

IBTM WORLD PROMOTING A POSITIVE GLOBAL CULTURE



In an open, inclusive, and positive culture, people experience feelings that are undeniably good. But more than that, we feel that we can trust one another. Above all, we want to be in that space at that time because we know we're a part of something that is making a difference.

It is always the people and their actions that create the biggest impact on how a culture is perceived. People shape culture. You can turn a negative culture into a positive, progressive one if you have the time, inclination, and drive to do so.

Everyone contributes. Every event has its own culture. Attend any event and immediately you have a sense of the vibe, the energy, the culture. Each has its atmosphere, its own set of practices, and etiquette that is automatically followed.

Delegates, speakers, and other stakeholders attend events, and they understand how to

behave, what the expectations are and the likely energy of the event. The interesting thing is that none of this is written down. There is no rule book to follow. However, everyone follows it.

Culture exists. It comes from the vibrancy that engages, the genuine smiles that light up as people connect with each other, the bear hugs that say, it has been 'too long,' and the genuine desire to do business. It comes from the warmth in people's eyes, their welcoming expressions, and their energy. These are all signs of a positive atmosphere that helps define the culture of a particular event.

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ROMA & LAZIO *BE INSPIRED*

Presentation+Networking Aperitif

Nov29_5pm

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#wearecbrel

Welcome...

We're excited to bring the global events industry together once again for three days of meaningful pre-scheduled business meetings, inspirational and thought-provoking content and exciting networking events.

This year, we're looking at how the technology we are using, the experiences we are creating, and the destinations we are visiting, create limitless cultures for businesses and incredible potential for events and deliver the opportunity for better business results.

Our market-leading knowledge programme has been re-designed around the theme of culture in all its forms, and this year we've curated an amazing schedule of new voices and fresh perspectives, to deliver interesting solutions and thought-provoking concepts.

The programme will consist of more

than 40 sessions across two theatres, split into five all new tracks, featuring keynote sessions from Gareth Kelly of Salesforce – event lead on the legendary Dreamforce event, Anick Beaulieu from C2 – one of the most forward-thinking business event agencies in the world, and Futurist, Activist, and Entrepreneur; Igor Beuker.

The Accelerate Stage returns to help answer delegates' questions on the future of the events industry. This year we present 'Tech for Good', with three days of content that looks to assess where the industry is 'now', what it looks like in the 'near' future, and what is to come 'next' in the world of technology, both within the events industry and out.

As well as welcoming back many of our long-standing exhibitors, we are delighted to have some exciting new

exhibitors joining us for the first time since the pandemic, including Embratur (Tourism Board for Brazil), Distant Frontiers (one of India's largest DMC's), Graduate Hotels and Marine & Lawn Hotels & Resorts, Cinnamon Life Integrated Resort, Swapcard, Ticketbutler, Toptours DMC, Ministry of Tourism of The Republic of Bulgaria.

Our global pool of high calibre Hosted Buyers this year includes representatives from American Express Global Business Travel, Helsmbriscoe, Pfizer, BCD Travel, Prudential, Kuoni, Euro-money, and more.

And for those of you who have missed the social aspect, I'm delighted to share that our full line-up of networking events will return this year! The official Welcome Party will take place at the end of day one, Networking Hour will return to

the show floor on day two, and Club Night (a favourite of the IBTM team) will take place at Club Opium late on Wednesday.

I hope you enjoy the experience that we've planned for you, from start to finish.



David Thompson,
IBTM World, Event Director



Continued from page 1

With a positive culture, almost anything is possible. People are invited to openly and honestly share their thoughts, their experiences their insights. No one is excluded. The environment that is created is one in which people are respected, and abusive behaviour is unheard of. People are seen for who they are rather than their job titles. Opportunities for collaboration are created naturally through conversation. Differences of gender and age are acknowledged for what they are but no more than that.

« Today, events play a deeper role for individuals, business, and society »

The role of event professionals continues to change. In the past, events were largely seen as purely sales and marketing mechanisms. Today, events play a deeper role for individuals, business, and society. The Covid catalyst has re-defined the way in which people work and interact. People are much more technically, environmentally and health aware than previously. All of which has an impact on the role of events and events professionals.

Company cultures in the past were largely created when people physically worked together. That is now changing with more employees opting to work from home. This is where events have a role to play, in helping to keep and develop the culture of the company.

Events professionals become immersed in the individual cultures of their clients and the event host destinations. They also play a key role in shaping the individual event culture. In short, today's events professionals must create and curate culture.

To help event professionals with these new challenges, IBTM World's

« It is always the people and their actions that create the biggest impact on how a culture is perceived »

Knowledge Programme focuses on the event's core theme of 'culture creation' as the business events world adapts to a more disparate working environment post-pandemic. The programme has five educational tracks. This follows the idea that events which integrate culture create better business, better experiences, better careers, better connections, and better brands.

As you move around the trade show floor, you will be sure to bump into many industry colleagues, old and new. As you

do so, take a moment to look around. What do you see and feel? Can you sense the energy? And then if you can, go a stage further, when you return home. Reflect on what event culture means to you and the impact that you have in shaping it.

Share your experiences and opinions by posting using the hashtag #CultureCreates. At IBTM World there is already an anticipation of positivity and collaboration that will surely become obvious as we are together in Barcelona for the next three days.


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MADRID, THE CITY WHERE MEETINGS COME TO LIFE



Light, energy, a zest for living. These are the hallmarks of Madrid, a city that buzzes with life. You can feel this life everywhere, even in professional meetings, which turn into **one-of-a-kind experiences** in Madrid.

UNFORGETTABLE MEMORIES

Explore the city's streets and admire its historic buildings. The area of **Paseo del Prado and El Retiro Park**, a UNESCO World Heritage Site, offers an endless range of must-see monuments and cultural institutions. The blue sky invites you to share some laughs in one of the many outdoor cafés in Madrid, a sociable, welcoming city that will make your corporate event an **unforgettable meeting**.

EXCITEMENT AT EVERY TURN

You'll find **incredible venues, hotels that will win over even the most demanding traveller, itineraries full of stories and mysteries, artisans** who will share their knowledge with your group, **rooftop bars and restaurants with 360° views, first-rate gastronomy** and, first and foremost, an **endless supply of one-of-a-kind experiences**. The city has a special energy that makes any event held in Madrid come to life.

Centennials at 25

Move over Millennials, the first Centennials turned 25 this year. Failing to connect with their values, beliefs and expectations will pose a significant challenge to both event planners and workplace employers.

IBTM's author of its annual Future Trends Report, Alistair Turner, CEO and Managing Director of Eight PR, has been studying the plethora of studies into Centennials - the first generation to be born in this century, otherwise known as Generation Z.

Alistair's conclusions aren't particularly complimentary towards a youth cohort, the first of whom turned 25 this year. During a somewhat satirical presentation during Cvent CONNECT Europe last month, Turner labelled an entire generation, 'massively entitled', 'angry' 'lacking in optimism' 'hyper cynical' and 'desperate for the truth'.

Fortunately, Becky Harmer, Global Brand Experience Manager at Snap and Aaron McGurk, Executive & Projects Assistant at Chorus were on-hand to defend the under 25s, justifying the character traits of a generation fighting to reconcile their desire for change with growing financial anxiety and a deepening concern about the state of the world.

Becky says: "As a Millennial, we were the last generation to be told, go have adventures, borrow money to buy flats, and live frivolously without guilt. Millennials believe whatever we're told on Facebook and remain optimistic that we can achieve anything we set our sights on.

"Centennials aren't encouraged to travel because it'll endanger the planet and they can't afford to get on the property ladder due to record inflation. They

look back on older generations with anger and frustration that climate erosion wasn't tackled and societal issues went unresolved. They have a distrust of media and government because they've grown-up on 'fake news' and dishonest politicians, while their cynicism stems from being let down by empty brand promises."

Aaron agrees stating: "They're angry because they're coping with societal traumas, which were exacerbated by Covid. They're the first generation to be told that 'it's okay to not be okay' and they're living out their traumas and searching for their own personal truths online."

The evidence that supports these views includes Deloitte's Global 2022 Gen Z & Millennial Survey. It found that centennials regularly feel stressed and anxious with both their long-term financial futures and their day-to-day living costs as they attempt to balance paying more to make sustainable choices with jobs that align with their values and provide flexible working conditions.

According to Deloitte, only 18% of centennials believe their employers are strongly committed to fighting climate change. They want to see employers prioritising visible climate actions that enable them to get directly involved along with creating more diverse, inclusive and flexible workplace environments.

"This is where that sense of entitlement comes from," says Alistair. "They look back at how societal and workplace



environments used to be and all they see is failure. Rightly or wrongly, they feel that they could do a better job so demand fast-tracking and promotions that don't correspond to their experience."

« They look back at how societal and workplace environments used to be and all they see is failure »

"On the flip-side, they have all the knowledge at their digital fingertips and skillsets we just don't know the value of as yet," counters Becky. "Due to the way they consume content on channels such as TikTok and YouTube, event and meetings planners need to replicate these short, energy-fuelled formats in order to engage and hold their attention."

Aaron concurs: "Event and brand marketers need to meet this generation where they are and that's on TikTok. Content needs to be authentic and empathetic because they won't stand for bullshit. They work smart and believe that anything can be learned by watching a YouTube video. That may come across as arrogant but it means employers and brands need to be transparent and unfiltered when communicating with them."

The fact is that with the first centennials already climbing the corporate ladder and attending meetings and events both online and in-person, planners need to consider them as a key audience when structuring content programmes and designing their Total Event Programmes.

Event design considerations that meet Gen Z demands include greater focus on accessibility, inclusivity, wellness and sustainability. Remember, centennials may only be expectant attendees today but tomorrow, or one day soon, they'll hold the keys to the company and be in charge of change.

