

## THE POWER OF CONNECTION



The value of connections is more important than ever before. Business develops through connections, and this is especially the case in the events sector.

With the advent of hybrid and flexible working becoming the 'norm' for many businesses, the value of events bringing people

together is critical. For people working in events, their role is undeniable in enabling their clients to maximise the value. One of the ways, event planners can help their clients is by being part of this show and discovering the latest innovations on offer from service providers.

At IBTM World there are

numerous opportunities to make connections, whether through meeting people by chance, sitting next to someone at an educational session or through buyer appointments.

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### Wellington wins events for Tākina



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### 25hours opens in Scandinavia



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### Atlantic Hotels heads to Germany



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PHOTO  
OF THE DAY





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## The divergence in Diversity & Inclusion in events

Diversity and Inclusion is a wide subject area. It covers issues such as disability, mental health, race and more. In this article we look specifically at gender diversity. What do we know about gender diversity now and what does this mean for the future of the events industry?

The average percentage of women in executive committee, director or board roles within the Hospitality, Travel and Leisure FTSE 100 is in the region of 32%, according to research from PWC conducted in 2020.

IBTM has also conducted research (IBTM Event Management Gender Equality Report) into gender equality within the event management industry. From a global sample of 2000 people working within the event management industry, it was discovered that 76.9% are women. In other words, it looks like a female dominated industry.

However, the research established that the number of men within the industry increases as the seniority ladder is climbed. For example, in junior executive roles, 17% of the workforce is male. Move on up in leadership levels with roles such as directors and the percentage increases to 37%.

IBTM's research found that when it comes to gender, men within the event

management industry have a greater chance of occupying a directorial position than women.

When we look at pay differentials there is an imbalance in favour of men. From a sample of UK-based event management companies with 250 employees or more, IBTM discovered that women are paid less than men across the industry on average. For every £1 men receive, women are typically paid 88p for the same role. When it came to bonuses, the same correlation was found, in that men typically received more than their female counterparts.

It is important to address other wider issues that could be preventing women from stepping into leadership roles and that could be impacting the gender pay gap.

It is believed that the biggest reason women 'fall out' of the workplace between manager and director levels is to have and care for children. This then often leads to part-time work and lower salaries and bonuses as a result.

The gender pay gap widens after women have children, but this could be reduced if men and women were able to share childcare more equally. These would enable women the opportunity to balance family life with a fulfilling career.

In the PWC research, 43% of female millennials feel employers are biased in favour of male employees. From this research and that of IBTM there is a gender diversity imbalance.

Gabrielle Austen Browne, the Founder of Diversity Alliance and Co-Founder of the Diverse Speaker Bureau, says "one of the most important aspects of creating a more diverse and inclusive workplace is ensuring that everyone in the company, from employees to board members, understands and models inclusive behaviours. Only when everyone is on the same page can you start to create a truly inclusive and diverse workplace culture."

Kim Myhre, one of the world's leading design thinkers and thought leaders, believes that there is the opportunity for diversity, equality, and inclusion to be a catalyst to create a more innovative industry.

"The issue of diversity and equality is not new to the meetings and events industry by any means" Kim says. "It has long been known as an industry 'dominated by women and run by men.'"

"But, over the past few years, the topic seems to have gained a new sense of urgency. During the global pandemic, many event professionals were forced to leave the industry, and the recruitment

of new staff and new skills were put on hold. Now, as a pandemic-wounded events world sets about to 'build back better,' the industry finds itself with staff shortages to be filled and new talent with new skills to be found. It also finds itself needing more diversity and inclusion practices designed to attract and retain a more socially aware workforce."

He continues "There are experiences and ideas found in diversity and inclusion that may offer incredible innovative ideas and even better results. Inviting DEI into the event design discipline can lead to the discovery of new ways of thinking about what is possible for a more exciting, more inclusive event industry future."

### « There is a Great Opportunity for Diversity, Equality and Inclusion to Create a More Innovative Events Industry for The Future »



Continued from page 1

In addition, there are social and networking events on offer where connections can be made.

This year's event is once again truly global, with a total of 3,500 exhibitors attending from over 100 countries. In addition, there are 91% of the number of destinations that attended in 2019. In terms of visitors the number will be around 10,000.

Connecting the buyers and exhibitors, the number of meetings is higher than the 2019 figures. It is anticipated that during IBTM World a total of 60,000 pre-scheduled meetings will take place. David Thompson, Event Director, IBTM World, comments: "The big numbers we are seeing demonstrate that the industry is ready to do business again on a global scale."

It is important to make the most of the connecting and networking opportunities on offer. There is nothing quite

like meeting someone face to face. Being able to see people, shake their hand and share time with them is what it is all about. Some people thrive on the energy that they get from meeting other people. Others are happy to meet people but then need to take some time out to re-charge. Everyone is different. There are extrovert and introvert personalities. There are people with physical disabilities, invisible disabilities and neurodiversity. There are people from different ages, cultures, and countries. You will find these people with all their differences on the show floor.

You may be someone who has been networking for years. You may be new to making connections and every time you meet someone it is a new experience. However, it should be a new experience for everyone. Every single interaction, even with familiar people, is a different encounter to the last time you met.

With such diversity in cultures, generations, and experiences, it is critical

that you make the most of every single encounter you have.

One of the ways in which you make the most of your networking and buyers' appointments is to be respectful. Just do the simple things. For example, pay attention to what the other person is saying. Don't interrupt them because you want to hear your voice.

Attend appointments on time and be mindful of the time available. Most people will be on busy schedules with lots of people to see and connect with. Respecting time is important.

The other key is to be prepared. Come prepared with questions that will help you in your decision making. For planners, what do you need to know that isn't freely available on the website of the supplier? If you are a supplier, tune in to what you are hearing. Resist the temptation to pitch too early.

Finally, remember the Covid-19 impact. Some people may not wish to shake hands or hug. Some people will

absolutely want to. You will need to work out what is right at that time with the person you are speaking to.

Respect also, by following up. Putting hard work into making the most of your connections will stand for nothing if you subsequently don't continue the discussions made on the show floor.

Enjoy your connecting, who knows where it will take you.



The opening ceremony of the ENIT - Italian National Tourist Board stand took place yesterday. It featured the Ambassador of Italy and representatives including, Alessandro Onorato, Councilor for Mayor Events, Sport, Tourism and Fashion Rome City Council, Riccardo Guariglia, Ambassador of Italy, Inmaculada Juberias, ENIT Madrid Co-ordinator and Elena di Tondo, Events and B2B Communication Manager (pictured left to right).

Stand E30

# 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

[#meetinaustria](#)  
[convention.austria.info](#)



## Association Leaders' Forum

The Association Leaders' Forum took place on November 28th with a programme focused on the role that associations play in our changeable world. It explored issues such as sustainability, diversity and inclusion, socioeconomic instability, wellbeing, and creativity.



## Meetings Leadership Network

The 2022 Meetings Leadership Network took place on November 28<sup>th</sup> at the stunning Hoxton, Poblenou. Split across three levels, attendees started with drinks and canapes in the open-plan lobby, before heading down to the multifunctional basement for the awards ceremony, and finishing on the terrace for a view of Barcelona at night.



