

<b>Sunday 24 April 2022</b>	
13:00 - 14:00	<b>Registration</b>
14:00 - 14:30	<b>Welcome to the AIPC 2022 Academy !</b>  <b>Presenter: Sven Bossu   AIPC CEO</b>
14:30 - 15:30	<b>Market outlook report</b>  A "scene setter" for Academy discussions, this opening session will provide a global market outlook, based on recent research by AIPC partners.  <b>Presenter: Sven Bossu   AIPC CEO</b>
15:30 - 18:00	<b>Addressing your challenges &amp; introducing team challenges</b>  In an engaging workshop format, attendees will shares the challenges they are facing in their centres and their learning expectations for the Academy  <b>Presenter: Participants</b>
18:30 - 20:00	<b>Welcome reception:</b> Badian Lounge Bar, <b>and Buffet Dinner:</b> Argan Restaurant
<b>Monday 25 April 2022</b>	
09:00 - 10:30	<b>Sales &amp; Marketing</b>  Regaining the heart and confidence of delegates and exhibitors to participate to organised events will require a different type of sales & marketing plan. This session will provide you with 3 different and interconnected perspectives: organizer, destination and venue.  <b>Presenters:</b> <b>Melissa Jane Thompson   Area Director   Western Europe (Brussels) Singapore Tourism Board</b> <b>Oliver Wykes   Chief Operating Officer   WindEurope</b>

10:30 - 11:00	<b>Networking break</b>
11:00 - 12:30	<p><b>Convention Center Design: elevate to the next level</b></p> <p>Convention centre design has to adapt to changing market expectations and event formats while also addressing owner and community demands for attractive and functional structures compatible with the host community. This session will explore the future of convention center design and how to create facilities that will remain relevant and functional through this ongoing evolution.</p> <p><b>Presenter: Adam Paulitsch   Architect &amp; Associate principal   Populous</b></p>
12:30 - 14:00	<b>Lunch break: Argan Restaurant</b>
14:00 – 15:00	<p><b>Event Design</b></p> <p>Good event design is key for delivering successful events and goes beyond the creative elements: it should include a clear strategy, excellent production and analytics allowing for actionable insights. This session will focus on the role convention centers can play when it comes to event design, covering all these elements.</p> <p><b>Presenter: Adam Paulitsch   Architect &amp; Associate principal   Populous</b></p>
15:00 - 15:30	<b>Networking Break</b>
15:30 - 17:00	<p><b>Leadership</b></p> <p>The pandemic definitely impacted convention center leadership. Three CEO's will share their experience and lessons learned when it comes to leading in times of crisis and uncertainty.</p> <p><b>Presenter:</b>  <b>Maurits van der Sluis  COO  RAI AMSTERDAM</b>  <b>Marc Rodriguez  Managing Director  CCIB</b>  <b>Julianne Jammers  Managing Director  SwissTech Convention Center - EPFL</b></p>
17:00 – 18:00	Team Challenge Preparation

## AIPC Academy 2022 Program: April 24-29



18:00 - 18:30	
18:30 - 21:00	Cooking with your colleagues: Learn, Taste, Enjoy

### Tuesday 26 April 2022

09:00 - 12:30	<p><b>Business Model - adaptation &amp; execution</b></p> <p>In this highly interactive workshop, you will - together with your colleagues - first focus on how to adapt to a continuously changing market landscape and evolving customer requirements, using a set of tools which you can take back to your teams. The second part of the workshop will focus on execution and delivering excellence</p> <p><b>Presenter: Oscar Cerezales   Chief Strategy Officer  MCI</b></p>
12:30 – 14:00	<p><b>Lunch break: Argan Restaurant</b></p>
14:00 - 15:00	<p><b>Technology: market landscape &amp; latest trends</b></p> <p>Technology has never been as important for convention centres as it is today, whether it concerns the implementation of health &amp; safety protocols, enabling digital events or delivering actionable insights via data mining. This session will give an overview of the market landscape and the latest trends when it comes to technology for convention centers.</p> <p><b>Presenter: Steve McKenzie   Executive Vice-President  Ungerboeck</b></p>
15:00 - 15:30	<p><b>Networking break</b></p>
15:30 - 17:00	<p><b>Deep Dive on Hybrid Events</b></p> <p>In December, IAPCO and AIPC released a joint research paper on hybrid events, covering everything from rationale to building blocks. In this session, you will hear how to make hybrid events work, based on real case studies and lessons learned from the last two years.</p> <p><b>Presenters:</b> <b>Wee Min Ong   Vice President of Conventions &amp; Exhibitions   Marina Bay Sands</b></p>