NETWORKING AT IBTM WORLD. JOIN US!



WELCOME PARTY

Culture is a trend that will never die. Year after year, creative industries keep adding more and more value to their countries. And if there is a night to celebrate this, it's IBTM's Welcome Party.

Inspired by globalisation and how frontiers have faded, we have designed a concept for the night, that will not only show the different cultures out there, but will also celebrate how it is, above all, an explosion of colour, flexibility and identity.

Date: Tuesday, November 29th

Time: 18:00 – 20:00

Venue: Pavilion Hall 3, Fira Exhibition Centre



NETWORKING HOUR

Network with everyone who's anyone in the meetings and events industry at these social gatherings at IBTM World. Exhibitors will pull out all the stops to showcase their destinations or services at the Networking Hour.

Date: Wednesday, November 30th

Time: 18:00 - 19:00

Venue: IBTM World show floor



CLUB NIGHT

RETURNING FOR 2022!

Join us at OPIUM Barcelona, where you will be able to dance the night away, whilst doing valuable networking. No ticket required – FREE entry with your IBTM World badge until 1am.

Date: Wednesday, November 30th

Time: 22:00 – 01:00

Venue: OPIUM Barcelona

NEW EXHIBITORS

Antwerp Convention Bureau (Belgium)

Stand G12

ARABIAN CONNECTION TOURISM

Stand L76

Boardroom **Stand K10**

China National Convention Center, Phase 2, Beijing **Stand K09**

Cinnamon Life Integrated Resort **Stand N35**

Drone Pixel by EHang **Stand N26**

EMPL **Stand E10**

G2A Arena **Stand B12**

Graduate Hotels and Marine & Lawn Hotels & Resorts- Dulce Domingues-Dennett **Stand P51**

idloom **Stand N19**

JTB Global Marketing & Travel Inc. **Stand J13**

Kenyatta International Conference Centre

Stand N39

Luxurique Inc. **Stand J10**

Mautourco DMC - Indian Ocean - Mauritius **Stand K13**

Meetings & Events Support Association (MESA) **Stand N20**

Menorca **Stand D30**

Ministry of Tourism of The Republic of Bulgaria **Stand E15**

Obonjan Island Resort **Stand B11**

RendezVerse **Stand M17**

Savvy Congress **Stand P26**

Swapcard **Stand N27**

Ticketbutler **Stand N15**

Toptours DMC **Stand D38**

TranslateAble **Stand P29**

Trenitalia **Stand N10**

Connecting: northern perfection southern soul



Austria is a perfect mix of everything that makes Europe so special:
from reliability and diligence to joie de vivre and hospitality.
This combination not only inspires the locals, but event professionals
and their guests alike.

Connecting
is our passion

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[convention.austria.info](#)

INDUSTRY & TRENDS

Time for trust

There is no doubt that the events industry faces a myriad of challenges. But where there are challenges, opportunities can also be found. What lies ahead and how will it impact you? It is time to look at the latest research in the IBTM World Trends Report, which again this year is a collaboration with **Alistair Turner**, Managing Director of Eight PR & Marketing.

The research takes a deep dive into the sectors and regions that have a significant influence on the activities and future plans of event professionals.

However, it is also necessary to identify any key drivers for the events sector to be as future ready as possible. In the search for these drivers, one stood out head and shoulders above all others. The issue of trust.

Trust matters

Trust is the single biggest catalyst for change right now. It permeates every single aspect of our daily lives. Alistair's research found that politicians and media are low in the trust rankings. In fact, consumers trust brands to a much higher degree. And that sounds like good

« Do business in a responsible ethical manner »

news until you discover that the percentage of brands that people trust is only around 25%.

However, for trusted brands, the benefits are huge. Their buyers and stakeholders believe in them and that is surely the place that all companies want to be?

What do these trusted brands do? According to Alistair "They do business in a responsible ethical manner." Or in other words, they add value to the people that interact with them and they do it in such a way that it is part of their DNA. Some organisations do not even look for recognition of their activities. Creating tangible good is part of their business strategy.

In his research, Alistair highlights Nike, the global sports brand as delivering positive good. At the recent Commonwealth Games, which took place in Birmingham, UK, Nike created a basketball court in one of the more underprivi-



leged districts of the city. The court was beautifully designed, expertly produced, and brightened up a disused plot of land, allowing future generations to learn the game, practice, get fit, and come together as communities. Because Nike's branding wasn't the purpose of this initiative most people probably didn't know that Nike were behind this initiative.

The need to be able to trust is everywhere. This need is often heightened at a time of uncertainty. And right now, uncertainty abounds for people in terms of price increases, energy supply issues and the war in the Ukraine. Some of these issues may not directly affect them, but they seep into the subconscious of people everywhere. People need control in an uncertain world. That control comes from them being able to decide on who to do business with and where to spend their money.

If we look at sustainability, do people believe that organisations are keeping their commitments to the environment? Or is the company merely 'greenwash-

ing' and paying lip service whilst maximising PR opportunities? In a world that seems to be drowning in fake news, it can be hard to tell the difference.

Whether people wanted to or not, Covid forced them to consider their life choices. Travelling to an office to work, travelling to an event were accepted without question prior to the global pandemic. But things have now changed forever.

Event planners and suppliers have a huge opportunity here. If they can be trusted, they are likely to win more business.

All businesses want to be trusted but it is their actions that demonstrate whether they are or not. Simple things like trusting your employees when they are working remotely. Or if you claim that your event is inclusive, demonstrate it by enabling people with accessibility issues to be fully immersed. These things show you can be trusted.

Trust builds business growth and great relationships. In a sector that works on trust, the only thing needed is to ensure our clients are aware that in all our dealings we can be trusted.

Giving clients comfort in tough times will benefit everyone that lives, breathes and loves events.

Meet Alistair Turner for the The IBTM World Industry Trends Report 2022: November 29th, 10.00 – 10.45 December 1st, 10.00 – 10.30 Knowledge Theatre

Three trends shaping the future of meetings and events

Sofia Eriksson, Senior Manager Global Business Development & Strategy for American Express Meetings & Events picks three trends that will shape the way we work and meet for 2023.

Internal meetings are on the rise due to WFH

"Organisations have realised that working in an office day-to-day isn't necessarily a driver of company culture. But getting employees together in-person for shared experiences aligned with company values and corporate messaging is what's now driving culture, team spirit and all those other factors that make employees feel a part of something special.

As a result, the number of internal meetings will continue to rise, along with how much companies are spending on internal meetings - in line with accelerated working from home (WFH) patterns.

Some 65% of our 2023 Global Meetings and Events Forecast survey respondents told us that meeting spend is increasing. While 45% reported that internal meeting experiences now include overnight accommodation and 27% said that they included international air travel.

Companies need to offer flexible working conditions in order to attract the best talent so how these organisations then bring their employees together is more important than ever."

Culture is growing increasingly important to event design

"Culture makes companies successful and helps with staff retention. The types of experiences planners provide

to employees is therefore vital to nurturing this internal culture. The pandemic taught us that content and communications can be delivered virtually so event design must now focus on experiences, wellness and the interaction between people.

Centennials in the workplace expect event design to incorporate culture by offering vegan and vegetarian catering options, quiet zones and wellness activities, sustainability throughout and diversity in elements such as speaker panels. All meeting and event elements are now influenced by culture and cultural expectations."

More progress needs to be made in measuring and reporting carbon emissions

"We all need to travel and meet smarter and more sustainably. According to our 2023 Forecast, 80% of organisations take sustainability into account when planning meetings and events but less than 25% measure and report the climate impact of their meetings programme.



It is clear that the practices within the industry are not fully aligned with how we should be implementing strategy. It's not about traveling and meeting less. It's about traveling and meeting smarter and having common approaches and methodologies in place."

Sofia Eriksson will reveal more findings from the 2023 Global Meetings and Events Forecast on November 29th, 16.00 - 16.45 Knowledge Theatre

Better experiences through gamification

Event professionals have always understood the value of play and they use it in gamification activities to maximise the engagement of attendees. And this delights no one more than **Jay Roche**, Events Director at Piing.

The importance of being able to play is centuries old. In fact, it is the first thing you do as a child. You are encouraged to go and play with your school friends. But when you become an adult, the sense of fun in play can evaporate.

For Jay, his work is all about enabling people to have fun. And it is clear he loves his work. Understanding people psychology and game mechanics are key elements of his day-to-day activities.

Does play help engage or detract attendees at an event? The answer is not always obvious. But ultimately it depends on the client and what their objectives are. Planners that take a brief from a client that 'just wants a game' is unlikely to end with a positive outcome.

« Removing barriers will enable you to maximise attendee engagement »

Jay stresses the importance of understanding objectives. And he encourages as many barriers to be removed as far as possible.

"Removing barriers will enable you to maximise attendee engagement" For example, using a web browser, rather than asking attendees to download software or create an app account will bring



a stronger ROI for everyone involved," Jay says.

But he encourages planners, not to give the game away. Make the most of a big reveal which in turn will encourage participation. Roche recommends keeping it simple, just having 'Interactive Game' on your event schedule will do the trick. Don't reveal anymore than this. Keep the element of surprise.

He recommends making the use of a host to develop the buzz and attendee participation. In his experience, those planners that use hosts, have better engagement. "There is something about having your name called out by the host that resonates with people and encourages more interaction," he says.

Is there a particular time when it is best to schedule play time? The answer is no. All clients have different requirements. Some use games as an icebreaker whilst others use games throughout the event. There is no right or wrong answer here.

Jay's advice: understand the objectives and then focus on fun and you will be on the road to success.

