



IAPA International Conference 2017, Barcelona, Spain

The Hotel Arts, 22-25 October 2017

Delegate and Guest agenda

Sunday 22 October 2017

- 12.00-12.30: Registration for the International Conference at the Hotel Arts
Outside the Blau1 Meeting Room, 40th Floor
- 12.30-16.00: **Optional: IAPA International Tax Forum**
Blau1 Meeting Room, 40th Floor
Chaired by Jay Sanghrajka (Price Bailey, UK). Coffee included. Case studies and external speaker
- 16.00-16.30: *Coffee break for both forums*
- 16.30-18.00: **Optional: IAPA Deals and Opportunities Forum**
Blau1 Meeting Room, 40th Floor
Chaired by Jan van Wijngaarden (JM Corporate Finance, The Netherlands) and Simon Blake (Price Bailey, UK)

IAPA International Conference Commences

- 20.00-22.00: Opening welcome drinks and tapas. *Cafe Veranda + Terraza, First Floor, Hotel Arts.*
Delegates and guests can pick up their name badges here if not done so already
- 22.00: Retire to hotel bar (*Frank's bar, First Floor*), for those wishing to continue

Monday 23 October 2017

Salo Pau Casals Meeting Room, Lower Ground Floor

- 8.00-8.30: Registration continues outside conference room
- 8.30: **Morning Conference**
Welcome from IAPA Acting Global Chair, Martin Clapson
IAPA Progress and Plans
New member presentations
Speed Networking
- 10.00: *Coffee Break*
Casals Prefunction room
- 10.30: Doing Business in Spain
Javier Sanjuan, Abauding, Spain
- 11.00: Group member discussions
'Achieving Market Leading Practice Profitability'. Members will discuss issues relating to this theme in terms of how IAPA can evolve to help firms achieve this and what strategic changes individual firms can make, learning from individual member success stories.
- 12.30: *Networking lunch for delegates only in Salo Pau Casals 2*
There will be a seating plan for this meal. Discussions will continue over lunch
- 13.30: End of networking lunch

All timings are subject to change. Members will be informed of any changes

Monday 23 October 2017

Afternoon and Evening, joint delegate and guests activities: Sagrada Familia and Parc Güell

- 13.50: Meet in hotel lobby. Joint delegate and guest activity
14.00: Coaches depart for the Barcelona City Tour to the Sagrada Familia and Parc Güell.

Delegates and guests will enjoy visiting the number one attraction in Barcelona – the Sagrada Familia, a UNESCO World Heritage-listed cathedral designed by master architect Antonio Gaudi. The unique building has been under construction since 1882 and is famously still unfinished – so even if you have visited it before there is always something new to see. Admire the opulent ceilings and stained-glass windows and the sheer size of the building which is breath-taking whilst learning about the charismatic creator.

The tour will continue to Park Güell, also created by Antonio Gaudi, which contains amazing stone structures, stunning vibrant tiling and fascinating buildings. The Gaudi dragon fountain adorned in coloured mosaic is at the entrance which gives the park a magical quality. A terraced area at the top gives a wonderful view of both the Park and Barcelona City.

- 18.00: Coaches arrive back to the hotel
19.45: Meet in the hotel lobby for the short 5 - 10 minute walk to the local restaurant situated in the Olympic Port.
20.00: Dinner at El Cangrejo Loco with spectacular views of the sea and port. The restaurant specialises in seafood and fish.
23.00: Short walk back to the hotel

Dress code: casual





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Tuesday 24 October 2017

Salo Pau Casals Meeting Room, Lower Ground Floor

8.30:

Morning Conference

Welcome from IAPA Acting Global Chair, Martin Clapson

IAPA Guest speaker Jim Thomas, PDW Group, www.pdwgroup.co.uk

'Achieving Market Leading Practice Profitability

Top 10 tried and tested approaches to transforming people engagement, client advocacy and ultimately higher profits.'

Running a small to medium professional services practice and delivering consistently 'market beating' performance and results is no easy task, and is almost by definition reserved for a handful of 'great' firms. Many of the components of achieving it are complex, cultural and often inter connected, so just 'changing something' in isolation is not usually very easy, or very effective.

The 'top 10' that Jim will focus on is based on Jim and his PDW Group colleagues' significant experiences of working with professional services practices for many years and experiencing the good, the bad and the ugly in the process. The session will focus pragmatically on key changes that practices can make over time within a co-ordinated plan to significantly improve their revenues and profits, and be truly great firms to work for and to do business with, as viewed by their people and their clients.

Coffee break included in morning session, timings depending on flow of interactive discussions

11.45:

15 minute break prior to the AGM

12.00:

IAPA International AGM
Future Conference presentations

12.45:

Networking lunch for delegates only in Salo Pau Casals 2. No seating plan.

13.45:

Lunch end

Afternoon joint delegate and guest activities: Walking Tour of the Gothic Quarter

14.20:

Meet in hotel lobby for delegates and guests taking a bus to the start of walking tour.

14.30:

Delegates and guests depart by coach for the 10 minute journey to the start of the walking tour.

OR

14.05:

Meet in lobby for those preferring to walk to the start of the tour.

14.15:

Delegates and guests depart on foot for the 25 minute walk to the start of the walking tour.

Enjoy a wonderful walking tour of the Gothic Quarter and see the ancient streets of Barcelona. Discover one of the most charming medieval districts in Europe, learn the secrets behind the city stones and explore the hidden alleys in the Gothic Quarter. The itinerary will include the Santa Maria del Mar (cathedral of the sea), the Roman walls, Las Ramblas and the Jewish Quarters to name a few sights. There will be a short stop in a local café for refreshments half way through the walk. Total walking time approximately one and a half hours.

16.30:

Coaches and walkers depart to return to the hotel

Evening joint delegate and guest activity:

- 18.50: Meet in the hotel lobby for the 30 minute coach journey to the restaurant
19.00: Depart by coach to the Mirabé restaurant with fabulous panoramic views of Barcelona City
19.30: Welcome drinks and canapes with traditional Spanish entertainment
20.30: Dinner followed by Flamenco Band and dancing
23.15: Depart by coach to the hotel – or the coach will drop off at local bar BOCACHICA for those wanting to continue the evening.

Dress code: smart/casual

Wednesday 25 October 2017

Sightseeing/networking day and lunch for delegates and guests: Montserrat Tour

- 09.50: Delegates and guests meet in hotel foyer for 50 minute coach journey to Montserrat
10.00: Coaches depart

Montserrat is a Benedictine monk mountain retreat, one of Spain's most sacred sites, with spectacular views of the unusual rock formations of Catalunya. Following the drive through picturesque villages the group will take a cable car (or stay on the bus for the journey to the top) to the craggy peak of Montserrat where they will visit the Royal Basilica, home to the carving of the La Moreneta, the Black Virgin. Learn about the legends and stories surrounding this sacred place, enjoy one of the famous Basilica choir boy performances (scheduled at 1pm), visit the artisan market or just enjoy a walk and the breath-taking scenery. Following lunch in the Montserrat Restaurant the group will descend the mountain by coach to return to the hotel.

- 15.00: Depart by coach
16.00: Arrive back to the hotel



Additional sightseeing recommendations for guests with extra time:

- Aire de Barcelona Baths (*need to book in advance*) <http://airedebarcelona.com/en/>
- The Picasso Museum - <http://www.museupicasso.bcn.cat/>
- La Boqueria - Covered market in Las Ramblas – largest public market in Barcelona with a diverse selection of goods. Situated near the Opera House.
- Casa Vicens – Gaudi's first house, an extraordinary building opening its doors to the public in the autumn after a huge restoration project.