

Final Programme

56th ICCA Congress



Frankfurt

15-17 May 2018

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Friday 10 November 2017

Time	Description	Location
from 12:00	Transfers from the airport to the official and recommended hotels	

Saturday 11 November 2017

Time	Description	Location
Full day	Transfers from the airport to the official and recommended hotels	
10:00-17:00	Registration	Congress Hall Foyer 0A, Ground Floor
12:00-16:00	Fashion Arena Prague Outlet Shopping Tour	Prague Congress Centre, Entrance 10
14:00-18:00	Business Exchange Session (pre-registration required)	Small Hall, Ground Floor
14:00-18:00	Prague Castle and its surroundings (guided tour)	Meeting point: Congress Hall Foyer 0A/Rondel B,
14:00-18:00	DIY Tour in Prague	
14:00-19:00	Pilsner Urquell – Meet the legend city tour	Meeting point: Congress Hall Foyer 0A/Rondel B, Ground Floor
15:00-19:00	Fashion Arena Prague Outlet Shopping Tour Prague Congress Centre, Entrance 10	Prague Congress Centre, Entrance 10

Programme



Sunday 12, November 2017

Time	Description	Location
07:15-08:35	Exclusive Association Relation Partners Breakfast (upon invitation only)	Bellevue Room, 24th Floor, Corinthia Hotel
08:00-18:00	Registration	Congress Hall Foyer 0A, Ground Floor
09:00-09:30	Accompanying Guests Welcome Gathering	Congress Hall Foyer 0A, Ground Floor
09:00-12:00	First Time Attendees Introduction Programme	Forum Hall, Second Floor
09:00-12:00	Simpleview (closed meeting)	Club H, First Floor
09:00-18:00	Braindates	North Hall, Second Floor
10:00-12:00	Enited (closed meeting)	Club E, First Floor
	Gaining Edge (closed meeting)	Club A, First Floor
10:30-11:00	Networking Break	Forum Hall Foyer, Second Floor Forum Hall Foyer, First Floor
10:30-12:00	Watterston Associates (closed meeting)	South Hall 2B, Second Floor
	Mice Consulting (closed meeting)	South Hall 1, First Floor
	Kennedy Integrated Solutions (closed meeting)	Club C, First Floor
11:00-11:25	Tech Bar: Twitter 101	Forum Hall Foyer, Second Floor
11:00-16:00	Tech Bar: Headshot Lounge	Forum Hall Foyer, Second Floor
12:00-12:50	Welcome Lunch	Congress Hall Foyer, Second Floor Congress Hall Foyer, Third Floor
12:50-13:20	Opening Ceremony	Congress Hall, First Floor
13:30-14:30	Destination Marketing Sector Meeting	Forum Hall, Second Floor
	Meeting Management Sector Meeting	Panorama Hall, First Floor
	Meeting Support Sector Meeting	South Hall 1, First Floor
13:30-14:30	Transport Sector Meeting	Club C, First Floor
	Venues Sector Meeting	South Hall 3, Third Floor
13:30-16:00	Association Executives Meeting (closed meeting)	Club A, First Floor
14:30-14:55	Tech Bar: Master LinkedIn to build your professional brand	Forum Hall Foyer, Second Floor
14:30-15:00	Networking Break	Forum Hall Foyer, Second Floor Forum Hall Foyer, First Floor
15:00-16:00	African Chapter Meeting	South Hall 2A, Second Floor
15:00-16:00	Asia Pacific Chapter Meeting	South Hall 3, Third Floor
15:00-16:00	Central European Chapter Meeting	Forum Hall, Second Floor
15:00-16:00	France – Benelux Chapter Meeting	Chamber Hall, Third Floor
15:00-16:00	UK/Ireland Chapter Meeting	Panorama Hall, First Floor
15:00-16:00	Scandinavian Chapter Meeting	South Hall 1, First Floor
15:00-16:00	North American Chapter Meeting	South Hall 2B, Second Floor
15:00-16:00	Iberian Chapter Meeting	Club H, First Floor

Sunday 12, November 2017

Time	Description	Location
15:00-16:00	Middle East Chapter Meeting	Club C, First Floor
15:00-16:00	Mediterranean Chapter Meeting	Club E, First Floor
15:00-16:00	Latin American Chapter Meeting	Club D, First Floor
16:00-16:25	Tech Bar: Apps for Busy Event Professionals	Forum Hall Foyer 2, Second Floor
16:00-16:30	Networking Break	Congress Hall Foyer, Second Floor Congress Hall Foyer, Third Floor
16:30-17:45	ICCA General Assembly	Congress Hall, First Floor
17:45-18:30	Reception for 20/30/40/50 year members (upon invitation only)	ZOOM, First Floor
19:30-22:00	Welcome Reception	Zofin Palace

Monday 13, November 2017

Time	Description	Location
07:00-08:00	ICCA Charity run	Meeting Point: Congress Hall Foyer 0A, Ground Floor
08:30-17:30	Registration	Congress Hall Foyer 0A, Ground Floor
09:00-10:15	Monday Morning Wake up Call	Congress Hall, First Floor
09:00-18:00	Braindates	North Hall, Second Floor
10:15-10:45	Networking Break	Forum Hall Foyer, Second Floor Forum Hall Foyer, First Floor
	CONNECT: mind body, Healthy Refreshments; Individual Wellness, Mindfulness Leadership & Yoga	Terrace 2B, Second Floor
10:30-17:00	Tech Bar: Headshot Lounge	Forum Hall Foyer, Second Floor
10:45-11:10	Tech Bar: How to build and mobilise your (event) community?	Forum Hall Foyer, Second Floor
10:45-11:30	CONNECT: mind body: Meeting Trends: How to integrate Yoga, Mindfulness and Meditation into your trade-show and meeting agendas, floor plans and sponsorship opportunities	Terrace 2B, Second Floor

Programme



10:45-12:00	The big healthcare changes, trends and emerging fields - where the most dynamic growth in healthcare meetings is likely to emerge	South Hall 3, Third Floor
	Association meetings from 100 to 400 attendees: "Small is beautiful"?	South Hall 2A, Second Floor
	Applied technical innovation in multi-generational business environments	South Hall 2B, Second Floor
10:45-12:00	Tools for live-event crowd safety in real time – how the Trump inauguration accidentally showcased the capabilities of the latest scientific techniques	Chamber Hall, Third Floor
	Disruption & new hyper-competitive environment facing international associations: dangers & solutions	Panorama Hall, First Floor
	Make changes not excuses	Forum Hall, Second Floor
10:45-12:00	Music Matters	South Hall 1, First Floor
	Conversations in the Casemates (pre-registration required)	Meeting Point: Congress Hall Foyer 0A, Ground Floor
	ICCA Association Database training	Club B, First Floor
11:15-11:40	Tech Bar: Deep dive into event technology	Forum Hall Foyer, Second Floor
11:30-12:00	Backstage tour (pre-registration required)	Meeting Point: Congress Hall Foyer 0A, Ground Floor
12:15-13:00	President's Choice: Collaborative Professionalism: The next knowledge frontier	Congress Hall, First Floor
13:00-14:30	Lunch - sponsored by IMEX	Congress Hall Foyer, Second Floor Congress Hall Foyer, Third Floor
14:30-15:15	CONNECT: mind body, MEDITATION: Workshop & Campfire talk	Terrace 2B, Second Floor
14:30-16:00	Pitching Skills Masterclass	South Hall 3, Third Floor
	Driving destination performance and competitiveness through sustainable inspiration	South Hall 2A, Second Floor
	Design ideas for tomorrow's venues using the example of Prague CC	Panorama Hall, First Floor
	Associations in the "Shark tank"	Forum Hall, Second Floor
14:30-16:00	Business Afterlife	South Hall 2B, Second Floor
	Conversations about Healthcare Meetings	Chamber Hall, Third Floor
	Value-based pricing in the meetings industry – a new strategic approach to winning business and improving your bottom line	South Hall 1, First Floor
15:15-15:45	Tech Bar: Dive into customer engagement	Forum Hall Foyer, Second Floor
15:15-17:45	Research one-on-one appointments	Club B, First Floor
16:00-16:25	Tech Bar: Livestreaming Bootcamp	Forum Hall Foyer, Second Floor

16:00-16:30	Networking Break	Forum Hall Foyer, Second Floor Forum Hall Foyer, First Floor
	Backstage tour (pre-registration required)	Meeting Point: Congress Hall Foyer 0A, Ground Floor
	CONNECT: mind body, Chair Yoga Mindful Movement	Terrace 2B, Second Floor
16:30-17:45	Outside the box - Active meeting - Educational run (pre-registration required)	
	Outside the box - Active meeting - Joga (pre-registration required)	
	Outside the box - Active meeting - Diagnostics analysis (pre-registration required)	
	Outside the box - Music tones by handicapped (pre-registration required)	
	Outside the box - Sense the disabled world (pre-registration required)	
	Outside the box - Intelligent autonomous robots – visions and reality (pre-registration required)	
	Outside the box - Making disease history through precision medicine research (pre-registration required)	
16:30-17:45	ICCA “hack-a-thon”: Developing a new tool to guide your personal career path	Chamber Hall, Third Floor
	ICCA Service and Product Session - ROO of ICCA Membership	South Hall 2A, Second Floor
	“Predatory conferences” – A serious and disturbing danger to international associations and their meetings?	Forum Hall, Second Floor
	Is your business ready for GDPR and E-Privacy Regulatory changes? - The impact for the MICE sector	South Hall 2B, Second Floor
16:30-17:45	Collaborative thinking and the ICCA community	South Hall 1, First Floor
	Business communities: the under-exploited resource in every destination	South Hall 3, Third Floor
	When a humanitarian crisis hits - Roles and responsibilities of the meeting industry	Panorama Hall, First Floor
17:00-17:30	CONNECT: mind body, Guided Meditation	Terrace 2B, Second Floor
19:30-02:00	CAT Night	Forum Karlin
22:30-02:00	Transfers from CAT Night to official and recommended hotels	

Programme



Monday 13, November 2017

Plenary Session: 09:00 - 10:15

Monday Morning Wake Up Call

Location: Congress Hall

Description

Inspiring, perspective-smashing insights and intelligence from our world-class line-up of guest speakers, to kick-start the education programme and put delegates in the mood to learn and contribute.

