

16th Annual AIPC Sales & Marketing Summit Frankfurt, May 29, 2022 DRAFT AGENDA

Location: Messe Frankfurt: Hall 4 - Meeting room Europa
Theme: Towards a bright future

09:30 – 10:00 Registration and welcome coffee

10:00-10:15 Welcome, program overview

10:15-10:45 The Big Picture: Industry Trends Impacting Centre Marketing

Drawn from a range of current research and analysis and the preliminary results of the 2020 AIPC Member Survey, 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 will provide 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.

10:45-11:30 A view from the C-suite: what has changed, what has not changed & what remains uncertain?

While the last 24 months have had an impact on the business development of convention centers, there are elements which have remained the same and some which remain uncertain. Three CEO's from different regions will share their views, allowing to obtain a global picture.

11:30-12:00 Networking break

12:00-13:00 Destination marketing: what has changed, what has not changed & what remains uncertain?

Similar to convention centers, destinations had to re-think their marketing strategies. Or not? Find out during this session, where representatives from three destinations share their lessons learned and outlook for the future.

13:00-14:00 Networking lunch

14:00-17:00 **Co-creating a new business development strategy**
In this (hyper)interactive session, participants will co-create a business development strategy. Together with your colleagues – in small teams – you will leverage the information provided in the morning lectures and transform these datapoints into calls-for-action which you can take back to your teams.

17:00-17:15 **Summary & conclusion**

17:15-18:30 Networking cocktail