IAPCO Driving Excellence – Collaboration Award Ori Lahav, President of IAPCO, presented the award Nicola Teslai, CEO of OIC Group



IBTM Outstanding Achievement Award received by Annick Beaulieu, VP Growth and Partnership of C2 International




## Corporate Experiences Day

The IBTM World Corporate Experiences Day was an interactive day designed with corporate buyers in mind. All attendees took part in both the Sustainability and Tech Streams held on November 28th.





# 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.



## INDUSTRY & TRENDS

### Event design: Turning values into culture and content

**G**areth Kelly, Salesforce's Senior Director and Head of Strategic Events EMEA shares his views on the importance of culture as an ingredient of event design.

#### How does Salesforce build culture throughout its business DNA?

We start with our five core values of customer success, brand trust, innovation, equality and sustainability. They form a very solid base from which to develop brand culture, both through our cloud-based products and through the event experiences we stage across the world

**« Fun is an important part of building successful brand culture so create live environments where people can enjoy themselves while they're networking or learning about your products »**

in order to engage with employees, customer 'trailblazers' and other brand stakeholders.

We like to look after our entire community and to have a positive impact on both our society and the environment. That's reflected in much of our thematic brand design (animated brand characters, forest environments etc), which we use to bring our products and solutions to life.

#### What are the keys to building successful culture?

You have to embed your company values into everything you do. That includes event design.

Then layer on-top, those elements that are part of your company's DNA, which extend beyond your core values, such as wellness, collaboration and the opportunity to giveback through volunteer programmes.

Hence, when you visit our customer conference Dreamforce, not only are you getting the best product information, you're also able to build your own per-



set of brand values from which to form the foundations for building-out culture, your long-term events programme is likely to fail.

#### Meet Gareth Kelly at the Knowledge Theatre

09.15 – 09.45

**'Building an Unshakable Business Culture: Why Tech Will Continue to Spend Big on Events'**

sonal agenda so that you're enveloped in the company's broader culture too.

Fun is an important part of building successful brand culture so create live environments where people can enjoy themselves while they're networking or learning about your products.

#### Why is culture so important for today's events?

By building event design onto layers of company culture, it will provide you with a wealth of stories with which to develop content. It is these stories that allow attendees to be inspired, innovate back and engage with your event on a deeper level.

I genuinely believe that your brand values are the source of culture. It's not limited to values but it's a base to start from. If you don't have a well-defined



IACC and MPI have announced a strategic alliance that will see the two industry associations collaborate on content and campaigns while sharing education and developing online learning. The partnership will give the 400-strong venue membership of IACC greater access to MPI's 90,000 members across 70 global chapters.

**Stand B65**



ICC Wales has been awarded the ICCA Best Marketing accolade for its Protect Duty campaign. The Protect Duty legislation (known as Martyn's Law) formalises the responsibilities and actions that publicly accessible locations must take to mitigate the risk of a terrorist attack. It's named after Martyn Hett who was killed in the Manchester Arena terrorist attack in 2017. Following a detailed written submission with accompanying video, ICC Wales Sales Director Danielle Bounds and Marketing Director Vanessa Russell gave a presentation to 1,000 ICCA delegates at the association's annual congress in Krakow. It became only the second UK venue to win in the 25 year history of the award after securing more member votes than three other finalists.

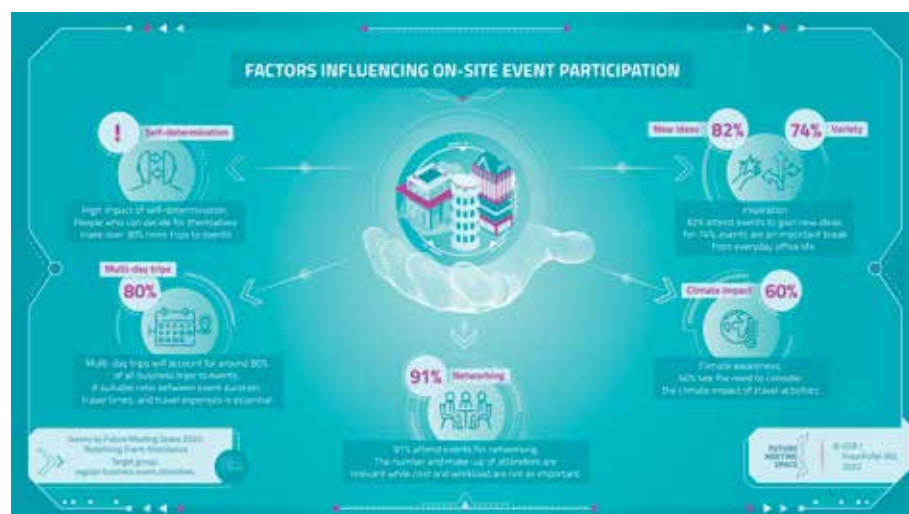
**Stand G30**

workplace priorities. Multi-day trips account for around 80% of all business trips to events while 60% of respondents agree with the statement that the climate impact of future travel activities needs to be considered.

A final research phase of the 2022 Future Meeting Space study will focus on identifying what makes business events and destinations attractive for in-person attendance. The findings will be revealed at a virtual event in December.

**Stand F50**

### GCB reveal why people attend events with Future Meeting Space study



Networking and gaining new ideas are the two top reasons why people attend in-person events, according to research published by the German Convention Bureau (GCB).

The Future Meeting Space study, carried out in conjunction with the Fraun-

hofer Institute for Industrial Engineering, has sought to identify changing patterns in business travel and in-person event attendance.

Some 91% of survey respondents said that they attend events for the networking, while 82% admitted that they get

new ideas from attending in-person events.

The findings from this first research phase further suggest that people who can decide for themselves whether or not to attend events do so 30% more often than people who require approval for their business trips.

Matthias Schultze, Managing Director of the GCB said: "In a highly digitalised world, people long for authentic experiences in physical places. The services and experiences that destinations provide are key for this. They are an integral part of future-proofing events and can offer attendees significant added value."

A second research phase looked at the general attractiveness of work-related travel and how this contributes to recruitment and employee retention.

The results reveal that the opportunity to travel for business ranks highly (4th out of 17 factors) in an employee's





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## Brain teasers

**T**om Roach, VP Brand Strategy at Jellyfish explains how neuroscience and a greater understanding of the human brain can help event marketers.

**You talk about the human brain as a constant that if fully understood, can help event marketers better understand their audiences and how to reach them. Can you elaborate?**

We're obsessed with technology and changes in marketing. But the one thing that never changes is the human brain. It's the hardware that all of the software involved in marketing events and event design works from. Our emotional responses to things are hardwired. So how you communicate your event brand is all about tapping into those responses by creating powerful and consistent stimuli that align your activity with people's emotional and subconscious habits. You don't need people to love your brand, you just need to trigger them into thinking of you so that they habitually choose you over your competition.

