principal, Architect AIA, NCARB, POPULOUS</p>
12:30	Lunch Argan Restaurant
2:00	<p>Best Practices in Centre Operations: New expectations</p> <p>This session will look at new operational considerations in facility management and the importance of these to customer satisfaction and the delegate experience, highlighting the</p>

	renewed and broadened focus on sustainability as well as providing a safe and secure environment. Panel Presenters: Michiel Middendorf General Manager, World Forum The Hague Jan van den Bosch Director Venue, RAI Amsterdam
2:45	Centre Design: Responding to Changing Expectations Convention centre design has to adapt to changing market expectations and event formats while also addressing owner and community demands for attractive and functional structures compatible with the host community. This session will explore how centre design has responded to these challenges in terms of both new-build and renovations in an effort to create facilities that will remain relevant and functional through this ongoing evolution Presenter: Adam Paulitsch Associate Principal / Architect AIA, NCARB, POPULOUS
3:30	Networking Break
4:00	Team Challenge Preparation
6:30	Buffet Dinner Argan Restaurant

Thursday 13 February : Keys to Successful Performance

9:00	Trends, Challenges and Opportunities shaping the Workplace & Workforce of the Future The workplace environment is becoming more complex under pressures exerted by forces including digital disruption and changing workforce expectations, and organisations are under increasing strain to source the best talent, adapt and adopt new ways of organizing resources and ensuring their staff are fully engaged and committed. What does this all mean for your convention centre and how prepared are you for such transformational change? Presenter: Avinash Chandarana Group Learning and Development Director, MCI Group
11:00	Networking Break
11:30	Managing Venue Health and Safety in a Crisis From the current headline 2019-nCoV corona virus to a mass food poisoning, key convention centre health safety challenges can quickly turn into crisis situations unless properly managed. This session focuses on practical considerations, dangers and to do's in preparing to meet potential health safety crises. A key focus of this session will be the current corona virus outbreak. Glenn Schoen BA MA, Boardroom@Crisis

AIPC Academy 2020 Program: Feb. 9 – 14



12:45	Working Lunch and Team Challenge Preparation	Meeting Room
2:30	<p>Team Challenge Presentations: Let the competition begin!</p> <p>Teams will present their Challenge responses to Academy colleagues and faculty with Academy faculty providing feedback and reaction in response.</p>	
7:00	Special Academy Final Dinner	Brasserie 135

Friday 14 February

9:00–10:00	<p>Now It's Your Turn: a Roundtable Exploration of Remaining Issues</p> <p>While centres around the world have many challenges in common, these manifest themselves in very different ways in various parts of the world and a healthy exchange of perspectives brings different experiences to bear on key issues. This session will provide a dedicated opportunity to focus on a series of areas selected by participants for special attention in a facilitated workshop format as well as a final opportunity to raise any outstanding areas of interest.</p> <p>Facilitator: Avinash Chandarana</p>	
10:00-10:30	<p>It's a Wrap! The Week in Summary and AIPC Academy Certificate Presentation</p> <p>This final session will summarize both the learnings and the outcomes of the week. At the conclusion, participants will be awarded their Certificates of Participation as recognition of their efforts throughout the week.</p>	