Moderator

Tina Altieri, Broadcaster, Presentation consultant / trainer, MAX Communicate

Speakers

Jay Baer, President of Convince & Convert, Convince & Convert
Sofia Falk, CEO, We Are the StoryDoers
Dr. Bertalan Mesko, Managing Director, Webicina LLC
Annemarie Lombard Puntschart, Yoga & Meditation Instructor

Parallel Sessions 10:45 - 12:00

The big healthcare changes, trends and emerging fields - where the most dynamic growth in healthcare meetings is likely to emerge

Location: South Hall 3, Third Floor

Description

Dr. Bertalan Mesko, "The Medical Futurist", will highlight the key changes he sees happening across the healthcare sector, which disciplines offer the biggest opportunities for expansion, which fields are attracting the most enthusiastic young scientists and practitioners, and how he believes these developments are going to change the way in which medical meetings and the sector as a whole will evolve. Delegates will have the chance to share their own experiences and views on this issue, and to discuss the fresh and sometimes provocative insights Dr Mesko provides, followed by a general debate that will help ICCA members and healthcare association professionals understand how to position themselves to benefit from the changes that are revolutionising the sector.

Moderator

Terri Breining, Principal, Breining Group LLC

Speakers

Dr. Bertalan Mesko, Managing Director, Webicina LLC

Parallel Sessions 10:45 - 12:00

Association meetings from 100 to 400 attendees: "Small is beautiful"?

Location: South Hall 2A, Second Floor

Description

When most people think about association meetings, mega-sized conventions of 5,000+ attendees usually spring to mind. However, the ICCA database has vastly more meetings in the 100-400 delegate range, but ICCA education sessions almost never focus on this type of event. Many ICCA members have been asking us to rectify this situation! This session is therefore designed to explore a wide variety of questions, ideas and opportunities related to smaller association events. How can destinations and venues create a strategy to attract smaller meetings? How can ICCA members efficiently identify small but fast-growing associations? How can smaller meetings be used to optimise destination or venue yield management? Do smaller association meetings have different needs from larger meetings, and how can ICCA members best service those needs? Are certain destinations an "ideal" size for a certain size of meeting – and if so, how can this be communicated to the marketplace? How can great ideas from large meetings be re-purposed to make small meetings more successful? Are smaller meetings more willing to experiment and take risks than larger peers? Is it easier to negotiate with smaller events than mega-events? If you are interested in any of these questions, or if you just have strong views on the importance of this market segment, please come and join in the discussions to share your experiences and ideas.

Moderator

Roy Sheppard, Expert Moderator and Speaker, RoySpeaks

Speakers

Joyce Wittelaar, Account Manager Association Congresses, Rotterdam Partners
Julie Dodds, Director of Convention Sales, Visit Anchorage
Maria Criscuolo, Chairmand and CEO, Triumph Group
Karin Hageman, Head of Convention Bureau, Montreux - Vevey Tourisme
Tom Spycher, ICAR International Commission for Alpine Rescue

Tools for live-event crowd safety in real time – how the Trump inauguration accidentally showcased the capabilities of the latest scientific techniques

Location: Chamber Hall, Third Floor

Description

Everyone is aware of the arguments that raged over the size of President Trump's crowds, but few know that our speakers, Prof Keith Still and Marcel Altenburg from Manchester Metropolitan University, were the source of the scientifically-evaluated data that the worldwide media used, having been brought in by the NY Times to deploy Prof Still's sophisticated algorithms for accurately estimating crowd numbers. These same tools and techniques can be invaluable for any destination manager or event organiser dealing with large crowds at any kind of outdoor live event, not just in relation to managing safety issues, but also in post-event evaluation, future planning for venue and transport capacity, team communication, and other critical issues. Drawing on their experiences at the inauguration and many other events such as the Sydney Olympics (2000) and the Royal Wedding (2011) they'll outline the most important challenges and recommend solutions that our industry can adopt. The focus of crowd science is on balancing crowd safety and crowd security, specifically in the challenges facing the venue operators for major events, will also be outlined.

Introduction

Lesley Williams, Director, Caeliam Ltd

Speakers

Marcel Altenburg, Enterprise Delivery Fellow, Manchester Metropolitan University
Prof. Dr. Keith Still, Professor of Crowd Science, Manchester Metropolitan University

Parallel Sessions 10:45 - 12:00

Disruption & new hyper-competitive environment facing international associations: dangers & solutions

Location: Panorama Hall, First Floor

Description

How can associations translate the challenges and risks into new business models and attitudes? How can associations use their meetings to strengthen their competitive position? What can meetings industry suppliers do to more successfully partner with associations and AMCs? This session provides both concrete examples and forward-thinking insights from some of the world's most successful association management companies.

Introduction

Gregg H. Talley, President, Talley Management Group, Inc.

Speakers

Tina Wehmeir, CEO, AMC Institute
Fred Stringfellow, President, Stringfellow Management Group
Michael Payne, Executive Vice President, SmithBucklin

Make changes not excuses

Location: Forum Hall, Second Floor

Description

It's said that old habits die hard, giving the impression that it is near impossible to change. Yes we can change once we get the courage to give up the excuses. What worked yesterday might not bring you and your organisation success today.

What delegates will take away:

- 3 practical steps on how to let go of excuses.
- Learn the 3 viruses that could get in the way of change.
- Practical Strategies and small steps that you can put in your life and work place today.

Approach: This break out session is interactive, thought-provoking and challenging. Using a unique questioning approach which will help each delegate form his or her own blue print for change.

Moderator

Ann Hansen, Owner, The Meeting Design Game

Speakers

Molly Harvey, CEO, Harvey Global

Applied technical innovation in multi-generational business environments

Location: South Hall 2B, Second Floor

Description

Senior Microsoft executive Biljana and tech entrepreneur Filip will discuss the challenges of introducing new technology and radically different business models into workplaces where critical decisions are usually made by digital-immigrants and/or traditionally-minded directors, but where staff range across the whole spectrum from digital natives to old-school emailers. They will look at which strategies and behaviours offer the best chance of success, referring primarily to case studies from outside the meetings industry, whilst highlighting one relevant case study from within the ICCA community.

Introduction

Richard Reasons, President, Simpleview

Speakers

Filip Dřímalka, CEO, EF1 marketing & management s.r.o.
Biljana Weber, General Manager, Microsoft CR

Parallel Sessions 10:45 - 12:00

Music Matters

Location: South Hall 1, First Floor

Description

Remember that tune that made you cry? Or the one that always reminds you of a particular moment or a favourite movie? What about the one that always makes you laugh even when you would rather not? How does your national anthem make you feel? Did you know that you might have been subconsciously influenced to choose a different dish, or region of wine, by the background music that was playing at the time? The truth is, we all listen to music (sometimes unwillingly, because it surrounds us in our every-day lives) and it often has a profound and sometimes subliminal emotional impact. When we understand how that impact works we can harness the power of music to help reposition and raise the emotional appeal of our products and services and, more particularly, the brands they represent in our audiences' minds. Please do come along if you would like to find out more...

Introduction

Andre Kaldenhoff, Executive Director, Congress Center Leipzig

Speakers

Keith Lucas, Managing Director, Lucasbrand

Conversations in the Casemates (pre-registration required)

Meeting point: Congress Hall Foyer, Ground Floor

Description

For delegates in search of serendipity, wander with us back in time to the mysterious baroque vaults of the Vyšehrad Casemates. No pre-set topics, no advance warning of which experts will be present, definitely no PowerPoints! One superb facilitator, four great non-member speakers from our Congress line-up, and no more than 40 places for delegates. Dress warmly and be ready for lively, challenging, interactive discussion and intellectual enjoyment.

ICCA Association Database training

Location: Club B, First Floor

Description

Learn about the potential of the database and how to get relevant information out of it in order to find new business. Please bring your own laptop or tablet if you want to practice. There will be no computers available in the workshop room. This training is for new or infrequent users. People who already use the database regularly and who have specific database questions are advised to book a half-hour one-on-one training through the event app with one of the three ICCA researchers available.

Speakers

Tim Schwartzman, ICCA Data Research Executive, ICCA

Programme



Plenary Session 12:15 - 13:00

President's Choice Session: Collaborative Professionalism: The next knowledge frontier

Location: Congress Hall, First Floor

Description

How did a small group of educators establish 25,000 schools that built peace and democracy in Colombia? How would you feel if 100 people gave you real time critical feedback on your public presentation? Do you believe in giving away your best ideas to your competitors so you'll have to keep inventing new ones? How can you get feedback on your teaching if you are the only teacher in a rural school, hours away from the next one? What if your contract as a school leader required you to spend 20% of your time assisting your competitors? How do we innovate, move knowledge around and build communities together in a fast paced world of increasing diversity? Andy Hargreaves has written prize-winning books on education, change and leadership, inventing groundbreaking ideas like professional capital, uplifting leadership and collaborative professionalism, based on research from all over the world. Organizations that collaborate, he shows, including with competitors, outperform those that don't. Effective collaboration improves teachers' performance more than any other factor. Collaboration gives your work meaning and purpose and also keeps you on your toes. Isn't this what international associations and the global meetings industry are all about – crossing cultures, circulating knowledge, giving away our best ideas for a greater good? But not any kind of collaboration will do. In this lecture, international expert Andy Hargreaves doesn't only inspire us to collaborate. He informs us how to collaborate effectively with depth, focus and purpose.

Introduction

Nina Freysen-Pretorius, ICCA President / CEO, The Conference Company

Speakers

Prof. Andrew Hargreaves, Brennan Chair in Education, Lynch School of Education

Parallel Sessions 14:30 - 16:00

Pitching Skills Masterclass

Location: South Hall 3, Third Floor

Description

For delegates in search of serendipity, wander with us back in time to the mysterious baroque vaults of the Vyšehrad Casemates. No pre-set topics, no advance warning of which experts will be present, definitely no PowerPoints! One superb facilitator, four great non-member speakers from our Congress line-up, and no more than 40 places for delegates. Dress warmly and be ready for lively, challenging, interactive discussion and intellectual enjoyment.

