

# CULTURE DRIVING RECOVERY



Culture impacts events. But do events impact culture? Seeing people on the show floor meet and connect from all corners of the globe, there is little doubt that there is a symbiotic relationship that entwines events and culture. The idea of events creating

culture that leads to better business, better brands, better connections, better careers and better experiences is the theme of IBTM World 2022. The Culture Creates campaign was reinforced through ongoing communications and a series of cultural roadshows.

There was a heightened expectation before the show opened of what it would be like to be together once more. Covid for many people is firmly in their rear view mirror, but what would the experience be like?

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## TCVB publishes meeting planners guide



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## Two Marriott hotels open in the Netherlands



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## Melia reveals plans for Madrid airport hotel



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PHOTO  
OF THE DAY



# South Africa is ready to meet all your bidding needs

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AFRICA**



#MeetInSouthAfrica



NATIONAL CONVENTION BUREAU

## RX leading the drive for Net Zero Carbon Events

As a founding signatory to the UFI Net Zero Carbon Events Pledge, Reed Exhibitions (RX) is committed to helping the events industry achieve Net Zero by 2050. Collaboration between organisers, venues and contractors is key to making our Net Zero goals a reality.

RX is partnering with ExCeL London, New York's Javits Center, Messe Wien, Freeman and STANDout, amongst many others, to drive the sustainable change needed.

RX events bring entire industries together to inspire, learn and share. Today the events sector is here in Barcelona for IBTM World. Across the globe our shows are helping customers to navigate sustainability challenges, inspire transformation and accelerate their journeys to Net Zero. At the same time, we are on our own journey to reduce the environmental footprint of our events by reducing our carbon emissions.

RX is committed to making a 50% reduction in greenhouse gas emissions by 2030 and has pledged to become Net Zero by 2040. Given the complex nature of the emissions associated with our trade and consumer events, it is only by working in partnership with our industry that we will be able to reduce our impact. Earlier this year RELX launched the RELX CO<sub>2</sub> Hub, a cloud-based dashboard that connects data from multiple internal and external sources to allow us to internally measure, analyse and visualise our CO<sub>2</sub> emissions. This currently includes scope 1 (direct emissions from boilers and vehicles); scope 2 (indirect emissions from electricity or purchased energy in our own operations); and some

scope 3 (emissions in our value chain including business travel, homeworking, commuting).

To meet our net zero pledge commitments, we need to measure and reduce our wider and more complicated scope 3 emissions, those related to all aspects of events, such as emissions from venue energy and production and waste from stands, signage, and carpets.

Messe Wien in Austria is unique among all our venue partners, in that RX is both the manager of the venue, and a client. This gives us valuable insights into the challenges of creating and managing sustainable venues, as well as the opportunities and potential for positive change. Certification for 'Green Meetings and Events' was achieved by the venue meeting strict criteria on everything from power, water, and waste separation to stand-building, catering, cleaning, printing, and transport. Now, Messe Wien is not only working with RX to reduce our own show emissions, but it can also award Green Meeting licences to third party events which meet the mandatory Ecolabel criteria.

One of RX's key sustainability priorities for 2022 is to gather data from our venue partners on power, water, and waste emissions for each of our events, something that Messe Wien is already able to provide us with. This will give us a baseline against which we can build our roadmap to Net Zero in 2023 and set out our reduction strategy, incorporating key milestones for all our shows.

Certified PAS2060 carbon neutral in 2022, ExCeL, another of our venue partners, uses 100% renewable electricity,

sends zero waste to landfill (and recycles 71% of it), and houses the UK's largest wormery which recycles food waste from ExCeL's kitchens, generating fertiliser for green spaces around the venue.

In 2019, to reduce the amount of waste produced at the venue, ExCeL introduced the pre-booking of bins and skips by exhibitors, and charges for waste disposal, resulting in a 42% reduction in waste volumes.

Heading to the USA and one of RX's biggest venue partners is New York's Javits Center. This has emerged as one of the leading examples of sustainability in the events industry. Located on the banks of the Hudson River, the venue features a 6.75 acre green roof that serves as a habitat for more than thirty-five species of birds, as well as bats and honeybees. It also boasts a rooftop farm, innovative waste management strategies which benefit the local community, and Manhattan's largest rooftop solar farm.

Moving from venues, Freeman, global event solutions is a world-leading event supplier at the sharp end of waste production and management. It is committed to creating a less wasteful and more sustainable industry. The company was the first general services contractor to earn both the ISO 14001 and ISO 20121 certifications, which help to guide and measure its actions and approach to sustainability.

Closer to home and RX-owned STANDout is one of Europe's leading stand building and event technology suppliers. Not content with being awarded the Austrian Eco Label for green events and meetings in 2019, the company is ac-

celerating its sustainability drive in response to growing demand from its European client base, and RX.

All STANDout exhibition stands are built from environmentally friendly and certified materials. The company has switched to ecological printing processes and inks, incorporating fabric printing and PVC-free films; requires that all packaging materials, pallets etc are reusable; and recently acquired a fleet pool of eco-cars. And the search for more sustainable solutions goes on.

Reflecting on the transformation of RX's venue and contractor partnerships in the wake of the Net Zero Pledge, RX Sustainability Director Helen Sheppard concluded: "The UFI Net Zero pledge has supercharged industry collaboration, giving us a focus for discussing what we need to achieve, and a roadmap to help define how we get there. Previously, everyone was valiantly trying to do their own thing. But unless your sustainability goals are aligned you are never going to reach the desired outcome. We are excited about the future for sustainable events and committed to making them a reality."

