



AIPC Annual Conference Programme

Theme: We shape the future

Sunday 3 July 2022		
Time	Event	Location
19:30 – 22:00	AC 2022:Welcome Cocktail Sponsored by Gala Systems 	Opera House of Budapest
<p>Your onsite registration documents will be available at the registration desk (Opera House) and include your conference badge, a welcome letter and other materials. From July 4 onwards, your registration documents can be picked up at the registration desk at Hungexpo.</p>		
Monday 4 July 2022		
07:00-07:30	Shuttles from hotel to venue	
08:00-09:00	Registration & Networking breakfast	P Foyer, Hungexpo
09:00 – 09:30	Official Opening Ceremony AIPC AC 2022 Greg O’Dell President AIPC Gabor Ganczer Managing Director HUNGEXPO Budapest	Congress center, P1
<p>The President of AIPC officially opens the 2022 edition of the AIPC Annual Conference, followed by a welcome of Gabor Ganczer, CEO of the hosting venue HUNGEXPO.</p>		




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09:30 – 10:30	Keynote Speaker: Catherine de Vrye	Congress center, P1
<p>Best-selling author of 9 books translated into a dozen languages, the former Australian Executive Woman of the Year understands global service, change and resilience from both a professional and personal perspective. Starting life in an orphanage in Canada to university in the USA, she arrived near penniless in Australia to hold leadership roles in IBM; posted to Japan and Hong Kong-at one stage responsible for their incentive events.</p> <p>Her content and humour will offer a unique perspective to turn stumbling blocks to stepping stones as we reshape our future.</p>		
10:30 – 11:00	Coffee break	P Foyer, Hungexpo
11:00 – 12:00	AIPC Member Survey Results Michael Hughes Managing Director Access Intelligence	Congress center, P1
<p>The AIPC Member Survey offers a detailed view on what is happening in the AIPC Community. The author of the report, Michael Hughes, will present the key results, after which he will ask 2 convention centers CEO's for their reaction in a panel discussion.</p>		
12:00 – 13:00	<p>Customer Experience & Design: Delivering the Flexible, Future-Ready Venues of Tomorrow Today - How Design, Technology and Sustainability Converge</p> <p>In collaboration with Populous, lecture followed by panel</p> <p>Adam Paulitsch Architect & Associate principal Populous Kansas City Silvia Prandelli Principal Populous Milan Francois Clement Senior Principal Populous Paris Robert McClure CEO Paratus</p>	Congress center, P1
<p>In this session we will review our groundbreaking work defining the Convention Centre of the Future as a foundation for exploring the key issues and considerations for the next iteration of our industry's future. Can a convention centre be representative of a city's aspirations and values, integrated into nature, technologically advanced, and</p>		





sustainably regenerative to the community? It's a lot to ask of one building. What can convention centre design learn from the design of airports, stadia, or performance venues to inform our priorities for our facilities?

Join Populous as the global design firm shares their unique experience delivering flexible, future-ready venues and offers insights that go beyond building type to celebrate our shared focus – drawing people together and delivering experiences that are meaningful, authentic and inspired.

13:00 - 14:30	Lunch hosted by IMEX 	P Foyer, Hungexpo
14:30 – 15:30	The Metaverse and beyond: the technology landscape Steve McKenzie Executive Vice-President Ungerboeck Paul Foster Founder OnePlan	Congress center, P1
<p>Steve McKenzie, Executive Vice-President of Ungerboeck and Paul Foster, Founder of One Plan will explore the current and future technology landscape and what it will bring to convention centers.</p>		
15:30 – 16:00	AIPC Benchmarking results Matthew Klas Managing Director HLT Advisory Inc.	Congress center, P1
<p>The AIPC Benchmarking Exercise offers a detailed view on what is happening in the AIPC Community. The author of the report, Matthew Klas, will present the key results.</p>		
16:00 – 16:30	Future Shapers: The Journey Future Shaper representatives & Samantha Glass	Congress center, P1
<p>Two representatives of the first ever Future Shapers Cohort will tell their story on how the talent programme impacted them, both personally and professionally. Moderation by Samantha Glass, member of the Future Shapers Task Force.</p>		
16:30 – 17:00	Coffee break (including poster session for innovation award)	P Foyer, Hungexpo
17:00 - 17:30	Creativity in action: New ideas from the AIPC Innovation Awards	Congress center, P1



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	Pecha Kucha: Panel of Award Finalists	
<p>An array of creative new ideas and developments in a wide range of centre management and operational areas with a “Pecha Kucha” overview to help guide your vote for the Delegate’s Choice Award.</p> <p>Innovation Award Finalists: Austria Center Vienna ICC Sydney Kazan Expo Québec City Convention Centre’s Te Pae Taipei International Convention Centre VIPARIS</p>		
17:30 - 18:00	<p>Open Innovation: The Case of the Hungarian Wine industry Representative Hungarian Wine Industry</p> <p>Krisztián Sauska Owner Sauska Wineries</p>	Congress center, P1
<p>The making of wine is often linked to stories of "secret recipes" or "exclusiveness". In this session, the speaker will provide insights on how open innovation elevated the Hungarian wine industry.</p>		
18:00 - 19:00	<p>Closing remarks and invitation to cocktail Peter King Chief Executive Melbourne Convention & Exhibition Centre</p>	Congress center, P1
19:00 - 22:00	<p>Gala Dinner at Hungexpo Sponsored by Hungexpo</p>	
<p>Thank you to our 2022 Conference Host</p>  		
22:00 – 23:00	Shuttles to the hotels	




