

**AIPC / CCC Academy 2023 AGENDA****SUNDAY 22 OCTOBER 2023**

<b>16:00 - 16:30</b>	<b>Welcome to the AIPC / CCC Academy 2023</b> <b>Barry Smith</b>   Executive Director   CCC
<b>16:30 - 17:30</b>	<b>Global Market Outlook</b> <b>Sven Bossu</b>   CEO   AIPC
<p>Drawn from a range of current research and analysis and the results of the 2023 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 Outlook Survey will provide insights into 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.</p>	
<b>17:30 - 18:00</b>	<b>Icebreaker exercise (Speed dating)</b> <b>Barry Smith</b>   Executive Director   CCC <b>Sven Bossu</b>   CEO   AIPC
<p>In an engaging workshop format, attendees will get to learn from each other and share the challenges they are facing in their centres and their learning expectations for the Academy.</p>	
<b>18:00 - 19:30</b>	<b>Welcome cocktail</b>

**MONDAY 23 OCTOBER 2023**

<b>08:30 - 09:30</b>	<b>Voice of the customer</b> <b>Speaker to be confirmed</b>
<p>The overall event industry – similar to other industries – is facing an increased level of uncertainty. In this session, you will hear from two very different event organizers about the challenges they are facing and how this is impacting their expectations with regard to contracting convention centres.</p>	
<b>09:30 - 10:30</b>	<b>Learnings from the C-suite</b> <b>Lorenz Hassenstein</b>   CEO   MTCCC <b>Greg O'Dell</b>   COO   OVG360

Convention Centre Leaders worldwide are facing a number of similar challenges, but the responses can be quite different. Two very experienced venue leaders share their insights and lessons learned when it comes to the new market landscape, the importance of technology, sustainability and, of course, how to attract and retain talent.

<b>10:30 - 11:00</b>	<b>Break</b>
<b>11:00 - 12:00</b>	<b>Technology: What is next and where to invest</b> <b>Steve Mackenzie</b>   Chief Innovation Officer   Momentus Technologies

Technology is evolving at lightspeed and there seems to be a new solution every day. What should convention centres be looking at when deciding upon their technology investments? And how do you measure success? Find out from the Chief Innovation Officer from Momentus Technologies.

<b>12:00 - 13:00</b>	<b>Lunch break</b>
<b>13:00 - 15:00</b>	<b>Leadership through uncertainty - Part 1</b> <b>Sandy Kennedy</b>   Entrepreneur   Intelligent Growth Solutions

Current events – from COVID-19 to the response to climate change – have shown us how rapidly our world can change. The response of leaders has varied dramatically: some have stepped forward, leaned in, and made all the difference, while others have stumbled, indecisive, and distant from their teams and customers. These sessions will explore how good leaders respond in these volatile, uncertain, complex, ambiguous, and hyper-connected (VUCAH) times.

The goal is to equip you with an appreciation of the mindset, skills, and connectivity you need to lead through uncertainty.

<b>15:00 - 15:30</b>	<b>Break</b>
<b>15:30 - 16:30</b>	<b>Leadership through uncertainty - Part 2</b>
<b>16:30 - 17:30</b>	<b>Becoming a successful leader: Lecture followed by Q&amp;A</b> <b>Kurby Court</b>   President and CEO   Calgary TELUS Convention Centre

The role of leaders has definitely changed over the last years, as the explosion of management handbooks seems to indicate. But what has really changed? What is required to be a true and successful leader? Kurby Court will share his experiences during this interactive session.

<b>18:00 - 19:30</b>	<b>Dinner</b>
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## TUESDAY 24 OCTOBER 2023

<b>08:30 - 10:30</b>	<b>Business Development: How to develop and implement a clear strategy + exercise</b> <b>Oscar Cerezales</b>   Chief Strategy Officer   MCI
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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 are turned into reality. In this session, you will hear from a senior industry leader about how this can be achieved.

**10:30 - 11:00****Break****11:00 - 12:00****Finance: How to predict in uncertain times + exercise****Michael Esmond** | CFO | Massachusetts Convention Center Authority

In times of continued uncertainty, the CFO has a crucial role in 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 into this specific form of magic.

**12:00 - 13:00****Lunch break****13:00 - 15:00****Management by walking around: 2 hours to turn a venue around (role play)****Barry Smith** | Executive Director | CCC**Sven Bossu** | CEO | AIPC

In this session, the participants will be broken up into small teams. Each team will receive a case study on a convention centre 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 an HR manager to obtain additional information and guidance. However, the teams will only have two hours to come up with the solution.

**15:00 - 15:30****Break****15:00 - 16:00****Presentation outcome & lessons learned role play****Barry Smith** | Executive Director | CCC**Sven Bossu** | CEO | AIPC**16:00 - 17:30****Fireside chats - 3 x 30 minutes with event industry leaders****Oscar Cerezales** | Chief Strategy Officer | MCI**Steve Mackenzie** | Chief Innovation Officer | Momentus Technologies**Greg O'Dell** | COO | OVG360

This is your one-time opportunity to discuss in small groups with industry lead on all the questions you might have.

**18:00 - 19:30****Dinner**

**WEDNESDAY 25 OCTOBER 2023****08:30 - 09:30****Advocacy: why do we need it and how to be successful - Insights from Meetings Mean Business****Nina Kressler** | Vice-Chair & CEO | TIAC & Shaw Convention Centre

Advocacy – on local, national, or regional levels – is critical for any venue. It allows us to engage with the local community, ensure all stakeholders are aware of the value the event business brings, and prepare for future business developments. But how does advocacy work? And when is it considered successful? Nina Kressler explains.

**09:30 - 10:30****Sustainability: From pledge to detailed venue roadmap - The Javits Center Case****Alan Steel** | President and Executive Director | New York Convention Center Operating Corporation

At COP26, the events industry pledged to become Carbon Zero by 2050 and articulated how this will be achieved. But how does this work in practice? Alan Steel will share some of the groundbreaking work done at the Javits Center in New York.

**10:30 - 11:00****Break****11:00 - 12:00****Venue design: Turning a facility into an experience zone****Adam Paulitsch** | Architect & Associate Principal | Populous, Kansas City

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 centres can play when it comes to event design, covering all these elements.

**12:00 - 13:00****Lunch break****13:00 - 15:00****Crisis management: How to be prepared****Russ Simons** | Chief Listening Officer & Managing Partner | Venue Solutions Group, LLC

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.

**15:00 - 15:30****Break****15:30 - 17:00****Unique event, unique experiences**

Speaker to be confirmed

**17:00 - 17:30****"Supercomputers and what will they bring us"**

Speaker to be confirmed



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# ACADEMY

22 - 26 OCTOBER 2023

**18:00 - 19:30**

**Dinner**

## **THURSDAY 26 OCTOBER 2023**

**08:30 - 10:30**

**Escape room challenge - putting communication, teamwork, and management skills into action - to be combined with venue discovery**

**10:30 - 11:00**

**Awards Ceremony**