**« Collaboration between organisers, venues and contractors is key to making our Net Zero goals a reality »**



Continued from page 1

The only way to answer this was to ask visitors about their experience of IBTM World. Here are a few comments from people when it came to business development and networking.

Inge Bauwens, Senior Lead at Eurostar for Business & Partnerships says: "Nothing beats face-to-face contact with clients and the exhibition floor is always an inspiring and high-energy space to discuss business and network with industry colleagues."

Anna Peters, Creative Director at Evolve Events says: "We're focused on more sustainable event planning, which

includes travelling smarter and making greater use of technology. Connecting with destinations and suppliers that can help us on this journey is incredibly important."

Paul Black, Head of Business Events at VisitBritain says: "It's fantastic to be back in Barcelona reconnecting with our European partners. The energy and buzz on the show floor is as heightened as it has ever been, which creates the ideal environment in which to network and do business."

There are some attendees who also make learning and development their key priority. This year the show featured a refreshed format with three keynotes

and five targeted tracks. It has been carefully designed to provide cutting-edge insights and tangible take-home learnings.

Cassidy Knowles, Director of Events and Operations at creative agency Chorus says: "I've been surprised by how thoughtful and interesting the education programme has been. It's reassuring to know that as the industry undergoes a period of recovery, we have the right thought leaders, campaigners and proactive experts to help our sector grow and evolve."

Heledd Williams, Head of Business Events at Event Wales says: "The mix of

people from across the globe, coming together with energy and positivity is inspiring. I have learned new ways of thinking that I will definitely be applying when I get back to the office."

IBTM World is more than just a meeting point or an opportunity for new business connections: it is also (and maybe above all) a gathering of a community with cultural dimensions, rituals, and collective emotion. And it certainly plays a part in helping drive recovery of the events industry.

As Jenny Waller, Head of Sales, Business Events at the Barbican, London says "It is impossible to separate events and culture."

# 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

## Vision for the future

**Q** &A, with John Martinez, Founder & CEO Shocklogic

**What is happening that is new in your company? This could be a new product or service, some research you have done etc?**

We are very excited as we have recently opened Shocklogic in Spain. Spain is in the top two countries in the ICCA Destination Performance Index, and is the only country with two cities in the top

**« Events bring cultures together and allow us to meet people from all walks of life, and that enriches us as individuals and societies »**

10 cities ranking. We are thrilled to expand Shocklogic's operations into this amazing market with 12 current team members, supported in Spanish by our amazing Latin American teams.

Scaling the company is our focus right now and it's a very exciting period for the business, with every single member of the team involved. Our company culture has been one of the cornerstones of our growth and success as we all row in unison in the same direction.

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

I think that connectivity is the future, so solutions like APIs, integrations, SSO, etc. are extremely important. There is such a rich offering of solutions in the market currently, and it is becoming more and more important to connect data from different sources. Offering



attendees a seamless experience going from one platform or vendor to another in a transparent way, and for data to be able to flow while respecting privacy and security.

**What do you think will be key trends for 2023?**

- Consolidations among industry players
- We will continue to see more mergers and acquisitions
- Continued focus on sustainability
- Improving accessibility and inclusion of all types
- We will see AI playing a larger role in connecting people. One simple example is automatic captioning and written simultaneous interpretation.

- Solutions for the audible and visually impaired
- Virtual event offerings and video technology will continue to remove traditional distance-related accessibility issues.

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

Events are hugely important to culture. Historically some of the most influential cultural occasions have been events. They bring cultures together and allow us to meet people from all walks of life, and that enriches us as individuals and societies. You might even be able to say that cultural change isn't possible without events. Events are the breeding ground of culture. Events allow for the sharing of everything from information, knowledge, science/technology, points of view and new ideas to art and music.

**Meet John Martinez at the Accelerate Stage**

13.45 - 14.15

**How to build effective teams through the power of neuroscience**

## Graham Smith Talks Tech

**E**vent Technologist and Futurist Graham Smith shares his views to help event professionals become more tech savvy

**Do event planners need to get more tech savvy?**

Technology has always been an integral part of any event or experience. But the technical capabilities of planners were hit with a laser focus with the outbreak of Covid-19. The pivot from in-person to virtual events was a big learning experience. It was a dramatic shift for many planners and clients.

Events have numerous moving parts, some of which are outsourced. Take for example, production, streaming and specialist content. Unless you have planners that can expertly connect these areas, the overall event experience will be limited to the extent of their knowledge and experience.

**How can planners become more tech savvy?**

To become more technically able, there are two main options. You can get a

company to project manage the AV and content. Basically, let them know what you want to do. But rather than stepping away, stay involved. Co-create with them by finding out about further capabilities and get their advice. This means you will be aware of exactly what can be done to enhance your event. You can question further and clear up any doubts. After all no one is thanked if things go wrong.

Another way of evolving your tech is to engage an event technologist. Technologists typically do not come from a planner background. They may come from a project manager background within an app company or similar. The technologist has tech knowledge, understands how to deliver a project, but also has creativity. Skills in creativity are needed for them to visualise the end user product, and the end user experience.



Either one of these options can work well. What you decide will be determined by your own requirements.

