

Sunday 18 February 2018	
14:00	<p>Welcome Academy Program Introduction and Orientation Presenter: Barbara Maple AIPC Academy Chair</p>
14:30	<p>Our World Today: Key Issues and Challenges Presenter: Rod Cameron Executive Director, AIPC</p> <p>A “scene setter” for Academy discussions, this session will present an overview of the latest industry conditions, based on recent AIPC and related industry research, along with the implications these have for convention centre managers’ strategic planning.</p>
15:30	<p>Break: Meet your colleagues and learn how to maximise your Academy experience</p>
16:00 – 17:00	<p>Addressing Convention Centre Management Challenges</p> <p>Attendees will share their specific issues in a facilitated discussion that addresses how centres are developing solutions to common challenges.</p>
18:30	<p>Welcome cocktail: Badian Lounge Bar, and Buffet Dinner: Argan Restaurant</p>

Monday 19 February 2018	
09:00	Overview of the Theme for the Day: Delivering, Measuring and Communicating Performance
09:05	<p>SESSION 1 The Innovation Team Challenge: An Introduction</p> <p>Facilitator: Barbara Maple</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 week- long, team oriented project.</p>
09:30	<p>SESSION 2 Financial Performance and ROI</p> <p>Presenter: Mark Emch Vice President – Special Projects, San Diego Convention Center Corporation</p> <p>Like any business operator, centre managers need to be able to demonstrate a return on owner investment. This session will cover measuring and reporting performance, from financial management practices and economic impact calculations to defining and implementing key performance indicators.</p>
10:30	Networking break
11:00	Financial Performance and ROI (cont’d)
12:00	Lunch Argan Restaurant
13:30	<p>SESSION 3 AIPC Management Tools: Assisting Performance Measurement and Reporting</p> <p>Presenter: Rod Cameron</p> <p>An update on the latest 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 concern.</p>
14:00	<p>SESSION 4 Benchmarking for Performance</p> <p>Presenter: Mark Emch</p> <p>Demonstrating performance relative to other centres is a key reporting requirement for managers. A case study approach will highlight benchmarking in key areas such as comparative measurement and centre occupancy.</p>
15:30	Networking break

16:00- 17:00	SESSION 4 Communicating Value: Sharing Results with Stakeholders Presenter: Rod Cameron This session will address the importance of an effective communications plan that provides performance results and broader value information to key groups such as owners, communities and local industry groups that are critical to the success of a convention centre.
18.00	Cooking with your Colleagues: Learn, Taste, Have Fun! – Redwood

Tuesday 20 February 2018	
09:00	<p>Overview of the Theme for the Day: Addressing Current Centre Market Challenges</p> <p>The sales and marketing plan needs to identify key issues in attracting and maintaining business as well as current strategies that support this goal. A high level overview of the key components of the 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>SESSION 1 Changing Client Expectations</p> <p>Presenters: Alessandro Cortese CEO, European Society for Radiotherapy & Oncology (ESTRO) Sven Bossu Head of Partner Management, SWIFT Malgosia Bartosik Deputy CEO, Wind Europe</p> <p>A panel of industry leaders will provide their perspective on current challenges facing their organizations and how they are developing programs in order to remain relevant. These perspectives will lead to a discussion of what centre staff need to understand in order to attract business and support client requirements as well as the increasingly complex revenue goals of their venue.</p>
10:45	Networking Break
11:15	<p>SESSION 2 How Suppliers are Responding to Today's New Market Realities</p> <p>Presenters: Weemin Ong Vice President – Conventions & Exhibitions, Sands Expo and Convention Centre, Singapore Elisabeth Van Ingelgem Director Convention & Association Bureau, Visit Brussels Idoia Rodés Vice President of Global Business Development, MCI Group</p> <p>This session shifts the emphasis onto how centres, destinations and meetings organizers are adapting to new industry / client challenges and re-shaping marketing plans and sales tactics to address these issues.</p>
12:30	Lunch Argan Restaurant
14:00	<p>SESSION 3 Winning Strategies in a Competitive Market: Today's Key Business Development Strategies</p> <p>This session will take full advantage of a very prestigious group of industry advisors and leaders to pursue the overall theme of addressing today's market challenges and opportunities in a highly competitive market. Focus group discussion topics will include destination marketing, centre sales and marketing strategies, the complexities of the association, corporate and exhibition markets and successful bidding and contracting practices.</p>
16:00-17:00	Team Innovation Challenge Preparation
19:00	A Brussels Experience featuring Belgian Specialities: Argan Restaurant section IV

