AIPC APAC Summit
Malaysia, 7th November 2023
AGENDA

Location: Kuala Lumpur Convention Center
Room: Rooms 408 & 409

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>08:30 - 09:00</td>
<td>Welcome coffee</td>
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<tr>
<td>09:00 - 09:15</td>
<td>Official opening of the APAC Summit</td>
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<td></td>
<td>Formal opening, overview of the programme and expected outcomes</td>
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<td>Speaker to be confirmed</td>
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<td>09:15 - 10:00</td>
<td>Global outlook</td>
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<td>Overview of the global trends in the event industry and the impact they have on the different components of the event value chain.</td>
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<td>Sven Bossu</td>
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<td>10:00 - 10:45</td>
<td>Technology: what's next?</td>
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<td>In this session, you will be given an overview of the different technology trends which have, will have or might have an impact on how events and/or convention centers are managed.</td>
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<td>Speaker To be confirmed</td>
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<tr>
<td>10:45 - 11:15</td>
<td>Coffee-break</td>
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<td>11:15 - 12:00</td>
<td>Voice of the Custmer</td>
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<td>More than ever, it is important for venues to fully understand the organizer's requirements - not only in terms of logistical requirements, but also when it comes to the purpose of the events and the legacy the organizer wants to bring. In this session, we will hear from the president of IAPCO how the requirements of delegates have changed, how this impacts the organizer and - as a result - the relationship with the different parties involved.</td>
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<td>12:15 - 13:00</td>
<td>Sustainability - a 3 pillar approach</td>
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<td>Conversations around sustainability tend to focus on the ecological part of the framework. However, the social and economical pillars are just as important. In this interactive session, you will be split into smaller groups and discuss how events in the region have an impact on all 3 pillars. The outcome will be put in a paper, which will be published after the summit.</td>
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<td>13:00 - 14:00</td>
<td>Lunch break</td>
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| 14:00 - 14:45| The importance of business events for economical development            | Speaker to be confirmed
<p>|              | Business events are a driver for collaboration, innovation and trade. In this session, &lt;xyz&gt; will share her/his views on the impact events can have on the local economy. | <strong>Genevieve Lim</strong> | Assistant Director of Sales | Marina Bay Sands |
| 14:45 - 15:15| The use of AI &amp; Deep Learning for yield management: the Marina Bay Sands case study | Genevieve Lim | Assistant Director of Sales | Marina Bay Sands |
|              | Description TBC                                                         | <strong>Sven Bossu</strong> | CEO | AIPC |
| 15:15 - 15:45| Coffee-break                                                            | <strong>Sven Bossu</strong> | CEO | AIPC |
| 15:45 - 16:45| Business development strategy assessment                                 | <strong>Sven Bossu</strong> | CEO | AIPC |
|              | In this session, you will be provided with a tool allowing you to fully assess your business development strategy. This is an interactive session, allowing to share ideas and best practices with your colleagues. | <strong>Sven Bossu</strong> | CEO | AIPC |</p>
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<th>Time</th>
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<tr>
<td>16:45 - 17:30</td>
<td>The Big Debate</td>
<td>3 CEOs of centers will share their views on key trends such as technology, cost management, economical uncertainty, talent management and sustainability.</td>
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<td><strong>John Burke</strong></td>
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<td>17:30 - 17:45</td>
<td>Closing remarks</td>
<td>An overview of lessons learned, highlights and next steps.</td>
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<td>17:45 - 19:00</td>
<td>Networking cocktail</td>
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