However, for event professionals to learn more, podcasts can be a great answer. Podcasts are a gift. After all, other people have done the hard work of getting speakers and enticing them to give away their nuggets of advice. All you need to do is listen.

If you want to be more tech savvy, stay curious. Listen to podcasts, read blogs, and talk to other professionals. You will soon raise your tech savvy level.

**« Event experiences are limited by the tech knowledge and experience of planners »**

**Meet Graham Smith at the Accelerate Stage**

14.30 - 15.00


**Looking Deep, Long and Speculatively into the Future. Tomorrows World told by a Futurist**



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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.

## DESTINATIONS

### Greek capital to welcome shipping forum as it steps-up MICE manoeuvres



Athens will host the 2023 INTERCEM Shipping Forum on January 23th and 24th next year.

The two-day event brings together senior representatives from cement producers and traders with charterers, ship owners and port side logistics providers from across Europe and beyond. It will take place at the Royal Olympic Hotel.

Meanwhile, This is Athens Convention & Visitors Bureau has teamed up with the Hellenic Association of Professional Congress Organizers & Destination Event Specialists and the Thessaloniki Convention Bureau to launch the Greek Meetings Alliance (GMA).

The association's mission is to continue strengthening the position of Athens in the global meetings and events industry. It was showcased to tourism professionals in Thessaloniki,

at the 37th International Tourism Philoxenia Exhibition, which took place from November 18th to 20th.

"We believe that meaningful partnerships are the most effective way to promote Greece globally as a top destination for conferences and meetings," said ADDMA CEO Epameinondas Mousios.

The Greek capital was also crowned as the World's Leading Cultural City Destination 2022 at the World Travel Awards. The accolade followed a double win at the European league of WTA in October as "Europe's Leading Cultural City Destination 2022" plus This is Athens-Convention & Visitors Bureau's win as "Europe's Leading City Tourist Board 2022".

-  
Stand B60

★ Show visitors skated over to the **Magnetic Latvia** stand yesterday to help the country celebrate being awarded co-hosts of the 2023 IIHF Ice Hockey World Championship with Tampere, Finland. The tournament is scheduled to be held from May 12<sup>th</sup> to 28<sup>th</sup> 2023 and was original earmarked for St. Petersburg, Russia.

Stand G79



Congrats to the **Poland Convention Bureau** who is celebrating their 20th anniversary!  
Stand F57



### TCVB publishes meeting planners guide

Tokyo Convention & Visitors Bureau (TCVB) has released the 2022/2023 edition of its Tokyo Meeting Planners Guide.

The 125-page guide provides all the essential information a meeting planner will need to create a customised plan for an event in the Japanese capital. The guide showcases a collection of potential sites, including 21 convention venues, 38 hotels, and 26 event venues.

It also defines why Tokyo is an ideal location for business events, covering topics including the city's impressive proven safety record and Tokyo's amazing technology.

Senior Director of the Business Events Team at TCVB, Kazuko Toda says: "Tokyo is innovative, inspiring, sustainable, and adaptable."

-  
Stand J20



Hosted buyers attending **Meetings Africa** at the Sandton Convention Centre, Johannesburg from February 27th to March 1st 2023 will have enhanced opportunities to network with exhibitors and more targeted meetings, according to Zinhle Nzama, from South African Tourism. Corporate planners are invited to attend a dedicated business day before the two-day trade show opens and will have their meetings matched with exhibitors according to preferences and requirements.

-  
Stand M40

★ On April 25th and 26th 2023, industry leaders from across Europe will gather at **MECC Maastricht** for the Sustainable Industrial Manufacturing (SIM) Europe trade fair to work together on a cleaner future. Organised by Quartz Business Media, the event will bring together market leaders from hard-to-abate industries and help them on their journeys to reach their Net Zero goals and sustainability commitments.  
Stand F30



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## Two Marriott hotels open in the Netherlands

Marriott International has demonstrated its commitment to The Hague with the recent opening of two hotels.

The Residence Inn by Marriott The Hague and Moxy The Hague add another 300+ bedrooms to the city's already extensive hotel infrastructure.

Moxy The Hague is located in the old city, close to Scheveningen beach. All rooms include the MOXY Sleeper – offering a high level of comfort, spacious walk-in showers and 55-inch flat screen televisions.

It is connected to Residence Inn The Hague – an extended stay hotel which offers fully-equipped studios and apartments for a 'home away from home' experience.

"Great initiatives have been taken in the hotels to reduce our ecological footprint," said Annemarie van den Berg, Director of Sales at Marriott's hotel management firm, International Hotel Capital Partners. "Motion sensors have been installed that save lighting and air conditioning and a transport plan



is available so that guests are aware of more sustainable options. The hotels also feature a biodigester, which means that all food waste is broken down in a natural way and does not end-up directly in refuse."

Bas Schot, Head of Hague Convention Bureau said: "As The Hague continues to thrive as a conference, meetings and event destination it is vital that our hotel offering grows to meet the needs of our incoming delegates. These two new hotels balance and contrast each other and are welcome additions to the city."

Stand P32



## Hilton London Bankside scoops luxury city award for second consecutive year

Hilton London Bankside has been named the UK's best Luxury City Hotel at the 2022 World Luxury Hotel Awards for a second year running. It received the award for its 'sustained commitment to excellence in hoteliering' and for 'outstanding achievement in the international luxury hospitality market.'

