

**cvent**

**EVENT TECHNOLOGY**  
 THAT'S GOT YOUR BACK

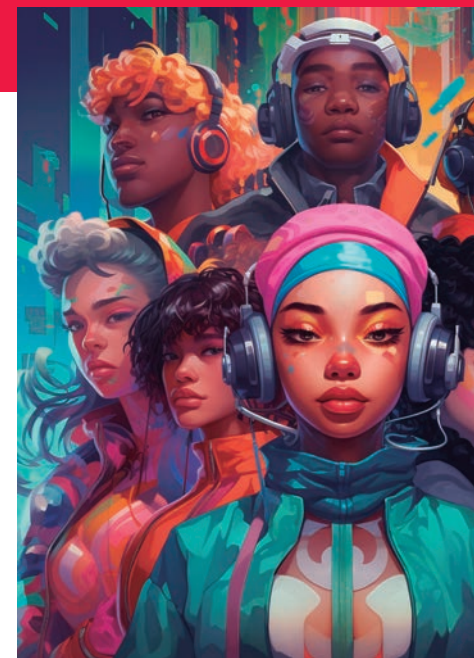


VISIT US AT  
**Stand N61**

# Culture Creators Collaborate at IBTM World



#CultureCreators images are generated by AI.



We live in interesting times. That may be a good thing or bad, but one thing is certain: the world is at a crucial point due to the proliferation of AI, the workplace revolution, and the ongoing effects of climate change - likely to affect us all. What will emerge from this melting pot? That's down to our community and how we adapt our culture together.

There are seismic shifts occurring in the workplace today that may have begun during the lockdown but are affecting the way we interact with our working environment. At the same time, the arrival onto the stage this year of AI tools has shaken up the industry. The sheer speed at which they are developing is a sobering factor. Will they take jobs or

make it easier for us to do ours? Both will probably happen.

How will we create increasingly inclusive work cultures that allow for the wide range of neurodiversity? Businesses must respond to these challenges if we are to truly bring in all the talent that is available to us. Equally, the need to nurture good mental health is crucial. We must learn how to appeal to every part of our societies if we want to overcome our challenges.

These are some of the big issues that face the meetings industry, we have to deal with them as a community. While challenges are always opportunities, and collaboration and

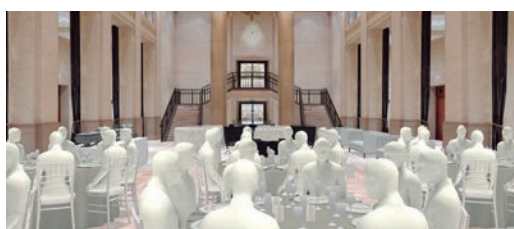
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## Ottawa dons rainbow colours



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## Allseated scales up and expands



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## Mandarin Oriental, Singapore reopens after redesign



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## Velo-city showcases Leipzig's sustainable change



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# Play. Work. Live in Busan



Busan Convention Bureau

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[Bto.or.kr/cvbeng](http://Bto.or.kr/cvbeng)





Continued from page 1

community are what creates culture, we now have the chance as a community to lead by example.

This industry has always been open to adapt and adopt the new. We all contribute to what makes our culture, so as culture creators it is up to us to learn, adopt and develop a culture together that is fit for current times.

This year at IBTM World you will have the chance to hear from inspirational speakers on some of the key issues such as inclusivity, diversity and the changing nature of the workplace. As well as exciting new elements such as the Impact Stage, acting as the best-in-class showcase for the exciting work that destinations, hotels and technology suppliers are doing across sustainability, D&I, experience design, etc.

Also new this year is Workplace Revolution - a welcoming space where attendees can make valuable connections. Here they can continue conversations in a relaxed setting with inspirational figures (including speakers from the main stage), dissect topics in greater detail and ask those burning questions. With amenities, comfortable seating and informal campfire-style atmosphere, this is the place for people to come together, connect and enjoy key aspects of business culture that they might well be missing with the increase in working from home.

**@SFMeetings**  
Be sure to stop by our booth to discover all the amazing things happening in San Francisco.  
**@StepIntoSF @IBTMWorld**

In recognition of the importance of wellbeing, especially at busy trade shows like IBTM World, and the increasing pressures that we all face in our daily lives, IBTM's wellbeing hub has re-branded to 'ReFuel'. A zen-like pod which allows attendees time and space to relax and recharge their physical and mental batteries, it includes a wellbeing bar, sound and aromatherapy healing and solo working area to provide respite from a busy show floor.

Business culture thrives when we are together, and the event's mission is to provide a space for this culture to grow. We need to continue to build human-scale solutions for our technological challenges and the best way to do that is to bring people together.

Start those conversations that build community and discover the many reasons why it is so important to creating a vibrant global community and culture.

Share your experiences and opinions with the hashtag #CultureCreators. At IBTM World there is already a positive sense of anticipation and collaboration that will get even deeper in Barcelona over the next three days.



## NEW EXHIBITORS

Los Angeles Tourism & Convention Board (Stand L53)  
Air Partner (Stand N22)  
Backstage Production Group - DMC - Europe (Stand A55)  
Battleface (Stand A56)  
CALIMA Marketing Turistico SL (Stand N66)  
Chengdu International Business & Exhibition Promotion Centre (Stand K10)  
Choice Hotels (Stand N16)  
Connectivity (Stand A57)  
Entegy Events (Stand A49)  
Faber Audiovisuals (Stand A34)  
Houston First Corporation (Stand L15)  
Iceni Event Solutions Ltd (Stand A43)  
Jio World Convention Centre (Stand J102)

Join The Pipe BV (Stand A41)  
Jolly MICE (Stand C106)  
Macao Trade and Investment Promotion Institute (IPIM) (Stand K30)  
Stella Makadi Hotel & Resorts (Stand L83)  
Paya Hotels (Stand C108)  
Payabl. CY (Stand A39)  
Qondor (Stand A47)  
R-Evolution Voyages (Stand M33)  
Royal Mansour Casablanca (Stand L87)  
Solear Events DMC Spain & Portugal (Stand C109)  
Soneva (Stand K13)  
Travel Portland (Stand L13)  
TripCreator (Stand A58)  
Sands Resorts Macao (Stand J20)  
Visit Tampa Bay (Stand L14)

## #CultureCreators Building communities, fostering success

This year's IBTM World conference programme aims to empower participants with the knowledge and tools needed to cultivate a sense of community in the events they create.

Don't miss out on these sessions:

### EXPERIENCES

#### Building Cultural Legacies Amidst Disruption: Lessons from LEGO, MTV and the Olympics



Keynote speaker: Lars Silberbauer, Global Head of Brand, Marketing and Digital at the Olympics (International Olympic Committee)

Lars will provide invaluable insights into how brands like LEGO, MTV, and the Olympics have built thriving communities in an era of digital distractions and global challenge

November 29th, 09:15 - 09:45  
IBTM Main Stage



Download IBTM World Show Daily

Visit Faroe Islands  
**#IBTMWorld #HEIM #Campfire #DestinationStrategy**  
Hello! Come join our Campfire Discussion at #ibtm in Barcelona - we will discuss openly what it means to us (and hopefully to you as a planner!) to build our future development on the needs and input of our local folks!



### MARKETING

#### Rules for Experiential Rule Breakers



Host: Charlotte Williams, Co-Founder, The Thought Partnership  
Speakers:



Lesly Simmons, Head of Community Innovation, Amazon



Erica Boeke, CEO / Founder, Liberty & Co. / XP Land  
These two experiential architects will share their 360-degree marketing strategies and reveal how they engage attendees before, during and after events to create thriving communities that boost engagement and conversion rates.  
November 29th, 13:30 - 14:10  
IBTM Main Stage

### MARKETING

#### Communications and Content Strategy for 21st Century Event Businesses

Host: Charlotte Williams, Co-Founder, The Thought Partnership  
Speakers:

Todd Hansen, Executive Producer, Web Summit

Ella Kieran, SVP Marketing and Director of WPP's Innovation Camp, Stream

These expert event marketers will discuss the evolution of event marketing for long-term business growth and explore the art of creating a perfect communications plan and building an organic co-opted community while moving away from sales-driven marketing.

November 29th, 14:50 - 15:30  
IBTM Main Stage



cvent



# EVENT TECHNOLOGY THAT'S GOT YOUR BACK

There's a reason why events power business success. Making a connection with a friendly face can transform your company's profile which is why Cvent builds innovative, simple and trustworthy tech tools. We do the heavy lifting so you can do the connecting.

Visit us at **Stand N61** to find out how we can support you

[cvent.co.uk/showdaily](https://cvent.co.uk/showdaily)



## Welcome...

Last year, we explored how events have the power to drive forward agendas around important initiatives, to build communities, and create the cultures which are missing from modern working.

This year, we're on a mission to shine a spotlight on you, the #CultureCreators who run them. Because the experiences that you create for your attendees, and the connections you forge, are truly powerful.

IBTM World 2023 has been curated to ensure that every moment provides opportunity for growth and inspiration; if you have a spare 20 minutes, then stop by the Impact Stage and squeeze in a showcase of the best-in-class work that Destinations, Hotels & Tech suppliers are doing across sustainability, D&I, experience design & more. Or if you have a little more time on your hands, then check out Workplace Revolution where you can engage in campfire discussions with potential new connections. Or if you feel like you need a short break then simply head to ReFuel to take a breath and find your centre.

But we haven't changed for the sake of change... you'll be pleased to hear that The Main Stage remains a fixture of the show, featuring keynote sessions from the impressive Maria Teixidor – the first woman to hold the position of Board of Directors Secretary at Barcelona FC, Lars Silberbauer – who tomorrow will share his experience in building cultural legacies at Lego, MTV & the Olympics, and day 3's keynote conversation between CEO of Braindate; the innovative Christine Renaud, and industry force; Julius Solaris.

Alistair Turner will present the 2024 edition of the always highly-anticipated Industry Trends Report, and this year



we'll launch our new Culture Creators Report with a truly insightful panel discussion moderated by IBTM contributor, Mike Fletcher.

There is an array of transformative sessions taking place over the next few days, so if you do anything, then make sure you download the official IBTM mobile app, for easy access to the schedule of sessions and events.

This year, we are also delighted to have exciting new and returning exhibitors joining us including Backstage Production Group, Los Angeles Tourism & Convention Board, Qondor, Visit Houston, Mexico, Costa Rica Convention Bureau, Jakarta, Hong Kong Tourism Board, Macao, and Choice Hotels International. This vast and diverse exhibitor participation brings even more opportunities to be inspired and make connections, as well as indicating the robustness of the global business events sector.

Finally, this is my first IBTM World so if you see me, please say hello! I'm looking forward to meeting as many of you as possible over the next few days.

On behalf of myself and the team, we wish you an inspiring and productive IBTM World.

**Claudia Hall,**  
Event Director, IBTM World

## FEATURES OF THE SHOW

### Impact Stage

A showcase of the latest, best-in-class solutions, as chosen by your peers. Hear about the exciting work suppliers are doing across sustainability, D&I, marketing, experiences and more.