**« Our emotional responses to things are hardwired. How you communicate your event brand is all about tapping into those responses by creating powerful and consistent stimuli »**



**How does the way the brain work impact people's behaviours when attending an exhibition or event?**

In environments that are providing sensory overload, people's System 1 mental processes (quick, intuitive, automatic, lazy and effortless decision-making) will be far more powerful in choosing which way to go than System 2 thinking (slower, more deliberate, more conscious decision-making). In terms of event design therefore, it's possibly why exhibition organisers always seem to place the bar

in the centre of the floor-plan or why simple yet effective and striking branding or stand design is better for attracting new enquiries.

**Of your seven principals of effective marketing communication that will always be true because they're based on how our brains work, which comes first?**

You have to start with reaching as many people as possible and grabbing their attention through creativity. It's a good place to start as it reminds you that most people in any given timeframe just aren't that into you. Start by delivering universal human truths. Once you've caught their attention you can then influence individual emotional responses, which is something that events do incredibly well.

**Meet Tom Roach at the Knowledge Theatre**

**15.00**

**'In a World of Change, What Won't? The 7 Principles of Effective Brand-building Creativity'.**

## Architect of the future

**K**im Myhre is an experience designer, consultant, innovation activist, brand storyteller, XR and Web3 explorer. Being active in the events space over a number of years, Kim has seen a lot.

**What does the future look like for event professionals?**

There is no doubt that technology has changed the way we meet. In addition, the expectations of attendees have changed dramatically in the last 10 years and even more dramatically in the last three. People live differently than previously. Just think of the ways in which we communicate, shop, and consume entertainment. We live in a digital world.

**Do planners need to change?**

If planners believe a flawless event is one in which nothing goes wrong, then it is time for a shift in thinking. Nothing going wrong cannot be the base. It is essential to put 'people first' at the top of your event design list. Think of being an experience designer and not a meetings planner. That will create a shift in the way you work with clients. There is a tremendous opportunity to embrace and develop new experiences for your clients. But you need to understand your audience to a much greater degree. You need to understand the attendee journey and what can make it better. For example, Starbucks understand its customers. They brand researches and adapts. The reason for the lengthy wait in the



queue is not because they cannot speed things up, but because after conducting research, they discovered that people like to listen to the music, hang out and smell the coffee. None of which is possible if the line moves too quickly.

Event professionals need to dig deeper with their critical thinking and understanding of post-pandemic delegates and what they need. Planners need to change and keep evolving, or else they risk becoming obsolete.

**Meet Kim Myhre at the Knowledge Theatre**

**14.15 – 14.45 30<sup>th</sup> November**

**There's no way back: Creating experiences for a changing world**

**12.30 – 13.15 1<sup>st</sup> December**

**Future Proofing: New skills for a changed event's industry**

## How inclusive are event planners?

**M**egan Strahle, Sustainability Manager at The Bulb, spoke yesterday at the panel session – How MICE can spark meaningful inclusion. Here is some of her key advice.

**Make registration simple**

On the registration form make sure there is a section for accessibility requirements. But if there isn't please have contact details of an individual I can connect with. This is much better than being provided with an info@ address.

**Provide logistical information**

Understanding how to get to the venue is super important. If you provide a map, details of accessible bus stops and bus numbers. Also, information on which taxi companies to use. Some companies charge extra for wheelchairs.

If you take a picture of what the venue entrance looks like, that again is invaluable information. Some venues are huge, and it is easy for people to become overwhelmed and anxious, if they don't know where they should go.

In the venue, provide information on accessible toilets. Also, which rooms and on which floors are the sessions taking place? And crucially what times are the sessions and how long does it take to get from room to room? This enables people to plan in advance. Some delegates need carers and have to co-ordinate timings with them. Planning ahead helps alleviate stress and make for a better experience.

**Think about the attendee experience**

For people attending in-person events, being provided with the above logistical information is invaluable. But also consider areas set aside for rest and wellness breaks. People suffering ADHD, anxiety, or similar invisible conditions, need a safe haven.

For virtual events, the tech platform should have captioning that is able to be turned on or off. Give people choice as you don't know whether they have an issue that you cannot see. For example, some people have sensitive hearing, and some are affected by flashing lights.

Planners are in the business of creating experiences. The more inclusive they are, the better the results will be for everyone.







# Meetings Africa 2023

## Unlocking Africa's opportunity through quality connection

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## DESTINATIONS



### Terra Solis opens for glamping in the Dubai desert

The people behind Europe's Tomorrowland music festival have opened Terra Solis, a glamping destination in the Arabian dunes.

Located in Dubai's Al Yufrah district, the Terra Solis desert oasis is spread over 371,000 sqm and will be available to book until June 2023.

It features three accommodation options, all named after stars, meteor showers and constellations. Guests can choose from 48 Polaris bell tents, 20 Perseid lodges, or the six Orion pool lodges - each featuring a private pool and a large private outdoor cabana and terrace.

Terra Solis also features MESA - a dining experience inspired by the 'Tastes of the World' cuisine of Tomorrowland, serving flavours from all corners of the

globe, designed to be shared.

Nicolas Vandenabeele from Terra Solis/Tomorrowland said: "Terra Solis is a one-of-a-kind desert destination away from all the noise. It is inspired by the magic of Tomorrowland and the most beautiful star constellations, where you can wake up from a night under the stars and live to the rhythm of the sun."

"Guests will have the opportunity to immerse themselves in a memorable world of wonder with the finest music, a vibrant yet relaxing pool scene, incredible tastes and aromas and a unique glamping experience in the Arabian dunes, while relaxing in style under the Dubai sun."

- Stand J50



Nelly Mukazayire, the CEO of the **Rwanda Convention Bureau** (pictured left) outlined the benefits of bringing events and incentives to the Great Rift Valley in central Africa to IBTM World delegates yesterday. She said: "Everyone gets a free 30-day visa upon arrival in Rwanda, while planners that organise meetings

and events programmes through the CVB get a 15% discount on all delegate airline tickets via Rwanda Air and further discounts on venues. We're known as the country of one thousand hills but we're also the country of a thousand smiles."

- Stand M30



### Business Events Wellington wins two events for Tākina

New Zealand's convention bureau, Business Events Wellington has secured two more international conference wins for the capital's soon-to-open congress and exhibition centre.

The new Tākina centre will be able to accommodate up to 1,600 delegates, alongside exhibition space and stand-alone meeting rooms when it officially opens in June 2023. It is expected to open with more than 80 multi-day conferences scheduled to take place.

The venue's first event will be the Trans-Tasman Member's Choice Symposium, to be held in partnership between the Australian Psychological Society (APS) and the New Zealand Psychological Society.

It will be held in Wellington the month before Tākina's official opening and attract more than 600 delegates.

The Royal Australian & New Zealand

College of Obstetricians and Gynaecologists has also chosen Wellington for its Annual Scientific Meeting (ASM) in October 2024.

Tākina's two levels dedicated to hosting conferences will both be fully utilised by the 900 delegates expected to descend on the city for the four day event.