James Clarke, General Manager at Hilton London Bankside said: "The accolade of the UK's Luxury City Hotel in the 2022 Awards is a clear result of

the hard work and determination our team consistently delivers day on day. I'm proud we have been recognised for achieving such high standards of guest service."

The 292-bedroom Hilton London Bankside offers 11 flexible meeting rooms plus a 572 sqm ballroom. It also features one Penthouse apartment with a private terrace.

Stand N42

### ★ Helsinki will get Finland's first Radisson Red in 2023.

The 196-room hotel will be located in Kaisaniemi Park, just two minutes from the capital's central railway station. It is being designed with the style-savvy guest in mind and will serve as a social hub, with public spaces that invite both guests and locals to relax and connect. Radisson RED Helsinki will be the fourth Radisson RED hotel to open in the Nordics. In Finland, **Radisson Hotel Group** already operates eight Radisson Blu hotels.

Stand D50

### ★ The Canadian city of Montréal has ranked first in the Americas for hosting international congresses, according to the 63rd edition of the International Meetings Statistics Report, the official report of the Union of International Associations (UIA).

**The Palais des congrès de Montréal** stages around 350 events per year and was one of the first convention centres to go carbon-neutral. Canada as a whole ranks 14th in the world for hosting international meetings.

Stand L30



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### ★ Treat groups to stunning views of the Caribbean Sea at the all-inclusive Villa Caprice in Cuba.

Located at Cayo Largo del Sur, 30 minutes by plane from Havana and Varadero, this new property provides the perfect incentive setting in the privacy of a bungalow surrounded by beaches with crystal clear waters and marine seabeds. Villa Caprice features 100 rooms in wooden bungalows with two floors and a balcony.

Stand L70

### ★ Deutsche Messe has launched Instant Fair - a ready-made exhibition hall complete with 130 fully assembled stands, event areas and hybrid stages.

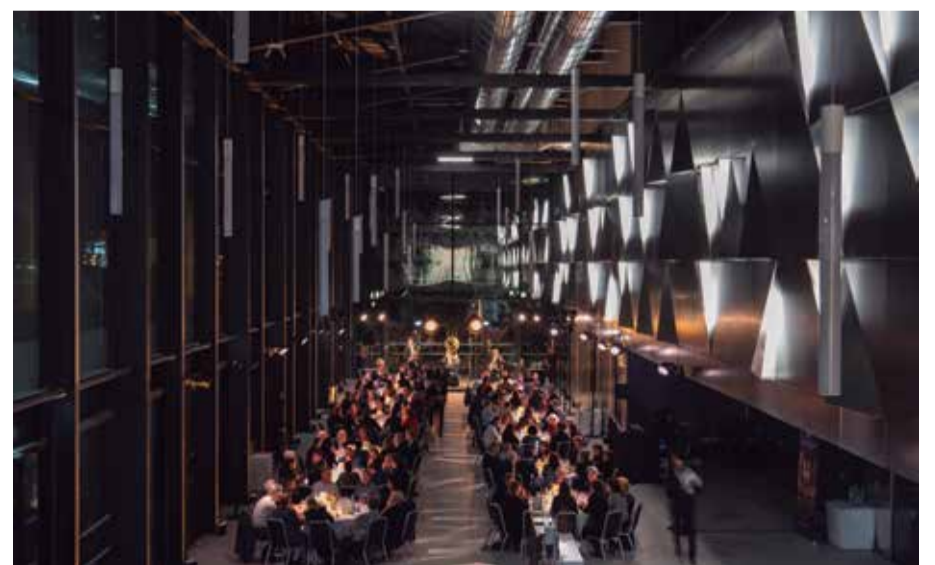
Instant Fair is located in Hall 23 at the north entrance to the Hanover exhibition centre. It features 3,000 sqm of space and communal areas for up to 3,000 guests per day. After each exhibition, all booths and common areas remain in the hall. Only the branding changes with the next event.

Stand F50, F53

### ★ Historic Royal Palaces has added event space at both The Tower of London and Kensington Palace.

The Reveller offers indoor and outdoor space for 100 seated or 250 for a standing reception on the outer wall of the Tower of London. The Kensington Palace Pavilion overlooks the Sunken Garden and can host 800 standing or 350 seated guests. The glass-fronted Pavilion temporarily replaces the Orangery, which will re-open in late 2023 following a major conservation and building project.

Stand F20



Palais 2 l'Atlantique is an events venue located at the **Bordeaux Exhibition Centre**, which features 12 meeting rooms and a capacity of 6,000 theatre-style. The covered walkway that connects with Hall one of the Bordeaux Exhibition Centre makes it possible to host large-scale national and international events. Elegant architecture and state-of-the-art equipment ensure high-quality services.

Stand D50



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Meet with us to learn more about our **exciting MICE offerings** and the potential **support and incentive schemes** your event might qualify for!

## Stay in touch with us

Check out [sentosa.com.sg/MICE](https://sentosa.com.sg/MICE)  
or get in touch at  
[mice@sentosa.com.sg](mailto:mice@sentosa.com.sg)



## HOTELS & VENUES



**Sercotel Hotel Group** is preparing for a 2023 recovery of the MICE industry by adapting to the new needs of business travellers and event attendees. The 100 property Spanish hotel chain is offering 'new ways of interacting through co-living, co-working or staycations'.

