

## **AIPC Boosts Talent Development with Future Shapers Program** *A program for the industry's highest performers*

(Brussels) - The Association of International Convention Centers (AIPC) launched [Future Shapers](#), a program to support venue managers to develop their high performers, accelerate their leadership skills and provide them with a platform to influence outcomes and improve the industry, during the AIPC Annual Conference today.

One of the key challenges currently facing the venue management industry, having been particularly hard hit by the pandemic, is to retain and develop top talent.

In response to this issue, venue managers around the world are being encouraged to nominate candidates for AIPC Future Shapers, a program unique to the venue management industry that offers professional education and inspiration, an ability to demonstrate excellence and a framework that will result in value creation for the entire AIPC community.

AIPC President Greg O'Dell said: "Through education, a community of peers and mentors, and a platform to perform, the AIPC Future Shapers program will support the next generation of leaders to shape our industry. The program's launch supports the industry's focus on talent retention and moving skill sets as we navigate a rapidly changing business environment."

Providing the next step up the leadership ladder from the successful AIPC Academy, AIPC Future Shapers is a 12-month program featuring monthly lectures, inspirational speakers, one on one mentoring, an international community of peers and a global platform from which to pitch projects that have the possibility of shaping the industry's future.

Nominations close August 1<sup>st</sup> and Future Shapers will be announced in September.

For more information about this exciting program, contact [secretariat@aipc.org](mailto:secretariat@aipc.org).

*About AIPC –The International Association of Convention Centres: Founded in 1958, AIPC is a global network of some 190 leading centres in 61 countries with the active involvement of more than 900 management-level professionals. Its mission is to encourage, support and recognize excellence in convention centre management, based on the diverse experience and expertise of its international membership, and it maintains a full range of educational, research, networking and management*

*standards programmes in order to achieve this. AIPC recognises and actively promotes the essential role of the international meetings industry in supporting economic, academic and professional development in communities where its members are located as well as enhancing global relations amongst diverse business and cultural interests worldwide.*

*For more information, visit [www.aipc.org](http://www.aipc.org) or contact the AIPC Secretariat at [secretariat@aipc.org](mailto:secretariat@aipc.org).*

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