PRELIMINARY PROGRAMME

2024
ARIVAL  
sunday 18 august 2024

MC/Moderator: Nadège Mullier, Operations Manager, AIPC

13h30 - 14h00  
**Welcome to the AIPC Africa Academy 2024**  
Presenters:  
Sven Bossu | CEO | AIPC (Belgium) and  
Taubie Motlhabeane | CEO | Cape Town International Convention Centre and AIPC Board member

14h00 - 15h00  
**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 | CEO | AIPC (Belgium)

15h00 - 16h30  
**Icebreaker Exercise**  
In an engaging workshop format, attendees will get to know each other and share the challenges they are facing in their centres and their learning expectations for the Academy.  
Facilitated by: Esmaré Steinhöfel | Project Manager | AIPC Africa Academy (South Africa)

16h30 - 17h00  
**Introduction of the Team Challenges**  
A key element of the AIPC Academy are the team challenges: joint exercises around industry challenges. In this session, the participants will be briefed on their mission.  
Presenter: Sven Bossu | CEO | AIPC (Belgium)

17h30 - 20h00  
**Welcome Reception & Dinner**  
Venue: Cape Town International Convention Centre
MC/Moderator: Nadège Mullier, Operations Manager, AIPC

09h00 - 10h00
**Exploring the potential of Business Events in Africa**
The potential of business events in Africa is vast and multifaceted, driven by the continent’s economic growth, sectoral opportunities, and rich cultural tapestry. By addressing infrastructural and regulatory challenges, stakeholders can unlock significant value, making Africa a key destination for business events with global impact.

Presenter: TBC

10h00 - 11h00
**View from the C-suite: CEO Debate**

Presenters:
Taubie Motlhabane, CEO | Cape Town International Convention Centre (South Africa)
Julianne Jammers, CEO | Swisstech Convention Centre (Switzerland)

11h00 - 12h00
**The Voice of the Customer**
The overall event industry – like other industries – is facing an increased level of uncertainty. In this session, you will hear from event organizers the challenges they are facing and how this is impacting their expectations with regards to contracting convention centres.

Presenters:
Gwynneth Matthews, MD | Southern Cross Conferences & Events (South Africa)
Keith Burton, K.I.T. Group | African Agenda (South Africa)
Projeni Pather, MD | Exposure Marketing | Spokesperson Association of African Exhibition Organisers (South Africa)

12h00 - 13h00
**Business Development: Collaboration between Convention Centres, Convention Bureaus and destination suppliers**
The conference industry in Africa is evolving rapidly, driven by innovation, collaboration, and a shared commitment to realizing the continent's vast potential. This topic is designed to provide a comprehensive look at how collaboration among convention centers, convention bureaus, and destination suppliers can drive business development.

Presenter: TBC

13h00 - 14h00
**Lunch break**
MC/Moderator: Nadège Mullier, Operations Manager, AIPC

14h00 - 15h00  
_Leadership through uncertainty 1_
Current events have shown us how rapidly our world can change. The response of leaders has varied dramatically: some have stepped forward, leaned in, and made all the difference, while others have stumbled, indecisive, and distant from their teams and customers. These sessions will explore how good leaders respond in these volatile, uncertain, complex, ambiguous, and hyper-connected (VUCAH) times.  
The goal is to equip you with an appreciation of the mindset, skills, and connectivity you need to lead through uncertainty.  
Presenter: Sandy Kennedy, Strategy Director | Intelligent Growth Solutions (United Kingdom)

15h00 - 15h30  
_Networking Break_

15h30 - 16h30  
_Leadership through uncertainty 2_
Presenter: Sandy Kennedy, Strategy Director | Intelligent Growth Solutions (United Kingdom)

16h30 - 17h30  
_Team Challenge Preparation_

17h30 - 19h00  
_Personal time_

19h00 - 21h00  
_Dinner at Southern Sun The Cullinan Hotel_
09h00 – 12h00
**Management by Walking Around**
In this session, the participants will work in small teams. Each team will receive a case study on a convention centre 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.
Facilitated by:
Sven Bossu I Taubie Motlhabane I Julianne Jammers I Wayne De Wet

12h00 - 13h00
**Changing Venue Requirements**
Adapting to the changing venue requirements for convention centres involves a multifaceted approach that includes embracing new technologies, prioritizing sustainability, ensuring flexibility, and enhancing the visitor experience. By addressing these areas, convention centres can better serve the needs of modern events and maintain their relevance in a rapidly changing world.
Presenter: TBC

13h00 - 14h00
**Lunch Break**

14h00 – 15h00
**The Future of Work: Integrating DEI for Sustainable Success**
This session will provide a comprehensive exploration of how integrating DEI is crucial for the sustainable success of organizations in the evolving landscape of work.
Presenter: TBC

15h00 – 16h00
**Team Challenge Preparation**
16h00 - 18h30
Personal Time

18h20 - 18h30
Meet in hotel lobby

18h30 - 18h40
Transfer from Southern Sun The Cullinan to V&A Waterfront

19h00 - 21h00
Dinner at the TimeOut Market - Old Power Station Building, V&A Waterfront
The Time Out Market is a food and cultural market that brings the best of the city together under one roof – a curated mix of the best chefs, drinks and cultural experiences. The first to open on the African continent, Time Out Market Cape Town is home to the city’s award-winning chefs, much-loved local gems and up-and-coming talents offering a taste of Cape Town’s diverse and exciting food scene

21h00 - 21h30
Transfer back to hotel
09h00 - 10h00
**The delicate “Art of Finance”**
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.
Presenter: Wayne De Wet | CFO | Cape Town International Convention Centre (South Africa)

10h00 – 11h00
**Technology Integration: Smart Convention Centre’s: The Role of AI & IoT**
The integration of IoT and AI in Convention Centers marks a transformative shift towards creating smarter, more efficient, and engaging event spaces. By harnessing the power of these technologies, convention centers can provide superior experiences for attendees, optimize operations, and drive sustainable practices. This topic highlights the critical role of IoT and AI in shaping the future of event management and the operational excellence of convention centers.
Presenter: Dr Nick Bradshaw, Chairperson | South Africa Artificial Intelligence Association

11h00 - 13h30
**Sustainability – Best Practices & Benchmarking: Case Study & Walk-about**
Sustainability becomes increasingly important for event organizers and venues are requested to demonstrate how they will support the organisers in delivering sustainable events. In this interactive session, information will be shared on how to assist clients in creating “green” events and generate business with positive economic impact, benefitting both society and the environment.
Presenter: TBC

13h30 - 14h30
**Lunch break**

14h30 - 17h30
**Team Challenge Preparation**
**DAY 4**

**17h30 – 18h30**

**Personal Time**

**18h30 – 20h30**

**Dinner at the Southern Sun The Cullinan Hotel**

**DAY 5**

**Thursday 22 August 2024**

---

MC/Moderator: Nadège Mullier, Operations Manager, AIPC

**09h00 – 11h00**

**Parallel Session**

- Team Challenge Presentations
- Leadership in Practice: Management Toolkit

**11h00 – 11h30**

**Debrief**

**11h30**

**Goodbye Drinks**