Highlights include the Sercotel Sorolla Palace, situated next to the Palacio de Congreso in Valencia, or the Sercotel La Princesa, located in Madrid and equipped with nine meeting rooms.

Stand C50

## Hyatt plans to open all-inclusive Dreams brand in Portugal



Hyatt has announced plans for its debut Inclusive Collection property in Portugal.

The 366-room all-inclusive Dreams Madeira Resort Spa and Marina will open in early 2024 following renovation of an existing property on the island of Porto Santo.

Facilities will include more than 10 a la carte restaurants, as well as seven bars, an onsite water park and a 3,000 sqm spa.

The property will be managed by Apple Leisure Group, which was acquired by Hyatt in 2021 and which owns the AMR Collection of brands including Dreams Resorts and Spas, Zoetry Wellness and Spa Resorts, Vivid Hotels and Resorts, and Secrets Resorts and Spas.

The news follows Hyatt's recent announcement that it will add five existing Bulgarian hotels to its Inclusive Collection, with the Black Sea resort properties expected to join by 2024 following "significant renovations".

Stand N53



## CO'Met due to officially launch with arena opening in 2023

The Orleans Metropole Centre (CO'Met) will officially launch in January with the opening of a 10,000-seat arena.

Situated in France's Orléans Loire Valley, the complex's 35,000 sqm Exhibition Park opened in September 2022, with a 1,000-seat conference centre due to open in December this year.

Each seat within the conference centre's auditorium is equipped with a power outlet. CO'Met's largest restaurant area is also located on the same floor as the auditorium. It can accommodate up to 1,000 guests and has a panoramic terrace.

From level two of the Congress Centre, a walkway provides direct access to the Arena so that planners can offer del-

egates hospitality boxes or match tickets to watch sporting events, concerts or cultural events as part of the conference experience.

The CO'Met is situated in the heart of a natural garden bordering a river. The building is wrapped in a luminous LED mesh designed by artist Yann Kersalé.

Stand D50

◆ .....  
**Watch our videos on YouTube**

[www.youtube.com/ibtmworld](http://www.youtube.com/ibtmworld)

## Melia reveals plans for Madrid airport hotel



Melia Hotels International has revealed plans for a new-build Inside property close to Madrid airport.

The 273-room Inside Madrid Valdebebas will form part of a new development which will also offer a private hospital.

The property will feature a rooftop swimming pool and lounge, as well as a fitness centre, restaurant and bar, and an adjacent 4,500 sqm convention centre.

Inside is Melia's fastest growing brand worldwide, with 38 hotels currently in operation and a further eight under devel-

opment. Recent openings include the Inside Madrid Gran Via, as well as UK properties in Liverpool and Newcastle.

Gabriel Escarrer, Executive Vice President and CEO of Melia Hotels International, said: "Inside Madrid Valdebebas will be a milestone in the lifestyle hotel segment in a very urban setting. Its disruptive design, unbeatable location and personalised and intelligent service will add to the value our brand brings to the property, thanks to our operational excellence, service vocation and leadership in sales and digital distribution, creating a unique product with excellent prospects."

Inside Bangkok Sukhumvit is also set to open towards the end of this year, joining three existing Asian properties in Indonesia, China and Vietnam.

Stand P50



**Oman Convention & Exhibition Centre** empowers young Omani professionals with its "Future Shapers" programme to support the development of high performers to think and act like leaders.

Stand J6

# A new era begins!

Hamburg Messe und Congress isn't just opening a spectacular building – the new CCH unveils an entire new world of events and conventions.

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



## MESA member launches lessons learned from binge-watching TV

Realise, a member of the Meetings & Events Support Association (MESA) has launched a book featuring 21 lessons learned about event planning from binge-watching TV during the pandemic.

From the Dent in the Sofa is authored by Realise COO, Richard John. It is available as a downloadable ebook and accompanying video from [www.dentinthesofa.com](http://www.dentinthesofa.com).

Realise is made up of 30+ experts who work both onsite and online; building, managing and then supporting virtual, hybrid and in-person events across the world.

"Most recently, we are working with one of the world's biggest global organisers to provide real-time onsite event intelligence," John said. "Our onsite team take event registration data and interrogate it against lead data obtained from exhibitors to provide instant feedback, scoring and perfor-



mance management. We then blend this with exhibitor coaching to deliver enhanced ROI for all parties."

Realise also supports an ongoing industry apprenticeship scheme, which will see another cohort of applicants placed in major organiser companies from early January 2023.

Stand N20 / N19

## Meet in Wales to introduce the power of Semiconductors to show visitors

Meet in Wales has teamed up with Alistair Turner, Eight PR MD, and serial entrepreneur Jason Allan Scott (pictured) to discuss the future role Semiconductors will play in shaping the meetings and events industry.

"What are semiconductors and why are they going to change the way we look at events?" will take place on the Accelerate Stage at 1pm on Thursday, 1st December.

Heledd Williams, Head of Business Events for Wales will discuss the technological benefits with Alistair and Jason and predict how much faster and smarter connectivity can be utilised by event planners.

In recent years, Wales has transformed its business landscape, having evolved to concentrate on industrial and service-based activities, from technology to Fin Tech, renewables to creativity. The destination sees events as a key driver of this economic growth and Meet in Wales is working with experts from across these sectors to bring greater knowledge to the world of meetings and events within Wales.



