



AIPC Academy 2019 Program

Sunday 10 February 2019	
14:00	Welcome Academy Program Introduction and Orientation Presenter: Barbara Maple AIPC Academy Chair
14:30	Our World Today: Key Issues and Challenges Presenter: Rod Cameron Executive Director, AIPC 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.
15:30	Break: Meet your colleagues and learn how to maximise your Academy experience
16:00 – 17:00	Addressing Convention Centre Management Challenges Attendees will share their specific issues in a facilitated discussion that addresses how centres are developing solutions to common challenges.
18:30	Welcome cocktail: Badian Lounge Bar, and Buffet Dinner: Argan Restaurant

Monday 11 February 2019	
09:00	<p>Overview of the Theme for the Day: Delivering, Measuring and Communicating Performance</p>
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: Adam Mather Brown General Manager, ICC Sydney</p> <p>Like any business operator, centre managers need to be able to demonstrate a return on owner investment. This session will discuss convention centre financial management processes including the budget process, measuring and reporting performance and defining and implementing key performance indicators.</p>
10:30	Networking break
11:00	<p>Session 3 Developing and Implementing Customer Satisfaction Surveys and Strategies</p> <p>Presenter: Michael Rodenburgh Executive Vice Presiden, Ipsos</p> <p>In today's highly competitive market, evaluating and responding to client satisfaction concerns is key to improving performance and advancing a centre's reputation. This topic will be addressed by a leading research company that has developed the AIPC Customer Satisfaction Survey program and that focuses on "<i>delivering information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions</i>".</p>
12:30	<p>Lunch</p> <p style="text-align: right;">Argan Restaurant</p>
14:00	<p>SESSION 4 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 interest and concern.</p>
14:15	<p>SESSION 5 Communications Strategies for Convention Centres</p> <p>Presenter: Rod Cameron</p>

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	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.
15:30	Networking break
16:00-17:00	<p>Innovation Team Challenge: Let's get started!</p> <p>Managing responses to challenges in a team based environment is part of the daily requirement for convention centre managers. Meet your team members, bring your experiences and discuss how you are going to approach your challenge.</p>
18.00	Cooking with your Colleagues: Learn, Taste, Have Fun! – Redwood

Tuesday 12 February 2019	
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) Jean-Francois Feront Sibos Technology Manager Oliver Wykes Chief Operating Officer, Wind Europe</p> <p>A panel of industry leaders will provide their perspective on current challenges and future direction for their organizations as well as 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 in a highly competitive market.</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 Idoia Rodés President MCI Benelux & Managing Director MCI Brussels Nick Dugdale-Moore Business Development Manager, UFI</p> <p>This session shifts the emphasis onto how centres and meetings organizers are adapting to new industry and client expectations 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. Focus group discussion topics will include centre sales and marketing strategies, dealing with the complexities of the association, corporate and exhibition markets and successful bidding and contracting practices.</p>
16:00-17:00	Innovation Team Challenge Preparation
19:00	A Brussels Experience featuring Belgian Specialities: Argan Restaurant section IV

Wednesday 13 February 2019	
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, ECS Industry Services Team, European Society of Cardiology David Bridgeman Senior Relationship & Operations Manager, SWIFT Weemin Ong Vice President – Conventions & Exhibitions, Sands Expo and Convention Centre, Singapore</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>
10:45	Networking break
11:15	<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 building and 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>Presenter: Adam Paulitsch Associate Principal / Architect AIA, NCARB, POPULOUS</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 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.</p>
16:00	Networking break
16:15	Innovation Team Challenge Preparation
19:00	Buffet Dinner: Argan Restaurant

Thursday 14 February 2019	
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 Now It's Your Turn: a Roundtable Exploration of Current 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.</p> <p>Facilitator: Avinash Chandarana</p>
13:00	Working Lunch in meeting room
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



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Friday 15 February 2019	
09:00	<p>Filling the Gaps: a Review of Outstanding Topics</p> <p>This session will provide attendees with a final opportunity to raise any outstanding issues with the collective advice and expertise of faculty and fellow attendees and assist in developing a personal “action plan” for implementing learning outcomes gained over the course of the week and sharing these with colleagues.</p> <p>Facilitator: Avinash Chandarana</p>
10:15	<p>Break</p>
10:45	<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 with an outlook for the immediate future. At the conclusion participants will be awarded their Certificates of Participation as recognition of their efforts.</p>
11:30	<p>Program concludes</p>