



# AIPC

## BRIDGING THE GAP

VENUES CONNECTING HUMAN EXPERIENCE AND INNOVATION

*Reinventing venue excellence to drive Innovation, purpose & authenticity*

### BILBAO 2026

## Exclusive Invitation to APCE Member Venues

The **AIPC Annual Conference (28 June – 1 July 2026)** will bring together **convention centre leaders** from around the world for three days of strategic dialogue, peer exchange and industry insight.

The programme combines global perspectives, case studies and interactive sessions designed to encourage meaningful exchange among international colleagues.

For **APCE member venues**, this is a valuable opportunity to engage directly with the global convention centre community.

Hosted in Bilbao — a recognised example of city transformation — the 2026 edition provides the setting to explore how venues can become strategic anchors within their cities and regional economies.

Bilbao 2026 is structured around three key leadership challenges:



### Innovation & Transformation



### People & Hospitality



### Legacy & Community Impact

## Programme Highlights

- High-level plenary sessions featuring international CEOs and policy leaders
- Strategic case studies from leading convention destinations
- Panel debates and interactive leadership formats
- AIPC Innovation Awards & Future Shapers presentations
- Dedicated networking with global convention centre decision-makers

## Featured Speakers



**JON AZUA MENDIA**  
Founder & President,  
EnovatingLab



**IRENE CHAN**  
CEO, AsiaWorld-Expo



**YURDANA BURGOA**  
Director of Strategy &  
Development, Last Tour



**ANGELA HERBERHOLZ**  
Founder, HERBERHOLZ  
MEDIATION SERVICES



**NATASHA RICHARDS**  
Director of Impact & Industry  
Relations, IMEX Group



**LENKA ZLEBKOVA**  
CEO, Prague  
Convention Center

[Check out the full programme](#)

## Why Attend?

### Strategic Value

- Benchmark your venue internationally
- Gain insight into city competitiveness and destination strategy
- Connect with global CEOs and industry leaders
- Experience Bilbao as a live case study of transformation



## Join the Global Conversation!

[Register Now!](#)

### Considering AIPC Membership?

We would be pleased to discuss further opportunities after the conference.

**€ 1,000**

The fee includes:

- Mon- Wed session access
- Lunches and coffee
- Sunday Welcome Reception
- Gala Dinner Guggenheim Museum (Monday)
- Basque Evening at Berroja Winery