Event manager Anna Smaragdi said: "We're delighted to be bringing our Australian and New Zealand members together in New Zealand for the first time in seven years. Wellington is centrally located with easy access for all our members, as well as being the home to New Zealand's government and a strong women's health community, providing great opportunities for international networking and collaboration. Plus, it has a cool vibe and is a fantastic place to visit."

- Stand J19



**Atout France** is inviting meetings professionals to connect with local economic players who can enrich their events through 'VIP Learning Expeditions'. The strategy has already resulted in a Nanotechnologies conference staged in Toulouse, which featured meetings with local specialists from this sector. As a re-

sult, convention bureaus and the office for economic development are collaborating more and more. In the 'Pays de la Loire' region for example, MICE promotion and economic development are part of a single entity, called 'Solution & Co'.

- Stand D50



# Destination DC reveals venue and hotel pipeline for 2023



DestinationDC has revealed Washington D.C.'s venue and hotel openings, which will help drive meetings and events to the US capital for the year ahead.

According to Elliott L. Ferguson, President and CEO of the convention bureau for Washington, there are more than 26 new hotels or renovations in the pipeline, adding over 5,892 new or renovated rooms in eight neighbourhoods.

Additionally, the National Gallery of Art's East Building reopened in June this year; the Kennedy Center opened an interactive permanent exhibit dedicated to President John F. Kennedy

in September; phase two of the Wharf opened in October, adding a new Pendry hotel and fine dining; plus the Smithsonian National Air and Space Museum reopened with eight new galleries in October.

Elliott said "Strong leisure destinations lead to strong meetings destinations, so as more people combine business and leisure travel, D.C. is notable for new investment, hotels, arts and culture, dining and nightlife and free things to do."

Future developments include the reopening of the National Museum of Women in the Arts in autumn 2023 following a major renovation and the completion of the Metrorail Silver Line, which connects Washington Dulles International Airport to downtown D.C.

By 2026, the airport will add a LEED Silver-certified, US\$675 million concourse.

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Stand L32

# Routes World aviation event set to land in Bahrain for 2024



Bahrain Airport Company (BAC) has announced that Routes World, a conference and exhibition for the aviation sector, will take place in the Kingdom of Bahrain for the first time in 2024.

BAC, the managing body of Bahrain International Airport (BIA) signed the agreement on the second day of the Bahrain International Airshow, which took place from 9th to 11th November 2022.

The signing was attended by His Excellency Zayed bin Rashid Al Zayani, the Minister of Industry and Commerce and Gulf Air Group Chairman; Captain

Waleed Al Alawi, Gulf Air CEO; and Dr Nasser Qaedi, Bahrain Tourism and Exhibitions Authority CEO.

According to BAC, Routes World 2024 will attract over 2,500 delegates from global airlines, airports, and tourism authorities.

Mohamed Yousif Al Binfalah, the CEO of BAC said: "Routes World 2024 will be the perfect platform to showcase Bahrain, and why BIA was recently named the World's Best New Airport. It will demonstrate the advanced capabilities of our new Passenger Terminal and support our goal of attracting more than 14 million visitors each year by defining new global routes and air services."

The Routes World conference is set to deliver long-term economic benefits for Bahrain, including the growth of the city's airport and increased business tourism activity.

-  
Stand K50

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JAPAN STAND J40

**Yokohama Convention & Visitors Bureau**  
business.yokohamajapan.com/mice/en/ mice@ycvb.or.jp



# NEW ZEALAND'S VIBRANT CAPITAL



Well-known for its beautiful landscapes and friendly locals, New Zealand has a reputation as a progressive, ambitious nation.

From 2023, New Zealand welcomes **Tākina, a new convention centre in the heart of its capital, Wellington**. Located in the nation's city of decision making, Tākina will be a place to connect, share and collaborate.



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## HOTELS & VENUES

### etc.venues on course for third NYC opening



Etc.Venues will open its third New York City meetings and events venue before the end of the year.

The 23,000 sqft facility, spread across two floors of the 41-storey, 810 Seventh Avenue building, offers views of Central Park and the Hudson River. It will feature seven meeting spaces, with its largest room able to accommodate up to 140 delegates theatre-style.

810 Seventh Avenue will extend the venue operator's NYC portfolio beyond 100,000 sqft of events space.

Etc.Venues opened 360 Madison Avenue (45th Street) in March 2020 and 601 Lexington Avenue (53rd Street) in June 2021. It is currently considering further openings in the city for 2023.

Nick Hoare, Chief Operating Officer at etc.venues, said: "The success of our two existing NYC properties plus a healthy sales pipeline supports our planned further expansion at 810 Seventh Avenue. This is the first of what we expect to be several new openings in the next few years as we step up investment and recruitment in the US. We are confident that our growth plans will take the business close to \$125 million annual worldwide revenue next year."

Stand F20

### 25hours opens first hotel in Scandinavia



The 25hours Hotel Indre By has moved into a disused porcelain factory and former university in Copenhagen, transforming it into the brand's debut Scandinavian opening.

The 243-room 25hours can accommodate meetings for up to 15 delegates in its 'Opinion', 'Style' and 'F\*\*k Everything' rooms. The 'Vinyl Room', the 'Doubt' co-working space and the hotel suites are also ideal for use as breakout rooms or as places for relaxed get-togethers.

The interior design of the complex, which comprises four buildings, was the result of a first-time collaboration between 25hours and the London-based Martin Brudnizki Design Studio.

Copenhagen Project Director Henning Weiß explains the hotel's unusual design ideas: "Coming of Age was our fundamental idea when we were developing the concept of the hotel, which ties in with the building's former use as part of

a university. Passion and knowledge, art and science find a new home in the hotel in an exciting combination."

The hotel's wellbeing area is located on the first floor and features an outdoor sauna, fitness studio and terrace.

25hours also provides classic city bikes and e-bikes, together with a tour map so that guests can explore the Danish capital more sustainably.

Stand F50 / 53

### L&P reveals refits and openings across London hotel scene



London's convention bureau has revealed details of new openings and major refurbishments across the UK capital's hotel landscape.

In the past two years, London has seen 52 hotel openings, adding 7,632 additional bedrooms. A further 439 hotels are currently in the pipeline, which will add a further 40,745 bedrooms, according to London & Partners.

Eagerly anticipated openings in the UK capital include Raffles at The OWO

(the former Old War Office in Whitehall), the Mandarin Oriental Mayfair and Peninsula London, which will overlook Hyde Park Corner once completed in 2023.

Further into 2024, The Chancery Rosewood will open in Mayfair, housed in the former U.S. Embassy on Grosvenor Square.

Established brands such as The Dorchester and Hilton London Metropole are also undergoing refurbishments. While the UK's first Hilton, which debut-

ed back in 1963 and overlooks Hyde Park, has similarly completed an extensive renovation of its first floor to launch a "new era" of events.

Sustainability remains a top priority for London's hotel industry with a number of properties committing to reaching net zero in the coming years.

Room2, which opened in January 2022, is the world's first 'whole life net zero hotel' and promises to reduce and rebalance 100% of its carbon emissions from conception through to end-of-life to zero.