Meet Jay Roche at Lunch: Playtime with Piing:

November 29th, 12.15 – 13.15

December 1st, 12.15 – 12.45

Accelerate Stage

Buyer Talk



Ioannis Pallas, ESAE Association Manager

“

What trends do you see for 2023 that will impact the events industry?

We see Associations planning and booking more last-minute. More regional events than international ones, as long-haul travelling is still uncertain and Association professionals are travelling in a more targeted way than in the past. The events sector will need to adapt.

Can you highlight any innovations you have seen or experienced that have made a difference to you?

- Low-cost hybrid events.
- Joint events to save costs.

Any advice for exhibitors at the show?

Let's make it efficient and fun for all! Don't take meetings just for the sake of it. And most certainly, don't use the same presentation to everyone. Start by asking the buyer what they are looking for and build your pitch on how you can help them. Time is more limited than ever, let's make the best out of it.

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Watch our videos on YouTube

www.youtube.com/ibtmworld

Buyer Talk



Stephane Dazet, Chief Operations Officer, Congrex Switzerland Ltd

“

What trends do you see for 2023 that will impact the events industry?

Medical congresses will remain the main marketing tool for the pharma companies. The big pharmas would like to reduce their booth investment so the exhibition might reduce in sqm (and it depends on the specialty, not all fields react the same way). Hybrid congresses are the minimum we can offer at this stage. However the physical attendance

offering needs to be different from the remote experience. Networking during physical attendance needs to create the difference.

Can you highlight any innovations you have seen or experienced that have made a difference to you?

Onsite networking lounges according to the main tracks to ensure HCPs connect, supported by an app. More "meet the experts" sessions. Make the congress experience longer and use the digitalisation.

Any advice for exhibitors at the show?

Be conscious of the prices and the pharma regulations for medical congresses. Rates need to be kept attractive if we want to maintain face to face congresses, otherwise, participants will attend remotely only. Be flexible with medical associations and PCOs with the minimum guarantee or consumption.

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NATIONAL CONVENTION BUREAU

DESTINATIONS



Copenhagen counts down to busy 2023 with three major congresses

After ten consecutive years in Sweden, the Nordic Life Science Days congress will move to Copenhagen in Denmark for 2023 following a competitive pitch.

The congress, which is the largest partnering event in Scandinavia, is expected to attract more than 1,500 delegates from over 40 countries. The win was the result of a year-long, close collaboration between Medicon Valley Alliance, Copenhagen Capacity, Copenhagen Municipality, Bella Center, and the Copenhagen Convention Bureau.

In October 2023, Copenhagen will also host the United European Gastroenterology (UEG) Week. Held in Copenhagen for the first time in 2005, the congress will take place at Bella Center and is expected to attract 10,000 delegates.

"We are very excited that UEG has chosen to return to Copenhagen. We are thoroughly enjoying the close collaboration with the organisation and look forward to welcoming both UEG and its delegates next year," said Bettina Reventlow-Mourier, Deputy Convention Director from Wonderful Copenhagen.

From January 17th 2023, Copenhagen will take on the title of UNESCO-UIA - World Capital of Architecture. As part of the accolade, the UIA World Congress of Architects CPH 2023 will take place

from July 2nd to 6th at the Bella Center and attract more than 10,000 architects, city developers and other professionals from the international building sector.

Titled 'Sustainable Futures - Leave No One Behind', the congress has a clear goal to promote, discuss, create and showcase architecture as a vital tool to achieve the UN 17 Sustainable Development Goals by 2030.

Stand H80

★ The Hague

in the Netherlands will play host to two major summits next year. REAIM (Responsible AI in the Military) will take place in February and OEE (Ocean Energy Europe) will be held in either October or November (subject to venue contracts), bringing 400 ocean technology developers and researchers to the 'city by the sea'.

Stand F30

★ An interactive programme for online participants of hybrid meetings to learn about Tokyo's rich history and culture has been launched by the Tokyo Convention & Visitors Bureau (TCVB).

The 'Online Sustainability Experience in Tokyo for International Conferences' features Sake making classes, a demonstration of sushi making using locally sourced 'Edo-vegetables', insights into the Japanese performance art known as Rakugo, plus talks on Tokyo's architecture. Each online activity is designed to align with one of the United Nations' 17 Sustainable Development Goals.

Stand J20

★ Ottawa Tourism

has granted special museum status to 76 festivals, restaurants, concert venues, and attractions as a way to shine a light on some of the city's cultural hidden gems, many of which make the ideal addition to a conference or incentive programme.

Stand L30



World Knowledge Forum returns to Seoul to discuss global recovery

South Korea's capital Seoul hosted the 23rd edition of the World Knowledge Forum (WKF) in late September, bringing together prominent pundits to discuss global issues and provide possible solutions.

WKF 2022 was held at the Jangchung Arena, with the Shilla Seoul Hotel and Dongdaemun Design Plaza (DDP) serving as ancillary venues.

The theme of the congress was 'Supercompensation: Restoring Global Prosperity and Freedom'. Speakers included former UK Prime Minister David Cameron, Crown Prince Frederik of Denmark, former President of France, Francois Hollande, and Yuliia Svyrydenko, Ukraine's Deputy Prime Minister.

During the three-day event, the supercompensation theme was discussed across seven tracks: The New Cold War, New Wealth Equation, Dynamics of Industrial Transformation, Future Launchpad, Greenshift & C-Tech Race, Algebra of Freedom, Rebuilding Trust & Making Life Worthwhile.

Seung-jin Choi, Head of the Project Planning Team of the WKF, said: "Due to

the nature of the event dealing with global issues, the theme of the next forum is determined from the end of the year to April or May. This year, various unfavourable factors including Covid-19 and Russia's war on Ukraine put the global economy at serious risk. Under the circumstances, the theme of supercompensation was the most appropriate to deliberate on both the current challenges and future solutions."

Stand K30

★ The YTL Arena is coming to Bristol in 2024. The South West of England's regional convention bureau, Meet Bristol & Bath is making its debut appearance on the Meet England stand to showcase plans for the 17,000-capacity venue. The entertainment complex, with adjoining conference and meetings spaces, has ambitious plans to become the most sustainable events space in Europe.

Stand G38

★ Florence has named 15 new ambassadors at the sixth annual awards ceremony organised by the City of Florence, in collaboration with Destination Florence Convention & Visitors Bureau, Firenze Fiera Congress and Exhibition Center and the Chamber of Commerce, Industry, Crafts and Agriculture. The honour recognises those professionals able to enhance the prestige of the city, boosting its national and international attractiveness for the acquisition of events and congresses.

Stand E30

★ Bordeaux Convention Bureau

has revealed that its Club des Ambassadeurs initiative launched in 2007 has been responsible for 18 major conference wins across 17 years through to 2024. Club des Ambassadeurs de Bordeaux features 350 advocates including scientists, engineers and influential business owners. Together, they have helped to bring several tens of thousands of attendees to the French region.

Stand D50



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Ottawa wins congress hat-trick

Canada's capital is celebrating after securing three major congress wins. The International Association for Vehicle System Dynamics (IAVSD) has chosen Ottawa to host the 28th IAVSD Symposium on Dynamics of Vehicle on Roads and on Tracks from August 21st to 25th 2023 at the Shaw Centre.

Ottawa will also host more than 1,000 delegates from AFOA Canada (formerly known as Aboriginal Financial Officers Association) during its national conference from February 14th to 16th 2023.

The 2023 AOFA Canada National Conference will make use of the Shaw Centre, with the Westin Ottawa serving as the host hotel and with the involvement of the Novotel Ottawa and Les Suites Hotel Ottawa.

Terry Goodtrack, President and CEO of AFOA Canada, said: "I am delighted to be holding our flagship 2023 event in Ottawa. The team have worked hard to ensure the perfect programme for our

attendees, whilst closely supporting the association, our board and team throughout the planning process, which included postponing the event from 2022 and providing financial recommendations and support where needed. As Canada's capital, Ottawa is the perfect place for us to return to face to face events and I look forward to welcoming our members next February."

Then, in April 2026, Ottawa Tourism will welcome up to 700 women from rural and indigenous communities at the Associated Country Women of the World (ACWW) Conference.

The ACWW's 31st Triennial Conference will make Ottawa's Westin Hotel its home when it meets for two weeks to conduct the association's business. The event's prestigious gala dinner will take place in the Canadian Museum of History's Grand Hall, which features a gallery of indigenous Canadian artefacts.

Stand L30



Dubai wins 99 event bids in first six months of 2022

Dubai is building on its Expo 2020 legacy by securing 99 major conferences, congresses, incentive travel programmes and other meetings in the first half of 2022.

These events are set to attract more than 77,000 delegates and yield over 330,000 hotel room nights during the coming years.

Dubai Business Events submitted 200 bids for international business events in the first six months of this year. Successful event wins in 2022 so far include the International Congress of the World Confederation for Physical Therapy (2023), IFOS ENT World Congress (2023), Congress of the Asia Pacific Orthopaedic Association (2024) and the International

Congress of Endocrinology (2024).

In addition, key corporate events and incentive travel programmes to be hosted in Dubai include Sun Pharmaceuticals Industries' Annual Convention and Incentive (2022) and IBM Best in Tech (2023).

"The success of our bidding activity in the first half of 2022 demonstrates the strong proposition Dubai offers for associations, corporates and other organisations around the world. Our bids build on the track record the city has established in providing a respected and attractive platform for the sharing of knowledge, professional development and networking," said Ahmed Al Khaja, CEO of Dubai Festivals and Retail Establishment.