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Tuesday 5 July 2022		
Time	Event	Location
07:00 - 07:30	Shuttles from hotels to venue	
08:00 - 09:00	Networking breakfast / Back-of-house tour of HUNGEXPO	P Foyer, Hungexpo
09:00 – 09:30	Welcome Day 2 AIPC AC 2022 & Announcement Innovation Award Julianne Jammers Managing Director SwissTech Convention Centre	Congress center, P1
Opening remarks for Day 2 of the AIPC Annual Congress, followed by the official announcement of the prestigious 2022 AIPC Innovation Award by Julianne Jammers, member of the AIPC Board of Directors.		
09:30 – 10:30	Future Shapers - Challenge Presentation Future Shaper Teams - hosted by Taubie Motlhabane	Congress center, P1
Two Future Shapers teams will present their solution for a key industry challenge. Each of them will have 25 minutes to convince the senior leadership audience of the benefits their solution offers. The winner of the contest will be announced at the end of the day.		
10:30 – 11:00	Coffee break	P Foyer, Hungexpo
11:00 – 12:00	Security: beyond technology Russ Simons Managing Partner Venue Solutions Group	Congress center, P1
Security is becoming increasingly important for organized events - both in the physical and digital environment. In this session, Russ Simons, Managing Partner & Chief Listening Officer of Venue Solutions Group will share his view on how convention centers need to brace themselves.		
12:00 – 12:30	Innovation: The Hungarian Viewpoint Peter Balogh CEO Baconsult	Congress center, P1
Hungary ranks 32 nd among the most innovative countries in the Bloomberg Innovation Index. In this session, the serial entrepreneur Peter Balogh, will explain what it takes to		



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drive change and what are the areas of attention and opportunities for the event industry.		
12:30 - 14:00	Lunch break Sponsored by Ungerboeck-Eventbooking 	P Foyer, Hungexpo
14:00 – 15:30	LSP Session Dora Epresi & team Coach & LSP Facilitator	Congress center, P1
15:30 – 16:00	Coffee break	P Foyer, Hungexpo
16:00 – 17:30	LSP Session Dora Epresi & team Coach & LSP Facilitator	Congress center, P1
17:30 – 18:00	Announcement Future Shapers Winner & Award Greg O'Dell President AIPC	Congress center, P1
Official announcement of the first ever Future Shapers Awards, followed by the official certification of all Future Shapers participants.		
18:00 – 18:30	Closing remarks & invitation to closing cocktail Christian Folden Lund CEO BC Hospitality Group Gabor Ganczer Managing Director HUNGEXPO Budapest	Congress center, P1
Closing remarks of the 2022 edition of the AIPC Annual Congress and "farewell/see you soon" by the CEO of the hosting venue.		
18:30 – 20:00	Closing cocktail	P Foyer, Hungexpo
20:00 – 21:00	Shuttles to the hotels	
Wednesday 6 July 2022		
07:00 - 07:30	Shuttles from hotels to venue	



08:00-09:00	Networking breakfast	P Foyer, Hungexpo
09:00 – 12:30	<p>Governance Workshop</p> <p>Advocacy will be key to keep (the importance of) organized events high on the agenda of policy makers. This workshop – co-created with IMEX – has two objectives:</p> <ul style="list-style-type: none"> 1) to learn from best-in-class examples, policy makers and other associations on how to do so successfully 2) to share knowledge and experiences between colleagues through facilitated discussion. <p>In the first part of the session, you will hear from venue CEO's, policy makers and industry associations on best practices when it comes to advocacy. This will pave the way for the second part: a 'shirtsleeves' session which allows the members to benchmark themselves and discuss what advocacy looks like for their centres. Chatham House rules apply to this portion of the workshop.</p>	
09:00 – 10:30	<p>Governance Workshop part 1 Introduction by Sven Bossu</p> <p>Panel 1: Advocacy: venue point of view Greg O'Dell President AIPC Maurits van der Sluis COO RAI Amsterdam</p> <p>Panel 2: Advocacy – regulator point of view Speaker (MEP)</p> <p>PANEL 3: Advocacy – Association point of view Sven Bossu CEO AIPC Kai Hattendorf CEO UFI Martin Doyle CEO IAPCO</p>	



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10:30 – 11:00	Coffee break	P Foyer, Hungexpo
11:00 – 12:30	Governance Workshop part 2 Facilitated roundtable discussions	
13:00 - 14:30	Closing lunch	P Foyer, Hungexpo
14:30 – 15:30	Shuttles to the hotels	