

18th Annual AIPC Sales & Marketing Summit Frankfurt, May 12, 2024 AGENDA

Location: Frankfurt Marriott – Meeting Room Gold

Theme: Bridging budgets & expectations

09:00 – 09:30	Registration and welcome coffee
09:30 – 09:35	Welcome, program overview Sven Bossu CEO AIPC
09:35 - 10:30	The Big Picture: Industry Trends Impacting Centre Marketing Drawn from a range of current research and analysis and the preliminary results of the 2024 AIPC Member Survey, this session will review the state of the most important industry trends and impacts and provide a sense of how centers 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 centre design to facility security. Sven Bossu CEO AIPC
10:30 - 11:15	A view from the C-suite: what has changed, what has not changed & what remains uncertain? Organizers are in search of creating FOMO by creating unique experiences, personalized pathways and combining togetherness and chillzones. At the same time, budgets are under pressure and delegate behavior less predictable. 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. Gillian Officer Director of Business Development Te Pae Christchurch Convention Centre

Eric ABRAMSON Director of Major Accounts and International Development GL events Venues	
11:15 - 11:30	Networking break
11:30 - 12:30	Pricing strategies - 2 case studies
12:30 - 13:30	Networking lunch
14:00 - 14:30	Voice of the Customer: two organizers given an overview of the challenges they face.
Matt Pierce AIME	
14:30 - 15:15	The Debate: What is the next big thing? A venue, a destination and a service provider share their view on what they believe is the "next big thing" when it comes to offering organizers the unique experience they are looking for.
15:15 - 15:30	Networking break
15:30 - 17:00	Samoan Circle: "How to turn a facility into a Next Gen Venue"
17:00 - 18:00	Summary, conclusions & networking cocktail