**AIPH International Horticultural Expo Conference Thursday 19 March 2015**

 **Marriott Paris Hotel, Paris, France**

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| 8.45am | **Conference coffee and registration** |
| 9.30am | Introduction – by Chairman, **Tim Briercliffe**, AIPH Secretary General |
|  | Welcome from AIPH President, **Vic Krahn** |
|  | Keynote – Best Practice for high quality and successful expos – **Sven Stimac, Friends & Friends**, is an experienced horticultural expo consultant. He will introduce a new AIPH guide for expo organisers and share his knowledge on how to organise a successful expo covering aspects including:* Attracting visitors
* Ensuring a high quality expo
* Inviting participants
* Ensuring a good legacy
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|  | Qingdao, China – International Horticultural Exposition 2014 (A2/B1) – **Li Fengli**, Secretary General of the Qingdao International Horticultural Expo 2014, will present his recent experience of organising a successful expo. His talk will cover:* + Review of the expo and how it was organised
	+ Lessons learned from the experience
	+ Advice for other expo organisers
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|  | **Q&A/Discussion** |
| 11.15am | **Break for tea/coffee** |
|  | AIPH Expo Strategy – **Tim Briercliffe**, Secretary of AIPH, will outline the work underway by AIPH to support expo organisers into the future. This will cover: * + AIPH Strategic Plan for supporting expos
	+ New AIPH Brand and use within Expos
	+ New AIPH Regulations for Exhibition Organisers
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|  | **Q&A/Discussion** |
|  | BIE Expo Strategy – **Vicente Loscertales**, Secretary General of BIE, oversees world expos. BIE is also involved in the approval of A1 horticultural expos and he will share his great experience on what makes expos great as well as:* Current programme for international expos
* BIE expectations for A1 Horticultural Expos
* Advice on how best to work with BIE
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|  | **Q&A/Discussion** |
| 1.00pm | **Buffet lunch** |
|  | Identifying and implementing an expo theme – **Bart Dohmen**, Managing Director of BRC Imagination Arts BV, has worked with numerous organisations to turn dreams into reality. He will share his thoughts on:* How to identify the right theme for your expo
* How to embed this in the event
* How to communicate this to participants and visitors
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|  | Many AIPH approved international horticultural expos are currently going through the development and construction process. For each expo coming up there will be a short progress report from the organisers where they will share progress to date and their expectations for their own expo. Reports will be given from:* Expo 2016 **Antalya**, Turkey 2016 (A1)
* **Tangshan** International Horticultural Exposition, China 2016 (A2/B1)
* International Flora Exposition **Taichung**, Chinese Taipei (A2/B1)
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| 4.00pm | **Break for tea/coffee** |
|  | Expo reports continued:* International Horticultural Exposition **Beijing**, China 2019 (A1)
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|  | Role of horticultural expos in influencing city development and landscape design  |
|  | Closing speech – **Kevin Chung**, AIPH Marketing & Exhibitions Committee Chairman |
|  | Closing remarks and next steps – **Tim Briercliffe**, Secretary General, AIPH |
| 5.30pm | **Conference close** |

5.30pm Networking drinks reception

7.00pm Conference Dinner