As well as bringing semiconductor expertise to the Accelerate Stage, Meet in Wales will also be showcasing some of the destination's key business event specialists, including; Celtic Manor Resort, ICC Wales, Voco St David's Hotel, Meet in Cardiff, Meet North Wales, Orchard Media and Events, Principality Stadium, Seren Events PCO, Vale Resort & Hensol Castle, and Venue Cymru.

Stand G30

## RD Mobile extends platform functionality with QR codes

RD Mobile has released updated functionality to its Engagefully EVENTS platform to support lead scanning, session check-in and digital business card exchange.

The new platform features uses a unique QR code for each participating attendee at an in-person event, and can also be utilised for virtual events.

Engagefully EVENTS also supports creation of badge data for pre-production and printing of badges, ad-hoc badge printing at an event, and digital badges. With this new capability, traditional lead scanning tools can be eliminated whilst providing greater convenience and flexibility to event organisers and delegates. The QR code functionality can also be



used for gamification by assigning point values to attendee activities including checking into sessions, being scanned as a lead by an exhibitor, exchanging digital business cards or checking into an exhibitor stand.

Stand N20 / N19

## IBTM World in Pictures





## STAND AWARDS



**Best Stand Personnel: Atout France**  
Dominique Maulin Diabira, Director of Atout France and Ségolène Noual, Head of Business Tourism of Atout France in Spain celebrate the accolade with IBTM World's Katie Nelles.



**Best Stand Feature: Norway**  
Head of Digital and Sponsorship Sales RX Global, Ben Dunster presents the trophy to Frode Aasheim, Director of the Norway Convention Bureau, Kari Anne Schwach, Project Manager at Visit Norway and the chef responsible for providing a taste of Norway on-stand.



**Best Stand: Graduate Hotels / Marine & Lawn Hotels & Resorts**  
Dulce Domingues- Dennett, Regional Director of Sales at Graduate Hotels and Marine & Lawn Hotels & Resorts receives her award from IBTM World's Event Director, David Thompson.



**Best Culture Campaign: Menorca Island DMC**  
Co-Founders David James and Clotilde Auphan, plus Project Manager Alice Mikolajczak celebrate the win with IBTM Marketing Manager, Nick Nagle.



**Best Large Stand: Abu Dhabi**  
IBTM World's Event Director, David Thompson presents the trophy to Mubarak Al Shamisi, Director of the Abu Dhabi Convention & Exhibition Bureau.

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**SUSTAINABILITY & CSR**

**Sentosa strives for net zero destination status by 2030**



Singapore's resort island, Sentosa is on course to become a net zero destination by 2030, according to the Sentosa Development Corporation (SDC).

The island resort is employing strategies such as investing in large-scale renewable energy projects and electrifying its transportation to achieve its net zero goal.

By 2030, 10% of its electricity will be powered by renewable energy. In June, the SDC launched a tender for solar cells to be installed at seven sites, while Resorts World Sentosa has begun installing cells at 11 sites on its premises.

According to the SDC, this effort will

generate about four gigawatt hours of renewable energy annually, removing the equivalent carbon footprint of 60,000 hotel room nights.

The island has also now completed its trial of electric buses. The eventual goal is to make 100% of on-island transportation fully electric by 2025, plus install enough electric vehicle charging ports by 2030.

In August this year, Sentosa was certified as a sustainable tourism destination by Vireo Srl, a certification body accredited by the Global Sustainable Tourism Council (GSTC).

- Stand J30

**The commercial benefits of sustainability**

**Selina Donald is the Founder and Chief Sustainability Adviser, at sustainability consultancy, The Bulb. Her consultancy specialises in the events sector.**

**What is the one key thing that planners can do to improve their environmental impact?**

Making efficiencies is all part of sustainable initiatives and this is good for your bottom line. Benefit by bringing your commercial focus into your planning and design activities. You need to incorporate sustainability at the start of your planning, you cannot retro-fit it later.

At the start of the planning process look for the potential of waste and pollution at every step. What can you challenge on the client brief? What happens to the food waste? Don't be afraid to challenge.

**How much influencing power do event planners have?**

Event planners have more buying power to a far greater level than an individual consumer.

And you can use this power in a variety of ways. When it comes to venues do you

want to spend with venues that use renewables? Or are you prepared to work with any venue?

The majority of hotels and venues that have sustainable certification or are progressing their sustainability initiatives will be shouting it from the rooftops. Only working with venues that use renewable resources is one way change can be brought. And that comes from just using your purchasing power.



**Meet Selina Donald at the Knowledge Theatre 10.45 - 11.15 Accelerating Sustainability: Lessons from Megaevents**

**ExCeL London on track to expand capacity by 25 percent**



ExCeL London has completed the first phase of its sustainable-focused expansion project, which will increase the venue's overall capacity by 25%.

The 25,000 sqm (270,000 sqft) expansion at the carbon neutral venue will create additional state-of-the-art ICC convention facilities, exhibition halls and conference rooms, together with outdoor spaces. Phase two of the scheme will begin in January 2023.

Within the new event space will be 12,000 sqm (130,000 sqft) of exhibition space on the ground floor, seamlessly integrated into the existing venue. This will be complemented on the upper level with high-end convention space, modern meeting rooms and catering facilities.

In line with its current ESG strategy, ExCeL London has sought to create the most sustainable scheme possible and will be targeting a Building Research Establishment Environmental Assessment Method (BREEAM) rating of 'Excellent'. As with the current venue,

the electricity supply will be 100% from renewable sources.

