

Tuesday 18th November 2014

11.30 – 12.30 EIBTM Trends Watch	Conference Room 5.1
<p>Looking at developments in the principal world regions and markets, Rob uses the latest international data and reports to give you a comprehensive and in-depth overview of business trends in the industry. Join this ever popular session to get the up-to-date insights and knowledge of key global trends that will help you shape your business strategy.</p>	
<p>Speaker: Rob Davidson, Managing Director, MICE Knowledge</p>	
<p>CIC's Review Results: CMP-IS Domain A: Strategic Planning, CE Hours: 1.0</p>	

11.30 – 12.30 The Best-Kept Secret of LinkedIn, That Even You Don't Know About Yet!	Lecture Theatre
<p>Gerrit Heijkoop will teach you five 'hacks' to get more business out of your LinkedIn network! Your network is your most important resource: the people you know and turn to with questions or business opportunities. LinkedIn is an excellent tool for building and maintaining that network. Proper follow-up is essential.</p>	
<p>Speaker: Gerrit Heijkoop, Inspirational Speaker & Presenter, HCIBS LiveOnlineEvents</p>	
<p>CIC's Review Results: CMP-IS Domain I: Marketing, CE Hours: 1.0</p>	

12.30 – 13.30 M&IT Research India	Conference Room 5.2
<p>As launched at IBTM India in September, this research commissioned by CAT Publications (publishers of Meetings & Incentive Travel India) and sponsored by Reed Travel Exhibitions has been carried out by The Right Solution who have successfully delivered the research for the British Meetings & Events Industry Survey for the past five years. The research is based on independent data gathered from corporate and association event organisers based in India and reveals quantitative and qualitative data about their buying habits both in India and overseas.</p>	
<p>Speaker: Martin Lewis, Managing Editor, CAT Publications</p>	
<p>CIC's Review Results: CMP-IS Domain A: Strategic Planning, CE Hours: 1.0</p>	

13.00 – 14.00 Designing Guest-Centred Events – session in partnership with Maritz	Conference Room 5.1
<p>In today's busy world, engaging and motivating your attendees is essential. However, leaning on best practices creates "better sameness," resulting in disappointed guests. How do you ensure positive guest experience, brand alignment and business objectives are achieved? We will demonstrate experience design principles based on academia and neuroscience that provide a total program experience – from the beginning to end of your event.</p>	
<p>Speakers: Greg Bogue, Experience Architect, Maritz Travel</p>	
<p>CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: 1.0</p>	

13.00 – 14.00 The EIBTM Tech Hour – Planet of the Apps	Lecture Theatre
<p>This BYOD (Bring Your Own Device) fast-paced session will offer an accurate selection of the best productivity apps available on the market and will provide some tricks to better manage many of the steps connected with your daily job as a meeting professional. Participants will have the chance to use their mobile devices more effectively for meetings & events experiencing some of the apps in action, seeing them contextualized in real cases and to share the solutions they found with their peers.</p>	
<p>Speaker: Stefania Conti-Vecchi, Founder and CEO, EVENTagist</p>	
<p>CIC's Review Results: CMP-IS Domain I: Marketing, CE Hours: 1.0</p>	

14.30 – 15.00 The Theatre of Meetings	Conference Room 5.1
<p>In this 30 minute workshop, EIBTM delegates will be introduced to a new way of approaching an event seen through the eyes of a director from a theatrical perspective. The aim of the session is to educate and inform meeting planners and companies on how to get the most out of meetings and events through re-evaluating how they are structured –from concept to completion – through the role of the theatrical director.</p>	
<p>Speakers: Paul Cook, Event Consultant, Trainer and Producer – Specialist in Virtual and Hybrid Events, Planet Planit Ltd Simon Greenbury, Owner, Simon Greenbury Connections</p>	
<p>CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: 0.5</p>	

14.30 – 15.30 ¿Qué Esperas del Público de tu Evento? ¡Acción! NeuroEventos o el Arte de Movilizar Audiencias	Lecture Theatre
<p>Durante la sesión veremos ejemplos de técnicas de movilización de audiencias que, aun siendo muchas ellas intuitivas, hoy están avaladas por la investigación neurocientífica más actual: la motivación, el comportamiento social, la peculiar forma de actuar de las neuronas espejo... Una sesión que va a poner el foco del diseño de eventos en sus protagonistas: el público.</p>	
<p>Speaker: Raimond Torrents, Event Management Institute</p>	
<p>CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: 0.5</p>	

