

Program

14th Annual AIPC Sales & Marketing Summit

Frankfurt, 19 May 2019



Venue: Congress Center Messe Frankfurt - meeting room Illusion (Level C3)

Theme: Adaptability, Flexibility and Meeting the Competition: Developing Your Marketing Strategy for Today's Urgencies

Today's conditions make it vital for centre managers to understand the complex and constantly changing circumstances that exist in the market, and within these global challenges the destination-specific issues that set the context for how centres need to develop an effective and adaptable market approach. Working with city and destination marketing agencies as a fully integrated team is an essential component of a successful strategy. This year's Summit will focus on how these relationships can be developed for mutual advantage, provide new client research results and create the opportunity to exchange ideas on the latest trends and hot topics.

09:30 Registration and welcome coffee

10:00 Program Overview: Barbara Maple, Summit Moderator

Welcome by IMEX Group: Carina Bauer | CEO

10:15 The Big Picture: Industry Trends Impacting Centre Marketing

Drawn from a range of current research and analysis and the preliminary results of the 2019 AIPC Member and Client Issues Surveys, this session will review the state of the most important industry trends and impacts and provide a sense of how centres around the world are responding. The client future outlook survey is new this year and will provide new insights along with issues such as competition, changing business practices, convergence, advocacy and new client expectations as well as the challenges in areas ranging from centre design to facility security.

Presenter: Rod Cameron | Executive Director, AIPC and JMIC

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11:00 A View from the C-Suite: Are We Aligned on Priorities?

A regional discussion forum will validate global insights by reviewing the applicability of recent survey results to local circumstances and updating delegates on how centres perceive and are addressing the future business opportunity.

Panel:

Peter King | Chief Executive, Melbourne Convention and Exhibition Centre

Julie May Ellingson | CEO, Cape Town International Convention Centre

Heike Mahmoud | COO, CCH - Congress Center Hamburg

11:30 Networking Break

12:00 Destination Report: What's new in developing a destination strategy

The changing destination marketing environment that agencies are working within demands long term planning that can adapt quickly to changing circumstances. Providing the support that business events require, managing complex local and international issues and funding requirements are top issues that will be discussed.

Panel:

Kerrin MacPhie | Head of Business Events, Visit Britain

Elliott Ferguson | President & CEO, Destination DC

Steve Armitage | General Manager - Destination, Auckland Tourism, Events & Economic Development (ATEED)

13:00 Networking Lunch

14:00 Changing the Client Engagement Process

Organizers in the market sectors that centres work with are continuously adapting strategies to deal with the changing demands of attendees and event sponsors and this affects how they choose destinations. Understanding and anticipating these requirements is a key component of the sales and marketing process and will be explored in-depth in this session.

Panel:

David Bridgeman | Senior Relationship & Operations Manager, SWIFT

Flaminia Roberti | Global Sales Director, AIM Group International

Patrick Delaney | Managing Partner, SoolNua

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14:45 **Staying competitive: Building the case for evolving your centre product**

In order to be competitive, 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 session will highlight how a centre can prepare a business case along with an architectural perspective on how buildings can support an entire community goal for the future

Developing a Business Case:

Kathleen Warden | Director of Conference Sales SEC | Scottish Event Campus; SEC

Responding to New Event Formats: The Hive:

Robin Miller | Director - Sales (Conferences & Events), Abu Dhabi National Exhibition Centre

How Centre Design is Evolving:

Rafael Viñoly-Menendez | Partner, LMN Architects

15:45 **Networking Break**

16:00 **Engage and Share Intel with Your Colleagues**

The perennial favourite conversations will again focus on hot topics where attendees can listen, learn and share information to mutual advantage.

Table host:

- Making bids meaningful
- Developing a corporate marketing strategy
- Innovative customer experience programs
- Developing a successful social media platform
- How to capitalize on expansion/new builds over the long term
- Organizational development and change management
- Client engagement focus group

Beverley Parker
Ailynn Seah
Mala Dorasamy
Kelly Haslehurst
Rafael/Kathleen/Robin
Alan Pryor
Patrick Delaney

17:00 **Summary, Conclusions and Networking Cocktail**