### Main Stage

In the landscape of inflation, lack of resources, geopolitics, supply chain issue, and more, the joy of curating experiences is being squeezed out of event planners. Reignite your passion for experiences through inspiration and debate, as leaders tackle key challenges.

### Workplace Revolution

Join speakers to further dissect topics and make meaningful connections with your peers through shared experiences and problem solving.

### ReFuel

Burnout is the new epidemic. Whilst stress isn't a new topic for event planners, we're now working with a backdrop of new challenges. Take time out from your busy diary to ReFuel through a programme of mindfulness and self-care.

## Incentive travel sector recovers at 12.1% a year according to IBTM report



The global incentive travel market is projected to reach £174 billion by 2031 according to a new report by IBTM World.

The Incentive Travel Report 2023 finds that the sector is recovering at an annual growth rate of 12.1% and predicts that the number of people participating in incentive travel programmes worldwide will grow by 61% in 2024, compared with 2019.

These figures reflect the power of incentive travel schemes as a valuable resource to attract, retain and motivate talent and as an essential driver of culture and reputation, particularly as the modern workforce becomes ever more disparate with working-from-home and hybrid working.

Benefits such as inclusivity, peer-to-peer relationships, and being able to take a partner on a trip have become more relevant to employees, according to 66% of incentive travel agencies.

Despite its continued revival, the sector still faces significant challenges including talent shortages, inflation, and rising travel and supply chain costs. Plus, tighter corporate budgets have resulted in a reduction in the frequency of business trips and fewer employees attending face-to-face events.

The report highlights the need for companies to adapt their incentive travel schemes to ensure they remain competitive.

The importance of authenticity, wellness and sustainability are highlighted, driving a new breed of incentive travel programmes which reflect the changing expectations of the workforce.

Employees now place more emphasis on incentives which provide valued experiences, support corporate social responsibility (CSR), and demonstrate concern for employees, with 35% of respondents placing greater value on wellness activities and 44% underlining the importance of CSR-focused team building.

These incentives could include opportunities which enable employees to connect with local culture and excursions which counteract loneliness, stress and burnout.

## Networking in IBTM World



### WELCOME RECEPTION

Celebrate your first day at IBTM World by partying with your peers and colleagues at our culture-themed Welcome Party, created in partnership with the Barcelona Convention Bureau. The theme this year is the Americas Cup, which Barcelona will be hosting in 2024. Better get ready to set sail for some great conversations and connections.

Tuesday, November 28th, 18:00 – 20:00,  
Pavillion Hall 3, Fira Exhibition Centre



### NETWORKING HOUR

Prepare to be amazed as exhibitors pull out all the stops to showcase what their wonderful destination or services can do for your business, right on the show floor.

Date: Wednesday 29 November

Time: 18:00 – 19:00

Venue: IBTM World Show Floor



### CLUB NIGHT

Dance the night away, whilst doing valuable networking, at Opium, an exciting nightclub in the heart of Barcelona. A celebrity guest DJ will be in the house, keeping energy levels high.

Date: Wednesday 29 November

Time: 22:00 – 02:00

Venue: Opium with Celebrity DJ



↓ ..... ↓  
**Download IBTM App**



## INDUSTRY & TRENDS

### People are your priority

**M**aria Teixidor, Former Member of the Board of Directors of FC Barcelona, shares her insights on culture and change

#### Is there a secret recipe to creating a successful culture?

For me, passion is the secret: to firmly believe in the importance of culture as the nurturing environment for talent, ideas, and social, corporate, and personal progress. Getting the right (and passionate) leaders in the relevant positions is key to creating a successful culture.

#### What are the key steps to changing an event's culture?

Listen, understand, and always dare to try new things! Culture changes with vision. Vision means thinking ahead, deciding what matters, setting relevant goals, deciding on how they need to be addressed and putting an effort in showing the way towards that end. Events need to address people's current needs. So, take your time in connecting with those needs and design events from that point, always look for relevant voices,



« Believe in the importance of culture as the nurturing environment for talent, ideas, and social, corporate, and personal progress »

new trends and activities that provide significant value.

**Sustainability, neuro inclusion and AI are key influences on event planners and marketers. How can they embrace these challenges and make the most of the opportunities?**

Take these issues seriously and understand what each of these elements is and means, and how they influence work and human activities. Some of those are going to involve limits or conditions for action, others will be useful tools that can provide answers. Do not fear them. Learn how to make them work for you. And add passion to your discoveries so that you can then turn them into allies of what you deliver.

**Event planners and event marketers always seek fans/loyal customers - What is the one thing they need to do to attract such loyalty?**

I think fans and customers worldwide are looking for messages of purpose around shared values that contribute to improving our life. In this moment in our history, several crises are showing us how fragile everything can be. So, we are all trying to figure out what needs to be done, seeking clues to understand a fast-changing world. For that purpose, we need relevant voices spreading good

practices of purpose-driven organisations and meaningful insights that can show ways to achieve better results. Therefore, event planners and marketers that are sensitive to this reality and provide valuable content for their clients will get this loyalty.

**What's your one key piece of advice for event marketers and planners in terms of working in a very unpredictable sector, which is said to be one of the most stressful?**

Embrace the idea that we are living in a VUCA world (Volatile, Uncertain, Complex and Ambiguous) and acknowledge the fact that we are all equally affected by it. Keep in mind we need to navigate towards a more inclusive, holistic, and meaningful future based in human-shared values. This is the starting point that will allow you to flow and navigate without losing your way.

#### SOCIAL RESPONSIBILITY

**Meet Maria in 'Beyond the Pitch: Maria Teixidor Unveils the Playbook for Leadership, Culture, and Equality at Barcelona FC'**

**November 28th 09.15 - 09.45  
IBTM Main Stage**

### Time for change is... NOW!

**T**he meetings industry is going through significant change (again). **Alistair Turner**, Managing Director, EI8HT PR & Marketing, explains what those changes mean for the meeting professionals working in different parts of the globe and across different cultures.

There are challenges ahead, not least because of the uncertainty in political and financial landscapes, but there are opportunities too. The growth of AI and the workplace revolution are creating change.

With that in mind, we asked Alistair Turner for his key thoughts on what came from researching and compiling the latest Trends Report.

He identified three key issues to consider:



« Generation Me – The time of hyper – personalisation is here »

#### Hyper personalisation

This is all about the event, the brand, the attendee having even greater influence over their own experience. This could be in the form of being given multiple, curated content options, or how they are treated from an accessibility or inclusiv-

ity point of view. Maybe even how the event manages sustainability, or even the delegate's ability to engage in the event to change formats or create new content as part of the community.

This will be driven by sophisticated AI that speeds up these processes, that aids the event organiser, that crunches data, analyses outcomes, and adapts, in real time to the individual and the community.

Done correctly it will create more dynamic, productive and engaging events. It could be incredibly exciting, and it speaks directly to the new "Generation Me".

#### The stakes have never been higher

"In 2024, countries with a collective population of over 4 billion will vote," says Alistair.

"At the same time, we will see meetings and events, negotiations and conferences that will define a generation. The interaction with technology, good and bad, will be a major influence on these, the most important conversations of our time. It is up to the meetings industry to play its role in facilitating

these discussions, protecting them from bad actors, and ensuring they are created with humanity as well as technology. The stakes have never been higher."

#### Getting the balance right

There is no hiding from the fact that, while many around the world are suffering from cost-of-living crises, high inflation, and the gradual move back into poverty, the meetings and events industry is flying.

"We've successfully shown ourselves as being resilient and important in a way few of us have seen before. This is a tricky balance, how can we present economic difficulties on an industry, political and social point of view, while position ourselves, as an industry, as the problem solvers, the culture creators, the solution to global problems?"

#### BUSINESS

#### INNOVATION

**Meet Alistair for the IBTM World Trends Report 2024**

**November 28th 10.00 - 10.45**

**November 30th 10.00 - 10.30**

**IBTM Main Stage**



## Creating Change for Good

Events industry veteran, **Richard John**, COO, Realise, shares his views to help professionals become even more inclusive.



« How can we serve you the way you want to be served, not the way we think you want to be served? »

### Events need to change

“Traditionally we go to an event, and we often think right at the start about how it should look and feel. It should be made up of this and this, etc. You have lots of people and lots of action,” says Richard. After all, is it even an event if it isn't lively and buzzing?

But, then what if a large percentage of your attendees find that off-putting? According to Richard, “statistics show 15% of people could be suffering from some kind of degree of neurodiversity. We need to be thinking about changing events to meet the needs of everyone.”

### Think welcome not registration

How can we change things to be more accommodating to the many neurodiverse potential attendees? Richard argues a good place to begin would be to change the mood and tone of event registration. It should be one of welcome.

“Focus on people who have different needs. Whether it's because they want that level of assurance, they need more support, more signposting, or it's their first time at the event, and they're a bit nervous.”

Instead of a mechanical process, we should ask “How can we serve you the way you want to be served?”. We should ask “How can we serve you the way you want to be served, not the way we think you want to be served?”

### Revise your recruitment approach

It's not just meetings that need to change but the recruitment practices should be improved as well.

Take a fresh approach from the start: where are you posting vacancies? Are you looking as far and wide as you could? “I think, companies ask whether the person will fit. But, there's a wonderfully dated analogy: if you look at a pearl, it's been produced by sand getting into an oyster and irritating it. Sometimes you will want people who are going to come in and irritate you, because they can easily become your additional pearls of wisdom.”

### SOCIAL RESPONSIBILITY

Meet Richard at 'Diversifying the Workplace: Tapping into the Potential of those with Learning Difficulties' November 28th 15.00 - 15.45 Workplace Revolution



## Meetings as generator of direct economic value

**Martin Fullard**, Director of News and Content at Davies Tanner and The Business of Events, explores the key findings of the Global Destination Report 2023, shedding light on the challenges and opportunities faced by destinations in the global business events economy

### What is the economic impact of business events, and how does it compare to legacy goals?

The economic impact of business meetings saw a positive trend, with 75% reporting an increase in direct economic value. The volume of business events also saw a substantial rise in 2023 across all types, with international meetings leading the way in terms of growth.

The emphasis on legacy, or future building, from the previous year remains evident but assessing the impact proved challenging.



### Have destinations seen an increase in funding?

Funding emerged as a pivotal factor. Almost half of the destinations (46%) reported an increase in their budget, with these organisations feeling that their government acknowledged and supported the business events industry. Conversely, those facing decreases or stagnant funding (54%) believed their governments did not fully comprehend the sector's importance. Interestingly, destinations coping with funding challenges showcased innovation and resourcefulness, emphasising the positive impact of increased funding and supportive governmental attitudes.

@PolandCvB  
POLAND. More than you expected. Join us at IBTM World 2023 in Barcelona where we'll unveil a powerful story of Culture Creators spanning from the past to the present...