As part of the project, a substantial investment will also be made in the public realm, including new greenery along the dock edge, improved landscaping for pedestrians and cyclists, and a new pocket park. The expansion scheme will also create permanent and temporary employment, both in the construction process - including apprenticeships - but also indirectly once complete.

Jeremy Rees, CEO of ExCeL London said: "Having completed the first phase of our expansion project on time, we are looking forward to heading into the main construction phase with an experienced and sector-leading project team. Led by customer demand, the expansion to our existing award-winning venue campus will ensure we can continue to put London at the forefront of the global events industry."

- Stand F20



Eliminate single-use plastic water bottles! While on the show floor, you will notice water refill stations and reusable bottles made from sugarcane - CO2 negative material produced in a sustainable and circular way by **Join the Pipe**. Company profits are used to set-up clean drinking water projects in developing countries and the bottles are easy to brand with event logos.



**Gijón** hosted 3 medical congresses with more than 2,200 internists from Spain from November 23rd to 25th: the 43rd national congress organised by the association SEMI, the 8th congress by SAMIN and the 8th Iberian Congress of Internal Medicine.

**Stand D20**



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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.

Meet In Wales

@MeetInWales

We are back on our second day at @IBTMevents. Pop over and say Hola/Shwmae and have a photo with Cwtch the Dragon on stand G30



**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**

Thursday, December 1st:  
08:45 – 17:00

Stuttgart Convention Bureau

@StuttgartCB

Let's meet at IBTM World @Event-profs #IBTMWorld is in full swing and we're excited to meet so many new and familiar faces. If you're attending, swing by at stand F50-01 to chat, learn what's new in #Stuttgart and #unlockIdeas.



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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

#IBTM\_Free\_5GHz

#IBTM\_Free\_2.4GHz

No password required

The Dancing Squirrel – Creative Collective  
@DSquirrelTeam

We can't wait to bring the full team back in 2023 for one of our client conferences. Special thanks to Chris Bason & all the @GlobalDMCs. Partners for the hospitality yesterday evening. Still so much to do today.



## TODAY'S PROGRAMME

\*Programme is correct at time of print

### BUSINESS

#### BRANDS

09:15 - 09:45

#### Events 2030 – Go Big, Go Niche or Go Home

SPEAKER: Igor Beuker, Speaker, Entrepreneur, Futurist, Activist

VENUE: Knowledge Theatre

### BUSINESS

10:00 - 10:30

#### The IBTM World Industry Trends Report

MODERATOR: Alistair Turner, Managing Director, EIGHT PR & Marketing

VENUE: Knowledge Theatre

**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.

**Watch our videos on YouTube**

[www.youtube.com/ibtmworld](http://www.youtube.com/ibtmworld)

### EXPERIENCES

10:00 - 10:30

#### The Big Tech Interview with Adam Parry: featuring Grant Dudson, Creative Director, Chorus

MODERATOR: Adam Parry, Event Tech Influencer, Event industry News

SPEAKER: Grant Dudson, Chorus

VENUE: Accelerate Stage

### BUSINESS

10:45 - 11:15

#### Accelerating Sustainability: Lessons from Megaevents

SPEAKER: Selina Donald, Founder and Chief Sustainability Adviser, The Bulb

VENUE: Knowledge Theatre

### EXPERIENCES

10:45 - 11:15

#### Event Tech for Inclusivity: Bending Sound and Other Cool Tricks

SPEAKER: Nick Fagan, Creative Technologist, DRPG

VENUE: Accelerate Stage

### CAREERS

11:30 - 12:15

#### Out of The Box Work Places, By ICCA Iberian Chapter

SPEAKER: Carina Montagut, Strategical Events Manager - ICCA Secretary, ICCA IBERIAN CHAPTER; Phil Cross, CSO, bnetwork

VENUE: Knowledge Theatre

### EXPERIENCES

11:30 - 12:00

#### EventsAir Showcase

SPEAKER: Paul Martin, Executive Director, Strategic Business, EventsAir

### EXPERIENCES

12:15 - 12:45

#### Lunch: Playtime with Piing

SPEAKER: Jay Roche, Events Director, Piing

VENUE: Accelerate Stage

### CAREERS

12:30 - 13:15

#### Future Proofing: New Skills For A Changed Event's Industry

MODERATOR: Kim Myhre, Managing Partner, Experience Designed

SPEAKERS: Felicia Asiedu, Senior Marketing Manager, Cvent; Karen Small, Relationship Director, Sleek events; Francesca Rodriguez Balit, Event Web & Marketing Specialist, Podcast Host, Bbr Web Design and The Events Cast; Chunjing Yang, K.I.T. Group Yang

VENUE: Knowledge Theatre



### EXPERIENCES

13:00 - 13:30

#### What are Semi-Conductors and Why are They Going to Change the Way we Look at Events

SPEAKERS: Heledd Williams, Head of Business Events, Event Wales, Welsh Government; Jason Allan Scott, Chief StoryTelling Officer, Kopus; Nick Fagan, Creative Technologist, DRPG