Stand J50

Five ideas for... Winter incentives from the Austrian Convention Bureau



Salzburg undoubtedly occupies one of the top places in the category "idyllic snow scenery." You and your guests can bear witness to this during Advent by taking a ride on the Schafberg railway which is all decked out for Christmas. Arrive at the Schafbergalm located at 1,364 metres above sea level in a

festively lit train. Feel the joyful spirit of the season in the air with an Advent stall serving hot drinks and the magical winter panorama of the Salzkammergut all around.

Tirol in western Austria provides the magical 'wonder' in 'winter wonderland'. After all, you don't get to spend

the night in an igloo every day, do you? But that's exactly what is on the agenda in Tirol's ALPENIGLU village. Various team-building activities like snowshoe racing ensure that a perfect balance is restored after an intensive meeting. In the evening, groups embark on a full moon canyoning tour before spending the night in the igloo suites.

Austria's capital Vienna offers Christmas markets, punch stalls, the smell of roasting chestnuts and romantic lighting to lift the spirits as the days get shorter. The gold workshop at Belvedere Palace provides a brilliant fringe activity. First marvel at Gustav Klimt's works of art and learn how they were created during his Golden Phase. In the studio, groups can then experiment with the elegant metal and refine a unique souvenir with wafer-thin gold leaf.

To round off your conference with a unique activity, go night sledging for a truly magical experience. Save your-

self the arduous climb up the mountain at the Eberstein ski lift on the Carinthian Saualm. To get up the hill effortlessly with a drag lift, groups can use sledges that have been converted and made suitable for the lifts thanks to a special trailer device. Now the real fun starts. Zoom down the mountain at top speed and let the velocity inspire you.

The Dachstein is Styria's highest mountain at 2,700 metres. It boasts panoramic views stretching as far as the Czech Republic and Slovenia. Depending on how much time groups have and what suits your agenda best, you can choose from numerous activities: the Dachstein suspension bridge, the Sky Walk, the Ice Palace and the mystical 'Stairway to Nothingness' provide the best conditions for a successful fringe event. For an unforgettable experience, plan the ascent with the Dachstein cable car featuring a gondola rooftop balcony.

Stand E85

VISIT FRENCH

BOOTH D50 & D50a

Day 1

12:00 am

Presentation Lyon Destination – booth D50

12:00 am to 2:00 pm

Cocktail and wine testing with Lyon - booth D50

2:30 pm

Presentation Grand Est Destination – booth D50

Day 2

10:00 am to 5 :00 pm

Animation Rugby World Cup – booth D50

12:00 am

Presentation Toulouse Destination – booth D50

12:30 am to 2:00 pm

Cocktail and wine testing with Lyon - booth D50

2:30 pm

Presentation Montpellier Destination – booth D50

Day 3

12 :00 am

Presentation Hauts de France Tourisme – booth D50



HOTELS & VENUES

Trio of congress wins for Brisbane Convention & Exhibition Centre



The International AIDS Society Conference on HIV Science (IAS2023) will take place at the Brisbane Convention & Exhibition Centre (BCEC) in July next year. BCEC anticipates that 6,000 members of the international research community at the forefront of HIV science will attend the five-day event at the ASM Global-managed venue. It is estimated that it will result in a A\$36.8 million economic contribution to the Queensland state.

Brisbane has also been announced as the host city for two US based conventions which will also take place at the BCEC - Convention of Zonta International 2024 and Baptist World Congress 2025. Combined, these two events are expected to deliver A\$35 million in economic contribution to the Queensland economy plus 58,000 room nights, which will boost Brisbane's hotel and accommodation sector.

Stand K20

★
The **Citadines** chain of serviced apartments across Europe has 80 more properties under development across 56 cities as part of an aggressive growth strategy. The refreshed Citadines brand includes 'signature' programmes to encourage an active lifestyle and coffee-related community events.

Stand C50

Hilton Hotels opens Hiroshima flagship property



Hilton has opened a flagship convention hotel in Hiroshima ahead of the G7 summit, which is due to be held in the Japanese city during May 2023.

The Hilton Hiroshima features 420 rooms and 19 meeting rooms, which can accommodate more than 1,000 delegates. One-bedroom suites offer views of the city, with the mountains looming in the distance.

Additional hotel facilities include four restaurants, an executive lounge, a wedding chapel, a fitness centre, an indoor pool, sauna, and the only L'Occitane branded spa in the region.

The hotel's restaurants include Sensui, a Japanese restaurant featuring sushi, teppanyaki and kaiseki by two-starred Michelin chef Takagi and Zatta Bar & Lounge, which offers afternoon tea and evening cocktails.

Located within walking distance of the Atomic Bomb Dome - a UNESCO World Heritage Site and the Peace Memorial Park, it is also a stone's throw away from major dining, shopping and sightseeing spots such as the Hiroshima Castle and Itsukushima Shrine with its famous floating torii gate.

Stand J40



Mandalay Bay plans US\$100 million Vegas makeover

MGM Resorts International has unveiled details of its makeover of the Mandalay Bay Convention Center.

All pre-function spaces, meeting rooms and ballrooms will be redecorated and refreshed with brighter lighting, streamlined signage and seating nooks for on-the-go attendees.

Technology enhancements will include 11 new dynamic digital walls, designed for brand placements, sponsorship opportunities and targeted event messaging; 20 double-sided 55-inch mobile flexible display units; RFID locks on all meeting room doors and the installation of 200-plus new motion detection cameras throughout all spaces.

Mandalay Bay Convention Center will remain open and fully operational throughout the remodel, with upgrades executed in phases. Mandalay Bay's one million square feet of exhibition space was recently refreshed with new paint,

covered pillars and relocated strobe lights. The whole project is expected to be complete by the end of 2024.

"With Mandalay Bay home to many of the city's top events and trade shows year after year, we recognised the need to upgrade the space to reflect modern-day needs and create a timeless design complemented by our premier service experience," said Ernest Stovall, Vice President of Sales for Mandalay Bay. "We listened to feedback from meeting planners over recent years and are confident this refreshed and upgraded space will exceed their needs and expectations in every way."

In addition to the convention centre, Mandalay Bay continues to upgrade and add amenities and experiences throughout the resort including the upcoming remodel of all 424 rooms and suites at Four Seasons Hotel Las Vegas, set to take place next year.

Stand L40



The spellbinding Neo-Gothic setting of the five-star **Adare Manor** in Co. Limerick, Ireland will play host to the Ryder Cup golf tournament in 2027.

Stand F40



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Grimaldi Forum unveils expansion plans

The Grimaldi Forum Monaco has unveiled plans to increase its exhibitions capacity by 50% over the next two and half years, with 6,000 sqm of additional space.

Expanding from a total usable surface area of 35,000 sqm to 41,000 sqm, the Principality's congress centre will be able to stage larger events and combine more events simultaneously. Grimaldi Forum Monaco already hosts an average of 100 events and 250,000 visitors per year.

The venue's extension will be divided into three zones. Starting from the eponymous hall, the new Galerie Diaghilev will feature 1,031 sqm and be able to accommodate up to 42 stands. Alongside the current building on the seaward side, the Carré and the Salles du Patio will add

1,453 sqm, with the option to divide the space into eight meeting rooms with a capacity of 376 pax.

The 3,980 sqm Hall Pinède will complete the extension. It will have a capacity of 147 stands or 1,650 attendees for a sit-down dinner. It will also offer the option to divide the space into 10 meeting rooms for 80-delegates theatre-style in each.

In order to take full advantage of Monaco's 300 days of sunshine per year, 2,000 sqm of outdoor space will also be created. The Indigo terrace will feature an open patio while The Ravel terrace will offer sea views and a covered patio.

Stand D80



Radisson RED Madrid opens

Radisson Hotel Group has opened its debut Radisson RED in Spain. Located on Calle de Atocha, in the heart of Madrid's Golden Triangle of Art, the 260-room Radisson RED Madrid is steps away from the city's art museums, galleries and the Landscape of Light, recently named a UNESCO World Heritage Site.

Meetings facilities include a large main event area as well as a more intimate meeting space for up to 12 people with a terrace

The hotel features three restaurants from five-star Michelin chef Eneko Atxa, one of which is situated on the rooftop providing exceptional city views. At NKO and the rooftop Nigiri Basque House guests can explore the unique fusion of Japanese and Basque cuisines.

Sam Bath, General Manager of Radisson RED Madrid, said: "Radisson RED Madrid is the perfect addition to this

cosmopolitan city. Thoughtful local touches, including the statement bear and strawberry tree sculpture at the hotel's entrance, promise to create a truly unique and dynamic experience for guests. Complete with exciting culinary options, a lively bar, and spacious lobby with upbeat music and quirky design pieces, Radisson RED Madrid will be an urban getaway like no other."

The opening of the first Radisson RED in Spain is part of the Group's ambitious growth plan to open 20 new hotels within the next five years in the country. It follows the recent openings of Radisson Collection Hotel, Magdalena Plaza Sevilla, Radisson Collection Hotel Gran Vía Bilbao, and Radisson Blu 1882 Hotel, Barcelona Sagrada Familia.

Stand C20



New York-New York Hotel & Casino in Las Vegas has embarked on a US\$63 million refurbishment of its 1,830 bedrooms and 155 of its suites. The whole refurbishment is due for completion in the summer of 2023. The remodel features design details that harken to New York City, such as rooms with exposed faux brick walls and accent colours such as Big Apple Red and Taxicab Yellow.

Stand L40



IFEMA Madrid has appointed destination management expert, Yolanda Perdomo to head up its Madrid Tourism by IFEMA project, in partnership with the Community of Madrid and Madrid City Council. The project, which has a two-year budget of €38.4 million, aims to strengthen the Madrid brand internationally, improve the efficiency of campaigns abroad and plan promotional tourism activity. Perdomo has more than 20 years of experience in the tourism sector worldwide. She has worked in senior management positions in both the public and private sectors.