15.30 – 16.30 Compliance Adherence is Now a Staple Diet for Healthcare Companies but What Happens Next?	Conference Room 5.2
<p>More and more regulatory and compliance demands are being placed on healthcare clients — how aware of these are you and how are you reacting? Join this session to better understand the impact of healthcare industry regulations and compliance and create strategic advantage in sourcing and delivery of successful healthcare meetings.</p>	
<p>Speakers: Caroline Hill, Director, Compliant Venues Mark Handforth, Director, Compliant Venues</p>	
<p>CIC's Review Results: CMP-HC Domain: C: Evaluation and Audit, CE Hours: 1.0</p>	

16.00 – 17.00 The China MICE Buyer Behaviour Reports 2014	Conference Room 5.1
<p>Rob Davidson Managing Director of MICE Knowledge in London will present the results of the China Meeting Planners' Site Selection Survey and the China Venue Report - brand new research launched in September at CIBTM which demonstrates the factors that are most important to Chinese meeting planners when they are deciding where to locate their events. The survey also reveals how Chinese venues are seeing changes in their business.</p>	
<p>Speaker: Rob Davidson, Managing Director, MICE Knowledge</p>	
<p>CIC's Review Results: CMP-IS Domain A: Strategic Planning, CE Hours: 1.0</p>	

Wednesday 19th November 2014

09.00 – 10.00 Learning to Speak the Language of Leaders: Attitude is Everything, but Behaviour is the Key – in partnership with MPI	Conference Room 5.1
<p>This session will explore what drives a person’s behaviour and what successful attitudes may look like. Participants will explore one of the most powerful models of human development and use it to deliver better results, better relationships and a better life! Participants will discover language that can support effective managerial leadership and learn an attitude/personality model that can be used in communications with stakeholders immediately after the session.</p>	
<p>Speaker: David Bancroft-Turner, Managing Director, Matrix Training and Coaching Ltd</p>	
<p>CIC's Review Results: CMP-IS Domain E: Human Resources, CE Hours: 1.0</p>	

09.00 – 10.00 Neuromarketing for the Event Industry	Conference Room 5.2
<p>With a passion to get more in touch with your customers, Wenda Kielstra, CEO of Consumatics, will show you how neuromarketing and subconscious behaviour can be applied in the hospitality and events industry in a clear, down-to-earth and fact based session.</p>	
<p>Speaker: Wenda Kielstra MBA, CEO, Consumatics</p>	
<p>CIC's Review Results: CMP-IS Domain I: Marketing, CE Hours: 1.0</p>	

09.00 – 10.00 It's Not All About Size: Passion Wins! – in partnership with IAPCO	Conference Room 5.3
<p>In this session speakers from European Cities Marketing (ECM) and IAPCO showcase their experience, respectively as a destination representative and a PCO. The informative case studies focus on how smaller destinations could improve their efforts in attracting meeting planners, and how PCOs could influence the decision concerning the destination choice for their clients.</p>	
<p>Facilitator: Michel Neijmann, IAPCO President, K2 Conference and Event Management Co., Turkey</p>	
<p>Speakers: Barbara Schwaiger, Sales & Marketing Manager, Business Tourism Salzburg, Austria Nicola McGrane, Managing Director, Conference Partners Ltd., Ireland</p>	
<p>CIC's Review Results: CMP-IS Domain A: Strategic Planning, CE Hours: 1.0</p>	

10.00 – 11.00 ¿Estamos Verdes o qué? – sesión en asociación con ICCA Iberia	Lecture Theatre
<p>En el Seminario se analizará, en formato mesa redonda con varios interlocutores, hasta qué punto hemos aplicado o no políticas de sostenibilidad y de RSC en nuestras empresas y en qué momento nos encontramos y/o nos deberíamos encontrar, para seguir un línea de actuación coherente con las tendencias actuales. Todo ello amenizado con ejemplos concretos.</p>	
<p>Speaker: Guy Bigwood, Group Sustainability Director, MCI Alberto Gomez Castillo, Managing Director, Ephymera Sostenibilidad</p>	
<p>CIC's Review Results: CMP-IS Domain A: Strategic Planning, CE Hours: 1.0</p>	

