

17th Annual AIPC Sales & Marketing Summit Frankfurt, May 21, 2023 AGENDA

Location: Frankfurt Marriott – Meeting Room Gold

Theme: The new age of venue marketing

09:30 – 10:00	Registration and welcome coffee
10:00 – 10:15	Welcome, program overview Sven Bossu CEO AIPC
10:15 – 10:45	The Big Picture: Industry Trends Impacting Centre Marketing Drawn from a range of current research and analysis and the preliminary 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 future outlook survey will provide insights along with issues such as competition, changing business practices, convergence, advocacy and new client expectations as well as the challenges in areas ranging from center design to facility security. Sven Bossu CEO AIPC
10:45 – 11:30	A view from the C-suite: what has changed, what has not changed & what remains uncertain? The last 18 months have been a rollercoaster - from 0 to 100 in a matter of weeks. How has this impacted the sales and marketing strategies from venues? And how is the future looking? 3 executives from different regions and different types of venues share their views. Greg Newton General Manager BMO Centre at Stampede Park Heike Mahmoud COO CCH – Congress Center Hamburg John Burke General Manager Kuala Lumpur Convention Centre

11:30 - 12:00	Networking break
12:00 - 12:30	Destination marketing: what has changed, what has not changed & what remains uncertain? When destination and venues work closely together, 1+1=3. In this session, Kristian Nichols from Business Events Sydney, will share his insights on how to make such a partnership truly successful. Kristian Nicholls Executive General Manager, Client Engagement, Business Events BeSydney
12:30 – 13:00	Future Shapers: how talent addresses sales & marketing challenges In the first edition of the AIPC talent programme - Future Shapers - two concepts were developed for enhancing the sales & marketing activities of venues. One of these concepts - which focused on enhanced yield management - is now live. Find out how global talents addressed a key challenge. Genevieve Lim Director – MICE Management Marina Bay Sands
13:00 - 14:00	Networking lunch
14:00 - 14:30	Sustainability – Best Practices Sustainability becomes increasingly important for event organizers and venues are requested to demonstrate how they will support the organizers in delivering sustainable events. In this interactive session, we'll explore some of the best practices venues can apply on their journey towards carbon zero. We'll touch upon sustainable IT, the business case for LED-lighting and other steps venues can take to demonstrate that their journey towards carbon zero has kicked off in a tangible and measurable way.
14:30 - 15:00	The post-COVID business development plan - the Cape Town ICC case study In this session, Lillian Hlabangane, Head of Sales at the Cape Town ICC, will share how COVID has completely changed her approach when it comes to sales & business development and some of the lessons learned when implementing the new approach. Lillian Hlabangane Head of Sales Cape Town ICC

15:00 – 17:00 Measuring Marketing Success - Developing a benchmark for convention centers

COVID escalated the already changing media landscape – we have a unique customer base that doesn't respond to a "widget" sales approach via social media & yet social media is important to our event attendees. Media houses consolidated and many moved to a 100% online model that uses more of a tv show or podcast approach to news delivery. However, do our clients have time to consume media in this way, are we getting cut through. How are today's venues resourcing their media buy and online time. What do we want from the media, what should we be asking for – there's no better time to make our requests!

Facilitated by:

Sven Bossu | CEO | AIPC

Samantha Glass | Director of Corporate Affairs and Communication | ICC Sydney

17:00 – 18:00 Summary, conclusions & networking cocktail