Meanwhile, London's second Inhabit Hotel similarly opened in early 2022, featuring a 70-cover meat-free restaurant and bar, lounge area, plus a subterranean wellness area including treatment rooms, a fitness suite, and a yoga studio. The brand is also pledging to work with 100 social enterprises and small, socially conscious businesses.

Tracy Halliwell, Director of Tourism, Conventions & Major Events for London said: "London is a city that is always innovating and reinventing itself. It's fantastic to see the range of new venues, hotels and experiences that have opened in the past few months as it brings more choice to event planners and delegates. The continued investment is also a vote of confidence in the city's events industry as it bounces back strongly from the pandemic."

Stand F20

#### ★ The Ritz Carlton, Millenia Singapore

has become the first luxury hotel in Asia Pacific to partner with skincare brand La Mer. The La Mer Miracle Brith facial is available exclusively at the Ritz Carlton Spa, along with the Cello Concerto, providing a body massage that is harmoniously synchronised with melodies played by a cellist. The spa can be found on the first floor of this 608-room hotel, located along Singapore's Marina Bay.

Stand J30

#### ★ Marco Polo Plaza, Cebu

in the Philippines has completed a US\$2 million refurbishment of 60 Premier category rooms and suites. The Premier bedrooms all now feature 43-inch TVs, well-lit large workspaces, high-speed Wifi and multiple USB ports. The 329-room Marco Polo Plaza, Cebu is located 14 miles from Mactan International Airport.

Stand K24

#### ★ Wharf Hotels

has announced a collection of new-build Niccolo Resorts, planned for China, Thailand and Japan. Each resort will feature landscaped outdoor areas with flora and fauna, as well as pockets of serene spaces to suit multi-generational travel. In addition to a swimming pool and thought-provoking art pieces, a free-standing Conservatory will serve as a multi-faceted area for events.

Stand K24





Congress Center  
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# A new era begins!

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Take a look into the future now at [cch.de/en](https://cch.de/en)







## Hamburg's renovated congress centre is officially open for business

CCH - Congress Center Hamburg officially opened its doors to meetings, conferences and exhibitions in April this year.

The renovated 36,000 sqm conference centre is now amongst the largest in Europe, capable of hosting 250 events each year.

The complex can host up to 12,000 delegates simultaneously in 50 multifunctional halls, spread across four levels and three event sections: West, Centre and East. The largest hall has a seated capacity of 3,000 pax.

CCH - Congress Center Hamburg also offers 12,000 sqm of exhibition space and 40 hotels with over 7,900 rooms within walking distance.

"With its superb functionality, the new CCH will set new standards and is sure to meet the expectations of today's convention organisers in every respect. By being able to rely on decades of expertise in the convention business, we will be able to continue the success story of the CCH - Congress Center Hamburg and win many

fascinating event organisers for our beautiful city," said Bernd Aufderheide, President and CEO, Hamburg Messe und Congress GmbH.

Heike Mahmoud, Chief Operating Officer, CCH - Congress Center Hamburg said: "We've all been waiting for this moment for a long time. By officially opening our convention centre, we are back on the national and international market, and we would like to take this opportunity to extend a cordial invitation to all our customers to come and see for themselves what the new CCH - Congress Center Hamburg has to offer. It is modern, flexible, attractive and ready to host major national and international events."

Stand F50/53



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**PortAventura** Business & Events has named Malin Nilsson as the division's new Director.

With 22 years of experience in senior positions at national and international companies within the MICE sector, Nilsson comes to PortAventura Business & Events with a brief to boost the innovation and success of its convention centre.

Stand C50



The new 7,000-seater Bella Arena in Copenhagen is just one of the highlights being showcased by **Bellagroup**, (the rebranded BC Hospitality Group), on the VisitDenmark stand. The arena is connected to the existing Bella Center Copenhagen via a large glass atrium, so that the two venues plus Hotel AC Bella Sky are now all under one roof and collectively, can host events for up to 30,000 attendees.

Stand H80



## Atlantic Hotels reveals plans for four German openings

Atlantic Hotels Group is opening four properties throughout Germany over the next couple of years.

The first to open will be a four-star Atlantic Hotel Heidelberg, currently being built as part of the 24,000 sqm "Europaplatz Heidelberg" construction project. It will open in early summer 2023.

Located next to the new conference centre and the main railway station, Atlantic Hotel Heidelberg will offer around 310 rooms, restaurants and function rooms across 15 floors.

In Frankfurt, a four-star superior Atlantic Hotel is under construction in the Europaviertel, next to the Messe.

The 374-room Atlantic Hotel Frankfurt will open at the end of 2024.

Also opening in 2024 will be a four-star superior Atlantic Hotel Erfurt. Over 200 rooms form part of the 'Tower West' hotel development, alongside a spacious conference and meetings floor.

Atlantic Hotels Group is also building a 6,000 sqm resort on Lake Tegernsee in the Bavarian Alps in southern Germany.

In addition to 56 bedrooms plus a spa and wellness area, three function rooms are planned for exclusive events and celebrations. The Severin's Resort & Spa Tegernsee is scheduled for completion in 2024.

Stand F50/53



The eagerly anticipated **Cinnamon Life Integrated Resort Colombo** will feature 80,000 sqft of meeting spaces in five distinctive venues that can collectively accommodate up to 5,000 people, six meeting rooms, and three outdoor spaces. When it opens in 2023, the Resort will also offer 800 bedrooms and suites, 15 restaurants and bars, a wellness centre and three swimming pools.

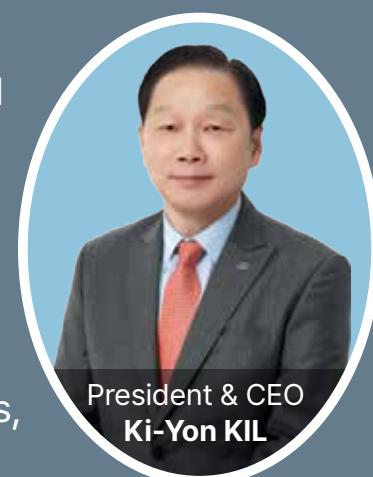
Stand N35



# 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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## Jake Pryszlak takes a deep dive into data

**J**ake Pryszlak who is known as the research geek is the Insight Manager at SailGP. He is responsible for data, research, and insights. Here, he shares some invaluable tips.

### When it comes to data collection is there a perfect survey response size?

Whilst there is no definite figure, an indication of 10% of event attendees responding is a useful measure. The number of people that do respond can be affected by the offer of incentives for completing the survey, and by the length of the survey. If it's too long, less people will respond.

Rather than focus on the data size, what is important is that you begin by being clear on your overall evaluation objectives. It's not about the size of the data, but what you do with it, and the insights you can gather from it.

### Do you need qualitative and quantitative research?

If there are no budget restrictions it is

good to have both sets of research. However, on a small budget, I would begin with qualitative research first. You can ask a few people to begin with, gather their responses and then increase that number to a wider group. This enables you to assess whether people are aligned in their thinking.