## STAND EVENTS

**Hong Kong Tourism Board:** This year's Welcome Reception has new colours! A pair of Chinese dancing lions will lead everyone from the Hong Kong Tourism Board stand all the way to the Welcome Party. 18:00 (Stand K29)

**VisitDenmark:** Discover Denmark from an outsider point of view with a British comedian's insights from 9 years in The Land of Everyday Wonder. 10:30, 16:30 (Stand H40)

**KD Tourism & Travel, The Marmara Hotels:** Win a weekend in Istanbul. Pass by the stand and drop off your business card. 11:00 (Stand E52)

**Slovakia Travel:** Enjoy exquisite local wine! 16:00 (Stand F100)

**Visit Faroe Islands:** Join the campfire “HEIM” – HOME – our new 2030 tourism strategy. 15:30 (Stand H33)

**Destination Canada:** Feel inspired, immerse yourself and leave in awe at the many possibilities Canada has to offer for your incentive group. 12:00  
Come and learn how you can tap into the intellectual capital and expertise of your host destination to enhance your events. 14:30

Canada Happy Hour: End your busy day at the show with a little taste of Canadian hospitality. 16:00 (Stand L50)

**YesMilano Convention Bureau:** Destination Experience: Milano: Home of Design. Discover Milano, the city of lifestyle and design, your next event destination. 12:00 (Stand D50, D55)

**Enit Agenzia Nazionale del Turismo:** Enjoy an Italian aperitive sponsored by Regione Sicilia. 17:30 (Stand D50, D55)

### The report identifies threats the sector will have to confront...

Identified threats to the business events industry included climate change and sustainability, economic factors, political unrest, and geographical accessibility. Notably, some perceived threats were viewed as advantages for certain destinations, emphasising the nuanced nature of industry challenges. Education emerged as a key countermeasure against threats, highlighting the need for a comprehensive understanding of the importance of business events to ensure the industry's resilience and future growth.

### EXPERIENCES

### INNOVATION

Meet Martin at The Business of Events: Global Destination Report: November 28th, 13:00 – 13:20, Impact Stage



# JAKARTA, HEART OF MICE



VISIT  
JAKARTA  
AT IBTM  
BOOTH J 22

In order to strengthen its strategic position in the economic sector after no longer being the National Capital, Jakarta is optimistic that it will remain the main investment and business destination in Indonesia, namely Meetings, Incentives, Conventions & Exhibitions (MICE).

Head of the DKI Jakarta Province Tourism and Creative Economy Service, Andhika Permata, said that holding international events such as The Meeting of Governors and Mayors of ASEAN Capitals (MG-MAC) and the ASEAN Mayor Forum (AMF) as well as the 43rd ASEAN Summit in 2023 is clear proof that Jakarta is a MICE city that is reckoned with by the world.

The MICE industry in Jakarta not only plays an important role in business aspects and official meetings, but also has a positive impact on leisure and entertainment aspects. MICE activities are able to attract participants from both the archipelago and abroad to come to Jakarta.

"When MICE activities in Jakarta increase, it is not only the business aspect that increases, but this will have a positive impact on the leisure and entertainment aspects. In principle, MICE is able to attract participants to come to Jakarta and explore all the destinations and facilities in Jakarta.

Seeing Jakarta's potential as a tourism destination and the most important MICE city in the Asian region, Jakarta must be able to compete globally in winning the competition in this business.

Apart from being able to carry out their business activities safely and comfortably in Jakarta, business people can provide entertainment that can make international business people feel relaxed and enjoy all the beauty and facilities available in Jakarta.

In line with the many tourist options, Jakarta has provided complete supporting facilities such as land, sea and air accessibility. There are more than 40 international airlines with more than 20 flights a day arriving to Jakarta. Currently, Jakarta has also developed a lot of infrastructure starting from the airport, city toll roads, MRT, LRT, and air-conditioned city buses.

All the transportation provided can be integrated with each other, making it easier for tourists to explore Jakarta. Tourists will also get the best communication facilities and 24-hour entertainment which is a melting pot for the diversity of art, culture, culinary arts in Indonesia and the world.

So, if you want business and relaxation, just go to Jakarta.

See More Joy  
Enjoy Jakarta



Keep in touch with us at  
Jakarta International MICE City Team:





## DESTINATIONS



### The Hague welcomes TITAN Venue

The Hague and Partners Convention Bureau has welcomed the opening of TITAN Venue in the heart of the capital of the province of South Holland.

TITAN Venue offers a range of event spaces, including a conference centre that can accommodate up to 800 people. With 1,000 sqm of space, the conference centre provides high-end facilities and a focus on sustainability and innovation. Plus, there are eight fully-equipped meeting rooms with large screens and hybrid capabilities.

“We are thrilled to welcome TITAN Venue to The Hague’s dynamic event venue scene,” said Bas Schot, Head of Convention Bureau at The Hague and Partners Convention Bureau. “This innovative space embodies the spirit of The Hague as a city of peace and justice, where global impact and positive change are at the forefront. TITAN Venue’s commitment to sustainability and fostering connections aligns perfectly with our city’s values.”

—  
**Stand F50**

### Dubai improves business event wins by 44% in first half of 2023



Dubai Business Events worked with partners and stakeholders to win 143 conferences, congresses, meetings and incentives in the first six months of 2023.

The city’s business event bid wins between January and June equate to a 44% year-on-year growth.

These events – which will take place over the coming years – are expected to bring over 94,000 additional visitors to the city, including global experts and leaders in their respective fields.

They include 24 association conferences, congresses and meetings, which are set to contribute to driving Dubai’s knowledge economy forward. Renewed growth from China, alongside ongoing momentum from India, contributed to 84 incentives being awarded to the city.

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**Stand J65**

★ .....  
**Maastricht Convention Bureau** held a ‘Sustainable Chemistry Meets Arts’ event during the TEFAF art fair in October. The event brought together event planners and delegates from Dutch chemistry associations to showcase Maastricht and encouraged them to consider the city for future chemistry-related meetings and events. A visit to Brightlands Chemelot Campus highlighted innovations in sustainable chemistry.  
**Stand F50**



### Leeds wins bid to bring EST to the UK for the first time

Conference Leeds, the convention bureau for the UK city of Leeds is celebrating after winning its bid to host the Congress of the European Society of Translation Studies (EST) in 2025.

Taking place every three years, the next EST congress will be held at the University of Leeds from June 30th to July 4th 2025.

It will be the peripatetic five-day event’s first visit to the UK. It is expected to attract over 500 academics from translation and interpreting studies plus industry partners.

A conference dinner is being planned at the Royal Armouries – a sister venue to the Tower of London and located on the Leeds Dock.

Next year, Leeds will host the 5th UK CCUS and Hydrogen Decarbonisation Summit for 750 delegates and the UK’s Real Estate Investment and Infrastructure Forum (UKREiiF) for a third time.

UKREiiF added over £5 million to the city’s economy in four days in 2022 and will attract around 6,000 delegates when it returns from May 21st to May 23rd 2024.

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**Stand G50**



The **Greater Miami Convention & Visitors Bureau (GMCVB)** has renamed April 5th as ‘Food City of the Year Day’ after Greater Miami and Miami Beach were awarded the title of 2023 Food City of the Year by food and beverage publication, Bon Appetit. The GMCVB attributes the region’s culinary success to a recent influx of new dining concepts and top-tier culinary talent, in addition to events such as the annual South Beach Wine & Food Festival and Miami Spice Restaurant Months.  
**Stand L35**



**Penang, Malaysia** will be the destination of the next International Advertising Association (IAA) World Congress, marking the first time this event has been held in Southeast Asia. Scheduled to take place from March 6th to 8th, the event is jointly co-hosted by IAA Malaysia, Penang State EXCO Office for Tourism and Creative Economy (PETACE) and Penang Convention and Exhibition Bureau (PCEB).  
**Stand K55**





## Bristol set for increased event capacity with trio of developments

The Bristol region in the west of England is set to significantly increase its capacity for large-scale events following the completion of three major developments over the next three years.

In North Bristol, the YTL Arena Bristol will have a total capacity of 19,000 visitors when it opens in late 2025. Its East Hangar will offer 6,000 sqm of pillar-free floor space and a 20-metre ceiling height, perfect for exhibitions and conferences.

Music venue, Bristol Beacon will reopen on November 30th 2023 following a five-year renovation. The refurbished venue in the centre of Bristol has seen improvements to its 2,000-plus capacity Beacon Hall and its 500-capacity Lantern Hall. In addition, there is also a new

200-capacity Weston Cellar space.

Meanwhile, work is now underway to build the Ashton Gate Sports and Convention Centre, which will sit alongside the current stadium, offering 4,000 sqm of floor space and a 232-room hotel.

Meet Bristol and Bath, the convention bureau for the region, anticipates that these increased capacities will put Bristol alongside destinations such as Glasgow and Manchester for delegate capacity.

Helen Applin, Head of Business Events at Meet Bristol and Bath said: "The next three years will see an exciting transformation for Bristol as the city repositions itself on the international stage."

Stand G50



UFI, the Global Association of the Exhibition Industry, announced its 92nd UFI Global Congress will be held in **Hong Kong** at **AsiaWorld-Expo** in 2025. The congress will also include activities throughout the Greater Bay Area.

Stand K29

★ **VisitDenmark**'s autumn business event campaign has taken its inspiration from a recent survey of 80 event professionals about how they're delivering impactful meetings and events in 2023. Planner insights including, 'Make it authentic and memorable', and 'Make it sustainable and meaningful' have inspired the CVB to showcase team experiences including Reffen Streetfood, electrically powered rafts in the Copenhagen harbour, as well as whale watching and connecting over the iconic LEGO Brick in the Heart of Jutland.

Stand H40



## Ottawa dons rainbow colours

Ottawa Tourism has been accredited by Canada's 2SLGBTQI+ Chamber of Commerce (CGLCC), marking a significant milestone in the organisation's ongoing commitment to promoting inclusivity and diversity in business and leisure tourism. This accreditation reflects Ottawa Tourism's dedication to creating a welcoming and safe destination for all delegates and travellers.

As a part of this commitment, a first wave of hotels, venues, shops, and attractions across the city have also joined the Rainbow Registered Guide, with many more to come.

"Ottawa Tourism is proud to be recognised by CGLCC for our commitment to

inclusivity," says Lesley Pincombe, Vice President, Meetings and Major Events at Ottawa Tourism. "Business and leisure travel should be accessible and enjoyable for everyone, regardless of their background, gender identity, or sexual orientation. This accreditation reinforces our dedication to making Ottawa a destination where everyone feels welcome and valued."

The CGLCC accreditation process evaluates an organisation's commitment to 2SLGBTQI+ inclusion, examining various factors such as policies, marketing, and community involvement.

Stand L50



**Macao Trade and Investment Promotion Institute** has teamed up with the **Economic Development Bureau of Hengqin** to promote multi-venue events with new "MICE<sup>2</sup> Macao x Hengqin" branding. The branding features a gate to represent the collaboration and to symbolise the entrance of the Guangdong-Hong Kong-Macao Greater Bay Area.

Stand K30

★ **Prague** welcomed almost 4,000 events with 616,000 delegates last year, according to aggregated data from the Czech Statistical Office (CZSO) and the Prague Convention Bureau (PCB). The return of meetings and events to the capital of the Czech Republic has placed it fifth in the ICCA rankings. Next year, Prague will add 2,000 more bedrooms to its 45,000-room stock across 873 hotels with more than 1,700 sqm of meeting space. Meanwhile, the PCB celebrated its 15th anniversary this year. During this period, it has supported almost 1,000 congresses and conferences in the hundred-spired city of Prague, attended by more than 410,000 delegates.