Introduction

Silke Schlinnertz, Head of Operations, Communications & Events, Euroheat & Power

Speakers

David Beckett, Pitch Trainer, Best3Minutes

Parallel Sessions 14:30 - 16:00

Driving destination performance and competitiveness through sustainable inspiration

Location: South Hall 2A, Second Floor

Description

Brands, event organizers and attendees are demanding greater social and environmental responsibility from destinations and suppliers. Founded by ICCA and MCI and now in partnership with IMEX, Destinations International and European Cities Marketing, the Global Destinations Sustainability Index (GDS-Index) is a collaborative programme that helps CVBs and DMOs drive sustainable practices and business results. In this dynamic and fun session, the UN-WTO, and eight DMO/CVB leaders from around the world will share how they are implementing sustainability in their destination. They will focus on specific areas highlighting their challenges, opportunities and how they are innovating to drive destination performance and competitiveness. The session will use a Pro-action Café methodology using small groups to engage participants to share knowledge, challenges and develop new ideas. Table topics to discuss will include: Strategy development, inspiration for the industry and local collaborations, storytelling, winning businesses, engaging leadership and political masters, driving certification, how to get started with the GDS-Index and how planners can use the GDS-Index.

Moderator

Guy Bigwood, Group Sustainability Director, MCI

Speakers

Kit Lykketoft, Director of Convention, Wonderful Copenhagen
Ines Antti-Poika, Convention Director Helsinki Convention & Events Bureau
Aileen Crawford, Head of Convention, Glasgow Convention Bureau
Annie Kristi Korsmo, Director of Conventions, VisitOSLO
Thorsteinn Oern Gudmundsson, Managing Director, Meet in Reykjavik
Annika Hallman, Director, Gothenburg Convention Bureau at Goeteburg & Co.
Laureline Magnin, Assistant of Director, Geneva Convention Bureau
Jennifer Ching, Sustainability Consultant, MCI Group
Christopher Imbsen, Deputy Regional Director for Europe, UNWTO World Tourism Organization
Anne Jamieson, Director of Customer Experience, Melbourne Convention and Exhibition Center
Gwladys Guillory, Conference and Events Coordinator, Alzheimer Europe

Design ideas for tomorrow's venues using the example of Prague Congress Centre

Location: Panorama Hall, First Floor

Description

Prague Congress Centre is planning a significant extension and further upgrades to its facilities: it wants to offer a future-proof, flexible space for top international clients. After presenting its current plans and ideas, and giving delegates the chance to see potential future concepts, an expert panel will provide immediate feedback and advice, drawing on their experience of extending their own facilities, or passing on lessons from advising clients on new and expansion projects, and referencing some of the very latest research on this topic. Delegates will then share their own ideas and experiences in Round Table format and with the whole room, enabling all participants to leave with new ideas for modernising and improving the functionality of their own venues, for drawing up specifications for new venues in their destinations, or for briefing architects when planning expansions. At the same time, the ICCA community will give back some incredible value to our Prague host venue.

Moderator

Scott Taylor, Chief Executive, Glasgow City Marketing Bureau

Speakers

Sally Greenhill, Managing Director, The Right Solution Ltd.
Claire Smith, Vice President, Sales & Marketing, Vancouver Convention Centre
Lenka Zlebkova, Sales and Marketing Director, Prague Congress Centre
Roman Straub, CEO, Prague Congress Centre
Alec Gilbert, Chief Executive, Adelaide Convention Centre

Programme



Parallel Sessions 14:30 - 16:00

Associations in the "Shark tank"

Location: Forum Hall, First Floor

Description

What is a Shark tank? The principle is simple: people have an idea, need money, pitch their idea to a group of business people "sharks", who decide whether they will invest or not. It is as brutal and uncomfortable as real time TV can get.

So, what does this have to do with our session at the ICCA Congress? Well some of the principles will be very similar. We will have a panel of association executives on stage, but the great difference is the delegates in the will be the "sharks". You as delegate will be able to ask any questions, whether funny, scary or difficult, you can ask anything you ever wanted to know from an association executive. This session will not only provide you with answers you always wanted to know when it comes to association meeting, but will also help you get out of your comfort zone and connect with peers and association executives alike.

Moderator

Ann Hansen, Owner, The Meeting Design Game
Bo Krüger, CEO, Moving Minds

Speakers

John Schehl, Vice President, National Roofing Contractors Association
TJ Johnson, Vice President Events and Conferences, International Legal Technology Association
Thomas Delaveaux, Executive Director, European College of Sport Science
Adline Lewuillon, Senior Manager, The European CanCer Organisation
Anne Berrevoets, Senior Events Coordinator, European Association for International Education

Business Afterlife

Location: South Hall 2 B, Second Floor

Description

Imagine the scene: after three or four decades directing well-oiled sales and marketing operations, with countless subordinates eager to crunch your numbers and dig through boring data to find you new prospects, with ready-made trade show booths to which RFP-waving clients arrive in waves, desperate to hand you their business, EVERYTHING CHANGES! It suddenly turns silent. Very silent. Regardless you are going in retirement or your business life is changing in another way. How can you build success from this starting point? And what is success? What assets can you exploit? What techniques can you employ? What worries do you have? Can we learn from each other? What are the core issues? How can you prepare yourself? What to do during the "Third Act" of life? Our silver-haired, silver-tongued survivors will share their stories, but they expect you to share your issues, ideas and experiences as well. There are probably no generic solutions to how to handle Business Afterlife, but you will get ideas and tools to deal with your own future life pattern.

Speakers

Henrik von Arnold, Senior Consultant, ENITED Business Events
Elisabeth Hansa, Kernnedy Integrated Solutions
Anne Wallin Rødven, Consultant, Inspirar
Anja Loetscher, Director, Geneva Convention Bureau
Paul Kennedy, Director and Owner Kennedy Integrated Solutions and Strategic Business Advisor at The Meetings Show, The Meetings Show UK

Conversations about Healthcare Meetings

Location: Chamber Hall, Third Floor

Description

Disruptive business models, amazing new meeting concepts, sponsorship challenges and solutions, pharma and medical device company relationships with associations, changing CME demands, how can destinations partner more effectively with medical associations, and more.... We've invited experienced ICCA members and healthcare associations to each very briefly introduce a topic that they think is vitally important for the future of healthcare meetings. It could be a wish to share the lessons from an innovative new meeting that they recently organised or experienced, or a new business concept or challenge they want to explore with others who share their interests and concerns. Delegates then decide which topics they most want to discuss, and participate in three rounds of discussion. This experimental session design encourages maximum delegate engagement, and the ability to join in and shape discussions on the issues that are most important to each person.

Moderator

Terri Breining, Principal, Breining Group LLC

Conversation leader

Martin Jensen, Co-President, Pharmaceutical Congress Advisory Association
Susan Cantrell, Chief Executive Officer, Academy of Managed Care Pharmacy
Davi Kaur, Head of Communication, European Organisation for Research and Treatment of Cancer
Elvire de Chalus, Director, Colloquium Group
Christian Mutschlechner, Director, Vienna Convention Bureau

Parallel Sessions 14:30 - 16:00

Value-based pricing in the meetings industry – a new strategic approach to winning business and improving your bottom line

Location: South Hall 1, First Floor

Description	Inspired by Andreas Hinterhuber's hard-hitting case studies at the 2016 Congress, which outlined how other industries are exploiting the power of value-based pricing to improve their long-term sales and profitability, and frustrated by the total lack of examples from within our own meetings industry, Juan Jose Garcia took up the challenge to design and test a new way for PCOs to pitch and price their services. In this session you'll discover what worked, what didn't, how impactful the new model has been and how it could be improved. Then you will have the chance to discuss how this model could be applied to your own business/sales processes and competitive environment, with conceptual and practical input from pricing guru Andreas Hinterhuber and frontline business development expert Juan Jose Garcia.
Speakers	Juan José Garcia, Director of Marketing & Sales, Barceló Congresos Andreas Hinterhuber, Partner, Hinterhuber & Partners Andre Vietor, Managing Director, Barceló Congresos Evandro Pollono, Managing Director Italy, Hinterhuber & Partners GmbH

Parallel Sessions 16:30 - 17:45

ICCA "hack-a-thon": Developing a new tool to guide your personal career path

Location: Chamber Hall, Third Floor

Description	"Hack-a-thon"; live product development Description: Filip has brought together a team of IT designers/programmers specifically for this session, to help develop a new App aimed at Millennials in the meetings industry. Delegates will learn how to swiftly specify and develop new IT products, understand why this type of approach is an engine of business innovation and disruption, and at the same time will collectively work together with the technical experts to design a prototype App-style product to help young professionals manage and advance their personal careers. During the remainder of the Congress and immediately afterwards, this will be further developed into an open-source, completed product.
Introduction	Jason Yeh, CEO, General Innovation Service
Speakers	Filip Dřímalka, CEO, EF1 marketing & management s.r.o. Gráinne Ní Ghiollagáin, Business Development Manager, Croke Park Meetings & Events

ICCA Service and Product Session - ROO of ICCA Membership

Location: South Hall 2A, Second Floor

Description	This session is for new ICCA members who know they don't know everything about ICCA, but is equally relevant for long-standing members who are probably only using a fraction of ICCA's services, not having noticed all the new products and tools we've been introducing in recent years. Teams of heavy-user members and ICCA staff experts will lead you through a series of concurrent short, interactive presentations, where you can select the areas you want to learn more about, such as how to use ICCA effectively as a source of strategic consultancy advice, or what practical steps are needed to get the most out of the ICCA Association Database, Big Data tools, or the PR Kit. Everyone will leave with a personal implementation plan to start making use of a more complete range of ICCA member benefits. There are hundreds of different ways to use ICCA to win business and improve your competitiveness; after this session, you'll definitely be aware of many more opportunities than you knew before.
Moderator	Tina Altieri, Broadcaster, Presentation consultant / trainer, MAX Communicate
Speakers	Willy Cortus, Data Research Executive / Education Officer, ICCA Mathijs Vleeming, Marketing & Communication Strategist, ICCA Senthil Gopinath, Regional Director Middle East, ICCA Ksenija Polla, Director Association Relations, ICCA Dennis Speet, Director Marketing & Sales, ICCA Pat Soen, Director Membership, ICCA Santiago Gonzalez, Regional Director Latin America, ICCA

Parallel Sessions 16:30 - 17:45

"Predatory conferences" – A serious and disturbing danger to international associations and their meetings?

