

## AIPC Facility Operations Summit Barcelona, November 29, 2021 DRAFT AGENDA

### **Our Theme:** Back to Business

For many of us, it will be the first time that we come together again as an industry, providing the perfect opportunity to re-connect and share knowledge.

Therefore, we took a slightly different approach when designing the programme. This one-day summit will take the voice of the customer as a starting point, with organizers telling us how the pandemic has changed their requirements when designing an event.

This will be followed by five “impact-lectures”, touching upon the following topics:

- **Facility design:** how do new or changed customer requirements change the design of the facility and how the facility is used?
- **Technology:** technology is likely to be the answer, but do we still know what the question was?
- **HR:** attracting, growing and retaining talent has never been so challenging. What can be done to attract the next generation of leaders in the event industry?
- **Sustainability:** being sustainable is no longer an option and an industry wide initiative has been launched to become carbon neutral by 2050. What does this mean for convention centres?
- **Business development:** is there a need to re-think our business model as a result of the changed market landscape?

Of course, we also catered for lots of networking opportunities to continue the discussion on these topics in a more informal way.

Looking forward to seeing you in Barcelona.

### **Day 1: Monday, November 29**

**Location: Barcelona International Convention Centre (CCIB) > Meeting room 211**  
Address: Rambla Prim 1-17, 08019 Barcelona  
Access: will be through Entrance Door A and escalator B  
Pedestrian access Pl. Leonardo da Vinci

- |               |  |
|---------------|--|
| 08:00 – 08:30 | Registration and coffee  |
| 08:30-09:00   | <b>Opening, run through agenda &amp; report on current status convention centers worldwide</b> |
| 09:00-10:00   | <b>Voice of the customer – what has changed in the expectations of event organizers?</b>       |
| 10:00-10:30   | Networking break   |
| 10:30-11:45   | <b>Impact 1 – the re-design of convention centers</b>  |
| 11:45-12:30   | <b>Impact 2 – the role of technology</b>   |
| 12:30-14:00   | Lunch  |
| 14:00-14:45   | <b>Impact 3 – business models revisited</b>  |
| 14:45-15:30   | <b>Impact 4 – the battle for talent: how to attract, retain &amp; grow</b>                     |
| 15:30-16:00   | Networking break   |
| 16:00-16:45   | <b>Impact 5 – sustainability: no longer an option</b>  |
| 16:45-17:00   | <b>Summary &amp; conclusion</b>  |
| 17:00-18:00   | Networking cocktail  |

**Day 2: Tuesday, November 30**

9:00 Back of House tour of **Fira Barcelona and ibtmworld** preview