

Sunday 6 April 2025	
13:00 - 13:30	Registration
13:30 – 14:00	<p>Icebreaker exercise: circle of connections</p> <p>Introduce yourself in 1 minute! Share your role, venue, and unique perspective in a dynamic, outdoor circle to foster connections and set the stage for collaboration.</p> <p>Presenter: Participants</p> <p>Terrasse e-coffee / Cherry Meeting Room</p>
14:00 – 14:30	Unleash the Warrior Within: The Haka Experience
14:30 - 15:00	<p>Welcome to the AIPC 2025 Academy!</p> <p>Presenter: Sven Bossu CEO AIPC</p>
15:00 - 16:00	<p>Technology: to boldly go ...</p> <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:</p> <p>Steve MacKenzie Chief Innovation Officer Momentus Technologies</p>
16:00 – 17:00	<p>Introduction of team challenges</p> <p>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.</p> <p>Presenters:</p> <p>Sven Bossu CEO AIPC Julianne Jammers Managing Director STCC</p>
17:30 - 19:00	<p>Welcome reception</p> <p>Badian Lounge Bar, and Buffet Dinner: Argan Restaurant</p>
Monday 7 April 2025	

09:00 - 09:30	Start of day Exercise Kurby Court President & CEO Calgary Convention Center
09:30 - 10:30	Voice of the Customer <p>The overall event industry – similar to other industries – is facing an increased level of uncertainty. In this session, you will hear from 2 very different event organizers the challenges they are facing and how this is impacting their expectations with regards to contracting convention centers.</p> <p>Presenters:</p> <p>Kai Troll CEO EuropeActive Elina Jutelyte Founder of Freelance Business Community Advisory Board Member, plannernet Speaker Event producer Event ROI and Marketing</p>
10:30 - 11:00	Networking break
11:00 - 12:30	Everything you want to ask a CEO <p>Julianne Jammers Executive Director SwissTech Center Kurby Court President & CEO Calgary Convention Center Lenka Zlebkova CEO Prague Convention Center</p>
12:30 - 13:30	Lunch break: Argan Restaurant
13:30 – 15:00	Leadership through uncertainty <p>Presenter: Sandy Kennedy CEO Entrepreneurial Scotland</p> <p>Uncertainty is the norm, but it also drives growth. This interactive workshop, led by executive Sandy Kennedy, equips leaders with tools to navigate ambiguity, mitigate risks, and turn uncertainty into opportunity. Through discussions and exercises, gain insights to lead confidently, make informed decisions, and inspire your team.</p>
15:00 - 15:30	Networking Break
15:30 - 16:30	Leadership through uncertainty <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 8 April 2025	
09:00 - 09:30	Start of day Exercise Kurby Court President & CEO Calgary Convention Center
09:30 - 10:30	Business Development – What we think, we become <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>Presenter: Genevieve Lim Vice President of Sales & MICE Marina Bay Sands</p>
10:30 - 11:00	Networking break
11:00 – 13:00	Team Building – Beat the box <p>Crack the code before time runs out! Teams solve puzzles, unlock chests, and collaborate to reveal a hidden slogan. A thrilling adventure that fosters teamwork, problem-solving, and communication.</p>
13:00 – 14:00	Lunch break: Argan Restaurant
14:00 – 15:00	General Trends in the Event Industry <p>Presenter: Professor Gayle McPherson Chair in Events and Cultural Policy, and Director of the Research Centre for Culture, Sport and Events School of Business and Creative Industries, University of West of Scotland</p> <p>Professor Gayle McPherson explores key trends in the evolving event industry, highlighting global growth, sustainability, and stakeholder expectations. She'll discuss emerging markets, women's football, multi-city bids, and AI's impact on venues and branding, emphasizing the industry's role in achieving net zero and adapting to technological advancements.</p>
15:00 – 16:00	Finance: bringing it all together <p>Finance is the place where it all comes together. In this session, you will hear from the Head of Finance of the Scottish Event Campus (SEC) how exiting financial data actually are and how they allow to have the bigger picture on the health of a convention center.</p>

	Presenter: Gemma Roxburgh Head of Finance SEC
16:00 – 16:30	Networking Break
16:30 – 17:00	Hosting a NATO Summit: Insights from The Hague's 2025 Experience Presenter: Michiel Middendorf General Manager World Forum The Hague
17:00 - 18:00	Team Challenge Preparation
18:30 – 20:00	Buffet dinner - Argan Restaurant
20:00 – 21:00	Night walk in the woods (Optional)
Wednesday 9 April 2025	
08:00 – 09:00	Tai Chi Terrasse e-coffee / Cherry Meeting Room
10:00	Departure to Brussels
11:00 - 12:30	Journey through Tour & Taxis Explore the iconic Tour & Taxis complex! Visit the Royal Warehouse, the Maison de la Poste, and conclude at the breathtaking Gare Maritime, discovering architectural heritage and innovative design. Meeting Point: Royal Warehouse – Avenue du Port 86C – 1000 Brussels
12:30 – 13:30	Lunch break: The Belgian Bar @ Gare Maritime
13:30 – 16:30	Management by Walking Around 2.0 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 an guidance. However, the teams will only have 2,5 hours to come up with the solution. Facilitated by:

AIPC Academy 2025 Program: April 6-11



	Julianne Jammers Managing Director SwissTech Convention Center – EPF Genevieve Lim Vice President of Sales & MICE Marina Bay Sands Gemma Roxburg Head of Finance SEC Steve McKenzie Chief Innovation Officer Momentus Technologies
16:30 – 18:00	Team Challenge Preparation
18:00 – 20:00	Guided walk from Tour & Taxis to the city centre of Brussels
20:00 – 22:00	Diner at le Roy d’Espagne

Thursday 10 April 2025

09:00 - 09:30	Start of day Exercise Kurby Court President & CEO Calgary Convention Center
09:30 - 11:00	Bridging the Gap: Mediation and Business Events <p>In our dynamic and fast paced business events industry, effective conflict management is key to seamless operations and successful outcomes. This workshop introduces mediation as a practical tool for resolving workplace tensions, facilitating collaboration, and improving team performance under pressure. Through interactive exercises and industry-specific scenarios, participants will discover how mediation bridges communication gaps and enhances workplace safety.</p> Presenter: Angela Herberholz Founder HERBERHOLZ MEDIATION SERVICES
11:00 – 11:30	Networking break
11:30 – 12:30	Global Market Outlook <p>A "scene setter" for Academy discussions, this opening session will provide a global market outlook, based on recent research by AIPC partners.</p> Presenter: Sven Bossu CEO AIPC
12:30 – 13:30	Lunch break: Argan Restaurant
13:30 – 16:30	Leadership in practice: a toolkit to apply next week Presenter: Kurby Court CEO Calgary CC
13:30 – 16:30	Challenge Presentation

16:30 – 17:30	Debrief 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, ...
18:30 – 20:00	Special Academy Interactive Dinner - Brasserie 135 Enjoy an interactive dinner game where teams compete using iPads, solving fun challenges and fostering team spirit. The winning table will be crowned champions before dessert—let the competition begin!

Friday 11 April 2025

09:00 – 10:30	One step at a time: Kaizen Putting in place a continuous improvement process is of key importance for any organization wanting to achieve excellence. In this workshop, different methods and approaches will be explained, followed by an exercise and the definition of an action plan when participants will be back at their convention centre. Presenter: Sven Bossu CEO AIPC
10:30 – 11:30	Design is how it works, not how it looks like 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. Presenter: Adam Paulitsch Design Director and Principal Populous Kansas City
11:30	Certificates and good-bye drink