Location: Forum Hall, Second Floor

Description

Tens of thousands of terrible-quality and sometimes fraudulent conferences are today being promoted around the world, an industrial-scale challenge to bona-fide associations and their quality education programmes. James McCrostie is a Japan-based academic and freelance writer whose personal investigations into predatory conferences in his own field of applied linguistics have led to him becoming one of the foremost experts and commentators on the wider, global phenomenon, which today impacts negatively on almost every scientific discipline. As well as drawing delegates' attention to the every-increasing scale of this problem, this session is designed to develop practical solutions and effective responses that ICCA and the association meetings community can promote through our respective communication channels. Being passive is no longer an option: these "dodgy meetings" are a real danger to our industry's hard-won reputation!

Moderator

Martijn Timmermans, Co Founder, Event StoryBoard

Speakers

James McCrostie, Associate Professor, Daito Bunka University
Marco van Itterzon, Director Research, ICCA
Noor Ahmad Hamid, Regional Director Asia Pacific, ICCA

Is your business ready for GDPR and E-Privacy Regulatory changes? - The impact for the MICE sector

Location: South Hall 2B, Second Floor

Description

We all operate in an increasingly data-driven world. Using personal data is an integral part of our professional activities as we aim to share content and market directly to individuals. May 2018 will see the first significant change to data regulations in Europe in over 20 years. The new regulations will see stringent measures put in place to punish/fine organizations who seriously mishandle a European consumer's data. The EU hopes that new protections will grant consumers more control over what happens to their data. The impact will be felt not only by organizations based in the EU region as it will apply to all organizations processing and holding the personal data of data subjects residing in the European Union, regardless of the company's location. Within the MICE sector, everyone will be affected, whether a CVB, an Association, a PCO or DMC, even convention centres, in fact anyone who holds any data about anyone will need to comply. Do you know what you must do to comply with the new legislation? In this session, you will hear from a leading international data planning expert who will guide you through the changes in the GDPR and e-privacy legislation and what this means to those handling the personal data of people residing in the European Union. We will also look at practical implications for the MICE sector, give guidance and address questions you may have to get your organization compliant-ready.

Moderator

Alain Pittet, Managing Director, Congrex Switzerland

Speakers

Emma Sanders, Managing Director, Global Data Partners
Caroline Mackenzie, Founder and Partner, Global Association Partners
Martin Sirk, Chief Executive Officer, ICCA
Davi Kaur, Head Of Communications, EORTC

Parallel Sessions 16:30 - 17:45

Collaborative thinking and the ICCA community

Location: South Hall 1, First Floor

Description

What connects a pair of rival premier league cities, a global sector-specific consortium, and fish-farming, innovation theory/practice, and the city of Fukuoka in Japan? The answer is that these collaborative initiatives between ICCA members and between association friends, all originated in connections made through ICCA – conversations late in the bar after CAT Night, sharing a discussion table during an ICCA seminar, getting to know and trust one another after crossing paths at ICCA events over a number of years. ICCA provides tremendous opportunities for members and associations to design a proactive strategy for building productive partnerships. This session provides concrete ideas for identifying suitable partners and initiating partnership exploration, suggests how to simultaneously hold a competitive and collaborative mindset, and advises how to overcome the obstacles that prevent partnerships from being effective. Today almost every successful world-class business understands the power of partnerships, and we encourage every ICCA member and association to include this concept as a key component of their strategic planning.

Moderator

Roy Sheppard, Expert Moderator and Speaker , RoySpeaks

Speakers

Christian Mutschlechner, Director, Vienna Convention Bureau
Iain Bitran, Executive Director, ISPIM - International Society for Professional Innovation Management
Per Morten Haarr, Conventon Director, Stavanger Convention Bureau
Lindsay Fraser, Senior Client Relationship Executive, Abu Dhabi Convention Bureau
Christoph Tessmar, Director, Barcelona Convention Bureau

Business communities: the under-exploited resource in every destination

Location: South Hall 3, Third Floor

Description

ICCA members have become expert in working with their local universities and medical institutions when bidding for international associations, but few have developed effective strategies for working with local business leaders or becoming known in local business communities. Leaders from global associations of businesses will explain how their communities operate, how to develop new lines of communication, and how to build more effective relations. ICCA members who have experience in working with their business communities will share their insights and advice during moderated discussions. Meetings are becoming more mission-critical for many companies; trade associations are looking for local champions when making their decisions on future destinations - understanding how to better engage with business communities opens up enormous opportunities in both areas.

Moderator

Terri Breining, Principal, Breining Group LLC

Speakers

Scott Ferguson, Chief Executive Officer, World Trade Centers Association (WTCA)
Anthony Parkes, Director, ICC World Chambers Federation
Dawn Baldwin, Director of Sales, Halifax Convention Centre

When a humanitarian crisis hits - roles and responsibilities of the meetings industry

Location: Panorama Hall, First Floor

Description

When Hurricane Harvey flooded large areas of Houston and its surrounding region earlier this year, this dramatic story made worldwide news. Behind the scenes and away from the cameras, the local meetings industry played a major role in helping to deal with the disaster, a story that Greater Houston CVB President Mike Waterman is uniquely qualified to share with ICCA colleagues. Complementing this natural disaster case study, Andre Kaldenhoff from Congress Centre Leipzig will explain how meeting venues in Germany sprang into action to offer practical assistance to alleviate the refugee crisis that hit Europe in the wake of the conflict raging in Syria and the surrounding region. The session will then debate the issues raised by these examples: when do community concerns override business imperatives, for example? Are these statutory or governmental issues or should they be driven by a spirit of volunteerism? Share your own examples from when disasters have struck your cities and countries: how has your company or national meetings industry got involved, and what were the lessons and benefits of reaching out to help those in need?

Moderator

Padraic Gilligan, Managing Partner , SoolNua

Speakers

Mike Waterman, President & Executive Vice President, Greater Houston Convention and Visitors Bureau
Eleuterio Villagomez, Chief Operating Officer - Convention Center , Houston First Corporation
Andre Kaldenhoff, Executive Director, Congress Center Leipzig

Programme



Tuesday 14, November 2017

Time	Description	Location
08:30-17:00	Registration	Congress Hall Foyer 0A, Ground Floor
09:00-10:15	ICCA Best Marketing Award 2017	Congress Hall, First Floor
09:00-18:00	Braindates	North Hall, Second Floor
10:15-10:45	Networking Break	Forum Hall Foyer, Second Floor Forum Hall Foyer, First Floor
	CONNECT: mind body, Healthy Refreshments; Individual Wellness, Mindfulness Leadership & Yoga	Terrace 2B, Second Floor
10:30-16:00	Tech Bar: Headshot Lounge	Forum Hall Foyer, Second Floor
10:45-11:30	CONNECT: mind body, Chair Yoga Mindful Movement: Workshop & Campfire Talk	Terrace 2B, Second Floor
10:45-12:15	Kick start your whole brain potential: Guinness Record Secrets that create new memory pathways to out standing data retention & maximized productivity	Forum Hall, Second Floor
	How to hack a homogenous culture and boost your business	South Hall 3, Third Floor
	Goodbye traditional destination marketing - hello genuine economic engagement	Panorama Hall, First Floor
10:45-12:15	Employee attraction, engagement and retention - Your most powerful competitive edge	Chamber Hall, Third Floor
	How to use games and play to increase learning, co-creation and networking	South Hall 2B, Second Floor
	Strange Things - How the Association space is re-inventing itself	South Hall 1, First Floor
10:45-12:15	Event and Data Security - Can you provide protection?	South Hall 2A, Second Floor
	Conversations in the Casemates (pre-registration required)	Meeting Point: Congress Hall Foyer 0A, Ground Floor
	ICCA Association Database training	Club B, First Floor
11:00-11:25	Tech Bar: Digitization in event analytics	Forum Hall Foyer, Second Floor
11:45-12:15	Backstage tour (pre-registration required)	Meeting Point: Congress Hall Foyer 0A, Ground Floor
12:15-13:45	Lunch	Congress Hall Foyer, Second Floor Congress Hall Foyer, Third Floor
13:45-14:30	CONNECT: mind body, Talk: Meeting Trends 2017; How to integrate yoga, mindfulness and meditation into your tradeshow and meeting agendas, floor plans and sponsorship opportunities	Terrace 2B, Second Floor

Tuesday 14, November 2017

13:45-15:00	CEO Deep Dive - Part 1 (pre-registration required)	Panorama Hall, First Floor
	Destination security and risk strategies - Communicating to influence in turbulent times - Part 1	South Hall 3, Third Floor
	Cultural differences	Forum Hall, Second Floor
	A celebration of the "beyond tourism impact" of international association meetings Organized in association with BestCities Global Alliance	South Hall 1, First Floor
13:45-15:00	Showcase of the world's most innovative meetings	Chamber Hall, Third Floor
	Play the Meeting Design Game	South Hall 2B, Second Floor
	The four pillars of a global tribe	South Hall 2A, Second Floor
13:45-18:00	Research one-on-one appointments	Club B, First Floor
14:00-14:25	Tech Bar: The email marketing handbook	Forum Hall Foyer, Second Floor
15:00-15:25	Tech Bar: Topic to be confirmed	Forum Hall Foyer, Second Floor
15:00-15:30	Networking Break	Forum Hall Foyer, Second Floor Forum Hall Foyer, First Floor
	Backstage tour (pre-registration required)	Meeting Point: Congress Hall Foyer 0A, Ground Floor
	CONNECT: mind body, Healthy Refreshments: Individual Wellness, Mindfulness Leadership & Yoga	Terrace 2B, Second Floor
15:30-16:20	CONNECT: mind body, Guided Meditation	Terrace 2B, Second Floor
15:30-16:45	CEO Deep Dive - Part 2 (pre-registration required)	Panorama Hall, First Floor
	Destination security and risk strategies - Communicating to influence in turbulent times - Part 2	South Hall 3, Third Floor
	Shared Cities: Creative Momentum – how to re-imagine cities using a true sharing economy philosophy	Forum Hall, Second Floor
	Associations' role in the "new education paradigm" - Challenges, opportunities, ideas	South Hall 1, First Floor
15:30-16:45	Principles that drive meeting innovations	Chamber Hall, Third Floor
	Glocalities - why and how market research is going through revolutionary changes	South Hall 2B, Second Floor
	Digital transformation	South Hall 2A, Second Floor
15:45-16:10	Tech Bar: Your visual marketing toolkit	Forum Hall Foyer, Second Floor
17:00-18:00	Focus Group Meeting Associations (closed meeting)	Club E, First Floor
	Best Cities (closed meeting)	Club D, First Floor
	Ungerboeck (closed meeting)	Club H, First Floor
19:00	Transfers from the official and recommended hotels to Farewell Dinner	
19:15-02:00	Farewell Dinner	Industrial Palace
22:30-02:00	Transfers from Farewell Dinner to official and recommended hotels	