10.30 – 11.30 Straight Talk from Corporate Meeting Professionals: What We Really Want from the Meetings Department – in partnership with PCMA	Conference Room 5.3
<p>This session looks at how meeting professionals in the corporate environment can get involved early at an executive level, leading to better integration of the events into the overall brand strategy. We will also look at the skills and qualities you need to take the strategy forward.</p>	
<p>Facilitator: Sherrif Karamat, CAE, BAS, MBA Chief Operating Officer, PCMA</p> <p>Presenters: Luca Favetta, Senior Director of Global Events and Programs, HP Marketing Hewlett-Packard International Klaus Andreas Span, Executive CoE Product Management & Business Development, IBM Server Sales EMEA, IBM</p>	
<p>CIC's Review Results: CMP-IS Domain A: Strategic Planning, CE Hours: 1.0</p>	

11.00 – 12.30 Participant Engagement and Interaction – part of the FRESH Track	Conference Room 5.1
<p>There are so many ways, tools and techniques to allow activation to spice up a session beyond the standard 3 minute Q&A at the end. This presentation will list, show, demonstrate and use dozens of tools, techniques and formats to add to your meetings toolbox.</p>	
<p>Speakers: Banks Holcombe, General Manager – EMEA, Quickmobile Martin Klöfver, Founder and CEO , Trippus Marcel Wassink, CEO, Superevent Jon Schäffer, Co-founder & CCO, Conferize Dermott Madden, Lumi</p>	
<p>CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: 1.50</p>	

11.30 – 12.30 Las Evaluaciones en Redes Sociales y su Influencia en el Sector MICE. Evaluemos consecuencias - sesión en asociación con MPI Espana	Lecture Theatre
<p>El panel de este sesión consiste en expertos de varios segmentos para abrir la conversación sobre las consecuencias de las opiniones online enfocada en el segmento MICE. Con tu participación queremos llegar a determinar la necesidad de esta información. También servirá para entender cómo las evaluaciones online afectan a las estrategias de todos implicados.</p>	
<p>Moderador: Alda Egurrola-Wienke, Regional Director EMEA and APAC, Elite Meetings International</p>	
<p>CIC's Review Results: Domain A: Strategic Planning, CE Hours: 1.0</p>	

12.30 – 13.30 No Profit for Profit: MPI Italia and MediCinema Italia Present a New Model of Corporate/Social Innovation - session in partnership with MPI Italia	Conference Room 5.2
<p>This interactive seminar presents the partnership between associations' activities and charity programmes aimed to promote social values, to create business opportunities and career connections within the meetings & events industry. It will show best practices and pathways for how to invest strategies, time and energy in CSI programmes using entertainment and culture as tools to produce benefits for individuals, human capital, groups, companies and communities.</p>	
<p>Facilitator: Maria Rosaria Broggi, Expert on Multimedia Languages, Translator, VP Communication MPI Italia</p> <p>Speakers: Olimpia Ponno, President, MPI Italia; Communication & Marketing Consultant Fulvia Salvi, President, MediCinema Italia</p>	
CIC's Review Results: Domain A: Strategic Planning, CE Hours: 1.0	

13.00 – 14.00 The EIBTM Tech Hour: Lights, Camera, Action! (A Dummy's Guide to the World of A/V)	Lecture Theatre
<p>We bring together specialists in their audio/visual fields to share and answer their most frequently asked questions and more from you, the audience. This collaborative session will produce an 'essential guide' to help you navigate the a/v globe and will be available online after the session. We will hear from: the sound and lighting expert; the streaming expert; the connectivity expert; and the videography expert.</p>	
<p>Facilitator: Paul Cook, Event Consultant, Planet Planit</p> <p>Speakers: Marco Noordegraaf, Manager International Projects, ACS Audiovisual Solutions Mike Clanton, Head of Global Corporate Events Solution, My Meeting Professional Martin Shepherdly, Director, BeThere Global Ian Whiteling, Video Presenter, Meeting the World</p>	
CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: 1.0	

