

## 16<sup>th</sup> Annual AIPC Sales & Marketing Summit Frankfurt, May 29, 2022 AGENDA

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

**09:15 – 09:45      Registration and welcome coffee**

**09:45 – 10:00      Welcome, program overview**

**10:00 – 10:30      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.

**Sven Bossu | CEO | AIPC**

**10:30 - 11:00      Networking break**

**11:00 – 11:45      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

**Peter King** | Chief Executive | Melbourne Convention and Exhibition Centre  
**Julianne Jammers** | Managing Director | SwissTech Convention Center - EPFL  
**Alan Mark Pryor** | General Manager | Kuala Lumpur Convention Centre

**11:45 - 12:45      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.

**Alice Au | Sales Director | Destination Toronto**  
**Adriaan Fourie| Business Development Manager | Cape Town & Western Cape Convention Bureau**

**12:45 - 13:45      Networking lunch**

**13:45 – 14:45      Sustainability – the next step**

Six months after COP26, a lot of progress has been made by venues worldwide to commit to the pledge made to be carbon zero by 2050. Some convention centers are even far more ambitious, with plans to become carbon neutral by 2030. But what about the organizers? In this session, we will hear from Ben Wielgus, Chief Sustainability Officer at Informa, what their plans are to make their events sustainable and how they see the role of convention centers

**Ben Wielgus| Head of Sustainability| Informa**

**14:45 - 16:45      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.

**Oscar Cerezales | Chief Strategy Officer| MCI**

**16:45 - 17:00      Summary & conclusion**

**17:00 - 18:30      Networking cocktail**