Programme



Tuesday 14 November 2017

Plenary Session: 09:00 - 10:15

ICCA Best Marketing Award 2017

Location: Congress Hall, First Floor

Description

Introducing the finalists for this year's ICCA Best Marketing Award:
ICC Sydney: Feeding your Performance - Creating a Lasting Legacy
Flanders Meeting & Convention Center Antwerp: Promoting a new convention center with a purpose and introducing conservation in the meetings industry
Shocklogic: Gaudino's Journey to Barcelona

Moderator

Patrick Delaney, SoolNua

Speakers

Samantha Glass, International Convention Centre Sydney
Anja Stas, Flanders Meeting & Convention Center
John Martinez, Shocklogic & Annalisa Ponchia, ESOT

Parallel Sessions 10:45 - 12:15

Employee attraction, engagement and retention - your most powerful competitive edge

Location: Chamber Hall, Third Floor

Description

Stephen is a senior executive with one of the world's largest and most successful HR companies, and is a thought-leader in this field with many publications and international speaking engagements under his belt. Kornferry's research with their clients, several of which are amongst the world's most admired companies, indicates that one of the top issues that keeps CEOs awake at night is how to better attract, engage and retain their best talent. So, talent management is no longer relegated to HR only but it's now owned by CEOs at a strategic level. Stephen will focus on the most important challenges and risks that we all face in this area, and highlight practical solutions and new strategic thinking from world-leading companies. He'll also advise how Small & Medium Sized Enterprises (ie most of the meetings industry's companies and international associations!), that don't have the resources of large multinational corporations, can compete to attract and retain excellent personnel. Your staff are your most important resource: isn't it time you paid attention to policies and practices that can maximise their impact on your future success? After Stephen's presentation, there will be an exercise designed to help older, more senior delegates to better understand the motivations and ambitions of younger delegates, and to turn Stephen's ideas into personal action plans for every participant.

Moderator

Roy Sheppard, Expert Moderator and Speaker, RoySpeaks

Speakers

Stephen Choo, Senior Client Partner, Korn Ferry Hay Group

Parallel Sessions 10:45 - 12:15

How to use games and play to increase learning, co-creation and networking

Location: South Hall 2B, Second Floor

Description

Why is it that millions of people leave the real world and immigrate into the digital game world every year? Imagine what would happen if we could tap into the same source of motivation and joy in our meetings and conferences?

In this session you will:

- learn why games are so powerful and how they can transform the way we interact, connect and behave.
- learn how you can use non digital games and play in meetings and conferences, not only to have fun, but also to increase learning, co-creation and networking.
- try different live game formats, that you can apply to your next event.
- have loads of fun.

Speakers

Bo Krüger, CEO, Moving Minds

Strange Things - How the Association space is re-inventing itself

Location: South Hall 1, First Floor

Description

Whilst much of the association world is perceived as conservative in nature, there is some very exciting activity happening in sectors which are only just popping into existence, and whose innovative business models are starting to influence mainstream associations. Association strategy consultant Genevieve Leclerc will take us on a whirlwind tour of what's she's seen and heard in the market, to set the scene for a lively discussion forum for delegates to share their own experiences and ideas for how the association market is evolving and innovating. We'll discover case studies of new-born associations in just-emerging sectors, established societies developing hybrid business models, and associations having made a leap of faith in embracing collective intelligence and user-centered design techniques to redesign their offer. Some of these may not have a track record on the ICCA database yet, but could provide some of the best opportunities for future meetings business. Great ideas for international associations, but also vital insights for suppliers and destination marketers who want to understand how the value delivered by associations and ways of doing business are changing.

Moderator

Terri Breining, Principal, Breining Group LLC

Speakers

Genevieve Leclerc, Expert Consultant for national and international associations and congresses, Caravelle Strategies

Kick Start Your Whole Brain Potential: Guinness Record Secrets that create new memory pathways to outstanding data retention & maximized productivity

Location: Forum Hall, First Floor

Description

Outperform your competition by applying embarrassingly simple memory techniques. Kick old time-consuming methods to the curb and discover breakthrough rapid recall. Optimize left and right brain synergy through creative visualization. Confidently deliver speeches and presentations without the aid of notes. Overcome the #1 recall problem socially and professionally....Remembering Names.

Introduction

Daniel Palomo, Director of Global Sales, Houston First Corporation HFC

Speakers

Bob Gray, Owner, Memory Edge Corporation

Programme



Parallel Sessions 10:45 - 12:15

How to hack a homogenous culture and boost your business

Location: South Hall 3, Third Floor

Description

They are nice words on paper, but the words themselves hardly lead to change. Above all, as political corrects strategy statements and KPI's they will not have any effect for a company's bottom line.

If you truly want diversity and inclusion to boost your business and organizational performance you need to:

- 1) Shift your mindset around what these words mean for a company's business outcomes and the operative effect.
- 2) Understand that, even if we rationally can agree that it boost our business performance, there's something standing in the way to achieve change: our brains and unconscious bias.
- 3) Get inspiration on how to hack your own brain, your organizational processes and routines, to level your ability to tap into the diversity you need to succeed in business.

To sum up - if you want to know more about the topic of diversity and inclusion and get tricks and tool how to use it to deliver above and beyond your promises - come to this Lab session.

Moderator

Ann Hansen, Owner, The Meeting Design Game

Speakers

Sofia Falk, CEO, We Are the StoryDoers

Goodbye traditional destination marketing – hello genuine economic engagement

Location: Panorama Hall, First Floor

Description

Many destinations understand the importance of focusing on key business or scientific sectors, but few follow through on the logic of this focus to develop new strategic models, structures, partnerships, and mentalities. This session provides a showcase for destinations that have taken the difficult route, changing their traditional thinking and the way they market and manage their destinations. This session will provide valuable food for thought for any destination or organisation that is about to re-design or critically evaluate its strategy.

Moderator

Martijn Timmermans, Co Founder, Event StoryBoard

Speakers

Anja Loetscher, Director, Geneva Convention Bureau
Karen Bolinger, Chief Executive Officer, Melbourne Convention Bureau
Michael Kleiner, Economic Development Officer, State of Geneva
Robin McClain, Vice President of Marketing and Communications, Washington, DC Convention & Tourism Corporation
Melissa Riley, Vice President, Convention Sales & Services, Washington, DC Convention & Tourism Corporation

Parallel Sessions 10:45 - 12:15

Event and Data Security - can you provide protection?

Location: South Hall 2 A, Second Floor

Description

Every day we witness acts of insurrection, some affecting us personally, or as a nation, or as an industry. As keepers of our events, we have a duty to provide not only as much protection to enable congresses to take place in safety but also to ensure compliance with the data legislation.

Areas to be addressed:

- Physical security against acts of terrorism
- The new era of cyber-threats including event website piracy and hotel room block hacks
- Understanding cybercrime and reducing your organisation's weaknesses
- Risk Management
- Data Management (2018 legal compliance)

Takeaways:

- Learn some tips about protection using technology
- Experience first-hand examples of specific case studies
- Review your risk management strategies
- Learn about the implications of the new legislation on data management

Moderator

Iftah Amit, VP Global Sales & Marketing , Kenes Group

Speakers

John Martinez, CEO, Shocklogic
Francesca Manzani, Head of Florence Office, AIM Group International
Sissi Lignou, Director of Operations & Development & PCO Services, AFEA

Conversations in the Casemates (pre-registration required)

Meeting point: Congress Hall Foyer, Ground Floor

Description

For delegates in search of serendipity, wander with us back in time to the mysterious baroque vaults of the Vyšehrad Casemates. No pre-set topics, no advance warning of which experts will be present, definitely no PowerPoints! One superb facilitator, four great non-member speakers from our Congress line-up, and no more than 40 places for delegates. Dress warmly and be ready for lively, challenging, interactive discussion and intellectual enjoyment.

ICCA Association Database training

Location: Club B, First Floor

Description

Learn about the potential of the database and how to get relevant information out of it in order to find new business.
Please bring your own laptop or tablet if you want to practice. There will be no computers available in the workshop room.
This training is for new or infrequent users. People who already use the database regularly and who have specific database questions are advised to book a half-hour one-on-one training through the event app with one of the three ICCA researchers available.

Speakers

Marco van Itterzon, Director Research, ICCA

Programme



Parallel Sessions 13:45 - 15:00

CEO Deep Dive - Part 1 (pre-registration required)

Location: Panorama Hall, First Floor

Description

An entirely-new collection of business strategists, consultants and expert advisers will lead in-depth sessions for ICCA's most senior and experienced leaders, combined with an open discussion on all the themes involving the experts and delegates. Topics to be covered include Talk Triggers: why leaders need to understand and embrace Word of Mouth - the only marketing that really matters today, how to build high trust networks, and the Art of Leadership. Delegates will listen to the experts pitch the value of their topic/expertise before deciding which one to focus on.

Please note you can only attend this session if you have a minimum of 7 years experience at Director level or above in the meetings industry and meet at least 2 of the following criteria:

- You have personally written or led the team writing the strategic plan for your organisation.
- You are currently playing a leading role in creating a new strategic plan for your organisation.
- You currently hold an equivalent job title of CEO, Managing Director, Owner, or Vice President.

Moderator

Terri Breining, Principal, Breining Group LLC

Speakers

Molly Harvey, CEO, Harvey Global
Jay Baer, President of Convince & Convert, Convince & Convert
Miha Pogacnik, Managing Director, ECOCULTURE S.E.C.S.