Stand H60

★ Business events in Switzerland recovered further in 2023, reaching around 77% of pre-pandemic levels, according to Switzerland Tourism. To coincide with this continued recovery, the **Switzerland Convention & Incentive Bureau** launched a MICE campaign called Shutters, which runs until the end of the year. The tongue-in-cheek campaign features Swiss distractions such as the country's mountains, lakes and picturesque cityscapes having to be shuttered so that meeting delegates can concentrate.

Stand G65



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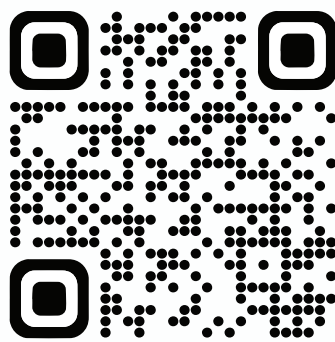


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## HOTELS & VENUES



### Olympia London details conference centre plans as part of £1.3bn regeneration

Olympia London has revealed details of its planned conference centre, due to open in 2026.

The events venue is part of Olympia's £1.3bn wider regeneration and will feature an 850-seat capacity auditorium, 11 breakout rooms with capacities ranging from 60 to 450 delegates, three boardrooms, and 2,000 sqm of flexible space.

The conference centre will have a main entrance on Hammersmith Road in West London with its own reception and registration areas. Two onsite hotels and a restaurant are also part of the development plans.

Anna Golden, Olympia London's commercial director said: "This new conference space is so important for the future of the venue and the wider Olympia destination. It will bring a variety of new international and national events into the heart of London."

"All the new visitors from these events will also get to experience the cultural and entertainment experiences around the site and two new hotels will also encourage extended stays and boost business tourism for London."

Stand G40

★ .....  
Hotel Shangri-la in Rome opened its **OMNIA convention centre** in September, offering 13 meeting rooms and over 1,800 sqm of events space. Two plenary rooms can be divided into three further spaces, each named after a planet. A lounge of around 400 sqm, a large kitchen, and an outdoor area with a terrace complete the offer.

Stand D50/55



**H10 Hotels** welcomes its latest property in Málaga: the H10 Croma Málaga. The hotel has three meeting rooms and an open-air terrace with a plunge pool and solarium, offering panoramic views of the city.

Stand N69

### GHA rewards 11 Wharf Hotels with Green Collection listing



Wharf Hotels, which operates across mainland China, Hong Kong and the Phillipines has revealed that 11 of its 16 properties are now part of the Global Hotel Alliance (GHA) Green Collection.

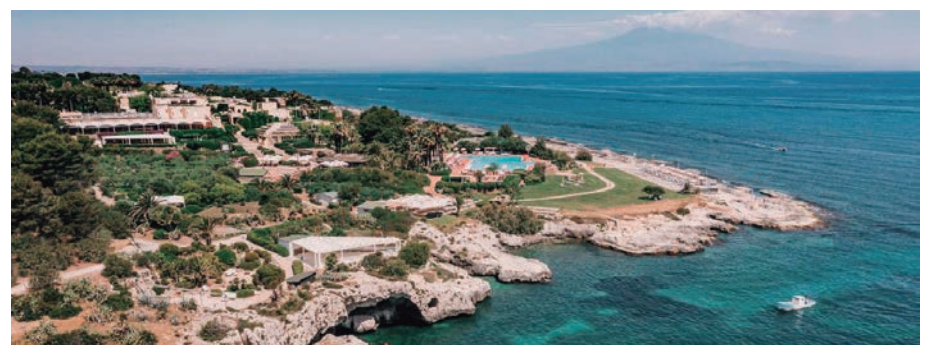
The properties listed in the Green Collection include Marco Polo Parkside, Beijing; Marco Polo Lingnan Tiandi, Foshan; Marco Polo Wuhan; Marco Polo Xiamen; Marco Polo Hongkong Hotel; Marco Polo Plaza, Cebu and Marco Polo Ortigas, Manila. The group's Niccolo Hotels in Changsha, Chengdu Chongqing and Suzhou are also acknowledged.

"Being in GHA's Green Collection is an additional recognition of our sustainability efforts, and at Wharf Hotels, we are proud of our inroads into reduction, replacement and renewal," said Wharf Hotels President Thomas Salg.

Hotels in the Green Collection are taking action in line with Global Sustainable Tourism Criteria (GSTC) guidelines, which encompass the implementation of effective sustainable planning; maximising social and economic benefits for local communities; enhancing the cultural heritage of destinations where they operate; and reducing negative environmental impact.

Every property in the Green Collection has attained at least one globally recognised certification from leading entities including EarthCheck, Green Growth 2050, Green Key, and Green Globe.

Stand K29



### Sicily resort reopens after €27 million refurb

The five-star Mangia's Brucoli Resort in Sicily has reopened following a €27 million renovation.

The resort, located on Sicily's east coast, reopened after eight months of extensive renovation.

Its 402 rooms have been fully refurbished and feature Smart TVs and high-speed wifi. Many of the rooms have a sea

view or private terrace, and there are 69 Suites and 16 Swim-Up Rooms.

New indoor spaces have been created including a coworking room and a meeting room with a capacity for 120 people.

It will join Autograph Collection Hotels, part of Marriott Bonvoy's portfolio of 31 brands, in 2024.

Stand D50/D55

★ .....  
Frankfurt-based congress centre, **darmstadtium** is offering free premium wifi for both organisers and visitors from January 2024. The high-speed 6E wifi package allows for data-intensive applications such as augmented and virtual reality, real-time immersive gaming and live streaming of events. Darmstadtium offers two halls with capacities of 1,677 delegates and 383 delegates respectively, and 21 meeting rooms, some of which are combinable.

Stand F60



# Madrid, a sustainable MICE destination

Concern for the environment and preserving local cultures has reached the MICE segment, and Madrid is working to achieve recognition as one of the most attractive destinations for sustainable events. From its wealth of green spaces and culture to its innovative platform for comprehensive management of legacy and sustainability, the city has plenty to offer. Here is an overview.

## Planning a walking tour of the city

A tour of the Madrid's places of interest can be done in the simplest way possible: on foot. Its pedestrian zones and wide sidewalks offer a way to explore different areas and visit its monuments in the greenest possible way. Moreover, the city enjoys almost 3,000 hours of sunshine per year, which makes an outdoor tour much more enjoyable.

Madrid is also a city designed for people. One example is the redesigned Plaza de España, an iconic square from which you can now walk to the Royal Palace and Temple of Debod. Another is the famous Puerta del Sol, renovated into a pedestrian zone.

Over 55% of Madrid's streets are tree-lined, with almost 300,000 trees helping to improve its air quality and making it the world's second-leafiest city in terms of tree-lined streets. It has been named a "Tree City of the World" by the Food and Agriculture Organization of the UN and the Arbor Day Foundation.

Another sustainable way to explore Madrid is by bike, using the city's cycle lanes and the cycle path around its urban heart. Madrid also features Bici-MAD, with 258 docking stations and 3,000 electric bicycles, as well as multiple businesses that rent out bikes.

## Discovering Madrid's natural heritage

With more than 200 parks, gardens, and natural spaces, there's an endless range of healthy settings. One is El Retiro Park, a UNESCO World Heritage Site in the heart of the city. Another is Madrid Río Park, which offers over six miles where you can walk, exercise or appreciate the ecological restoration of the area. Casa de Campo Park is a Site of Cultural Interest which offers over 3,700 acres for outdoor activities. And the city centre offers little gardens like the gardens of Anglona Palace, San Francisco el Grande, and historical gardens in Finca de Vista Alegre and El Capricho Park.

Madrid is also developing new green spaces like the Metropolitan Forest, a 75-km green belt around the city with areas for walking and sports.

## Enjoying the local cuisine

Zero-mile ingredients with the Madrid designation of origin, markets with high-quality offerings, and restaurants that offer organic food are some of the options which will please event organizers committed to protecting the environment.

Sustainability is a prevalent feature on Madrid's gourmet restaurant scene. El Invernadero, by chef Rodrigo de la Calle, has been awarded a Green Michelin Star, for its commitment to sustainable gastronomy, a distinction also held by Mario Sandoval's two-Michelin-starred restaurant Coque.

Many other experiences lend themselves to a sustainable culinary tour of Madrid, such as holding a lunch in one of its markets like San Miguel, San Antón and Vallehermoso, which apply a FLOSS philosophy (Fresh, Local, Organic, Seasonal and Sustainable). Madrid is also home to products endorsed with the regional Designation of Origin in recognition of their quality: acclaimed wines and world-famous olive oil are ideal for a healthy, sustainable Madrid-style meal.



## Purchasing artisanal goods

Setting some time aside in an incentive trip for shopping can be fun and sustainable. The best way to achieve this is by purchasing local artisanal goods, whose sale helps preserve local trade and culture, in areas like Salesas, Lavapiés, Las Letras, Chueca, Malasaña, Conde Duque, La Latina, and Los Austrias. Another option is to arrange a workshop at an artisanal business, where participants learn to make their own goods under the guidance of Madrid's most talented craftspeople.

You'll find capes, gloves, hats, crockery, fans, Manila shawls, jewelry, bags, furniture, tapestries, guitars, wicker goods and more, which have been passed down from generation to generation. Some businesses, like Capas Seseña, Sombrerería Medrano, and Guitarras Ramírez, are over a century old.

Another option is to visit a business that specializes in making products out of recycled materials, such as Ecoalf, which makes its designer clothes using materials salvaged from the sea, and The Circular Project, which prioritizes ecodesign.

## The PLUS tool

Madrid's commitment to the environment led Madrid Convention Bureau (MCB) to launch PLUS Legacy with US, a pioneer initiative consisting of a digital platform that helps organizers manage the sustainability and legacy of their events in line with the 17 Sustainable Development Goals (SDGs) of the UN's 2030 Agenda. It offers sustainability reports for meetings held in Madrid and recommendations to minimize their environmental and social impact, since the analyses performed before the events enable the organizers to make changes in the planning stage.

Another of MCB's objectives is to support associations and companies that want their events to contribute to long-lasting positive change in the city. A meeting should create legacy, and associations and companies are increasingly bringing their missions and visions into line with the aims of the places where they hold their meetings. MCB is a key point of liaison to ensure that meetings leave a positive mark on the city.

Walking, breathing clean air, enjoying local foods, buying authentic goods, and leaving a positive footprint are key assets of Madrid for sustainable events.



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[esmadrid.com/mcb](https://esmadrid.com/mcb)





## Maritim opens congress centre hotel on banks of Danube

The Maritim Hotel and Congress Centre Ingolstadt, Germany opened on the banks of the Danube earlier this year.

The new 223-room hotel is connected to the Congress Centre, which features a 1,274-capacity hall and 11 different-sized meeting rooms.

The hall and all the conference rooms have natural light and there is the option

of combining rooms together. Along with the hall, the Congress Centre features a total conference area of 4,164 sqm for 2,415 delegates.

Maritim Hotel has a 170 sqm event space for 152 people. The fourth level features a rooftop terrace with a view of a castle, offering a variety of options for festive events and incentives.