Wednesday 21 February 2018	
09:00	Overview of the Theme for the Day: Managing the Product: Optimizing Facilities and Services
09:05	<p>SESSION 1 Delivering on the Sales Promise: From Contract to Execution</p> <p>Presenters: Fabrice Calabrese Head of Department, ESC Industry Team, European Society of Cardiology Weemin Ong Vice President – Conventions & Exhibitions, Sands Expo and Convention Centre, Singapore Nathalie Simon Manager International Meetings and Events Department, UITP</p> <p>Clients increasingly require more expertise from centre managers in order to enhance all aspects of their event. This forum will address 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>
10:30	Networking break – IMEX Wellness: Break Game (outside weather permitting)
11:00	<p>SESSION 2 Best Practices in Centre Operations</p> <p>Presenter: Adam Mather Brown General Manager, ICC Sydney</p> <p>This session will look at the fundamental operational considerations in facility management and the importance of this to customer satisfaction and the delegate experience. Key areas such as maintaining building standards, incorporating new technologies and sustainable building practices and providing a safe and secure environment will be highlighted.</p>
13:00	Lunch Argan Restaurant
14:30	<p>SESSION 3 Centre Design: Responding to Changing Expectations</p> <p>Case Studies: RAI Amsterdam Convention Centre and International Convention Centre Sydney</p> <p>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 the business planning process and how innovative approaches to expansions, renovations and new centre development can achieve results.</p> <p>Moderator: Barbara Maple</p>
15:30	Networking break
16:00	Innovation Challenge Preparation
19:00	Buffet Dinner: Argan Restaurant

Thursday 22 February 2018	
09:00	<p>Overview of the Morning Theme Organizational Development: Keys to Successful Performance</p>
09:05	<p>SESSION 1 Trends, Challenges and Opportunities shaping the Workplace & Workforce of the Future</p> <p>Presenter: Avinash Chandarana Group Learning and Development Director, MCI Group</p> <p>The workplace environment is becoming more complex under pressures exerted by forces including digital disruption and changing workforce demographics, and organisations are under increasing strain to source the best talent, adapt and adopt new ways of working and ensure 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?</p>
11:00	Break
11:30	<p>SESSION 2 Cyber Security and Data Protection: Preparing your venue for the inevitable</p> <p>Presenter: Alyssa Cervantes Manager - Cybersecurity and Privacy Advisory, Ernst & Young Advisory Services</p> <p>In an age of rapid developments in digitalization, cybersecurity has gone far beyond a technology issue and now involves all internal interactions within organizations as well as external interactions and the need to gain the trust of clients and suppliers. At the same time, new regulations regarding data protection in the EU will have global impacts. A leading organization in the field of managing the risks of cybersecurity and data protection will discuss how to assess your organizations risk capability and prepare for a cyber-attack.</p>
13:00	Working Lunch in meeting room and After Lunch Energizer (outside weather permitting)
14:00	<p>SESSION 3 Final Innovation Team Challenge Presentation Preparation</p> <p>Teams will work together to finalize their respective presentations and rehearsal preparation.</p>
16:30	Innovation Team Challenge Presentations: Ginko
19:00	Farewell Dinner: Brasserie 135

Friday 23 February 2018

09:00	Filling the Gaps: a Review of Outstanding Topics This session will review the learning and exchange that has taken place over the course of the Academy program, provide attendees with an opportunity to obtain the collective advice and expertise of faculty and fellow attendees on their specific issues and assist in developing a personal “action plan” for implementing learning outcomes gained over the course of the week. Facilitator: Avinash Chandarana
10:30	Break
11:00	Week in Summary; AIPC Academy Certificate Presentation
11:30	Program concludes