Destination security and risk strategies - Communicating to influence in turbulent times - Part 1

Location: South Hall 3, Third Floor

Description

This past year it has seemed that almost every week has featured terrorism and disasters on the front pages of our media, and the issues of risk management, event and venue security, and crisis communication have never been more urgently discussed. This session will start by hearing how Jerusalem has developed a sophisticated and successful strategy to overcome the challenge of regularly occurring security scares and incidents, benefiting both regular tourism and their international meetings business, followed by an in-depth interview with JCVB and other expert panelists to ascertain what other strategies are possible, and when they are most relevant and effective. Delegates will undertake group exercises that bring home the potential challenges and the skills required to deal with crisis situations in their local destination, venue or event, and the session will also be used to bring together the most comprehensive "tool-kit" of relevant resources, from within and beyond the ICCA community.

Moderator

Tina Altieri, Broadcaster, Presentation consultant / trainer, MAX Communicate

Speakers

Ilanit Melchior, Director of Tourism, Jerusalem Development Authority (JDA)
Hicran Özbük, General Manager, Istanbul Shopping Fest & Istanbul CVB
Elisabeth Van Ingelgem, Director Convention & Association Bureau, visit.brussels
Tracy Halliwell, London Convention Bureau and Major Events Director, London & Partners

Bridging the Culture Gap: insights and tools on how to communicate effectively across cultures

Location: Forum Hall, Second Floor

Description

Cross cultural expert, motivational speaker, teacher, communications consultant and even a world-touring rock musician, Pellegrino Riccardi has spent the last 30 years travelling the globe connecting with people. The common thread running through these many roles is making a connection with audiences through their hearts and minds, and also helping the people he communicates with to connect and interact more effectively with each another, which today is the essence of his role on stage as an international keynote speaker. Pellegrino's style of public speaking is a seamless fusion of masterful storytelling and observational humour in what he calls "edutainment" (education + entertainment). Coupled with a unique combination of powerful visual and multimedia effects, Pellegrino takes his audience on a visceral and emotional journey. "I don't just want my audiences to understand my message; I want them to feel it too," says Pellegrino.

Speakers

Pellegrino Riccardi, Founder, Pellegrino Consulting

Parallel Sessions 13:45 - 15:00

A celebration of the "beyond tourism impact" of international association meetings Organized in association with BestCities Global Alliance

Location: South Hall 1, First Floor

Description

This Year ICCA has launched the "Incredible Impacts" grant programme with the generous support of BestCities, calling for submissions from international associations and from ICCA members, which showcase how association meetings are transforming the world, overcoming disadvantage, and changing the minds of policymakers in almost every field of human activity, with three associations to be awarded grants of US\$7,500 each to further develop their innovative and impactful programmes. This session will showcase some of the best submissions, which we believe will inspire ICCA members and the international associations they host and partner, to create even more inspiring activities during their future international meetings. Our industry needs to advocate more loudly about the great things international association meetings achieve; this session provides stories to really shout about!

Moderator

Silke Schlinnertz, Head of Operations, Communications & Events, Euroheat & Power
Professor Bettina Borisch, Executive Director, World Federation of Public Health Associations

Future proof your event: How to innovate beyond 2017? (Part 1)

Location: Chamber Hall, Third Floor

Description

This past year it has seemed that almost every week has featured terrorism and disasters on the front pages of our media, and the issues of risk management, event and venue security, and crisis communication have never been more urgently discussed. This session will start by hearing how Jerusalem has developed a sophisticated and successful strategy to overcome the challenge of regularly occurring security scares and incidents, benefiting both regular tourism and their international meetings business, followed by an in-depth interview with JCVB and other expert panelists to ascertain what other strategies are possible, and when they are most relevant and effective. Delegates will undertake group exercises that bring home the potential challenges and the skills required to deal with crisis situations in their local destination, venue or event, and the session will also be used to bring together the most comprehensive "tool-kit" of relevant resources, from within and beyond the ICCA community.

Moderator

Martijn Timmermans, Co Founder, Event StoryBoard

Speakers

Laurent Haug, Director, Monito

Play the Meeting Design Game

Location: South Hall 2B, Second Floor

Description

The Meeting Design Game is a new method to learn about meeting design – using gamification and will give you:

An understanding of the elements necessary to create outstanding meetings and events.
A lot of new knowledge and ideas, that can improve your meeting and your team or client
A common understanding of what should be focused on, in order to create a successful meeting

A planning process tool that makes it easier and faster to design meetings.
In this workshop we will play the game. You will increase your understanding of Meeting design, and find out to what extent you are already applying it to your meetings.
We will give you insight into how you can play the game alone or with your team or client. You will also experience an example of how gamification can be used to increase participants' learning, motivation and productivity.
The game is built on more than 10 years experience with Danish Meeting Design Concept Meeto-
vation and the latest science on learning, motivation and psychology.

Speakers

Ann Hansen, Owner, The Meeting Design Game
Bo Krüger, CEO, Moving Minds

Programme



Parallel Sessions 13:45 - 15:00

The four pillars of a global tribe

Location: South Hall 2B, Second Floor

Description

How can a world-class event be conjured into existence in a Rain Forest? How can you persuade the entire local population to lay out a genuine welcome to 800 strangers? And how can you turn the pressures of delivering an exceptional experience into an invaluable learning platform for your destination meetings team. Hear the behind-the-scenes story of how authenticity, enthusiasm, risk-taking, and youthful audacity together enabled Kuching to exceed expectations and create a unique ICCA tribal gathering. Possibly the start of a new ICCA tradition, as past Congress insiders share their memories and secrets of success.

Speakers

Silas Michael Martin, Business Development & Events, TRU EVENTS SERCIVES
Amelia Roziman, Chief Operating Officer, Sarawak Convention Bureau

Parallel Sessions 15:30 - 16:45

CEO Deep Dive - Part 2 (pre-registration required)

Location: Panorama Hall, First Floor

Description

An entirely-new collection of business strategists, consultants and expert advisers will lead in-depth sessions for ICCA's most senior and experienced leaders, combined with an open discussion on all the themes involving the experts and delegates. Topics to be covered include Talk Triggers: why leaders need to understand and embrace Word of Mouth - the only marketing that really matters today, how to build high trust networks, and the Art of Leadership. Delegates will listen to the experts pitch the value of their topic/expertise before deciding which one to focus on.

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Moderator

Terri Breining, Principal, Breining Group LLC

Speakers

Molly Harvey, CEO, Harvey Global
Jay Baer, President of Convince & Convert, Convince & Convert
Miha Pogacnik, Managing Director, ECOCULTURE S.E.C.S.

Destination security and risk strategies - Communicating to influence in turbulent times - Part 2

Location: South Hall 3, Third Floor

Description

This past year it has seemed that almost every week has featured terrorism and disasters on the front pages of our media, and the issues of risk management, event and venue security, and crisis communication have never been more urgently discussed. This session will start by hearing how Jerusalem has developed a sophisticated and successful strategy to overcome the challenge of regularly occurring security scares and incidents, benefiting both regular tourism and their international meetings business, followed by an in-depth interview with JCVB and other expert panelists to ascertain what other strategies are possible, and when they are most relevant and effective. Delegates will undertake group exercises that bring home the potential challenges and the skills required to deal with crisis situations in their local destination, venue or event, and the session will also be used to bring together the most comprehensive "tool-kit" of relevant resources, from within and beyond the ICCA community.

Moderator

Tina Altieri, Broadcaster, Presentation consultant / trainer, MAX Communicate

Speakers

Ilanit Melchior, Director of Tourism, Jerusalem Development Authority (JDA)
Hicran Özbük, General Manager, Istanbul Shopping Fest & Istanbul CVB
Elisabeth Van Ingelgem, Director Convention & Association Bureau, visit.brussels
Tracy Halliwell, London Convention Bureau and Major Events Director, London & Partners

Parallel Sessions 15:30 - 16:45

Shared Cities: Creative Momentum – how to re-imagine cities using a true sharing economy philosophy

Location: Forum Hall, Second Floor

Description

Martin Barry is one of the leading figures in an ambitious four-year EU-funded programme in partnership with the Goethe-Institut and his organisation, reSITE, working across 2 countries to bring together cultural, architectural, city planning, and creative industry leaders with local communities, to define future visions and identify solutions and pathways for cities to utilize bottom-up models of sharing to become both livable and globally competitive. Involved cities are Belgrade, Berlin, Budapest, Bratislava, Katowice, Prague and Warsaw. Martin will explain how this project is exploiting the power of live events and sharing economy concepts, with intellectual capital and creativity as the main units of exchange and value. ICCA members from the participating cities will be invited to share their thoughts on what this means for their cities, and delegates from other cities will be able to explore how this concept might work for their destination, and how these ideas might be exploited to help make cities more competitive.

Moderator

Pellegrino Riccardi, Founder, Pellegrino Consulting

Speakers

Martin Barry, Founder and Chairman of reSITE

Associations' role in the "new education paradigm" - Challenges, opportunities, ideas

Location: South Hall 1, First Floor

Description

The international education system and traditional pathways into employment are being disrupted by a host of factors, from rising costs to challenges helping students, both inside and outside of university settings, develop 21st century skills. Traditional learning models are struggling to adapt to this rapidly changing environment, which presents an opportunity for membership associations.

Join Elizabeth Weaver Engel, co-author of the recently released white paper *The Association Role in the New Education Paradigm*, for a discussion of the role associations can play in filling educational and training gaps, empowering far more individuals than is possible through traditional channels such as universities.

In this session, Elizabeth will share highlights from recent research into the dramatic changes affecting the realms of both education and employment, explain why these changes represent such a tremendous opportunity for associations to benefit the professions and industries they serve, and describe the association advantages that uniquely position the industry to help solve this significant global problem.

This session will help you re-evaluate the potential power of associations and conferences, and provide you with new arguments to persuade policymakers to support your work in attracting international association meetings to your destination. For association delegates, the session will also include examples of how your peers are embracing the opportunities as educational leaders and innovators, and inspire you to re-think your own strategies.

Moderator

Genevieve Leclerc, Expert Consultant for national and international associations and congresses, Caravelle Strategies

Speakers

Elizabeth Engel, CEO & Chief Strategist, Spark Consulting, LLC

Programme



Parallel Sessions 15:30 - 16:45

Future proof your event: Practical work(shop) - Part2

Location: Chamber Hall, Third Floor

Moderator

Martijn Timmermans, Co Founder, Event StoryBoard
Laurent Haug, Director, Monito

Digital or die. And ** is digital?**

Location: South Hall 2A, Second Floor

Description

During the session Magda will explain the uncovered rules of digital culture driven companies. She will explain how to cook the secret sauce of the digital success and showcase typical barriers on the way of traditional enterprises.