13.00 – 14.30 Exploring Meeting Formats: The Course of Meetings Design – part of the FRESH Track	Conference Room 5.1
<p>We all design meetings based on objectives so if you have a whole set of formats in your toolbox, you can probably serve every client appropriately. We can create made-to –measure formats by combining all the techniques, room-layouts, movements and other building blocks. This promises to be an active, hands-on and fun-filled session with practical examples to take home.</p>	
<p>Speaker: Maarten Vanneste, President, Meeting Design Institute Thorben Grosser, General Manager, Europe, Eventmobi Menno Pleij, Owner and Founder, Slidebox Rosa Garriga Mora, Meeting Design & ROI consultant, myQaa Alex Sonenthal, Manager of Strategic Business Development, Centium Software</p>	
CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: 1.50	

14.00 – 15.00 2015 Global Meetings Trends – in partnership with American Express Meetings and Events	Conference Room 5.3
<p>Gain insight into trends on a global and regional basis for 2015. This session will focus on issues impacting the meetings space including digital meetings solutions, planning in emerging markets, Group Air, tips for successful sourcing and more. We will explore the implications and recommended actions for meeting owners to make the most of these trends.</p>	
<p>Speakers: José Antonio Ruiz, Director, Head of Meetings & Events Spain, American Express Barcelo Viajes Saskia Gentil, Director, Head of France & Switzerland, American Express Meetings & Events</p>	
CIC's Review Results: CMP-IS Domain B: Project Management, CE Hours: 1.0	

14.30 – 15.30 Estás preparado? Gestión de Riesgos Para Organizadores de Eventos y Proveedores - sesión en asociación con MPI Espana	Lecture Theatre
<p>Un evento es un acto en tiempo real y no puede fallar... Pero un ponente, un asistente, un problema en la ciudad, una huelga aérea, incluso un volcán en erupción pueden afectar al evento.</p> <p>Durante esta mesa redonda escucharemos a expertos del sector, desde sus distintos ángulos y nivel de responsabilidad, veremos cómo definen responsabilidades, apuntan soluciones y tienen planes de prevención y reacción.</p>	
<p>Moderador: Angeles Moreno, MD & Partner, events by tlc</p>	
CIC's Review Results: CMP-IS Domain C: Risk Management , CE Hours: 1.0	

15.00 – 15.45 The Road to 'App'iness: How to Create Your Perfect Event App (a co-creation workshop)	Conference Room 4.1
<p>The session will start with an overview of the features already available on the app market and a methodology to select the ones that best fit the objectives of your event. Then, Stefania will gather together participants' ideas on new functionalities now missing, or possible improvements of existing app features. The output of the session will be an exhaustive list of features you can select from to build the perfect app based on the objectives of your meetings and events.</p>	
<p>Speaker: Stefania Conti-Vecchi, Founder and CEO, EVENTagist</p>	
<p>Facilitator: Christoph Raudonat, Executive Director, European Society of Association Executives</p>	
<p>CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: .75</p>	

15.00 – 16.30 How Leaders and Change-Makers Use the Event Model Canvas – Corporate Session	Conference Room 5.1
<p>This mini workshop is for change-makers who want a hands-on approach to understanding, designing and delivering events that matter by using the event model canvas; a strategic management template for developing new or documenting existing events and conference models.</p>	
<p>For Corporate Hosted Buyers Only</p>	
<p>Speakers: Ruud Janssen, DES, CMM, Co-creator Event Model Canvas Roel Frissen, CMM, Co-creator Event Model Canvas Sabine Bonora, Head of International Conference Management & Corporate Health Manager, MED EL</p>	
<p>CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: 1.50</p>	

Thursday 20th November 2014

09.00 – 10.00 Learning to Speak the Language of Leaders: Attitude Is Everything, but Behaviour Is the Key – in partnership with MPI	Conference Room 5.1
<p>This session will explore what drives a person’s behaviour and what successful attitudes may look like. Participants will explore one of the most powerful models of human development and use it to deliver better results, better relationships and a better life! Participants will discover language that can support effective managerial leadership and learn an attitude/personality model that can be used in communications with stakeholders immediately after the session.</p> <p>For Agency Hosted Buyers Only</p>	
<p>Speaker: David Bancroft-Turner, Managing Director, Matrix Training and Coaching Ltd</p>	
<p>CIC's Review Results: CMP-IS Domain E: Human Resources, CE Hours: 1.0</p>	