Stand F65



**Atlantis The Royal** held a pre-opening Grand Reveal Weekend in January, featuring a 60-minute performance from Beyoncé. The performance was followed by a fireworks and drone extravaganza, lighting up Dubai's newest luxury resort. The weekend also featured star-studded opening events for Nobu and Ling Ling, plus the launch of Kendall Jenner's 818 Tequila on the resort's sky pool, Cloud 22. Atlantis The Royal opened in February and offers a Diamond Ballroom for up to 1,000 guests, six meeting rooms and several private dining spaces.

Stand J65

★ This summer saw a hive of activity at the **Cape Town International Convention Centre (CTICC)**, which kicked off with the Netball World Cup 2023. Other notable events included the Laureus Sports for Good Charity Ball, the Clicks Beauty Playground and the 11th kykNET Silverskerm Film Festival. .

Stand F65

★ The Westin Dublin has rebranded as **The College Green Hotel Dublin**, Autograph Collection. Recent investment in the 191-room property has included an extensive refurbishment of the two-story College Suite, which was revealed this summer, plus 19 additional bedrooms overlooking Trinity College and College Green.

Stand F55

## August 2024 opening slated for Cinnamon Life Colombo



Cinnamon Life Integrated Resort will open in Colombo, Sri Lanka in August 2024, offering a blend of modernity and tradition.

Featuring 800 rooms and suites over 30 floors, Cinnamon Life provides a multitude of options for events with over 14,000sqm of indoor and outdoor spaces.

The largest pillarless event venue accommodates up to 2,000 pax. Two further ballrooms are located within the cantilevers on the 22nd floor, with 180-degree views of the city.

The resort's three outdoor event spaces totalling 7,600 sqm allow for large events with panoramic vistas of the Indian Ocean or Beira Lake.

An Event Studio allows clients to meet chefs, designers, and other suppliers to plan their events by sampling menus, tasting beverages, and selecting table decor, all in a private setting on the 24th floor. This exclusive venue enables organisers to visualise and design their events with precision.

Attendees can also enjoy one of the 15 restaurants and bars in the Cinnamon Life Integrated Resort, ranging from Indian to Japanese, French to Italian.

Stand N64

## Mandarin Oriental, Singapore reopens after redesign

Mandarin Oriental, Singapore reopened on September 8th following a six-month renovation.

The 510-room hotel's original interiors have been redesigned with colour and inspiration from signature Singaporean elements, such as Peranakan-style architecture, black and white houses and Angsana trees.

Marina-Bay facing rooms boast dappled batik patterns and a cooler colour palette while those looking onto the South China Sea feature warm tones reminiscent of the morning sun.

City-facing rooms are infused with Singapore's verdant greenery through botanical prints, bringing the outside in.



"Every corner of the hotel tells a story, from Singapore's lush landscapes to the intricate details found in traditional shophouses," says designer Jeffrey Wilkes. "We wanted guests not just to be visiting the city, but to feel a part of it."

Stand K50



The **Sheraton Kuching Hotel**, located at the 'Golden Triangle' of the capital city of Sarawak, Malaysia had its soft opening in October. Distinguishable by its curved architecture, the 378-room hotel has a pillarless Grand Ballroom, which features a built-in lighting system, LED screen and space for 700 guests. The full opening of the Sheraton Kuching Hotel is scheduled for after the Chinese New Year 2024.

Stand K55



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## INNOVATION

### The workplace revolution affects everyone

**F**undamental changes are taking place in working practices. **Sian Sayward**, Director of People, Partnerships & Strategic Projects, Inntel, explains what is really happening and to manage the talent within our businesses.

#### How do you define the workplace revolution?

There's a revolution going on at work. The pandemic shook us all up and even though we're back at work, the effects have the potential to change the workplace permanently.

Revolution, by definition, is massive. The workplace revolution means fundamental changes are taking place in working practices across multiple industries, multiple sectors.

Flexible working hours are intersecting with the rising demand for flexible working practices and a stronger emphasis on meeting the mental health needs of employees.

This revolution is even more power-

ful as it coincides with something else. We're in the fourth industrial revolution at the moment, which is all the technology and the AI and the machine learning, that impacts on workplace revolution. Because it's not only how we work or where we work, it's who does the work. Is it a machine or is it a person? I think if you're talking about revolution, it has to be all of that. It's huge.

#### Searching for new work?

If you're worried about the impact on you, it's best to always be on the lookout. There are opportunities everywhere in our industry but it's important to really do your research, to decide the companies that you want to work for, and to know



### « Opportunities exist for candidates who know their worth »

your value.

Opportunities exist for candidates who know their worth. Be prepared to show that value. You might have to start at the bottom, but it will come. The value and the opportunity in our industry is phenomenal and I think it gets lost in the red tape sometimes.

#### How is the workplace revolution relevant?

Understanding the shift in the way employees and employers work and

want to work represents a fundamental change. This is relevant in so many ways: it's relevant for you as a human being in the world of work. It's relevant for you as a leader. It's relevant for you as an event professional looking to put things together. It's relevant for you as someone that wants to reach diverse and inclusive audiences. Although it's called a revolution, it may be better to see it as the trend, the challenge of our times. Everything that comes from that mindset is incredibly applicable.

#### CAREERS

**Meet Sian and get to grips with the Workplace Revolution**

**November 28th**

**Understanding the Workplace Revolution: Presentation**

**10.00 - 10.30 - Workplace Revolution**

**Understanding the Workplace Revolution: Workshop**

**10.30 - 11.00 - Workplace Revolution**

**Understanding the Workplace**

**Revolution and its Effects on Meetings & Events**

**11.45 - 12.15 - IBTM Main Stage**

### The secret opportunities of AI and real-time tech

**B**lessing Lola, Content Marketer, and **Giulia Ferrero**, Director of Event Marketing, from Swapcard shares insights on how to exploit tech to transform your event strategies. Time to take notes!

#### When is real-time tech used by organisers?

It is used both during and post event. We find most planners use it after the event. They drill into the data and gather insights to help improve their next event and maximise their opportunities.

One example of real time tech is attendance monitoring. Where are people going? What are they interested in? This is invaluable data for planners.

When planners know where attendees are going, they can take 'in the moment' actions. They can send notifications to guide people to certain locations or sessions, etc. If a food station is busy but there is another one empty further down the hall, it's useful information for the attendee to know. Managing queues and helping the attendee have a better experience is a big benefit of real time tech.

When it comes to, for example, booth engagement for now, the data captured by real time tech is used post event. Organisers are starting to use it to better

define the venue structure, pricing, next years' strategy, and more.

#### With the volume of work already facing planners, is drawing data insights their responsibility as well?

It's tough, because event planners are asked to know much more on different subjects than previously. If they understand what the data can do and what they can learn from it, they will be fine. With AI, they don't need to be tech masters.

Having a curious mindset and being open to how it can help planners is essential. In light of layoffs in the sector, and with the need to do more with less, the most successful planners will be those that have a useful understanding of what the tech can do. It's crucial to understand trends, patterns, and opportunities.

#### Does combining the power of AI and real-time tech lead to revenue opportunities?

When it comes to revenue, AI provides



### « Being curious about AI and event tech is a priority for success »

us with a host of exciting new opportunities. For example, you can leverage AI to provide exhibitors and sponsors with personalised buyer recommendations. This ensures that you connect them with the most relevant and best potential leads quickly. Without real-time data and without the data-crunching power of AI algorithms, that is simply impossible.

AI and real-time tech are being used to elevate the attendee experience through location-based notifications. Consider



the potential of sponsored notifications to generate revenue. Planners could offer it as a premium feature for their top sponsors or exhibitors, allowing them to trigger a notification to a visitor about a giveaway or new product announcement anytime they get closer to their space. These things may seem futuristic, but the technology is already available. It's just about educating everyone about the opportunities available to put it in place.

#### INNOVATION

**Meet Blessing and Giulia at 'Maximising Event Revenue: The Power of AI and Real-Time Tech'**

**November 28th 11.30 - 11.50**

**Impact Stage**





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## Keeping audiences engaged

Event's Marketing Director, Europe, **Felicia Asiedu** discusses attendee engagement ahead of her morning presentation on the Impact Stage.



« Use the technology your audience is already using »

**How important is keeping attendees engaged in this age of shortened attention spans?**

The shortened attention span is worse than people may think. I once said that you can stage an online event for the

length of a movie but that's only true if your content is as enthralling and captivating as a movie script. If not, you need to think in TikTok time, which is seconds. TikTok time means you need to provide the breadcrumbs that will keep your audience invested in what comes next on their attendee journey through your event. That can be the convenience of having all your content in one place or it can be interactions, such as push notifications and reminders that move your attendees from one activity or session to the next.

**Does technology benefit or disrupt engagement? If audiences are staring at their phones, they're not engaged, are they?**

Technology benefits engagement. You need to use the technology that your audience is already using. If they're on their phones then push notifications will help you the planner to interrupt that email or call and re-engage them in

what you want them to do next. If they've found your event through social media then you need to be active on those channels to ensure their interest develops into registration and they then turn up on the day.

**What are some of the tools that enhance audience engagement?**

Having a mobile app is vital for attendees to navigate the venue, plan their schedules and engage with your speakers and content. Use polls, surveys, gamification and other features to better understand your audience and keep them invested in the success of your event. Automatic badge scanning via strategically placed beacons, plus 'tap and go' stations, also helps attendees to move seamlessly from session to session without being interrupted by people wanting to scan their badge.

**Keeping audiences engaged delivers data that planners can use to enhance their events. But how do you keep the value exchange favoured towards the attendee?**

Communication is important. If someone knows you're collecting their data to improve the overall experience and to offer them a more personalised attend-

ee journey, then they will buy into it. If you tell people you're asking them at the point of registration where they're travelling from so you can provide transport updates and measure the carbon footprint of your event, they're only too happy to tell you.

**Surely planners need to engage audiences beyond their events year-round. Is it now more about community building?**

You have to engage people during your event to inspire them to check back in with you post-event and interact with your year-round content. Do the onsite engagement brilliantly and then don't leave it too long before you send attendees something compelling. Then, offer them a webinar to keep them engaged, followed by continued content, social events, more content and then a serious thought-leadership event.

**Meet Felicia at 'Cultivating Engagement: How to Grow Stronger Connections with Your Attendees' November 28th 10.00 - 10.20 Impact Stage**

## Allseated scales up and expands



The US-based platform that allows venues and planners to plan and showcase venues virtually, has raised US\$20m in a debt round of funding which will enable it to go beyond events into corporate use, as well as spinning out its Meertaverse division, a new entity dedicated to pioneer immersive experiences, such as virtual events and corporate environments.

Allseated's virtual space and event planning technology is built upon real-time data analysis, predictive insights and advanced simulations.

"Allseated has always been about bringing cutting-edge innovation to the hospitality market, enabling our customers to be more effective and close a lot more business, faster. The new funding will help us to continue expanding our product line from floor planning to a full collaborative space visualisation platform. It will enable us to continue to grow rapidly and partner with some of the best brands in hospitality, supercharging and differentiating their business," said Yaron Lipshitz, CEO of Allseated.