Make it easy for people to respond. Ask for a video response. This enables you to check facial expressions and body language as someone replies.

### Can you overcome the issue of your results not being accepted?

You can put a lot of time and energy into your research and provide the analysis to the leadership team only to find they don't want to accept your results. One of the best ways of dealing with this is to

involve the C-Suite early. Rather than just emailing them a report at the end, get them on the journey from the start. Show how the data is going to be collected. Show who will be involved in the process, especially if external providers are going to be used. Demonstrate how you will analyse the data and how you will interpret it. Or put another way, build in public with the decision makers. Do all of this, and your research will be hard for them to refute.



« Use videos to gain valuable feedback »

### Meet Jake Pryszlak at the Knowledge Theatre

11.45-12.15

**Don't listen to your Customers, Do this instead: Research 101**



**Download IBTM World Show Daily**

[bit.ly/showdaily](http://bit.ly/showdaily)

## Q&A with Henry Hall, Head of Business Development, CrowdComms

### What is happening that is new in your company?

We always have something new happening. This year, we have launched proxy voting (which has already been utilised by political organisations), business card exchange designed for virtual networking and an on-demand library to encourage long-term digital communities. We have a lot in store for 2023; the developments I can share include abstract submission, more interactive features within breakout rooms, and self-serve exhibitor portals.

Event technology is an exciting industry to work in because of how much can be done to improve user experience, increase engagement and fulfil specific client objectives. We are blessed at CrowdComms by having such a diverse set of clients, from agencies to associations, corporations to charities. This enables us to create bespoke tools to add to our service offering.

### What innovations have you seen or experienced that you believe make a real difference to the events sector?

Seeing the work of Pixel Artworks, and other digital creative brand agencies who have developed immersive rooms for the live experience has been rather inspiring. The Green Planet experience powered by EE is also a prime example of immersive live experiences that push



the boundaries and will make a difference to the events sector. Then there is the Metaverse, which has so much potential. You only need to put on a VR headset to realise the capabilities and impact the Metaverse will have on the events industry.

### How relevant or important are events to culture?

Bringing people together and allowing space to share ideas, failures, and ambitions drives change within communities and industries. Events are essential to cultural growth as they allow that space for asynchronous engagement and connection. Who knows what ideas will spawn at this year's IBTM, but we do know that it connects us as an industry and allows us to network, reflect and re-engage with the new, old and future events culture.

### Meet Henry Hall at the Accelerate Stage

16.30 -17.00

**Events and The Carbon Footprint Conundrum**

## Cvent unveils in-platform product add-ons

A video content management centre, streamlined webinar solutions and marketplaces for both app integrations and supplier listings, are just three of the latest product innovations announced recently by Cvent.

Cvent Video Centre provides library access to ever-green on-demand video content and will enable planners to promote upcoming events and complement new video management tools that enable basic edits, improved accessibility, plus the archiving and discovery of relevant content.

When it launches in early December, users will be able to search via featured speakers, recently added or by subject channels and planners will be empowered to produce and edit video content all within the Cvent platform.

Cvent Webinar meanwhile is a streamlined broadcast solution for quality live streams with less effort.

Cvent Director, Product Management, Jackie McDonough said: "We've stream-

lined the user experience but still have the ability to capture critical attendee information via features such as polling, Q&A, chat functionality and integrated survey options. Cvent Webinar is already released in its earliest iteration with roll-out due for Q1 next year."

The company's two marketplace launches comprise one for those apps that seamlessly integrate with Cvent and the other for sourcing trusted suppliers.

The Vendor Marketplace has gone live in North America with over 700 listings across 19 categories and will be rolled out into Europe next year. It allows planners to send out RFIs and manage supplier responses all within the platform.

The App Marketplace is live now and features dozens of applications for value-added solutions around travel and transportation, sales and marketing, and integrated payments. It also allows planners to request an app.

**Stand F50**







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Let's take on this responsibility together as we turn your event "green"!

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## SUSTAINABILITY & CSR

### Central Hall Westminster achieves Platinum ECOsmart accolade



London's Central Hall Westminster has been awarded the ECOsmart Platinum Venue Award for its outstanding green credentials.

The ECOsmart accreditation programme is run by Greengage Travel and Event Solutions, which recognises and supports eco-friendly hotels and conference venues throughout the UK. Awards range from entry-level Bronze to Platinum, the highest possible standard.

Central Hall Westminster has long been a sustainable venue, having previously won the Eco-Smart Gold Award and several other environmental accreditations over the last seven years.

Over the last two years however, the venue's dedicated green team of sustainable champions from across all staff areas have helped implement additional initiatives including, monitoring energy usage, donating to local charities, encouraging green meetings practices, filtering and bottling water on site, plus vetting suppliers for green credentials.

As a consequence, and following a rigorous audit from Greengage Solutions, Central Hall Westminster was awarded its Platinum accolade for sustainability across all aspects of its business.

Sarah Ainsworth, CEO of Central Hall Venues, which runs Central Hall Westminster, said: "As an organisation which exists to provide funds to maintain this beautiful historic building and donate to charitable works across the world, running a sustainable venue is incredibly important to us. Our Green Team and on-site partners have worked tirelessly to ensure sustainability is included in all areas of our operation and we are very proud to have achieved Platinum."

Stand F20



### DoubleTree by Hilton Brussels City implements tree-planting scheme

On completion of its renovation last year, the DoubleTree by Hilton Brussels City teamed up with a local charity to plant a tree for each reservation it received.

At present the 354-room hotel has planted well over eight hectares, which is set to make a positive carbon contribution of 542.6 tons across a 30-year period.

As part of the building's renovation, the hotel also installed still and sparkling water dispensers on each floor, a cogeneration system that produces electricity by collecting and releasing heat, flow

restrictors in every shower, and implemented a policy for prioritising local and fair-trade food partners.

Guests can also check-in online allowing their mobile phones to double-up as room keys through the Hilton Honors app.

DoubleTree by Hilton Brussels City features 17 conference rooms, covering an overall area of 2,000 sqm. The largest meetings space has a capacity of up to 700 pax.

Stand G40



### Oceandiva sets sail to London for carbon-neutral events

London's new CO<sub>2</sub>-neutral floating venue on the River Thames will stage its first meetings and event activity from January 2023.

The £25 million Oceandiva London vessel is powered by noise-reducing electric engines and relies on fast charging shore-based green electricity, supported by onboard solar panels and a back-up biofuel generator for longer excursions.

It is part of an innovative operation to decarbonise the UK capital's river by Net Zero Marine Services (NZMS). The pioneering project will steer towards a more sustainable future, by developing a new electric river highway installing electrical charging points for vessels from Westminster to Dartford.

Oceandiva London will be managed and operated by Smart Group, which delivers more than 600 events each

year, including Royal Ascot Village and Lord's hospitality.

Working with industry body Isla, Smart Group will be able to determine where carbon emission reductions can be made across the lifecycle of each event by using the 'Trace' tracking and measurement platform.