Stand C20

Fullerton Hotels and Resorts debuts in Hong Kong

The southern archipelago of Hong Kong island gained a new hotel this summer with the opening of The Fullerton Ocean Park Hotel Hong Kong.

The 425-room property boasts breathtaking views of the South China Sea and marks Fullerton Hotels and Resorts' debut in the region.

Committed to sustainability and guests' wellbeing, the hotel has attained a WELL Pre-certification under the WELL Building Standard™ v2, making it the first hotel in Hong Kong and Mainland China to receive this internationally acclaimed recognition. This commitment extends to environmental initiatives including the elimination of single-use plastics, sourcing sustainable seafood, and an in-situ hotel farm.

The Fullerton Ocean Park Hotel Hong Kong has five restaurants, a luxury spa and an expansive infinity pool. The hotel's pillar-free ballroom can



accommodate up to 500 delegates theatre-style and has a panoramic ocean view pre-function foyer.

Other meeting and event facilities at the hotel include private dining rooms in different sizes on the second floor, plus three indoor and outdoor event spaces on the third floor for up to 220 pax.

The Fullerton Ocean Park Hotel Hong Kong is the fourth Fullerton branded property worldwide, and a member hotel of Preferred Hotels & Resorts.

Stand K24

Little Finlandia brings the forest to the Finnish capital



The Töölönlahti bay area of Helsinki has a new events venue, constructed from 95 pine trees and located just 500 metres from the Finnish Parliament.

Little Finlandia opened in March 2022 as a replacement for the adjacent Finlandia Hall, which is currently undergoing a three-year renovation. It features around 2,200 sqm of event space and can host conferences for up to 1,100 pax or a dinner for up to 800 seated guests.

"There used to be lots of trees in the Töölönlahti area and I wanted to bring them back," said architect Jaakko Torvinen. "The idea was to use trees in their original form in the structures of Little Finlandia. Usually, the use of trees with branches is avoided in wooden construction, but here I specifically wanted them."

Following completion of Finlandia Hall's refurbishment, Little Finlandia will continue its life as a school or day-care centre.

"The building is made from wooden modules, which means it can easily be transported to another location. This means new inroads for modern wood construction in Finland. It supports the City of Helsinki's goals to reduce the climate impact of construction and promote wood construction and the circular economy," said Finlandia Hall's CEO Johanna Tolonen.

-
Stand H65

London's QEII Centre wins two major congresses for 2023

The QEII Centre has secured two major congresses for autumn 2023 that will bring orthodontists and atomic energy experts to London.

From September 27th to 29th 2023, the Westminster-based venue will welcome The British Orthodontic Society (BOS). Around 1,000 delegates will attend the three-day conference to discuss the latest developments and to challenge misconceptions in the specialism.

The following month, the UK Atomic Energy Authority (UKAEA), overseen by the International Atomic Energy Agency, will stage its conference on the latest developments in fusion energy technology.

Commencing on October 15th 2023, the weeklong UKAEA event will see up to 1,000 delegates attend presentations and panel discussions from key professors, scientists, engineers and technicians.



Members of Parliament will also attend the conference and awards dinner, taking place on October 19th 2023.

Mark Taylor, CEO of The QEII Centre, said: "It is fantastic to see two key global events like these being secured. They demonstrate the growing confidence in the sector and provide a glowing endorsement for our committed team who are renowned for delivering successful international events that provide a significant economic contribution to both London and the UK."

-
Stand F20



Heidelberg (2023)



Erfurt (2024)



Frankfurt (2024)



Münster (2021)

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INNOVATION

Asking the killer tech questions

Grant Dudson, Creative Director of Chorus, knows how to make tech sing to deliver innovative event experiences that delight clients. Key to his success is his unrelenting curiosity. In forensic detail he explores technology and brands. What is it that the brand is seeking to do, and which part tech plays, are the key questions that occupy his time.

Grant enjoys working with tech, but one of the biggest worries for event professionals is whether the tech will work and if it will meet expectations. How can this fear be overcome? Grant believes that education is the key. One of the best ways of doing this is by bringing people to meet providers at events. Shows such as IBTM World help facilitate these introductions.

However, meeting technology providers face to face is not the total answer. "Most providers show their tech at its highest level. Every feature is proudly presented. But this can become confusing for a buyer when only a simple solution is needed" says Grant. According to Grant it is important that tech providers demonstrate a ladder-down version of

what is available. For example, large projection mapping can be scaled down to become 'mini mapping'.

His advice, ask the killer question "What are the different applications of this technology from modest to large scale"?

Understanding where technology can go from and to is essential. Only then can planners see the opportunities available as they set out to create their experiences. And let's not forget that technology can be combined with other tech.

If you want something different and you want to develop your sustainability initiatives, tech can help. Take for example, interactive floor tiles. At one event, Grant recalls: "attendees had to dance on the interactive flooring. If they didn't

dance, the power didn't come on." The good news was that the delegates danced and became even more immersed in the experience.

Technology has never been more purposeful than right now. There are many opportunities of developing experiences that go to a new level, but only if the capabilities are understood. Just be sure to ask the killer questions.

Meet Grant Dudson at:

Accelerate Stage:

November 29th, 10.45 – 11.15: The

Story of Event Tech, How we got to Here & a Hint of What's to Come

November 30th, 13.30 – 14.00: When Production meets Creativity: How Tech can Solve every Event Organisers Problems

December 1st, 10.00 -10.30: The Big Tech Interview with Adam Parry

Knowledge Theatre:

December 1st, 14.30 -15.00: How to WoW! Converting Events into Experiences



« Ask the killer question "What are the different applications of this technology from modest to large scale?" »

Be curious and create better connections

Georgie Nightingall, Founder of Trigger Conversations, is a great conversationalist. Be careful though as she doesn't spend too long on the small talk. After all small talk is, in her words, 'the social lubricant', the gateway for getting into a deeper conversation.



Small talk is important. For a start it is a way to create space when meeting someone. Everyone lives somewhere, everyone does something with their time, and everyone experiences the weather. These are just three examples of ways to start a conversation. Small talk is universal. You can be sure that you will need to use it as you experience the IBTM World trade show.

However, too often, people spend too much time on the small talk. They keep asking questions to establish more information. Asking too many isn't helpful. In fact, in Georgie's experience it takes relatively little time, maybe a couple of minutes for trust to be built and a deeper conversation to begin.

"If you use an explorer's mindset you can quickly move beyond the small talk. However, be ready for potential rejection or other social bumps. These bumps could simply occur because the other person doesn't have enough time, or they have low energy, or they just don't want to commit to a conversation.

Take a risk. What's the worst that could happen? At this show, surrounded by a sea of event professionals you have nothing to lose."

One big mistake that people make when networking is to only talk about work. "At some events, networking has

become robotic leading to a lack of dignity. Is the value of a person, just their job title? Of course not," she says.

It is best to seek connection for a longer period. The immediate value at networking is transactional but the bigger benefits are those that come over time. Treating people as humans and not as job titles is the key to success in making connections.

As Georgie points out "Networking has social and cognitive benefits, you can learn a lot about yourself just by talking to people." Go beyond the small talk.

Be curious and create better connections through deeper conversations. Then you are set for getting to know clients, colleagues and friends on a whole new level."

« At some events, networking has become robotic leading to a lack of dignity »

Meet Georgie Nightingall at

How to be an Unnervingly Good Conversationalist: A Deep Conversations Experience

November 29th, 11.45 – 12.30 Knowledge Theatre

ICC Sydney showcases Gadigal heritage at Darling Harbour



International Convention Centre Sydney showcased an innovative audiovisual experience for visitors to the Darling Harbour precinct throughout September and October.

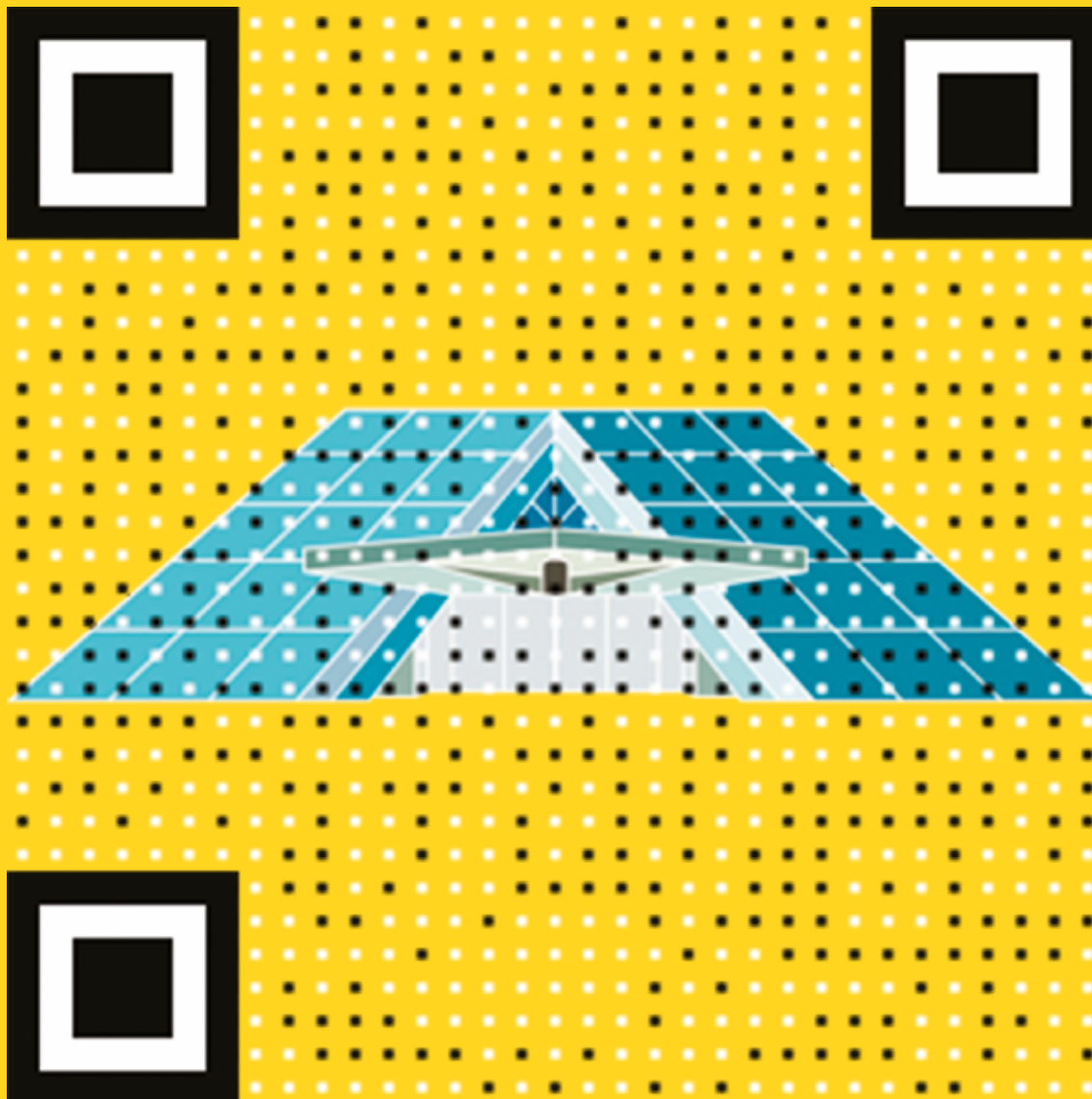
Gadigal Dreaming - The Sacred Country of the Gadigal People transported visitors to the ancient land on which ICC Sydney is situated today, through animated scenes that depicted the traditional cultural practices of the Gadigal people of the Era nation. Through QR codes, it also provided viewers with an augmented reality experience through their own devices.