Stand A45



**Connectivity** offers a single eSIM that allows its user to connect as a local in 180 countries. eSIMs are the natural evolution, an industry-standard digital SIM that allows you to activate a cellular plan from your carrier without having to use a physical SIM.

Stand A57



45 Millions of pixels in a stunning suspended stage. **Europalco** created the suspended stage for the private bank Millenium BCP in Lisbon with 1,600 guests. The stage occupied 525sqm and took 40 technicians to setup over 2 days.

Stand D65



**MIXLY, Taste the Music**, provides a different way to enjoy music. Simply select a song from the Mixly app and AI technology will transform the music parameters into a cocktail or mocktail recipe. A cocktail robot will then craft the custom drink in less than 2 seconds... and cheers!

Stand N65



# Busan for Your MICE Event Success



## A City With Optimal Accessibility

Busan had two main convention centers—BEXCO and BPEX—as well as 23 officially designated “Unique Venues” that are well suited for hosting events of any size or type. BEXCO has the added draw of being able to host hybrid meetings in real time through the use of its new hybrid meeting facilities. BPEX, a prime Busan event venue and a potential host of the 2030 World Expo, is ideally located at Busan Port near Busan Station.

People from all over the world can easily visit Busan through Gimhae Airport and Busan Port. Direct flights between Busan and Singapore resumed in August, and direct flights to Beijing, Chiang Mai, and Nagoya have also resumed. Direct flights from Helsinki are also scheduled to begin in the near future. The opening of the new Gadeokdo Airport is likewise expected to bring more visitors to Busan. The city is located just 50 minutes by plane and 2 hours and 18 minutes by KTX from Seoul.

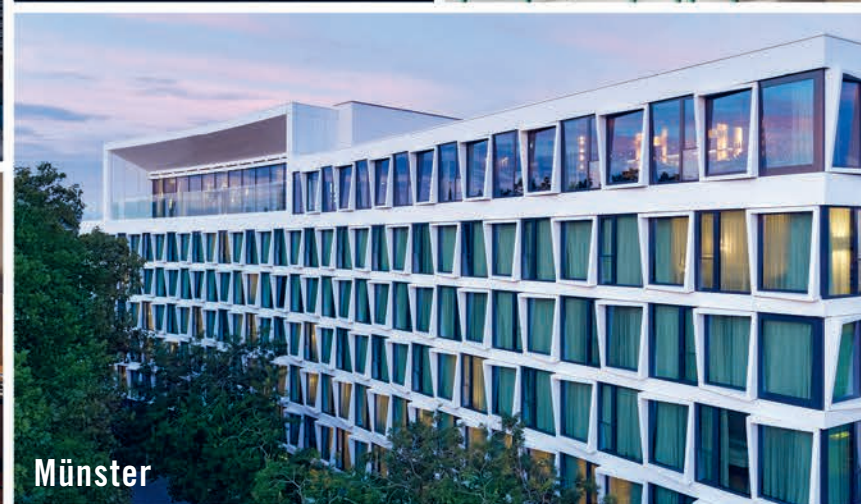
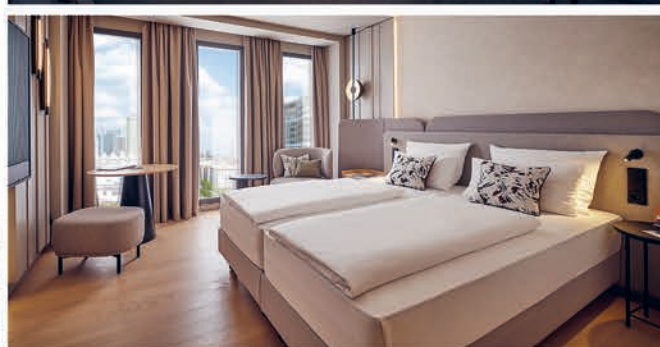
## A City of Bleisure

The city is encircled by seven beaches, all in close proximity to the urban centre, offering a range of leisure activities. The HAVENUE, Korea's only international conference complex located next to the sea, epitomises Busan's commitment to bleisure. This complex is a nexus of MICE facilities, tourist hotspots and accommodation, all accessible within 15 minutes. In Busan you can find over 60,000 hotel rooms, ranging from 5-star hotels to business hotels. Busan is an ideal shopping destination with numerous shopping centers, such as Shinsegae Department Store and specializes in night tourism.

It is particularly well known for its beautiful nighttime views as seen from the city center. Wellness tourism and traditional Korean experiences, such as trekking and templestays are also available its nearby forest and river areas.

Busan's natural environment is a blend of sea and forests, and the city itself boasts a world-class MICE infrastructure, making Busan the perfect “bleisure” city and venue for hosting MICE events. If you're looking for a venue for your next MICE event, look no further than Busan, a MICE city with endless appeal.

**B**usan was named one of the “Top 5 Promising Convention Cities in 2017” by Successful Meetings, and over the past ten years, has seen the explosive growth of its MICE industry, hosting over 100,000 events that have attracted over 55 million visitors.



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SUSTAINABILITY

Kuala Lumpur celebrates sustainable September



The Kuala Lumpur Convention Centre Business Events Alliance (KLCCBEA) celebrated a month of sustainability initiatives in September to showcase the Kuala Lumpur Convention Centre as the first SDG hub in Malaysia.

Activities included a 'Jog for a Cause' launch event, a bake sale to raise funds

for a centre that cares for underprivileged seniors and children, mental health and well-being education sessions for employees of KLCCBEA businesses, and a Restaurant Week to raise awareness of sustainable and healthy cuisine.

Stand K55

Velo-city showcases Leipzig's sustainable change



Velo-city 2023 took place in Leipzig earlier this year, hosted by the European Cyclists' Federation, the City of Leipzig and Leipziger Messe. A record attendance of 1,500 people and 430 international speakers made up 80 different sessions, which took place from May 9th to 12th.

Since its first edition in 1980, Velo-city has played a valuable part in promoting cycling as a sustainable and healthy means of transport for all. Site visits and technical tours are a chance to learn more about the history and cycling policies of the host city. The conference itself leads the discussion on best practices.

For many years, Leipzig has been Germany's most dynamic and fastest-growing major city. Just 30 years ago, it was characterised by open-cast coal mines, industrial decline, and disastrous infrastructure and traffic routes. Today, Leipzig is crisscrossed by a green belt, the opencast mines have turned to lakescapes and the city and region rely on sustainable mobility and state-of-the-art transport solutions to grow in an economically and demographically sustainable manner.

Stand F60



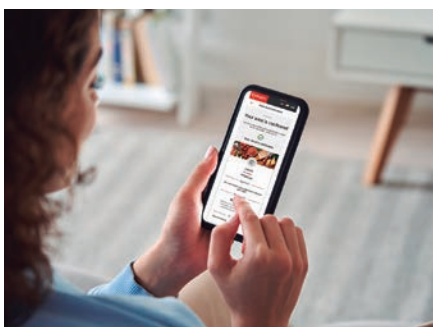
The **Busan Tourism Organization (BTO)** organised an eco-friendly plogging (jogging while picking up litter) "Safe & Fun Busan" with approximately 50 BTO staff and residents at the Haeundae Beach area. Donation of snacks and diapers were made to a temporary shelter for children and a welfare foundation. In November, upcycled dolls were made using marine waste resources and donated to a social welfare centre. Busan aims to be a full carbon-zero city by 2050.

Stand J40



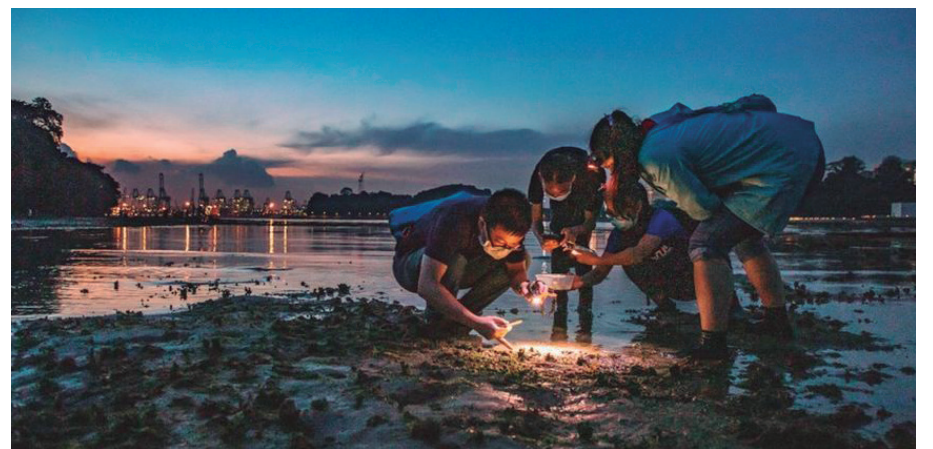
Danish-owned hotel chain **Comwell Hotels** has joined the Science Based Targets initiative (SBTi) to reduce its climate footprint and achieve carbon neutrality in its operations by 2030 and throughout its entire supply chain (scope 3) by 2040. SBTi is one of the highest standards for companies that want to set ambitious and binding targets for the reduction of greenhouse gas emissions.

Stand H40



Travellers flying Business Class with **Emirates** between Dubai and London Heathrow, London Gatwick, and London Stansted can now preselect their hot main meal between 14 days and 24 hours in advance of their flight. The initiative is designed to reduce food wastage and ensure that all passengers get their preferred meal choice every time.

Stand J65



The island resort of **Sentosa** in Singapore has won the Hidden Gem award at the Travel Changemakers Awards 2023 for its SentoSights guided tours. Featuring a choice of 10 different tours, groups can explore Sentosa's hidden gems and gain insights into the importance of sustainability and conservation, as they discover the island's nature, heritage and marine life.

Stand K50



The **GR-Ljubljana Exhibition and Convention Centre** welcomed 1,550 international participants from 63 countries attending EUROTOX 2023 in September. It marked the first time that the Slovenian Society of Toxicology had hosted a EUROTOX congress, with the event originally planned for 2021. The venue used its solar power plant for energy consumption, delegates received free access to the city's public transport, drank tap water instead of bottled water and used an event app to eliminate paper-based agendas.

Stand H80



## SERVICES

### Green Inspirations helps children in need



Green Inspirations, a DMC covering Kenya and Tanzania has been helping an orphanage centre in the Mererani Man-yara region.

The orphanage called A Light in Africa, opened 20 years ago and houses 148 children aged between six months and 16 years old. Around 45 of the children are disabled and use wheelchairs.

Green Inspirations DMC supplied A Light in Africa with mattresses, blankets, bedding, food, refreshments and toys before preparing lunch for all 148 residents. The Green Inspirations staff also entertained the children with music and dancing.

-  
**Stand N87**

★ .....  
In mid-January, **JTB Meetings & Events** supported the 13th edition of 'Furusato Matsuri Tokyo' at the Tokyo Dome baseball stadium by operating the performance stages, coordinating different performance groups, as well as an exhibition of Japan's marathons held in different regions in the country.