09.00 – 10.00 EIBTM Trends Watch	Conference Room 5.2
<p>Looking at developments in the principal world regions and markets, Rob uses the latest international data and reports to give you a comprehensive and in-depth overview of business trends in the industry. Join this ever popular session to get the up-to-date insights and knowledge of key global trends that will help you shape your business strategy.</p>	
<p>Speaker: Rob Davidson, Managing Director, MICE Knowledge</p>	
<p>CIC's Review Results: CMP-IS Domain A: Strategic Planning, CE Hours: 1.0</p>	

11.00 – 12.30 Innovations in Meeting Design – part of the FRESH Track	Conference Room 5.1
<p>Join this session for a presentation, demos and actual experiences of innovative tools, ideas and techniques for increasing meeting effectiveness for every new challenge, so when you have the opportunity to design the format and content of a meeting you will have a big and up-to-date toolbox... so you can make informed decisions based on the precise objective at hand.</p>	
<p>Speaker: Kristen Carvalho, Content and Social Media Manager, etouches Maarten Vanneste, President, Meeting Design Institute Thorben Grosser, General Manager, Europe, Eventmobi Julien Carlier, Digital Strategist, Social Dynamite John Martinez, CEO, Shocklogic</p>	
<p>CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: 1.50</p>	

11.00 – 12.00 Advancing from Event Planner to Manager – in partnership with MPI	Conference Room 5.2
<p>As organisations develop Strategic Meetings Management programs (SMMPs), there are new opportunities for planners who want to advance their careers. If you have established yourself as a top-ranked planner for managing individual meetings and events and would like to move to the next level within the organization, this session is for you. In order to be considered for an operations manager position, you will need to demonstrate your abilities and potential to meet the requirements of this new role.</p>	
<p>Speakers: Jessie States, Manager of Professional Development, Meeting Professionals International (MPI) Christian Savelli, Senior Director of Business Intelligence, Meeting Professionals International (MPI)</p>	
<p>CIC's Review Results: CMP-IS Domain B: Strategic Planning, CE Hours, 1.0</p>	

11.00 – 12.00 Una Conversación en Profundidad Sobre los Beneficios del Trabajo en Equipo - sesión en asociación con MPI Espana	Lecture Theatre
<p>Muchos se centran en las soluciones digitales y el marketing on line como la salvación, en un mundo en constante cambio esta tendencia está teniendo impactos tanto positivos como negativos y donde la generación más joven prefiere participar de forma virtual en lugar de físicamente. ¿Cómo encontrar la combinación adecuada para aprovechar las alianzas y alinear un mensaje más fuerte?</p>	
<p>Ponente: Diogo Assis, CEO, events by tlc</p>	
<p>CIC's Review Results: CMP-IS Domain I: Marketing, CE Hours: 1.0</p>	

12.30 – 13.00 Stop SELLING Me a Conference Room, Because That is Not What I Am BUYING!	Conference Room 5.2
If you like marshmallows, you'll love this talk. I'll show you how to Convert More EIBTM Leads with spaghetti, a marshmallow and string. Oh and I will share with you the Industry Insider Secrets – that's research from hundreds of Planners on how to Write a Proposal that WINS!	
Speaker: Ciara Feely Cahalane, Conference Converter, ConferenceConverter.com	
CIC's Review Results: CMP-IS Domain B: Project Management, CE Hours: 1.0	

13.00 – 14.00 The EIBTM Tech Hour: The Wearables!	Lecture Theatre
Join our panel as we discuss the practical applications of wearable technology; what is out there now, how best to use it and where it will go in the future.	
Facilitator: Gerrit Heijkoop, Inspirational Speaker & Presenter, HCIBS LiveOnlineEvents	
Panellists: Peter Komornik, Sli.do Xavi Guardia, CEO, Soft for You	
CIC's Review Results: CMP-IS Domain G: Meeting or Event Design, CE Hours: 1.0	