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Delivering fantastic event experiences, whilst keeping a keen eye on the environmental impact has always been a challenge for event professionals.

Whilst trying to reduce your carbon footprint, there will inevitably be some changes which will impact the customer experience. You cannot know the full effect of these until you have been implemented and assessed.

Organisations have demanding expectations. Suppliers need to continue to work on reducing their carbon emissions. However, organisers and other stakeholders still want the event to be the usual success story. With supply chain issues, inflationary pressures and heightened delegate requirements, it can be a challenge.

As Helen Sheppard, Sustainability Director, RX Global, says, "It is a real balancing act for planners to navigate.

One of the key things, planners can do is to talk. Having conversations with suppliers to find out what they are doing and what their latest initiatives are. Keeping close to suppliers is more important than ever. It is important to be up to date."

If you are not sure how to start a con-

versation with your providers, you can always refer to the Net Zero Carbon Events Roadmap 2022 which was officially released on the November 11th 2022 at the UNFCCC COP27 meeting held in Sharm El Sheikh.

You can use this Roadmap as a lever to catalyse conversations on sustainability.

According to Helen, "There are hundreds of supporters on the Net Zero Carbon Events initiative. This collaboration of all sorts of different stakeholders coming together is the change for good for the events industry."

It is time to think collectively about how we can address some of the challenges. Whilst there have always been sustainable pioneers in the events sector, they were largely working alone. The time for change is now. But why now? Sustainability is not a new issue for events professionals.

Helen puts it down to three main factors. One, the Covid-19 pandemic shone a bright light on the sustainable practices in events. Two, key leaders in events feel the time is now. Thirdly, COP 26 in Glasgow helped contribute to raising awareness of issues.

What is needed now, is greater awareness and education of what lies ahead for the events sector. the biggest message from Helen is that we are in this together and collectively we can make a difference.

Meet Helen Sheppard in a panel discussion: The countdown to decarbonising your events
November 29th, 15:00 – 15:45
Knowledge Theatre

Marriott debuts with sustainable hotel in Geneva

Marriott International has opened its debut property in Geneva, Switzerland.

The 263-room Geneva Marriott is located in the district of Meyrin and has seven meeting spaces totalling more than 1,000 sqm.

It has been equipped with a district heating system that heats the hotel's water up to 120-degrees by burning domestic waste. The building's eco-friendly design also features electrochromic glass, which cools or heats the rooms depending on the weather outside, electric vehicle recharging points, plus an extensive space to park bicycles.



As a parent company, Marriott International has ambitious sustainability targets to reduce water intensity by 15%, carbon emissions by 30%, waste to landfill by 45% and food waste by 50% by 2025 (from a 2016 baseline).

Stand P32

Food sharing app Olio helps NEC and ICC to reduce waste



Two Birmingham-based venues in the UK have saved over 13,200 food portions and averted over 11,400kg of carbon emissions by teaming up with a food-sharing app.

The four-year partnership between in-house caterer Amadeus and the Olio app has enabled The NEC Birmingham and the International Convention Centre (ICC) to redistribute surplus pre-packaged food such as sandwiches, salads and sushi boxes into the local community.

Olio connects neighbours with each other and with local businesses to make sure that surplus food can be given away, not thrown away. Community volunteers have been collecting food from Amadeus staff at the NEC and ICC, which is either close to its sell-by date, surplus from large events or not needed by the venue.

Marc Frankl, Food and Beverage Director for Amadeus said: "We're committed to driving sustainability, reducing our carbon footprint and tackling food waste within the events industry. Our staff have really embraced the partnership and it's moving from strength to strength. Olio is fantastic as it allows us to reduce any food waste from events, while giving back in the areas in which we operate."

The measurements are calculated by Olio as part of the collection process. The figures are fed back to the venues as part of efforts to measure and reduce food waste.

Stand G38



The Slovenia capital, **Ljubljana** showcased its passion for pedal power in June by hosting the 29th Velo-city 2022 cycling conference. The world's largest conference dedicated to the promotion of cycling as a sustainable transport choice culminated with 7,000 cyclists taking to the city streets to ride an 11km route. The 2023 event will take place during May in Leipzig.

Stand F15



The Alex Hotel, Dublin has been certified with the prestigious Green Key for a second consecutive year. The four-star boutique property in the heart of Dublin's city centre is the only hotel in Ireland to hold this certificate of commitment to sustainable practices. The Alex Hotel is part of the **O'Callaghan Collection**, which is working towards carbon neutrality and fully sustainable operations across its entire hotel footprint.

Stand F40



Kuala Lumpur Convention Centre has purchased a food composer in its waste management efforts. As a result, it has been able to record a 30% decrease in the overall amount of food waste generated by meetings and events, while collecting data to better study delegates' consumption behaviour.

Stand K25

VISIT US AT BOOTH P60

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WELLNESS



Paris fashion retail destination, **Galeries Lafayette Haussmann** has opened a Wellness Galerie. Located across the entire ground floor of its main 'Cupola' building in Paris, the 3,000 sqm retreat is inspired by the circular, cocooning designs of the 1970s. With a range of personalised services and products based around Fitness, Self-care and Wellness, the Wellness Galerie includes massage specialists, alternative medicines, sportswear collections, recognised wellness practitioners, beauty products, a wide range of fitness classes, and a choice of healthy dining concepts.

Stand D50A

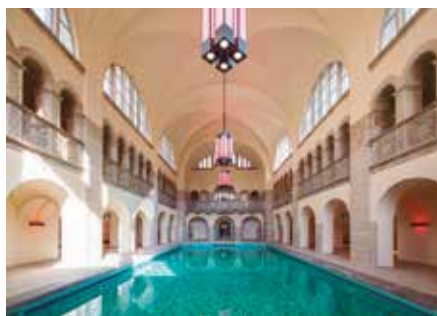
Six of the best... Hotel wellness spas in Berlin

1) The Club Olympus Spa & Fitness in the Grand Hyatt Berlin offers evening spa hire with exclusive use of the pool, sauna, and roof terrace with views over the city.

2) The Hotel Oderberger's Midnight Swim offers the luxury of exclusive use of a historic pool, plus the chance to swim in this special ambiance in the colour of your choice.

3) For something special in beauty, Germany's first and only Guerlain Spa at the Waldorf Astoria Berlin features the products of this renowned French brand. Groups can swim in a cloud-shaped pool, or relax in the sauna or steam room.

4) At the Cowshed Spa, SOHO House Berlin, groups can unwind and recharge in an especially relaxing setting with spa treatments using certified organic and fair-trade cosmetics from the Cowshed range.



5) The ONO Spa in The Mandala Hotel Berlin combines regenerative technologies with traditional spa elements and is the only spa in Germany offering the Iyashi Dôme detox experience.

6) For sheer indulgence in an unusual setting, check out the Rocco Forte Spa housed in the lavish former vault of the nineteenth-century Dresdner Bank.

Stand F50 / 53

SERVICES



Iceland provides backdrop for Honda's Adventure Road

Honda Motor Europe took its Adventure Roads customer event to Iceland earlier this year to take on the country's unique volcanic landscape.

Organised by **Sena DMC & PCO**, some 30 motorcycle riders were guided on a once-in-a-lifetime journey through the 'land of fire and ice' on board Honda's range of ultra-capable CRF1100L Africa Twins.

Starting in Reykjavik, the riders travelled 1,800km over 11 days. They nav-

igated various terrains including tarmac roads, gravel passes, black sands and ford rivers, while experiencing the majestic beauty of Iceland's waterfalls, lava fields, geysers and more than 22 hours of summer daylight.

The 30 riders also received riding tuition from Honda's Dakar Rally riders, Ricky Brabec, Jose 'Nacho' Ignacio Cornejo and Adrien Van Beveren.