Spanning three decks and 2,625 sqm, Oceandiva London can host events for up to 1,500 guests standing or 600 seated when either moored or sailing. Guests will be able to embark and disembark from London Bridge, Tower Bridge, Canary Wharf, Greenwich or ExCeL.

Greg Lawson, CEO, Smart Group commented: "We are excited to bring a spectacular and stylish new events venue to London, one that raises the bar for luxury venues on the Thames in terms of its quality and sustainability credentials."

Stand F20



**Belfast** has climbed into the top 10 most sustainable event destinations according to the recently published Global Destination Sustainability Index. The Northern Ireland capital has climbed 11 places since last year's report and is now ranked in eighth place. Belfast achieved a score of 84.01% up 13% from 2021.

Stand F40



**The Net Zero Carbon Events Roadmap** creates a common framework for all event industry stakeholders to support and guide them to achieve the net zero target. It is available as a Full Report with comprehensive information on how to implement action to achieve Net Zero. There is also an Executive Summary version aimed at executives who want to understand the process and who will take decisions about committing to action. Further details are available at [www.netzerocarbonevents.org](http://www.netzerocarbonevents.org)



**Congress Centrum Alpbach** holds the Austrian Eco Label for Green Meetings & Green Location and the Green Globe certification and offers 2,796sqm for green meetings in the mountains in Austria.

Stand E85



**Grenoble**, a city in the Auvergne-Rhône-Alpes region of southeastern France, has been recognised by the European Union and awarded the title of European Green Capital 2022. The accolade is in recognition of the destination's policies to mitigate pollution and biodiversity loss.

Stand D50



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## Buyer Talk



**Dorien Jones, Head of Event Management at Euro Finance**

### Why do you come to IBTM World?

It's a great event and I use it as a one-stop shop to source venues from all over the world. I manage up to 15 events per year. My largest event is 2,000 pax and my smallest is for 16 pax. It's much easier and more sustainable to come here and have 30 meetings face-to-face rather than travel from New York to Singapore and beyond in order to meet with venues.

### What is the main criteria you look for in venues?

Capacity and flexibility are the two main things I need from venues. Our smaller events have a roundtable set-up so they still need larger rooms and plenty of ancillary space. It's a challenge because the formats are awkward and I don't want to pay for a 150-capacity space if I'm only staging events for 60 pax.



The CO2 emissions caused by the design, construction and transport of the **Madrid Convention Bureau** stand at IBTM World were cut by 54%, and the rest were offset. A key for this reduction was the use of easy to transport modular structures, which made possible a 70% reduction in transport-caused emissions. These structures are then covered with mostly cloth printed with water ink and the whole stand can easily be reused in other shows.

**Stand C20**

## Buyer Talk



**Emma Shensstone, Senior Corporate Travel Consultant, Corporate Peaks France**

### Why do you come to IBTM World?

I attend IBTM World to meet all the suppliers and venues that can help us to forge the perfect incentive trips for our clients.

### How important is sustainability when partnering with venues?

It has become more and more important and our big corporate clients are now demanding carbon positive solutions to their incentive programmes. This means partnering with sustainable hotels, incorporating community-focused activities and opting for luxury destinations that can be reached by train as well as by air.

### Which destinations will prove popular for 2023?

Many of our clients are returning to European destinations after having pushed further and further abroad in the past. Places like Barcelona, Croatia and Malta will be hugely popular next year as they're easy to access and feature luxury accommodation and activity options, while still being affordable.



The Principality of **Monaco** has set a target of achieving carbon neutrality by 2050. To that end, it has committed to cutting its greenhouse gas emissions by 55% by 2030 from their 1990 levels. The National Energy Transition Pact (PNTE) of the Principality of Monaco has also been created as a resource designed to enable businesses, institutions and individuals to play their part in the transition.

**Stand D80**

# 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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### 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 Accés 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.

Finland Convention Bureau  
@FinlandFCB

Day 1 at #IBTMWorld. Team #Finland is looking forward to a great show. Welcome Friends, colleagues and clients! @IBTMevents



### IBTM World Mobile App

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



### Information Desk

There are two information desks. One is situated in the 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

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

Istanbul CVB

@istanbul\_cvb

On behalf of ICVB; our General Manager Mr. Cemil Hakan Kılıç has presented the gifts to thank Barcelona Consul General Ms. Selen Evcit for her visit.



CCIB/Centre de Convencions Internacional de BCN  
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### 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  
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#IBTM\_Free\_2.4GHz  
No password required

Meet Frank@Hamburg

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We are ready! #IBTMWorld





## TODAY'S PROGRAMME

\*Programme is correct at time of print

### BUSINESS

09:15 - 09:45

#### Building an Unshakable Business Culture: Why Tech Will Continue to Spend Big on Events

SPEAKER: Gareth Kelly, Senior Director and Head of Strategic Events, EMEA, Salesforce  
VENUE: **Knowledge Theatre**

### BUSINESS

10:00 - 10:45

#### Impacting Culture at Scale by Leveraging Space and Experience Design - A fireside chat between Accor and C2

SPEAKER: Kishan Chandnani, Global VP, Premium Brands, Accor; Anick Beaulieu, VP Growth and Partnerships, C2 International  
VENUE: **Knowledge Theatre**

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### 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.

### EXPERIENCES

10:00 - 10:30

#### The Big Tech Interview with Adam Parry, featuring Francesca Rodriguez Balit, Event Web & Marketing Specialist

MODERATOR: Adam Parry, Event Tech Influencer, Event Industry News  
SPEAKER: Francesca Rodriguez Balit, Event Web & Marketing Specialist, Podcast Host, Bbr Web Design and The Events Cast  
VENUE: **Accelerate Stage**

### EXPERIENCES

10:45 - 11:15

#### Changing the Language Around Event Tech: for Good

MODERATOR: Karen Small, Relationship Director, SLEEK events  
SPEAKER: Felicia Asiedu, Senior Marketing Manager, Cvent  
VENUE: **Accelerate Stage**

### EXPERIENCES

11:30 - 12:15

#### There's More to Events Than Planning Them

SPEAKERS: Becky Balchin, Head of Project Operations, Live Group; Katie Lowe, Senior Account Manager, Live Group  
VENUE: **Accelerate Stage**

### CONNECTION

11:45 - 12:15

#### Don't Listen to your Customers, Do this instead! Research 101 with Jake Prysłak

SPEAKER: Jake Prysłak, Insight Manager, SailGP  
VENUE: **Knowledge Theatre**

### BUSINESS

12:30 - 13:15

#### Hack to the Future: The EDI Hackathon That Could Shape Your Business Goals

SPEAKER: Gabrielle Austen Browne, Founder, Diversity Alliance; Felicia Asiedu, Senior Marketing Manager, Cvent  
VENUE: **Knowledge Theatre**

### EXPERIENCES

12:30 - 13:00

#### Smart Events: Achieve your Business Goals with Inclusive and Sustainable Experiences

SPEAKERS: Beezar Sirini, Lead Sales, Swapcard; Giulia Ferrero, Event Marketing Manager, Swapcard  
VENUE: **Accelerate Stage**