Speaker

Magdalena Dziejguc, Head of Google Cloude (PL CZ SK), Google

Glocalities - why and how market research is going through revolutionary changes

Location: South Hall 2 B, Second Floor

Description

Our expert speakers from top market research company Motivaction International will outline the latest techniques and concepts used by innovative companies in a wide variety of sectors to differentiate and research consumers around the world. Motivaction's own values and lifestyle based "Glocalities" model is a prime example of how Big Data and new communication techniques are revolutionising business thinking in this field. As well as general principles, they'll demonstrate how marketing and communications insights are unlocked with an online application and how these insights are practically applied to destinations and their target audiences. Immediately following the session, Martijn and Esther will be available for deeper discussion with interested delegates during the Fringe Meeting timeslot.

Introduction

Erik Bakermans, Marketing Manager Meetings & Conventions, NBTC Holland Marketing

Speakers

Martijn Lampert, Research Director Glocalities, Motivaction International
Esther Cachet, Senior Research Consultant, Motivaction International

Wednesday 15, November 2017

Time	Description	Location
08:30-14:30	Registration	Congress Hall Foyer 0A, Ground Floor
09:00-10:00	The Copenhagen Denmark Lecture	Congress Hall, First Floor
09:00-14:30	Braindates	North Hall, Second Floor
10:00-10:25	Tech Bar: Apps for busy event professionals	Forum Hall Foyer, Second Floor
10:00-10:30	Networking Break	Forum Hall Foyer, Second Floor Forum Hall Foyer, First Floor
	CONNECT: mind today, Guided Meditation in Public - Dare To Explore	Meeting Point: Congress Hall Foyer 0A, Ground Floor
10:00-11:30	Tech Bar: Headshot Lounge	Forum Hall Foyer, Second Floor
10:30-10:55	Tech Bar: Deep Dive into Event Technology	Forum Hall Foyer, Second Floor
10:30-11:15	CONNECT: mind body, Talk: Meeting Trends 2017; How to integrate yoga, mindfulness and meditation into your tradeshow and meeting agendas, floor plans and sponsorship opportunities	Terrace 2B, Second Floor
10:30-11:45	One Bid, every Perspective	South Hall 3, Third Floor
	"The future belongs to us!" - Millennials set the ICCA Congress agenda	South Hall 2B, Second Floor
	EXPO 2020 - Planning for a legacy	Chamber Hall, Third Floor
	7x7 Great Ideas - curated business inspiration from around the ICCA community	South Hall 1, First Floor
10:30-11:45	How can international association meetings become more innovative?	Panorama Hall, First Floor
	Change management in disruptive times	Forum Hall, Second Floor
	Conversations in the Casemates (pre-registration required)	Meeting Point: Congress Hall Foyer 0A, Ground Floor
	ICCA Association Database Training	Club B, First Floor
11:15-11:45	Backstage tour (pre-registration required)	Meeting Point: Congress Hall Foyer 0A, Ground Floor
12:00-13:00	Closing Session	Congress Hall, First Floor
13:00-14:30	Next Destination Lunch (sponsored by Dubai LHC)	Congress Hall Foyer, Second Floor Congress Hall Foyer, Third Floor

Wednesday 15 November 2017

Plenary Session: 9:00 - 10:00

The Copenhagen Denmark Lecture

Location: Congress Hall, First Floor

Description

13 Questions

Renowned futurist, consultant, high school drop-out, author, ex-PR entrepreneur, photographer, ex-executive downsizer Stefan Hyttfors has built this year's Copenhagen-Denmark lecture around the 13 most challenging and interesting questions he's been asked about the future – of society, of business, of relationships, of value, and of the definition of success. Prepare for your brain to be stretched and your perceptions and presumptions to be altered forever.

Introduction

Kit Lykketoft, Director Conventions, Wonderful Copenhagen

Speakers

Stefan Hyttfors, Futurist - Global Speaker & Author, www.hyttfors.com

Parallel Sessions 10:30 - 11:45

"The future belongs to us!" - Millennials set the ICCA Congress agenda

Location: South Hall 1, First Floor

Description

ICCA wants our Congress education to appeal to the latest generation of meeting professionals, so we've organised this innovative pitching competition to generate new ideas that are specifically designed to appeal to and be relevant for ICCA Millennial delegates. Individuals and pairs of members have sent in their proposals, and the best have been selected to pitch their ideas to a roomful of their peers. The audience will be encouraged to add improvements to the ideas, to provide creative feedback, and to discuss how valuable each concept could be for young delegates and for ICCA as a whole. A judging panel of Millennials will observe the whole process and pick a winner based on the strength of the ideas and audience reactions. We're looking for new formats, hot topics, creative use of technology or props or guest speakers, and innovative ways to engage with audiences. The winner(s) won't just get the pride of having pitched the best idea, they will win complimentary registrations to the 2018 Congress in Dubai, and a EURO 2,000 budget to spend on turning their idea into a brilliant session in next year's education programme.

Moderator

Roy Sheppard, Expert Moderator and Speaker, RoySpeaks

Speakers

Sezen Elagoz, Business Development Executive, Kenes Group
Krzysztof Celuch, CEO, Celuch Consulting
Sue Wang, Shanghai University of Business and Economics
Kimberly Demi, Marketing Assistant, Sarawak Convention Bureau
Karin Hagemann, Head of Convention Bureau, Montreux-Vevy Tourism&Convention Bureau
Amalie Nellegaard Andersen, Senior Project Manager, Wonderful Copenhagen

Parallel Sessions 10:30 - 11:45

EXPO 2020 - Planning for a Legacy

Location: Chamber Hall, Third Floor

Description

Between October 2020 and April 2021, Dubai will host the next World Expo. Expo 2020 Dubai will be the first World Expo held in the MEASA region, and the first hosted by an Arab nation. Bringing together more than 180 nations and an international audience of millions, it will be one of the greatest moments in the region's history. The theme of Expo 2020 Dubai - 'Connecting Minds, Creating the Future' - encapsulates the ambition of creating a transformative World Expo showcasing global innovations and driving solutions in the fields of Opportunity, Mobility and Sustainability.

The success of Expo 2020 Dubai will not only be measured by the number of international participants or visitors. At the heart of all Expo 2020 Dubai activities is a commitment to leaving an enduring, meaningful and strong legacy in four ways – physical, economic, social and reputational. With more than 80 percent of the development on the Expo 2020 Dubai site planned to be retained after the event, the vision is that Expo 2020 Dubai will foster innovation and create meaningful partnerships that will live beyond the event, benefitting the UAE, the wider region and all involved with the event.

Moderator

Steen Jakobsen, Director, Dubai Business Events

Speakers

Marjan Faraidooni, Senior Vice President of Legacy, EXPO2020 Dubai

7x7 Great Ideas - curated business inspiration from around the ICCA community

Location: South Hall 1, First Floor

Description

How can ICCA accommodate great ideas, new business concepts or case studies that ICCA members want to share, but which don't fit into any existing topic in the education programme, or which are received too late to design an entire session around them? Answer: by creating a new session where seven of these ideas can be randomly brought together for members to enjoy and explore! One week before the Congress, we have four ideas signed up. By the time this session takes place on our last day in Prague, we plan to have seven, so if you have a great idea or case study you didn't get around to telling us about, now's your chance! Short presentations will set the scene, then delegates will have the chance to talk about two of these topics in depth with the speakers. Already we know you'll hear about creative new ways to analyse your clients, new ways to handle RFP-overload, and various novel marketing ideas. Either you can find out the final line-up of topics via the Congress App, or just join the session with an open mind ready to be surprised and inspired!

Moderator

Scott Taylor, Chief Executive, Advanced City Marketing

Speakers

James Rees, Executive Director, Conferences & Events, ExCel London
Kirsten van Detta, Product Manager, Simpleview
Sabina Linke, Executive Director, NuernbergMesse GmbH

One bid, every Perspective

Location: South Hall 3, Third Floor

Description

ICCA has organised dozens of workshops and seminars in all regions of the world on how to bid effectively to win international association meetings, and has produced best-practice guidelines for associations who wish to improve their decision-making and RFP processes, but we've never organised anything like this session! We'll be looking at how all the participants viewed one specific bid process, to understand what new truths we can learn from their subjective perspectives. Winners, losers, organisers, decision-makers, partners, onlookers, everyone views the bidding process differently. A lively discussion forum will allow other bidders and association executives to share their own views and experiences. We aim for every participant to gain a 360 degree viewpoint on how bidding works, and how they can improve their own performance.

Moderator

Tina Altieri, Broadcaster, Presentation consultant / trainer, MAX Communicate

Speakers

Silke Schlinnertz, Head of Operations, Communications & Events, Euroheat & Power
Wendy Russell, Glasgow Convention Bureau
Joyce Wittelaar, Rotterdam Marketing

Parallel Sessions 10:30 - 11:45

How can international association meetings become more innovative?

Location: Panorama Hall, First Floor

Description

It is widely assumed that most associations are conservative and risk averse, especially with regard to their meetings. This is a huge risk in the current business environment, with new generations of demanding delegates and vastly increased competition in every branch of knowledge. ICCA's stated Vision is to help shape the future of association meetings, so we want to help our association friends embrace innovation and creativity to boost the effectiveness and appeal of their events. Combining discussions led by associations, and group work by ICCA members to identify both barriers and solutions, this session is designed to help ICCA members and associations to become more effective partners.

Moderator

Bo Krüger, CEO, Moving Minds

Speakers

John Martinez, CEO and Founder, Shocklogic
Richard Rettenbacher, COO and Founder, CTI Meetingtech
Padraic Gilligan, Managing Partner, SoolNua

Change management in disruptive times

Location: Forum Hall, Second Floor

Moderator

Ann Hansen, Owner, The Meeting Design Game

Speakers

Miha Pogacnik, Managing Director, ECOCULTURE S.E.C.S.