Stand H75



ICCA has named Marta Gomes as its new President on the opening day of the 61st ICCA Congress in Kraków, Poland. Marta is Deputy Executive Director, Sales at French venue operator, Viparis. She succeeds ExCeL London's James Rees in the role. Gomes said: 'It's time to review some of the things we do, and possibly adapt what we offer according to our members' needs.'

Stand F55



Congratulations to **Moloney & Kelly** after the DMC was named 'Ireland's Leading Destination Management Company' at the World Travel Awards earlier this year. Moloney & Kelly create experiences for incentive clients throughout Ireland, gaining access to exclusive locations and immersing programmes in Irish culture.

Stand F40

Welcome

onto our French booth **D50** where day 1 and day 2 from noon to 1.30pm we will discover (and taste) different wines from Rhône region and showcase our destination located in the heart of the « Gastronomy Valley ».

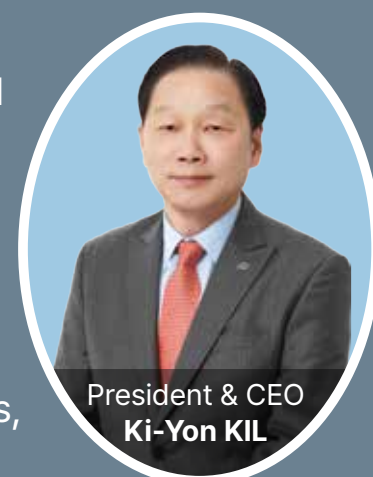


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Synergy Made in Alliance

The Seoul Tourism Organization (STO) is an organization specializing in tourism that created a brand for the city of Seoul to promote across the world and was established to both advance the rise of the Seoul tourism industry while working to revitalize the local economy.

STO also takes on the role of a tourism platform that attracts an increasing number of inbound tourists by promoting Seoul as a tourism & MICE city, while enabling various stakeholders in the tourism industry to communicate and coexist with one another, be it tourists and local residents, public sector organizations and corporations, or academia.



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Accelerate Stage

IBTM Accelerate presents 'Tech for Good', with three days of content that looks to assess where the industry is 'now', what it looks like in the 'near' future, and what is to come 'next' in the world of technology, both within the events industry and beyond.

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 red cloakroom is located in the Bus Station in Hall 1 for our Hosted Buyers. The purple cloakroom is located in CC1.1 for our visitors and exhibitors. This is on level 1 above Accès 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 Stand for assistance.

First Aid

The First Aid point is located behind Stand C10. 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 to see event schedules, maps, diary appointments, and much more.



Information Desk

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

Knowledge Programme, powered by ACS

The IBTM World Knowledge Programme runs throughout the event. Experience three high-profile Keynote speakers plus innovative education and panel discussions delivered in a creative and engaging environment.

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.

Opening Times

Tuesday, November 29th:
08:45 – 18:00
Wednesday, November 30th:
08:45 – 18:00
Thursday, December 1st:
08:45 – 17:00

Organiser's Office

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

Recharge Zone

Recharge your phone in the seating area located on Stand K55.

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



Hotels to the Fira Gran Via

Monday: No buses
Tuesday, Wednesday & Thursday:
08:00 & 08:45 and back when show closes

Airport to Fira Gran Via

Every 15 minutes between these times:
Monday: 08:00 – 18:00
Tuesday: 08:00 – 18:00
Wednesday: 08:00 – 18:00
Thursday: 08:00 – 18:00

Fira Gran Via to Airport

Every 15 minutes between these times:
Monday: 09:00 – 18:00
Tuesday: 09:00 – 19:00
Wednesday: 09:00 – 19:00
Thursday: 09:00 – 18:00

All airport shuttles depart from the Central Bus Station, Hall 1.

Wi-Fi

Complimentary Wi-Fi is available at the venue.

Wi-Fi Network names
#IBTM_Free_5GHz
#IBTM_Free_2.4GHz
No password required



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Barcelona Convention Bureau
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#Barcelona renueva #IBTMWorld hasta 2025 y cierra un año histórico con más de 400 congresos, cifra equiparable a 2019, situándose en el top 5 del ranking de referencia internacional como mejor destino de congresos

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The Business of Events
@TheBizofEvents
Come and join @MartFullardUAE for the launch of our Global Destination Report at #IBTMWorld with @businesslondon and @destinationdc on 30th Nov at 1.30pm in the Knowledge Theatre. We hope to see you there

Join us for the launch of
The Business of Events : Global Destination Report

Martin Fullard
Associate Director
News & Content

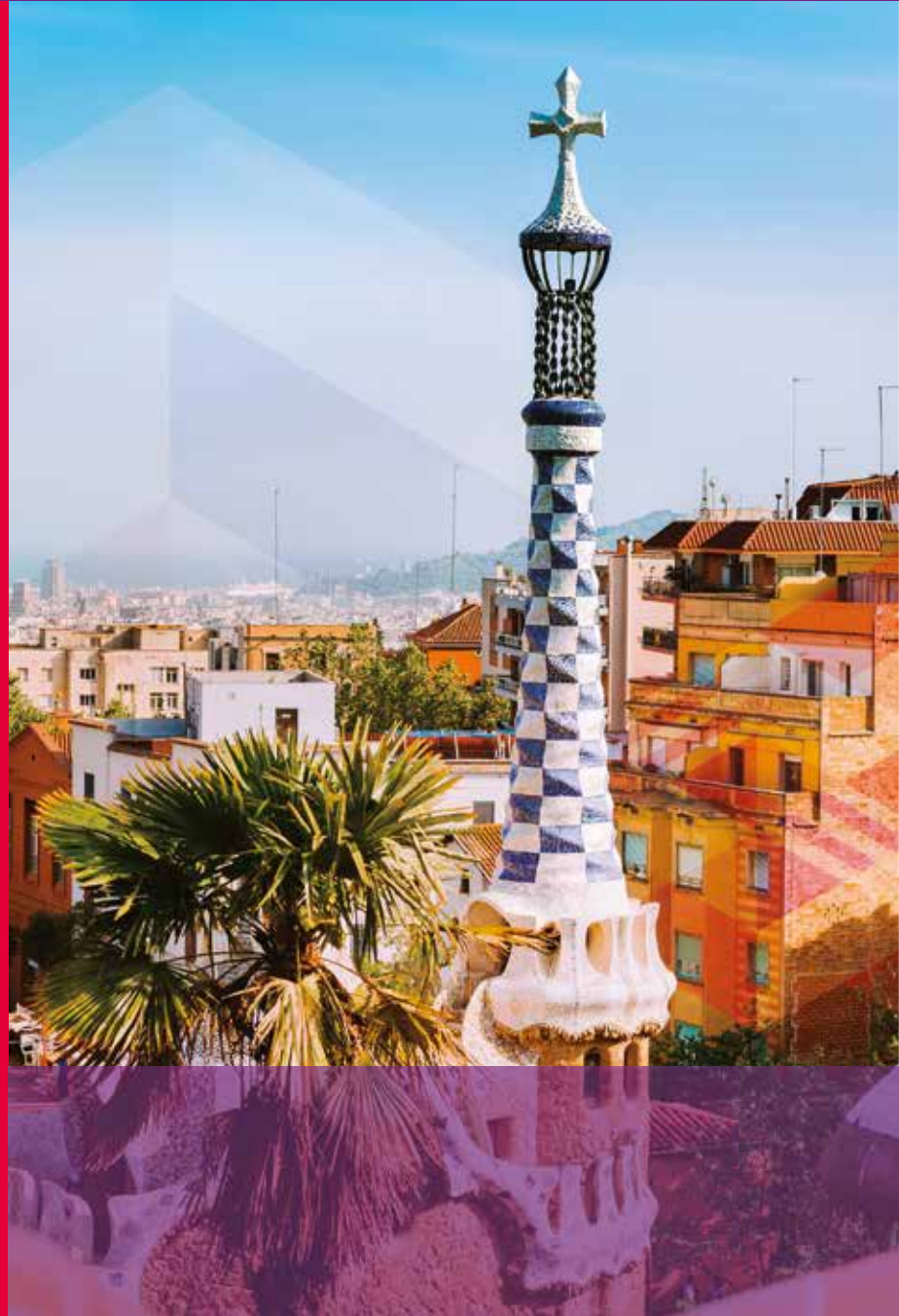
Rachel Boraston
Head of Destination

Melissa Riley
Vice President

Wednesday 30th November, 1.30pm (CET)
Knowledge Theatre, IBTM World

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29 Nov - 01 Dec 2022

TODAY'S PROGRAMME

*Programme is correct at time of print

BUSINESS

09:15 - 09:45

When business entertainment shapes culture - the C2 Montréal event case study

MODERATOR: Igor Beuker, Speaker | Entrepreneur | Futurist | Activist
SPEAKER: Anick Beaulieu, VP Growth and Partnerships, C2 International; Delphine Poux, VP Marketing, C2 International
VENUE: **Knowledge Theatre**

EXPERIENCES

10:00 - 10:30

The Big Tech Interview with Adam Parry: featuring Max Gethin, Wonder

MODERATOR: Adam Parry, Event Tech Influencer, Event Industry News
SPEAKER: Max Gethin, Client Development Lead, Wonder
VENUE: **Accelerate Stage**

In line with this year's #CultureCreates campaign, the Knowledge Programme has five new tracks:

EVENTS THAT CREATE CULTURE ■ CREATE BETTER ■ BUSINESS

will include content that focuses on ROI and the challenges of modern business, as well as how to overcome those challenges.

