

Program

12th Annual AIPC Sales & Marketing Summit

Frankfurt, 14 May 2017



Venue: **Kap Europa**, meeting room Plateau

Theme: Disruptive Forces Affecting the Meetings Industry:
What They Mean for Convention Centres

Unprecedented global events are reshaping all aspects of the meetings industry - and convention centres need to be aware of what it takes to adapt to changes ranging from major geopolitical events and new destination agendas to evolving client expectations and event strategies. Satisfying clients and meeting delegate needs while driving revenue for owners is a delicate balance for convention centre sales and marketing managers - and these topics will drive wide-ranging discussions with industry leaders and colleagues at this year's Summit!

09:30 Registration and welcome coffee

10:00 Overview of the Program: Barbara Maple, Summit Moderator

Welcome by IMEX Group: Carina Bauer | CEO

AIPC Welcome and Orientation: Geoff Donaghy | President

10:15 The Future of Place Branding: What it Means for Your Destination

Presenter: Robert Govers | Chairman, [International Place Branding Association](#).

Robert Govers is an independent advisor, researcher, speaker and author on the reputation of cities, regions and countries and will be exploring the question of how destination branding is evolving and what centres need to know and do in order to ensure their specific needs are being properly addressed in the current environment.

10:45 The Big Picture: Industry Trends Impacting Centre Marketing

Drawn from a range of current research and analysis, including the preliminary results of the 2017 AIPC Member Survey, this session will review the most important industry trends and impacts and provide a sense of how centres around the world are responding to these. Included will be issues such as competition, changing business practices, convergence, advocacy and new client expectations and challenges in areas ranging from centre design to facility security.

Presenter: Rod Cameron | Executive Director, AIPC and JMIC

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11:15 Advancing Meeting Objectives in the Corporate World

Corporate buyers are under extreme pressure to satisfy their client's goals in an era where travel budgets are shrinking and the need to demonstrate ROI within their organizations is under scrutiny. Helms Briscoe's role in researching, contacting and evaluating venues means they are a critical player in matching the needs of their association, corporate, and incentive clients with global destinations. This session will provide the latest information on changing requirements and how venues can better respond to RFP's in this environment.

Presenter: Mark Phillips | Vice President, Operations at HelmsBriscoe

11:45 Coffee Break

12:00 Workshop: Challenge Our Presenters: How Do Their Views Square with Your Experiences?

Share your experiences and responses on key topics and issues arising from the morning sessions and gain market intelligence and feedback from panelists and other Centres.

Panelists: Robert Govers; Rod Cameron; Mark Phillips

12:30 Networking Lunch

13:30 Association Meetings: Responding to the Evolving Landscape

Associations are facing unprecedented challenges and need to adapt their strategies and programs in order to remain relevant to a diversified audience. This session will help Centre managers understand these challenges and what leading centres and destinations should be doing to support and attract association business.

Presenters:

Geneviève Leclerc | Association Strategist, Caravelle Strategies

Nicole Leida | Head of Conference and Events, National Cancer Research Institute

Marie Hunter | Senior Director, IEEE Meetings, Conferences & Events

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14:45 What's Keeping Centre CEO's Awake at Night?

In this "town hall" session, Centre CEO's will discuss the top issues they are addressing today and what implications these have for sales, marketing and service strategies.

Panelists:

Callum Mallett | General Manager, New Zealand International Convention Centre

Julie-May Ellingson | CEO, Cape Town International Convention Centre

Peter King | Chief Executive, Melbourne Convention and Exhibition Centre

Roman Ray Straub | General Manager, Prague Congress Centre

15:15 Coffee Break

15:30 Driving Innovation in a Disruptive World / Round table discussions:

1. **Centre Pricing Policies and Strategies:** From rates and commissions to third party suppliers
2. **The Marketing Interface:** Working with city, state and national marketing agencies
3. **Ambassador Programs and Advisory Boards:** structure, funding, KPI's
4. **New Revenue Streams:** Innovation and enhancement
5. **New Market Strategies:** Innovative approaches to centre market priorities
6. **Organizational Structure and Culture:** Human capital development, retention and productivity

16:45 Opportunities from New AIPC Program Development

17:00 Summary, Conclusions and Cocktail

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