VENUE: Accelerate Stage

### CAREERS

13:30 - 14:15

#### Event Remixed

MODERATOR: Robert Dunsmore, Freelance Creative Director

VENUE: Knowledge Theatre

### EXPERIENCES

13:45 - 14:15

#### Leadership: How to build Effective Teams Through the Power of Neuroscience

SPEAKER: John Martinez, CEO & Founder, Shocklogic

VENUE: Accelerate Stage

### EXPERIENCES

14:30 - 15:00

#### Looking Deep, Long and Speculatively into the Future. Tomorrow's World told by a Futurist

SPEAKER: Graham Smith, Freelance Event Technologist

VENUE: Accelerate Stage

### CONNECTION

#### BUSINESS

14:30 - 15:00

#### How to WOW! Converting Events into Experiences

SPEAKER: Grant Dudson, Creative Director, Chorus

VENUE: Knowledge Theatre

### BUSINESS

15:15 - 15:45

#### How to create, scale and fundraise an Event Tech business

SPEAKER: Patrice Archer, CEO, Appy Ventures

VENUE: Accelerate Stage



Hire Space

@HireSpace

The Hire Space team has been busy this week at @IBTMevents in Barcelona where we met with some fantastic suppliers, venues & destinations. Thanks so much to all our hosts – ALHI, @dmcadvantage, F3 Events, Nobu & @easyJet

## Buyer Talk



**Laura Herbst**  
Event Manager,  
StepStone GMBH

### Why do you come to IBTM?

I organise the 20 biggest internal events for recruitment platform StepStone. We have 4,000 employees worldwide, I'm looking to source new, outstanding venues.

### What trends are you predicting for the MICE industry in 2023?

Sustainability will continue to be a huge trend. We're already focused on new hotel openings with carbon positive measures in place and more sustainable catering solutions. However it's the evolution of hybrid formats that will really take-off. We're already seeing in-person capacities shrink and a greater requirement for virtual attendance. Our biggest event used to see 3,000 people attend. Now, it has reduced to 1,000 people in-person but with 3,000 additional attendees online.



**Gulnara Abrahamson**  
Product Manager/Owner,  
Bonafide Nordic Travel  
& Events Sweden

### Why do you come to IBTM World?

This is my third time attending the show. I last came in 2019 before the pandemic so I wanted to come this year in order to find out what has changed and to reconnect with venues and suppliers.

### What trends are you predicting for the MICE industry in 2023?

Airlines have been slow to recover from the pandemic. Taxation and other government policy feels like it's anti airline travel currently, which I believe is sad because travel broadens the mind and makes people more tolerant. I hope therefore that a future trend is the reversal of restrictions on air travel so that we may embrace smarter travel solutions.



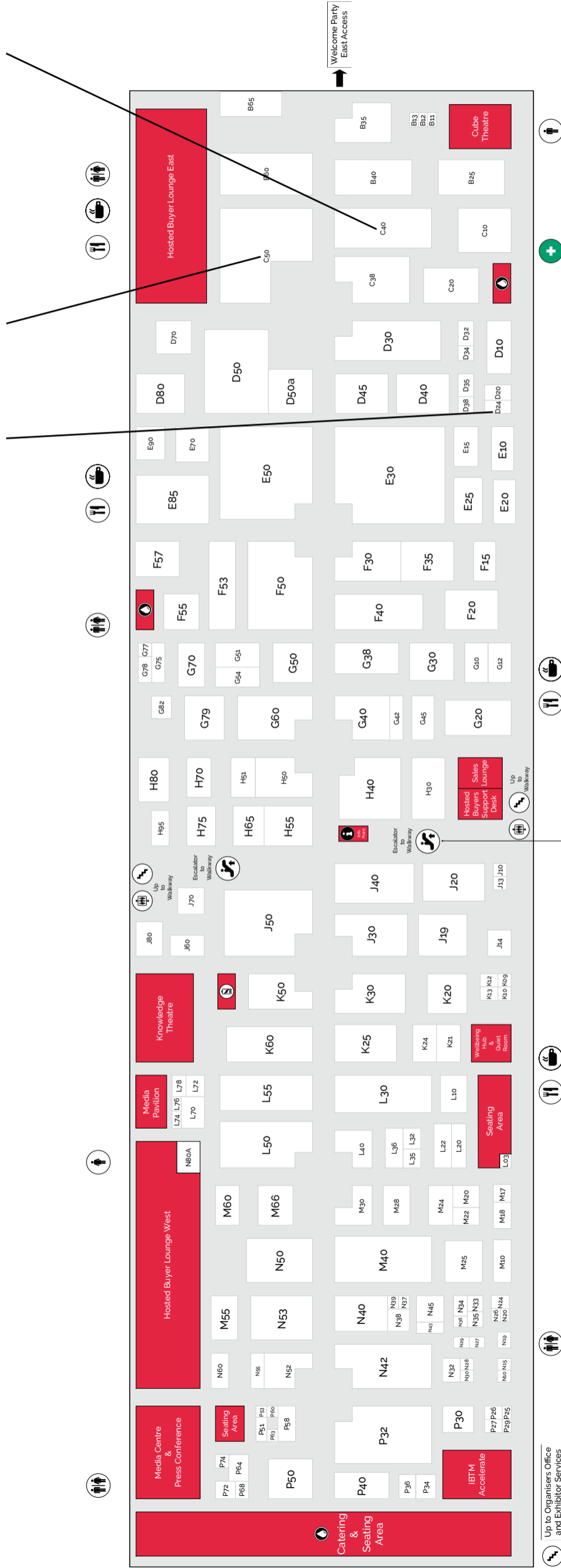
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**Stand D24**



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