	<b>Marco Noordegraaf   Manager Operations  ACS Audiovisual Solutions</b>
17:00 – 18:00	Team Challenge Preparation
18:30 – 20:00	A Belgian Dining Experience featuring regional specialities: Argan Restaurant section IV
<b>Wednesday 27 April 2022</b>	
09:00 - 10:30	<p><b>Sustainability: status 3 months after COP26</b></p> <p>At COP26, the events industry pledged to become Carbon Zero by 2050 and also articulated how this will be achieved. What does this pledge exactly entail and where are we 3 months later? And what are global players already doing to become carbon zero? This session will provide a clear view on what carbon zero exactly means, the process to be put in place and actions already taken by global stakeholders.</p> <p><b>Presenter: Katja Mader   Consultant</b></p>
10:30 - 11:00	<b>Networking break</b>
11:00 - 12:30	<p><b>Sustainability: status 3 months after COP26</b></p> <p>At COP26, the events industry pledged to become Carbon Zero by 2050 and also articulated how this will be achieved. What does this pledge exactly entail and where are we 3 months later? And what are global players already doing to become carbon zero? This session will provide a clear view on what carbon zero exactly means, the process to be put in place and actions already taken by global stakeholders.</p> <p><b>Presenter: Ben Wielgus   Head of Sustainability   Informa</b></p>
12:30 – 14:00	<b>Lunch break: Argan Restaurant</b>
14:00 – 15:00	<p><b>Operational Excellence: lessons from COP26</b></p> <p>COP26 was the biggest COP so far, with over 40,000 participants from across the globe. In order to accommodate COP26, the Scottish Event Campus has to double in size, ensure operational excellence and make</p>

	<p>sure the event could take place in a safe and secure way. This session will give insight in the challenges addressed and key lessons learned.</p> <p><b>Presenters:</b>  <b>Simon Dunnell   Head of Major Events   Identity</b>  <b>Charlie Hepburn   Director Client Strategy   Identity</b></p>
15:00 - 15:30	<b>Networking break</b>
15:30 - 17:00	<p><b>Finance &amp; performance tracking</b></p> <p>Like any business operator, centre managers need to be able to measure and demonstrate performance and a return on owner investment; however, centres have some unique requirements based on their broader roles in their communities. This session will deal with a series of topics related to convention centre financial management and performance measurement.</p> <p><b>Presenter: TBC</b></p>
17:00 – 18:00	<b>Team Challenge Preparation</b>
18:30 – 20:00	Buffet Dinner at Argan Restaurant

#### Thursday 28 April 2022

09:00 - 12:30	<p><b>Risk Management &amp; Crisis Communications</b></p> <p>This interactive session aims to provide the participants with a toolkit to deal effectively and efficiently with crisis and the related communication and is composed of the following elements:</p> <ol style="list-style-type: none"> <li>1. A knowledge-transfer component bringing lessons learned, latest insights, and basics on what to prepare for, including in the area of crisis communications.</li> <li>2. An interactive crisis mini-game to run your crisis team (or separate individuals) through a number of risk-based assignments under increasing pressure; and</li> <li>3. A debriefing session to help you capture mini-game learnings, capped off with a Top 10 'To Do' list.</li> </ol> <p><b>Presenter: Glenn Schoen   CEO   Boardroom@crisis</b></p>
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12:30 – 14:00	<b>Lunch break: Argan Restaurant</b>
14:00 – 18:00	<b>Team Challenge Presentations</b>  Teams will present their Challenge responses to Academy colleagues and faculty with Academy faculty providing feedback and reaction in response.  <b>Presenter: Participants</b>
18:30 – 20:00	Special Academy Final Dinner - Brasserie 135

#### Friday 29 April 2022

09:00 – 10:00	<b>Closing Roundtable</b>  While centres around the world have many challenges in common, these manifests themselves in very different ways in various parts of the world and a healthy exchange of perspectives brings different experiences to bear on key issues. This session will provide a dedicated opportunity to focus on a series of areas selected by participants for special attention in a facilitated workshop format as well as a final opportunity to raise any outstanding areas of interest.  <b>Presenter: Sven Bossu (facilitator) &amp; Participants</b>
10:00 -10:30	<b>Formal Closure:</b> The Week in Summary and AIPC Academy Certificate Presentation  This final session will summarize both the learnings and the outcomes of the week. At the conclusion, participants will be awarded their Certificates of Participation as recognition of their efforts throughout the week.  <b>Presenter: Sven Bossu</b>