

## AIPC APAC Summit Malaysia, 7th November 2023 AGENDA

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

<b>08:30 - 09:00</b>	<b>Welcome coffee</b>
<b>09:00 - 09:15</b>	<b>Official opening of the APAC Summit</b>
<p>Formal opening, overview of the programme and expected outcomes</p> <p><b>Speaker to be confirmed</b></p>	
<b>09:15 - 10:00</b>	<b>Global outlook</b>
<p>Overview of the global trends in the event industry and the impact they have on the different components of the event value chain.</p> <p><b>Sven Bossu   CEO   AIPC</b></p>	
<b>10:00 - 10:45</b>	<b>Technology: what's next?</b>
<p>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.</p> <p><b>Speaker To be confirmed   Momentous Technologies</b></p>	
<b>10:45 - 11:15</b>	<b>Coffee-break</b>
<b>11:15 - 12:00</b>	<b>Voice of the Customer</b>
<p>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.</p>	

**Sarah Markey** | IAPCO President and CEO | ICMS Pty Ltd

**12:15 - 13:00**

**Sustainability - a 3 pillar approach**

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.

**Sven Bossu** | CEO | AIPC

**13:00 - 14:00**

**Lunch break**

**14:00 - 14:45**

**The importance of business events for economical development**

Business events are a driver for collaboration, innovation and trade. In this session, < xyz > will share her/his views on the impact events can have on the local economy.

**Speaker to be confirmed**

**14:45 - 15:15**

**The use of AI & Deep Learning for yield management: the Marina Bay Sands case study**

Description TBC

**Genevieve Lim** | Assistant Director of Sales | Marina Bay Sands

Description TBC

**15:15 - 15:45**

**Coffee-break**

**15:45 - 16:45**

**Business development strategy assessment**

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.

**Sven Bossu** | CEO | AIPC

**16:45 - 17:30**

**The Big Debate**

3 CEOs of centers will share their views on key trends such as technology, cost management, economical uncertainty, talent management and sustainability.

**John Burke** | CEO | Kuala Lumpur Convention Centre

**17:30 - 17:45**

**Closing remarks**

An overview of lessons learned, highlights and next steps.

**Speaker to be confirmed**

**17:45 - 19:00**

**Networking cocktail**