**Stand J45**

★ .....  
The **PCMA** has appointed VisitScotland's Head of Business Events, Neil Brownlee as its first non-North American Chair-Elect for 2024. The announcement comes following the successful approval of the 2024 Board of Directors and Trustees Slate, which was presented to PCMA members on September 1st, 2023. Directors and Trustees will assume office immediately following PCMA's Convening Leaders, taking place from January 7-10th 2024 in San Diego, California.

**Stand C60**

★ .....  
Experience Forest Bathing, an ancient Japanese relaxation in **Ibiza by Ibiza Eco Activities** where you soak in the sights, sounds and the smell of the forest air. To complete the experience, enjoy a special infusion made with plants from the island.

**Stand C20**

★ .....  
Asia-based DMC, **Diethelm Travel** has revealed that its Q1 and Q2 booking levels for 2023 were up by 50% on the same pre-Covid period in 2019. The company, which has offices in 13 Asian countries, welcomed two new regional General Managers to its Bangkok and Vietnam operations in April and recently won seven awards at this year's World Travel Awards. **Stand K50**

**BRATISLAVA**

**DESTINATION PRESENTATION at STAND F100**

Tuesday	12.00 pm / 13.00 pm / 14.30 pm
Wednesday	12.00 pm / 13.00 pm / 14.30 pm
Thursday	12.00 pm / 14.30 pm

**STAND F100**





— **TODAY'S** —  
**PROGRAMME**

09:15 - 09:45

**Beyond the Pitch: Maria Teixidor Unveils the Playbook for Leadership, Culture, and Equality at Barcelona FC**

Maria Teixidor, Previous Member of the Board of Directors of FC Barcelona, Oisín Lunny, Virtual Event Consultant and Journalist

**IBTM Main Stage**

**SOCIAL RESPONSIBILITY**

10:00 - 10:20

**Cultivating Engagement: How to Grow Stronger Connections with Your Attendees**

Felicia Asiedu, Director, Europe Marketing, Cvent

**Impact Stage**

**INNOVATION**

10:00 - 10:45

**The IBTM World Trends Report 2024**

Alistair Turner, Managing Director, EI8HT PR & Marketing, Heledd Williams, Head of Business Events, Event Wales, Welsh Government

**IBTM Main Stage**

**BUSINESS**

10:00 - 10:30

**Understanding the Workplace Revolution: Presentation**

Sian Sayward, Director of People, Partnerships & Strategic Projects, Intel, Samantha Stimpson, CEO, SLS 360

**Workplace Revolution**

**CAREERS**

10:30 - 10:50

**Tech for Good: An Introduction to New Technologies with a Conscience**

Nick Fagan, Creative Technologist, DRPG

**Impact Stage**

**INNOVATION**

10:30 - 11:00

**Understanding the Workplace Revolution: Workshop**

Sian Sayward, Director of People, Partnerships & Strategic Projects, Intel

**Workplace Revolution**

**CAREERS**

11:00 - 11:20

**The Art of Ethical Facial Analysis and the Possibilities it Unlocks**

Nick Fagan, Creative Technologist, DRPG, Dr. Panos Moutafis, Founder & Co-CEO, Zenus AI

**Impact Stage**

**INNOVATION**

11:00 - 11:30

**Misconnected - The Science and Spectacle of Winning Meetings, Presentations and Conversations**

Jason Thomson, Content and Connection Supernova, SpeakUp Get Results

**IBTM Main Stage**

**CAREERS**

11:30 - 12:30

**Intersectional Experiences In The Events Industry: How We Can Do Better For Ourselves And Others**

Nyomi Rose, Founder and Director, whatnyomidoes Ltd, Osariemen Osarenwindia, Freelance Event Manager/Entrepreneur, Fely\_ Délice

**Workplace Revolution**

**SOCIAL RESPONSIBILITY**

11:30 - 11:50

**Maximizing Event Revenue: The Power of AI and Real-Time Tech**

Blessing Lola, Content Marketer, Swapcard, Giulia Ferrero, Director of Event Marketing, Swapcard

**Impact Stage**

**INNOVATION**

11:45 - 12:15

**Understanding the Workplace Revolution and its Effects on Meetings & Events**

Sian Sayward, Director of People, Partnerships & Strategic Projects, Intel, Samantha Stimpson, CEO, SLS 360, Alistair Turner, Managing Director, EI8HT PR & Marketing

**IBTM Main Stage**

**CAREERS**

12:00 - 12:20

**Perpetual Edge: Win More, Waste Less. Embracing Immersive Technologies to Drive Continual Market Success.**

Sabine Reise, Managing Director, EMEA, Allseated

**Impact Stage**

**INNOVATION**

12:30 - 12:50

**Wales: When Major Venues and Destinations Work Together**

Ian Edwards, Chief Executive, ICC Wales & The Celtic Collection

**Impact Stage**

**BUSINESS**

12:30 - 13:15

**The Future of Incentive Travel: A Debate, hosted by SITE**

Pádraic Gilligan, Chief Marketing Officer, Society for Incentive Travel Excellence (SITE), Stephanie Harris, President, Incentive Research Foundation, Jennifer Attersall, Acting Senior Director, Business Events, Destination Canada. Pieter Krooss, Sales Director EMEA, BCD Meetings & Events

**IBTM Main Stage**

**EXPERIENCES**

**BUSINESS**

12:45 - 13:30

**Networking Masterclass - Social Capital for the Future**

Adam Fillary, Founder & Trade Show Ambassador, Meetings & Events Support Association

**Workplace Revolution**

**WORKPLACE REVOLUTION**

13:00 - 13:20

**The Business of Events: Global Destination Report**

Martin Fullard, Director, News & Content, The Business of Events, Sarah Fleming, Managing Director, SFA Connect, David Boyce, Head of Business Tourism & Emerging Markets, Tourism Ireland

**Impact Stage**

**BUSINESS**

13:30 - 13:50

**Building Bridges – How Do You Drive The Long-Term Impact of International Conferences in a Destination? (Hosted by Antwerp CVB)**

Gemmeke de Jongh, International Association Expert, Visit Flanders, Jan Van den Broeck, Head of PCO and DMC, Event Masters, Dominique Jansen, Sales, Antwerp Convention Bureau

**Impact Stage**

**BUSINESS**

13:30 - 14:00

**The Story of Human Experience and How to Create It: Through the Prism of the Biggest Global Events of 2023**

Robert Andersen, Creative Services Director, Identity, Alistair Turner, Managing Director, EI8HT PR & Marketing

**IBTM Main Stage**

**EXPERIENCES**

This year, the IBTM World Association Leaders Forum is designed in partnership with ESAE (European Society of Association Executives). Through engaging debates, presentations, and lightning talks, we will dive into best practices for addressing the impact of ESG on associations.

**Invite only event. 13.30 - 18.00. Location: CC3.11**

14:00 - 14:20

**Impact of Conference Ambassador Recognition (Hosted by Fáilte Ireland)**

**Impact Stage**

**WORKPLACE REVOLUTION**

14:00 - 14:45

**Storytelling and Social Media in B2B**

Irina Graf, Founder, The Mice Blog

**Workplace Revolution**

14:15 - 14:45

**2024 Global Meetings and Events Trends: Shaping the Future**

Catherine Southall, Head of Business Development UK & Ireland, American Express GBT Meetings & Events, Arnau Canyadell, M&E Business Development Director, American Express Global Business Travel

**IBTM Main Stage**

**BUSINESS**

14:30 - 14:50

**Future Meeting Space – Redefining Event Attendance (Hosted by German Convention Bureau)**

Matthias Schultze, Managing Director, GCB German Convention Bureau e.V

**Impact Stage**

15:00 - 15:45

**Diversifying the Workplace: Tapping into the Potential of those with Learning Difficulties**

Richard John, C. O. O., Realise, Simon Heartfield, Director of Sales, Hilton Birmingham Metropole, Simon Hughes, Founder, The Power of Events, Samantha Stimpson, CEO, SLS 360

**Workplace Revolution**

**SOCIAL RESPONSIBILITY**

15:00 - 15:20

**The Return of Chinese MICE Market - How To Penetrate The World's Largest Business Travel Market**

Marcus Lee, Chairman, International China Investment Forum (ICIF)

**Impact Stage**

**BUSINESS**

15:00 - 15:45

**The Route to Decarbonising Your Events**

Kai Hattendorf, Managing Director / CEO, UFI, Kathleen Warden, Director of Conferences, Scottish Event Campus, Tony Liu, Director, Taiwan Trade Center Barcelona, TAITRA, Helen Sheppard, Sustainability Director, RX Global

**IBTM Main Stage**

**SOCIAL RESPONSIBILITY**

15:30 - 15:50

**The Big Re-think**

Chetan Shah, CEO & Founder, Micebook, Stephanie Hall, Group Director of Sales & Marketing, Exclusive Collection

**Impact Stage**

**EXPERIENCES**

16:00 - 16:30

**7 Steps for Event Design with Purpose: How the Event Transformation Methodology Creates Impact**

Sasha Frieze, Managing Director, The Business Narrative

**IBTM Main Stage**

**EXPERIENCES**

16:00 - 16:20

**Environment, Social, Governance**

Diana Frederiksen, Senior Sales Manager, Hilton London Metropole

**Impact Stage**

**SOCIAL RESPONSIBILITY**

16:00 - 16:45

**From Barriers to Solutions in 45 Minutes**

Kathleen Warden, Director of Conferences, Scottish Event Campus, Sven Bossu, CEO, AIPC, Alexander Alles, Executive Director, JMIC Joint Meetings Industry Council, Helen Sheppard, Sustainability Director, RX Global

**Workplace Revolution**

**SOCIAL RESPONSIBILITY**

16:30 - 17:15

**UNWTO Pitch Session and Round Table for Startups in Event Tourism**

Glenn Cauwenberghs, Senior Project Specialist on Innovation, United Nations World Tourism Organization (UNWTO), Professor Alessandra Priante, Regional Director for Europe, World Tourism Organization (UNWTO), Eduardo Lebre, CEO & Founder, Circular Unity, Alexandre Bediguian, Communications Manager, Touch2See

**Impact Stage**

**INNOVATION**

16:45 - 17:15

**Eurovision is Perfect: A Live Event for the Digital Age**

Martin Green CBE, Managing Director, Eurovision Liverpool 2023

**IBTM Main Stage**

**EXPERIENCES**

**INNOVATION**

In line with our #CultureCreators campaign, we included six themes that focus on specific areas where events and culture can support you and your company's growth:

**BUSINESS**

content that focuses on global trends and the challenges of modern business, as well as how to overcome those challenges.

**MARKETING**

content focusing on brand building, event growth and new audiences.

**INNOVATION**

looks at the latest developments into event technology and new trends shaping the events industry.

**CAREERS**

content that explores future skills and career development tips for all event professionals.

**EXPERIENCES**

content around event design strategies and what's next for human experience.

**SOCIAL RESPONSIBILITY**

important sessions around sustainability, accessible events, diversity and inclusion.



**ibtm**<sup>®</sup> AMERICAS  
21 - 22 August 2024

# CALLING ALL CULTURE CREATORS

EVENTS THAT CREATE CULTURE  
CREATE BETTER BUSINESS

Built by



In the business of  
building businesses



### Opening Times

Tuesday, November 28th:  
08:45 – 18:00  
Wednesday, November 29th:  
08:45 – 18:00  
Thursday, November 30th:  
08:45 – 17:00

### Impact Stage

A showcase of the latest, best-in-class solutions, as chosen by your peers. Hear about the exciting work suppliers are doing across sustainability, D&I, marketing, experiences and more.