EVENTS THAT CREATE CULTURE ■ CREATE BETTER ■ BRANDS

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

EVENTS THAT CREATE CULTURE ■ CREATE BETTER ■ CONNECTIONS

will focus on tips and tricks to improve networking, encourage connections and look at the future of face to face.

EVENTS THAT CREATE CULTURE ■ CREATE BETTER ■ CAREERS

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

EVENTS THAT CREATE CULTURE ■ CREATE BETTER ■ EXPERIENCES

will focus on the latest developments into event technology and new trends shaping hybrid events.

BUSINESS

10:00 - 10:45

The IBTM World Industry Trends Report

SPEAKER: Al Turner, Managing Director, EIGHT PR & Marketing
VENUE: **Knowledge Theatre**

EXPERIENCES

10:45 - 11:15

Grant Dudson, Chorus: The Story of Event Tech, How we got to Here & a Hint of What's to Come

SPEAKER: Grant Dudson, Creative Director, Chorus
VENUE: **Accelerate Stage**

CONNECTION

11:00 - 11:30

Persuade a Decision Maker: How the Brain Makes Decisions and How You Can Drive Them

SPEAKER: Dr Thomas Trautman, Founder | Author | Speaker | Consultant, Happy Brains
VENUE: **Knowledge Theatre**

EXPERIENCES

11:30 - 12:00

How to Activate the Goodness of Your Event beyond its Live Date(s)

SPEAKER: Matt Howarth, Regional Business Development Director, Enterprise Solutions, Cvent
VENUE: **Accelerate Stage**

CONNECTION

11:45 - 12:30

How to be an Unnervingly Good Conversationalist: A Deep Conversations Experience

SPEAKER: Georgie Nightingall, Founder, Trigger Conversations
VENUE: **Knowledge Theatre**

EXPERIENCES

12:15 - 13:15

Lunch: Playtime with Piing

SPEAKER: Jay Roche, Events Director, Piing
VENUE: **Accelerate Stage**

BRANDS

12:45 - 13:15

5 Ways Gen Z are Changing the World

SPEAKER: Adolfo Pahissa López, Head of Creativity, NTT Data
VENUE: **Knowledge Theatre**

EXPERIENCES

13:30 - 14:00

The Art of Analysing Data for Better Event Experiences

MODERATOR: Gerard Conway, Director, Event Intelligence, GES EMEA
SPEAKERS: Joshua Sinclair, Head of Technology Transformation, Informa Connect; Sam O'Connell, Head of Marketing and Intelligence, EasyFairs
VENUE: **Accelerate Stage**
TAG: Experiences

BUSINESS

13:30 - 14:00

The World in View: Stresses, Transformations and Opportunities in 2023 and Beyond

SPEAKER: Anne McElvoy, Policy Editor, The Economist
VENUE: **Knowledge Theatre**

BUSINESS

14:15 - 14:45

The Countdown to Digital Inclusion: Helping Businesses Become Accessible Faster

SPEAKER: Jan Lundin, CEO, Funka & Accessibilitycloud.com
VENUE: **Knowledge Theatre**

EXPERIENCES

14:15 - 14:45

Post-pandemic Events

SPEAKER: Alberto Roca, CEO, Mooveteam
VENUE: **Accelerate Stage**

EXPERIENCES

15:00 - 15:30

Changing Mindsets with Datasets

SPEAKER: Bruce Rose, Head of Environments, Live Group
VENUE: **Accelerate Stage**

BUSINESS

15:00 - 15:45

The countdown to decarbonising your events

MODERATOR: Kai Hattendorf, CEO, UFI
SPEAKERS: Helen Sheppard, Sustainability Director, RX Global; Senthil Gopinath, CEO, ICCA; Eloisa Urrutia, Head of Sustainability – Meetings & Events Company, American Express Global Business
VENUE: **Knowledge Theatre**

EXPERIENCES

15:45 - 16:15

Who is Responsible when something goes wrong?

SPEAKER: Terry Waller, Managing Director, Arc International
VENUE: **Accelerate Stage**

BUSINESS

16:00 - 16:45

2023 Global Meetings and Events Trends

SPEAKERS: Sofia Eriksson, Senior Manager Global Business Development & Strategy, American Express Meetings & Events; Encarnación Martín Perena, Manager Global Business Development and Strategy American Express Meetings & Events
VENUE: **Knowledge Theatre**

EXPERIENCES

16:30 - 17:00

5 Hacks for Better Event Marketing Through Social Media

SPEAKER: Caitlin Kobrak, Digital Marketing Executive, DRPG
VENUE: **Accelerate Stage**

BUSINESS

17:00 - 17:45

How MICE Can Spark Meaningful Inclusion (and Why Your Brand's Future Depends On it)

MODERATOR: Jan Lundin, CEO, Funka & Accessibilitycloud.com
SPEAKERS: Megan Strahle, Sustainability Manager, The Bulb; Bruce Rose, Head of Environments, Live Group; Mikael Ek, Managing Director, BCD M&E EMEA
VENUE: **Knowledge Theatre**



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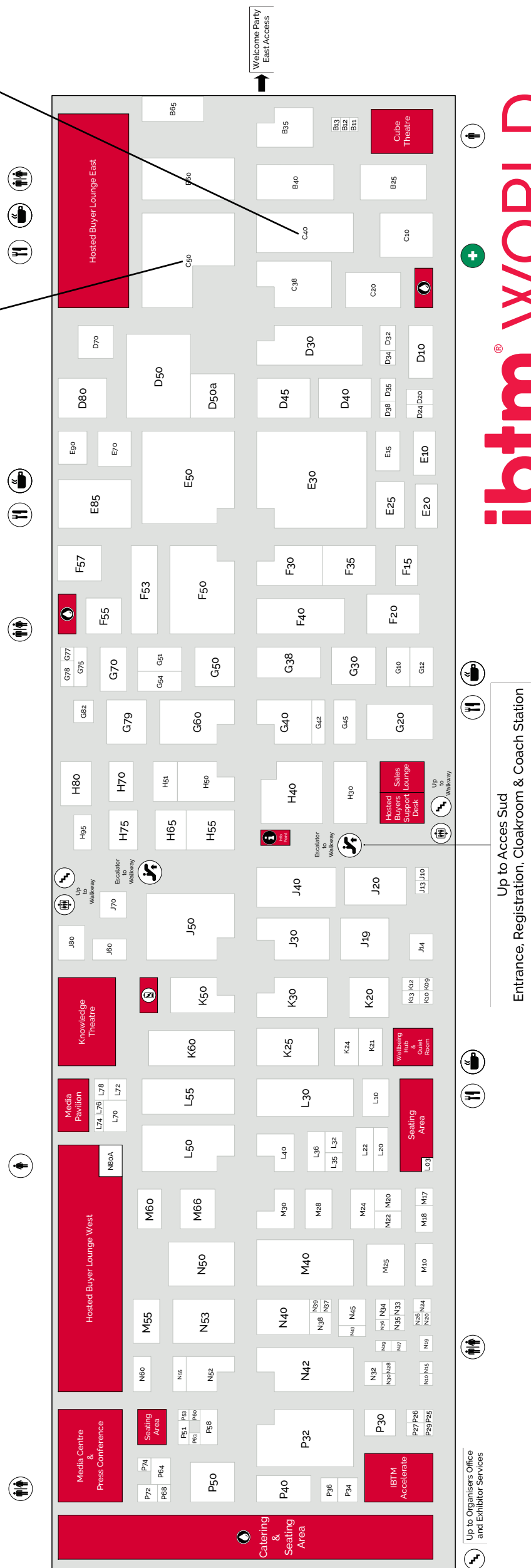
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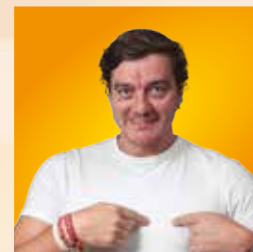
"...is our refuge"



"...gives us strength to do everything"



"...is forever"



"...is the best gift that we have"



"...brings out the best in us"



"...is who you are, your origin and your purpose"



"...never abandons or forgets you"



"...is going to infinity and beyond!"



"...always unites us"

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"...is never being alone"



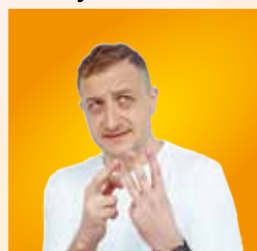
"...makes us stronger"



"...is synonymous with trust and strengthen"



"...is pure life"



"...is what you can count on always"



"...is the epicentre of our life"



"...is always there by your side"



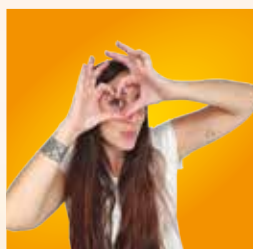
"...is our home"



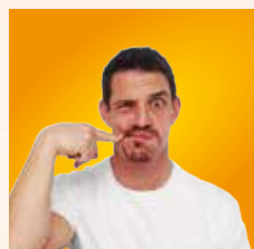
"...is like a light that never goes out"



"...always supports you"



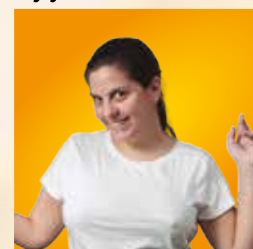
"...gives us the first lesson about love"



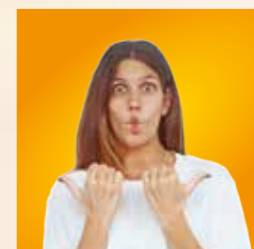
"...make us grow"



"...is a long conversation that always seems too short"



"...is where life begins and love never ends"



"...is a link to our past and a bridge to our future."

Join our family!



Join us tomorrow for the Spanish meetings industry cocktail.

Wednesday November 30th, 17:00h. Stand D24

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