



"Meet the World. See the Future"
**SHAPING THE FUTURE OF CUSTOMER
EXPERIENCE (CX) IN EVENTS**

June 2025 | Shenzhen People's Republic of China

The AIPC - the International Association of Convention Centres - is the industry association for professional convention and exhibition centre managers world wide.

In its 2025 annual conference, they brought professionals together for four days of forward-looking dialogue, discovery, and deep connection with the theme “**Meet the World. See the Future**”.

The conference attracted more than 150 senior delegates from over 30 countries. About 40+ attended a 90-minute interactive workshop and explored the emerging signals reshaping how attendees experience events.

Utilising serious play methods and foresight tools, the participants stepped into their customers' shoes to envision compelling future scenarios, then develop practical strategies they can implement right away.



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