### Main Stage

In the landscape of inflation, lack of resources, geopolitics, supply chain issues, and more, the joy of curating experiences is being squeezed out of event planners. Reignite your passion for experiences through inspiration and debate, as leaders tackle key challenges.

### Workplace Revolution

Join speakers from the main stage to further dissect topics and make meaningful connections with your peers through shared experiences and problema solving.

### ReFuel

Burnout is the new epidemic. Whilst stress isn't a new topic for event planners, we're now working with a backdrop of new challenges. Take time out from your busy diary to ReFuel through a programme of mindfulness and self-care.

### Access

The venue is completely accessible to wheelchair users with the entrances having unobstructed access. All toilets in the exhibition are wheelchair accessible. Mobility scooters are available from the Bus Station in Hall 1.

### Cloakroom

The Hosted Buyer cloakroom is located near the Hosted Buyer coach arrivals, at the north entrance of Hall 3. The cloakroom for visitors and exhibitors is located in CC1.1. This is on level 1 above Accesso Sud.

### Destination Experiences

Visit exhibitor stands and discover their unique destinations. Experiences take place at 12:00 and 14:30 each day.

### Exhibitor Scanners

We are offering complimentary lead scanning for exhibitors via the Emperia app. Exhibitors will have received login details by email or can visit the Sales Lounge for assistance.

### First Aid

The First Aid point is located behind stand K80. If the First Aid point cannot be reached, please contact a member of staff who will direct the medic to the incident.

### Hosted Buyer Service Desk

If you are a Hosted Buyer and have any queries, please visit this desk by the escalators and the team will be happy to help you.

### IBTM World Mobile App

Download the app from the App Store, the Google Play Store, or [www.ibtmworld.com/app](http://www.ibtmworld.com/app) to see event schedules, maps, diary appointments, and much more.



### Information Desk

There are two information desks. One is situated in the Accesso Sud foyer, and the other is at the bottom of the escalators as you enter the exhibition in Hall 3.

### Networking Events

It's not all work and no play. Come along to our networking events and connect with the industry in a relaxed environment. Strengthen existing relationships and meet with new contacts, friends and colleagues.

### Welcome Reception

Date: Tuesday 28 November  
Time: 18:00 – 20:00  
Venue: Pavilion Hall 3, Fira Exhibition Centre

### Networking Hour:

Date: Wednesday 29 November  
Time: 18:00 – 19:00  
Venue: IBTM World Show Floor

### Club Night

Date: Wednesday 29 November  
Time: 22:00 – 02:00  
Venue: Opium with celebrity guest DJ

### Organiser's Office

Located in the Europa Suite. The team will be available to help exhibitors and contractors with enquiries.

### Show Daily

IBTM World newspaper is produced and published daily by our media partner, Grupo eventoplus. Make sure you pick up your copy every day from either the entrances, Hosted Buyer lounges, or at the Show Daily office in the Media Centre.

### Hosted Buyer Shuttle Bus Service sponsored by



AIRPORT SHUTTLE from Airport  
Monday 27th to Thursday 30th  
November  
08:00 – 18:00

AIRPORT SHUTTLE from FIRA  
Monday 27th to Thursday 30th  
November  
09:00 – 18:00

HOSTED BUYER TRANSFERS AM  
Tuesday 28th to Thursday 30th  
November  
Departures at 08:00 and 09:00

\*\* Note that we have some hotels closer to La fira that the departure will be at 08:15. For all hotels like in previous years, we will do an A3 sign with all the timings from/to this hotel. For the Hyatt that is just 10-15' away, we will have departures at 08:30 and 09:15

HOSTED BUYER TRANSFERS PM – Routes to hotels  
Tuesday 28th – 17:00 to 20:30  
Wednesday 29th – 17:00 – 19:00  
Thursday 30th – 16:00 to 18:00

### Wi-Fi

Complimentary Wi-Fi is available at the venue.  
Wi-Fi Network names  
#IBTM\_Free\_5GHz  
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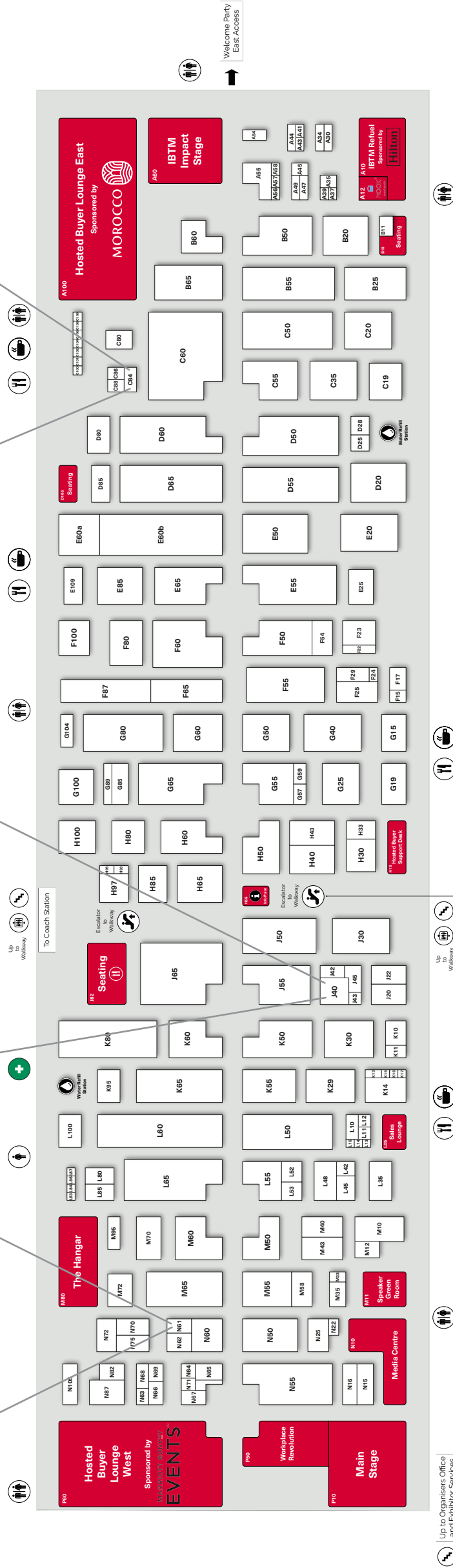
JOIN US AT OUR STAND FROM 4:30PM TODAY  
FOR NETWORKING DRINKS  
**STAND N61**



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**BUSAN  
BUSAN**  
MEET US AT BUSAN  
**STAND J40**



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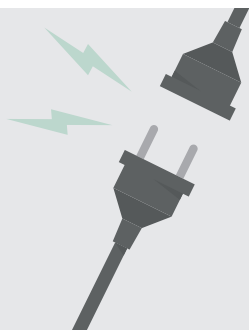


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**WE CONNECT YOU TO MEETING PROFESSIONALS IN SPAIN**  
**Join us tomorrow for the Spanish Meetings Industry Cocktail!**  
**Cocktail and get to know the key players**  
Wednesday, November 29th, 18:00h. Stand C84

Collaborators:

A B A D A L

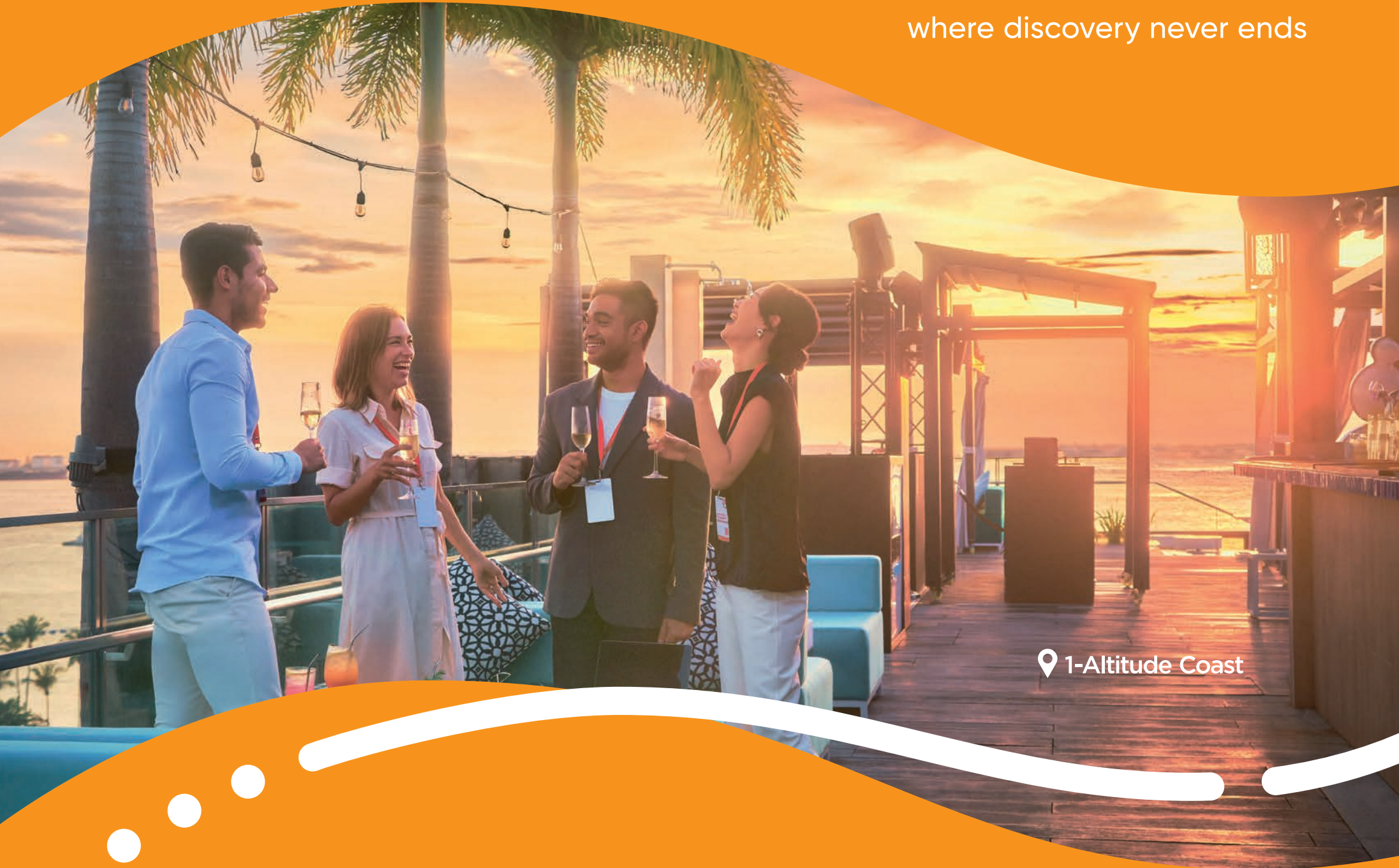


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