

Sunday 21 April 2024	
13:00 - 13:30	Registration
13:30 - 14:00	Welcome to the AIPC 2024 Academy! Presenter: Sven Bossu CEO AIPC
14:00 - 15:00	Global Market Outlook A "scene setter" for Academy discussions, this opening session will provide a global market outlook, based on recent research by AIPC partners. Presenter: Sven Bossu AIPC CEO
15:00 - 17:00	Icebreaker exercise In an engaging workshop format, attendees will get to learn each other and share the challenges they are facing in their centres and their learning expectations for the Academy Presenter: Participants
17:00 – 17:30	Introduction of the team challenges A key element of the AIPC Academy are the team challenges: joint exercises round industry challenges. In this session, the participants will be briefed on their mission. Presenter: Julianne Jammers Managing Director STCC
17:30 - 19:00	Welcome reception Badian Lounge Bar, and Buffet Dinner: Argan Restaurant
Monday 22 April 2024	
09:00 - 09:30	Start of day Exercise
09:30 - 10:30	Voice of the Customer The overall event industry – similar to other industries – is facing an increased level of uncertainty. In this session, you will hear from 3 very different event organizers the challenges they are facing and how this is impacting their expectations with regards to contracting convention centers. Presenters:

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	<p>Natasha Richards Director of Impact & Industry Relations IMEX Group</p> <p>Laetitia DELZENNE Head of Events Management Unit UITP</p>
10:30 - 11:00	Networking break
11:00 - 12:30	<p>View from the C-suite: CEO debate</p> <p>Julianne Jammers Executive Director SwissTech Center Kurby Court President & CEO Calgary Convention Center</p>
12:30 - 13:30	Lunch break: Argan Restaurant
13:30 – 15:00	<p>Leadership through uncertainty</p> <p>Presenter: Sandy Kennedy CEO Entrepreneurial Scotland</p>
15:00 - 15:30	Networking Break
15:30 - 16:30	<p>Leadership through uncertainty</p> <p>Presenter: Sandy Kennedy CEO Entrepreneurial Scotland</p>
16:30 – 17:30	Team Challenge Preparation
18:30 - 20:00	Cocktail and Tapas Academy: Learn, Taste, Enjoy

Tuesday 23 April 2024

09:00 - 09:30	Start of day Exercise
09:30 - 10:30	<p>Business Development – What we think, we become</p> <p>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 is turned into reality. In this session, you will hear from a senior industry leader how this can be achieved.</p> <p>Presenters: Weemin Ong Vice President of Sales & MICE Marina Bay Sands</p>
10:30 - 11:00	Networking break
11:00 - 12:30	Technology: to boldly go ...

	<p>Technology has never been as important for convention centres as it is today, whether it concerns the implementation of health & safety protocols, enabling digital events or delivering actionable insights via data mining. This session will give an overview of the market landscape and the latest trends when it comes to technology for convention centers.</p> <p>Presenter: Steve MacKenzie Chief Innovation Officer Momentus Technologies</p>
12:30 – 13:30	Lunch break: Argan Restaurant
13:30 - 17:00	<p>Cyber Security - you are under attack</p> <p>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.</p> <p>Presenter: Robert McClure Paratus</p>
17:00 – 18:00	Team Challenge Preparation
18:30 – 20:00	Buffet dinner - Argan Restaurant
Wednesday 24 April 2024	
09:15 - 10:15	<p>The delicate Art of Finance</p> <p>In times of continued uncertainty, the CFO has a crucial role, 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 in this specific form of magic.</p> <p>Presenter: Eric Manganel CFO STCC</p>
10:15 - 10:30	Networking break
10:30 - 11:00	<p>Exploring the Essence of Tour & Taxis</p> <p>Presenter: Presenter: H�el�ene Van Elst Site Manager Tours et Taxis</p>
11:00 - 11:45	<p>Sustainability: Sustainability: from pledge to delivery</p> <p>At COP26, the events industry pledged to become Carbon Zero by 2050 and also articulated how this will be achieved. What does this pledge exactly entail and where are we 16 months later? And what are global players already doing to become carbon zero? This session will provide a</p>

	<p>clear view on what carbon zero exactly means, the process to be put in place and actions already taken by global stakeholders.</p> <p>Presenter: Alex Alles Executive Director Joint Meetings Industry Council (JMIC)</p>
12:00 – 13:00	Lunch break: The Belgian Bar @ Gare Maritime
13:00 – 16:00	<p>Management by Walking Around</p> <p>In this session, the participants will be broken up into small teams. Each team will receive a case study on a convention center 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 a HR- manager to obtain additional information and guidance. However, the teams will only have 2,5 hours to come up with the solution.</p> <p>Facilitated by:</p> <p>Julianne Jammers Managing Director SwissTech Convention Center – EPF</p> <p>Wee Min Ong Vice President of Sales & MICE Marina Bay Sands</p> <p>Eric Manganel CFO STCC</p> <p>Steve McKenzie Chief Innovation Officer Momentus Technologie</p>
16:00 – 18:00	Team Challenge Preparation
18:00 – 20:00	Dinner – Le Zinneke

Thursday 25 April 2024

09:00 - 09:30	Start of day Exercise
09:30 - 10:30	<p>Navigating Interpersonal Challenge</p> <p>In this workshop, attendees will explore using everyday challenges as examples to showcase the value of conflict management skills and mediation. These tools provide robust support during difficult interpersonal situations. We encourage participants to bring your unique insights and experiences to enrich this session</p> <p>Presenter: Angela Herberholz Founder HERBERHOLZ MEDIATION SERVICES</p>
10:30 – 11:00	Networking break
11:00 – 12:30	Design is how it works, now how it looks like

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	<p>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 centers can play when it comes to event design, covering all these elements.</p> <p>Presenter: Adam Paulitsch Architect & Associate principal Populous Kansas City</p>
12:30 – 13:30	Lunch break: Argan Restaurant
13:30 – 16:30	<p>Leadership in practice: a toolkit to apply next week</p> <p>Presenter: Kurby Court CEO Calgary CC</p>
17:00 – 18:00	<p>Debrief</p> <p>With the team challenges delivered, it is time to debrief on the Academy week so far. What are the key lessons learned, the take-aways, new challenges discovered, ...</p>
18:30 – 20:00	Special Academy Final Dinner - Brasserie 135

Friday 26 April 2024

08:00 – 09:00	Yoga Session
10:00 – 12:00	<p>Escape Room game – The Sphere</p> <p>In this final session, all your management skills will be tested: split into small teams, you will need to come up with solutions for a suite of challenges, under time pressure. You will need to apply both the lessons learned throughout the week and work as a team.</p> <p>After the exercise, participants will be awarded their Certificates of Participation as recognition of their efforts throughout the week.</p>