

## 19<sup>th</sup> Annual AIPC Sales & Marketing Summit Frankfurt, May 18, 2025 AGENDA

**Location:** nhow Frankfurt– Meeting Room Naira & Shekel

**Theme: Collective Intelligence, Real-World Solutions: Empowering Venues for the Future**

At the 2025 edition of the AIPC Sales & Marketing Summit, we invite you for a journey. As a source of inspiration, you will receive two global outlook presentation – one on overall global trends and one on trends in the events industry.

The next step will be to define the top 3 sales & marketing challenges, to be done by the collective intelligence in the room.

During the lunch break, the data collected will be crunched. After lunch, the outcome will be presented, and two panels will share the view on this outcome: a panel of 3 venue CEO's and a panel of 3 upcoming talents.

After a short coffee-break, you will be given 60 minutes to come up with 3 things to do when you are back at your convention centre. After a short recap, we will close and offer a well-deserved cocktail.

Presentations, debates and outcomes will be documented and shared, allowing to grasp the full value of the summit.

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| <b>09:00 – 09:30 Registration and welcome coffee</b>                      |
| <b>09:30 – 09:35 Welcome, program overview</b><br>Sven Bossu   CEO   AIPC |
| <b>09:35 - 10:30 Global Outlook</b><br>Sven Bossu   CEO   AIPC            |
| <b>10:45 - 11:00 Networking break</b>                                     |
| <b>11:00 - 12:00 Design thinking exercise</b><br>Sven Bossu   CEO   AIPC  |

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| <b>12:00 – 12:30 Round table discussion – Define the top 3 challenges from a sales perspective</b>   |
| <b>12:30 - 13:30 Networking lunch</b>  |
| <b>13:30 - 13:40 Debrief roundtable discussion</b>   |
| <b>13:40 - 14:30 Reaction from the C-suite on the outcome of the roundtable</b> <ul style="list-style-type: none"> <li>• Sarah Goldfinch   General Manager   Adelaide Convention Centre, Australia</li> <li>• Greg Newton   EEVP/General Manager   BMO Centre at Stampede Park, Canada</li> </ul> <b>Moderated by</b> Nina Kressler   President & CEO   Rogers Centre Ottawa |
| <b>14:30 - 15:15 Reaction from the new generation on the outcome of the roundtable</b> <ul style="list-style-type: none"> <li>• Ariane Hiltebrand   Director of Sales &amp; Marketing, Miami Beach Convention Center   USA</li> <li>• Dave Young   Head of Production   ICC Belfast, Ireland</li> </ul>  |
| <b>15:15 - 15:30 Networking break</b>  |
| <b>15:30 - 16:30 From PowerPoint to Practice – what do we need to do next week, when back in our convention centre?</b>  |
| <b>16:30 - 17:00 Recap outcome</b>   |
| <b>17:00 - 18:00 Closure &amp; Cocktail</b>  |