### BUSINESS

13:30 - 14:00

#### Launch of The Business of Events: Global Destination Report

SPEAKERS: Martin Fullard, Associate Director: News & Content, Davis Tanner; Rachael Boraston, Head of Destination, London & Partners; Melissa Riley, Vice President, Convention Sales and Services, Destination DC  
VENUE: **Knowledge Theatre**

### EXPERIENCES

13:15 - 14:00

#### When Production Meets Creativity: How Tech Can Solve Every Organisers Problems

MODERATOR: Cassidy Knowles, Director of Operations & Events, Chorus  
SPEAKERS: Andy Fennhiggins, Director of Technical Production, Chorus Agency; Grant Dudson, Creative Director, Chorus  
VENUE: **Accelerate Stage**

### EXPERIENCES

14:15 - 14:45

#### There's no way back: Creating Experiences for a Changing World

SPEAKER: Kim Myhre, Managing Partner, Experience Designed  
VENUE: **Knowledge Theatre**

### EXPERIENCES

14:15 - 14:45

#### Optimising Delegate Check-In and Tracking

SPEAKER: Danny Stevens, CEO, Fielddrive  
VENUE: **Accelerate Stage**

### BRANDS

15:00 - 15:30

#### In A World of Change, What Won't? The 7 principles of Effective Brand-Building Creativity

SPEAKER: Tom Roach, VP Brand Strategy, Jellyfish  
VENUE: **Knowledge Theatre**

### EXPERIENCES

15:00 - 15:30

#### The New Face of Event Tech Entrepreneurialism

SPEAKER: Nour Mouakke, Founder & Chief Wizard, Wizme  
VENUE: **Accelerate Stage**

### CONNECTION

15:45 - 16:15

#### MICE 4.0 – The New Reality of Connection

SPEAKER: Stephen D. Pickett, CSO, Live Group  
VENUE: **Knowledge Theatre**

### EXPERIENCES

15:45 - 16:15

#### Digital Trends & Innovations for Event Marketing in 2023

SPEAKER: Nicola Shaw, Head of Growth, Tag Digital  
VENUE: **Accelerate Stage**

### CONNECTION

16:30 - 17:00

#### The Fearless Post-Covid World of Connection

SPEAKER: Betsy Reed, Speaker, Author, Leadership Mentor, Sustainability Advisor, Betsy Reed  
VENUE: **Knowledge Theatre**

### EXPERIENCES

16:30 - 17:00

#### Events & The Carbon Footprint Conundrum

SPEAKER: Henry Hall, Head of Business Development, CrowdComms  
VENUE: **Accelerate Stage**

## NETWORKING AT IBTM WORLD. JOIN US!



### 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



## Download IBTM World Show Daily

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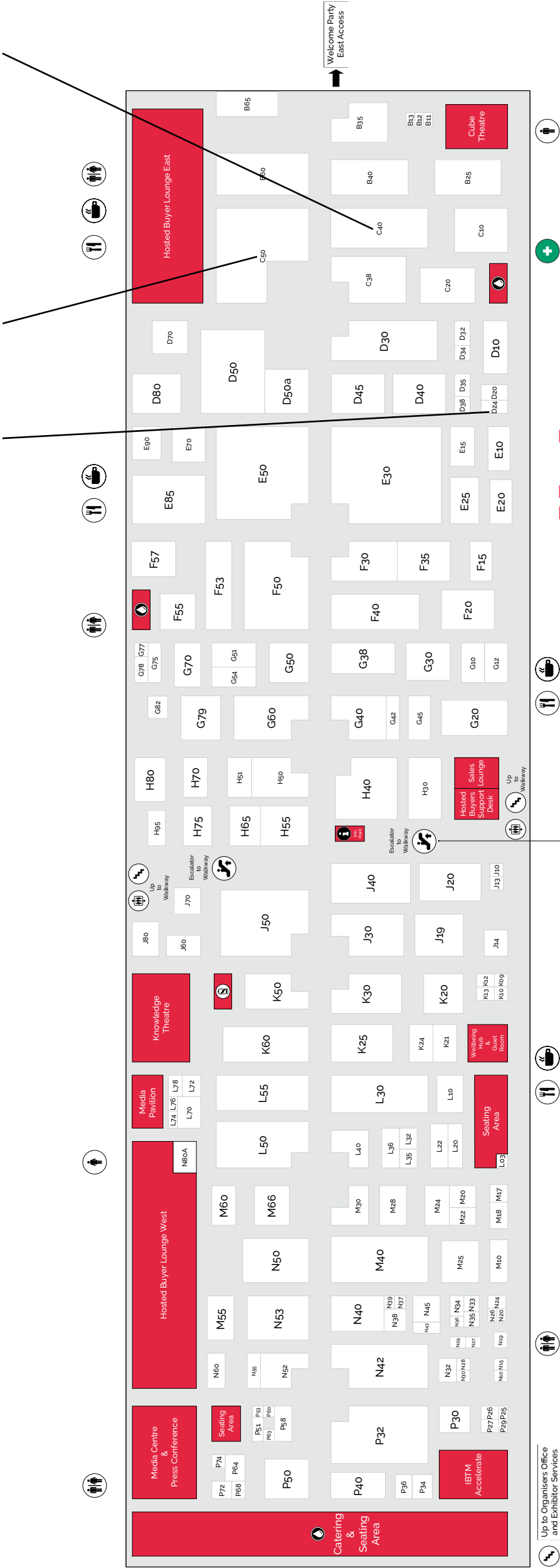




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**C40 (CATALONIA) & C50 (BARCELONA)**



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**17:00h, Stand D24**



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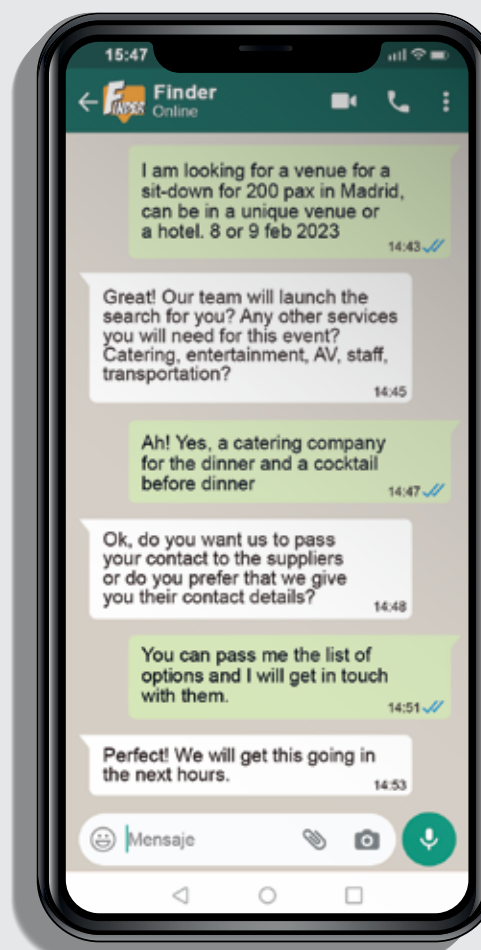
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