Conversations in the Casemates (pre-registration required)

Meeting point: Congress Hall Foyer, Ground Floor

Description

For delegates in search of serendipity, wander with us back in time to the mysterious baroque vaults of the Vyšehrad Casemates. No pre-set topics, no advance warning of which experts will be present, definitely no PowerPoints! One superb facilitator, four great non-member speakers from our Congress line-up, and no more than 40 places for delegates. Dress warmly and be ready for lively, challenging, interactive discussion and intellectual enjoyment.

ICCA Association Database training

Location: Club B, First Floor

Description

Learn about the potential of the database and how to get relevant information out of it in order to find new business.
Please bring your own laptop or tablet if you want to practice. There will be no computers available in the workshop room.
This training is for new or infrequent users. People who already use the database regularly and who have specific database questions are advised to book a half-hour one-on-one training through the event app with one of the three ICCA researchers available.

Speakers

Willy Cortus, Data Research Executive / Education Officer, ICCA



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PUBLICATIONS



Floor Plan - Ground Floor

GROUND FLOOR | Přizemí



Floor Plan - 1st Floor

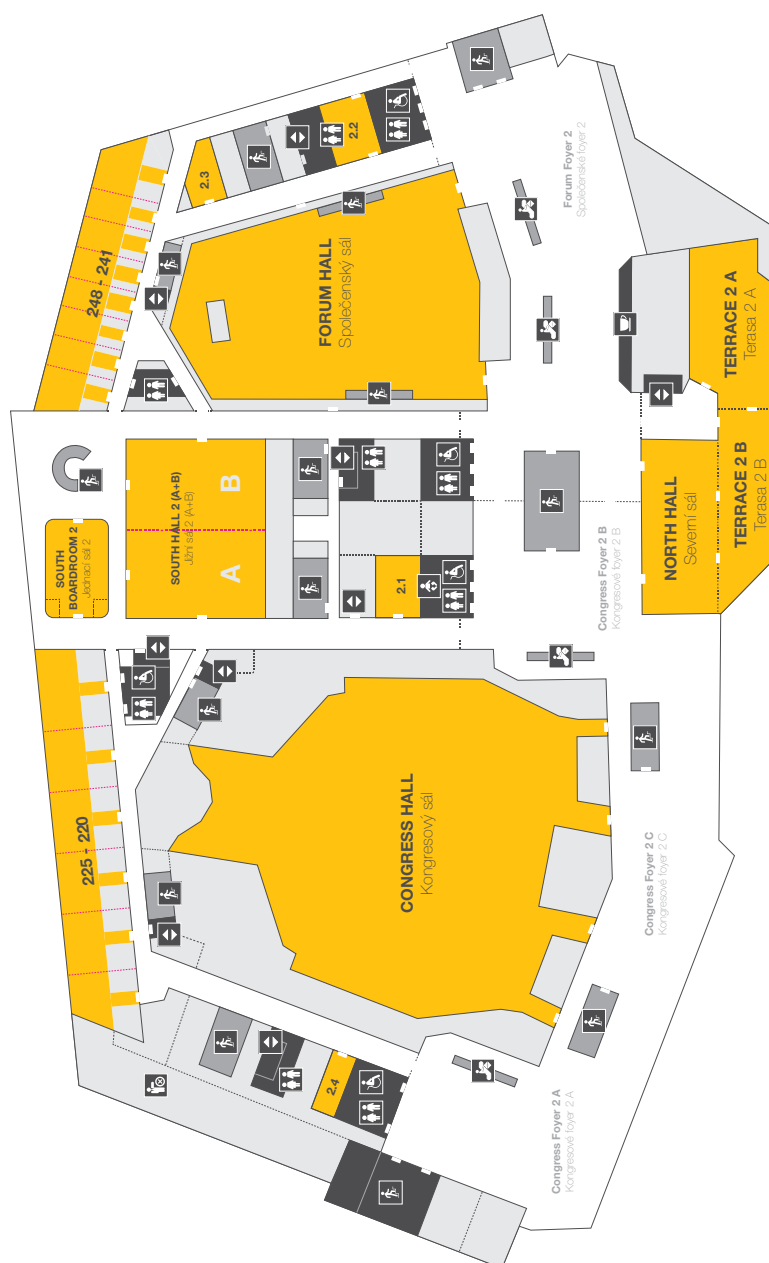


1ST FLOOR | 1. patro



Floor Plan - 2nd Floor

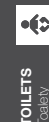
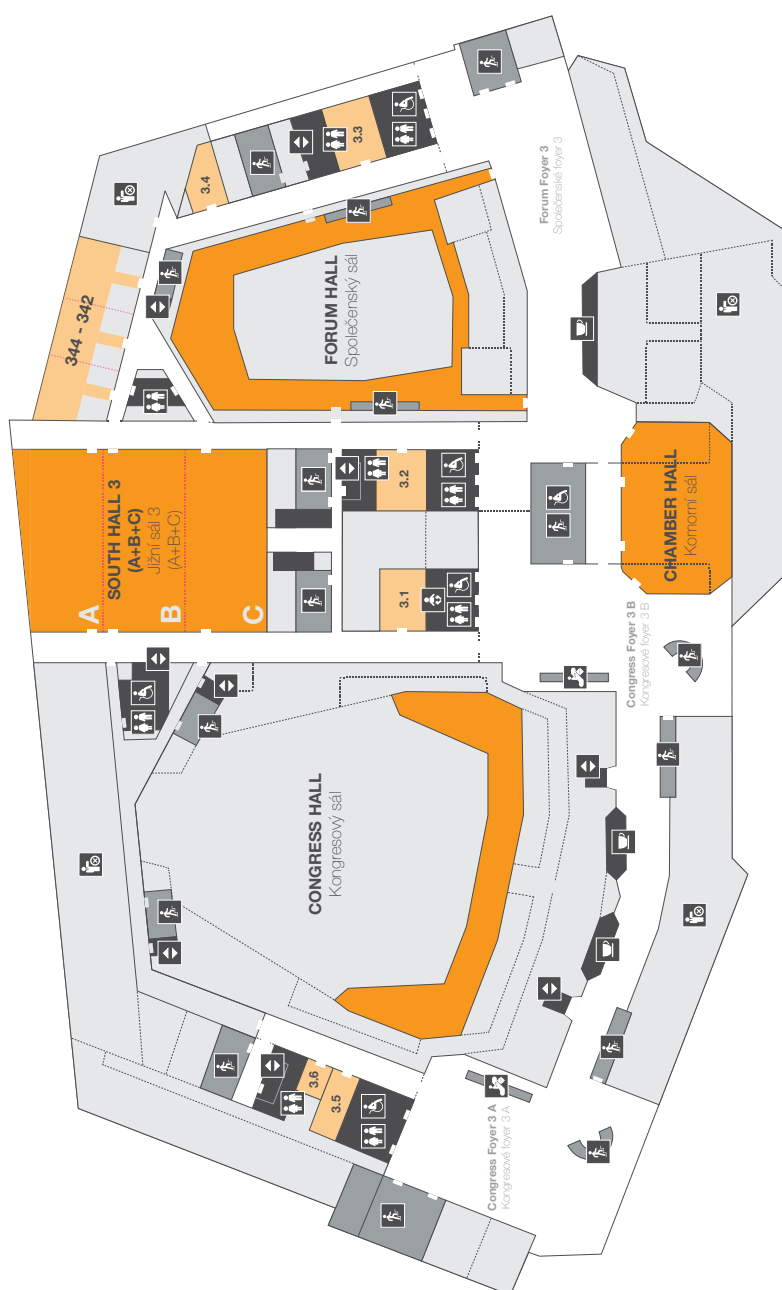
2ND FLOOR | 2. patro



-  **YOU ARE HERE** Zde stojíte
-  **TOILETS** Toalety
-  **CHANGING TABLE** Přebalovací pult
-  **ACCESS FOR DISABLED** Bezbarierový přístup
-  **BUFFET** Bufet
-  **ELEVATOR** Výtah
-  **STAIRS** Schodiště
-  **ESCALATORS** Eskalatory
-  **PCC BACK OFFICE** Zázemí PCC

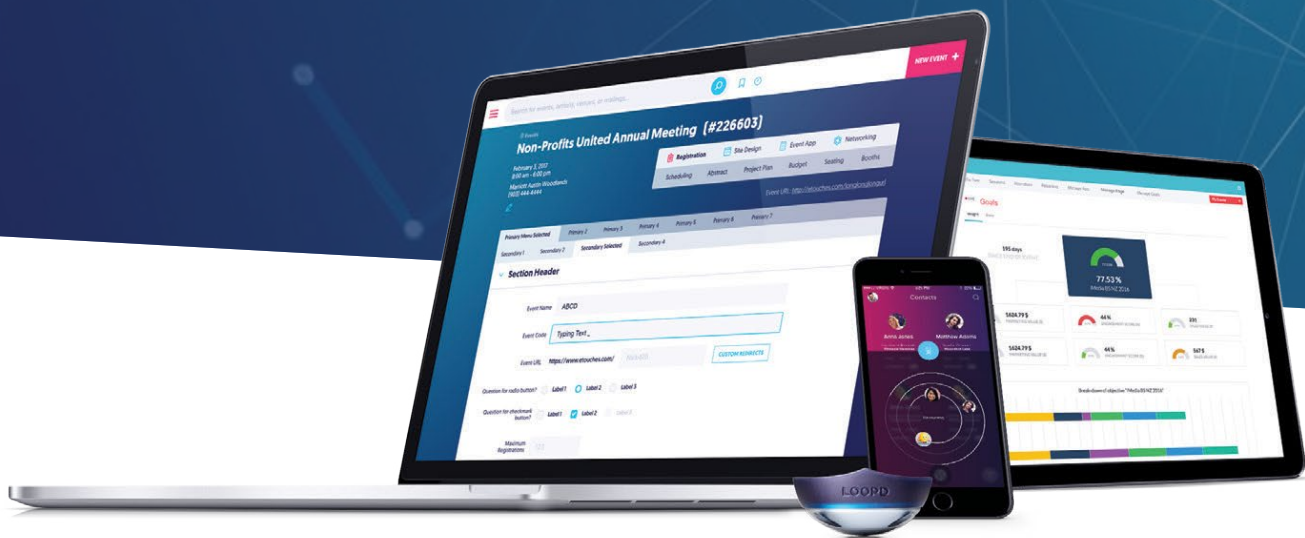
3RD FLOOR | 3. patro

Floor Plan - 3rd Floor





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