

Sunday 12 March 2023	
13:00 - 14:00	Registration
14:00 - 14:30	<p>Welcome to the AIPC 2023 Academy !</p> <p>Presenter: Sven Bossu CEO AIPC</p>
14:30 - 15:30	<p>Market outlook report</p> <p>A "scene setter" for Academy discussions, this opening session will provide a global market outlook, based on recent research by AIPC partners.</p> <p>Presenter: Sven Bossu AIPC CEO</p>
15:30 - 17:30	<p>Icebreaker exercise</p> <p>In an engaging workshop format, attendees will get to learn each other and share the challenges they are facing in their centres and their learning expectations for the Academy</p> <p>Presenter: Participants</p>
17:30 – 18:00	<p>Introduction of the team challenges</p> <p>A key element of the AIPC Academy are the team challenges: joint exercises round industry challenges. In this session, the participants will be briefed on their mission.</p> <p>Presenter: Julianne Jammers Managing Director STCC</p>
18:30 - 20:00	<p>Welcome reception: Badian Lounge Bar, and Buffet Dinner: Argan Restaurant</p>

Monday 13 March 2023	
09:00 - 10:30	<p>Voice of the Customer</p> <p>The overall event industry – similar to other industries – is facing an increased level of uncertainty. In this session, you will hear from 3 very different event organizers the challenges they are facing and how this is impacting their expectations with regards to contracting convention centers.</p> <p>Presenters: to be confirmed</p>
10:30 - 11:00	<p>Networking break</p>
11:00 - 12:30	<p>The function of leadership: produce more leaders</p> <p>The starting point of the leadership session is the well-known quote from Ralph Nader: “I start with the premise that the function of leadership is to produce more leaders, not more followers.” The idea is that by doing so, you increase organizational health, and you improve performance (Organizational health: A fast track to performance improvement McKinsey). This session will provide both a theoretical perspective and real-life examples from the field.</p> <p>Presenter: Julianne Jammers Managing Director STCC</p>
12:30 - 14:00	<p>Lunch break: Argan Restaurant</p>
14:00 – 15:30	<p>Design is how it works, now how it looks like</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>Presenter: Adam Paulitsch Architect & Associate principal Populous Kansas City</p>
15:30 - 16:00	<p>Networking Break</p>

16:00 - 17:00	<p>Your personal story and how to tell it</p> <p>A personal purpose statement defines what you want to accomplish in life. It gives you direction to accomplish what's important to you... as it reflects what you stand for, your goals and core values. Think of it as your motto — even your brand. Once written, you can make sure your decisions and actions are in line with carrying out this purpose. In this session you will be provided with a toolkit, allowing you to articulate your purpose statement.</p> <p>Presenter: to be confirmed</p>
17:00 – 18:00	Team Challenge Preparation
18:30 - 21:00	Cooking with your colleagues: Learn, Taste, Enjoy

Tuesday 14 March 2023

09:00 - 10:30	<p>Business Development – what we think, we become</p> <p>Business development entails tasks and processes to develop and implement growth opportunities within and between organizations. But it all starts with an ambition and articulated objectives, which is turned into reality. In this session, you will hear from a senior industry leader how this can be achieved.</p> <p>Presenter: to be confirmed</p>
10:30 - 11:00	Networking break
11:00 - 12:30	<p>Technology: to boldly go ...</p> <p>Technology has never been as important for convention centres as it is today, whether it concerns the implementation of health & 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>Presenter: Steve McKenzie Executive Vice-President Ungerboeck</p>

12:30 – 14:00	Lunch break: Argan Restaurant
14:00 - 17:00	<p>Security: war game</p> <p>Security is extremely important for convention centres. In this session, a senior security expert will provide you with a clear set of guidelines to be applied in venues. This will be combined with a role play, allowing you to put these guidelines in practice, while being in a safe environment.</p> <p>Presenter: to be confirmed</p>
17:00 – 18:00	Team Challenge Preparation
18:30 – 20:00	A Belgian Dining Experience featuring regional specialities: Argan Restaurant section IV
Wednesday 15 March 2022	
09:00 - 10:30	<p>The delicate Art of Finance</p> <p>In times of continued uncertainty, the CFO has a crucial role, navigating between forecasts, performance indicators, budgets, P&L, etc. and providing his colleagues and the Board with the data required to take the right decisions on short- and long term strategy. In this session, you will receive insights in this specific form of magic.</p> <p>Presenter: Eric Manganel CFO STCC</p>
10:30 - 11:00	Networking break
11:00 - 12:30	<p>Sustainability: status 16 months after COP26C</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 16 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>Presenter: to be confirmed</p>
12:30 – 14:00	Lunch break: Argan Restaurant

14:00 – 17:00	<p>Management by Walking Around</p> <p>In this session, the participants will be broken up into small teams. Each team will receive a case study on a convention center which needs to be “fixed”. Applying the lessons learned so far, each team will come up with a proposal, addressing the challenges faced. Next to the case study, the teams will have access to a chief operating officer, a chief technology officer, a sales manager and a HR- manager to obtain additional information and guidance. However, the teams will only have 2,5 hours to come up with the solution.</p>
17:00 – 18:00	<p>Team Challenge Preparation</p>
18:30 – 20:00	<p>Buffet Dinner at Argan Restaurant</p>

Thursday 16 March 2023

09:00 - 10:30	<p>Advocacy: why and how?</p> <p>Advocacy – on local, national or regional level – is critical for any venue. It allows to engage with the local community, ensure all stakeholders are aware of the value the event business brings and to prepare for future business developments. But how does advocacy work? And when is it considered successful? A senior public affairs advisor will provide you with the key insights to make your advocacy efforts successful.</p> <p>Presenter: to be confirmed</p>
10:30 – 11:00	<p>Networking break</p>
11:00 – 12:30	<p>Your most important asset: your network</p> <p>It is the key selling proposition of any organized event: networking. But how do you create a network which will support you in your career path, achieving your business objectives and your personal development. This session will provide you with a toolkit to develop and leverage a network tailored to your needs.</p>

	Presenter: to be confirmed
12:30 – 14:00	Lunch break: Argan Restaurant
14:00 – 17:00	<p>Team Challenge Presentations</p> <p>Teams will present their Challenge responses to Academy colleagues and faculty with Academy faculty providing feedback and reaction in response.</p> <p>Presenter: Participants</p>
17:00 – 18:00	<p>Debrief</p> <p>With the team challenges delivered, it is time to debrief on the Academy week so far. What are the key lessons learned, the take-aways, new challenges discovered, ...</p>
18:30 – 20:00	Special Academy Final Dinner - Brasserie 135

Friday 29 April 2022

09:00 – 12:00	<p>Escape Room game</p> <p>In this final session, all your management skills will be tested: split into small teams, you will need to come up with solutions for a suite of challenges, under time pressure. You will need to apply both the lessons learned throughout the week and work as a team.</p> <p>After the exercise, participants will be awarded their Certificates of Participation as recognition of their efforts throughout the week.</p>