

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

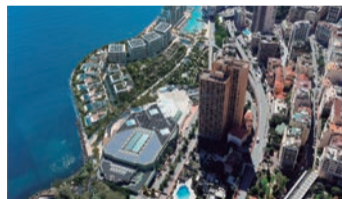


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Stand N61

Innovate... or stagnate!



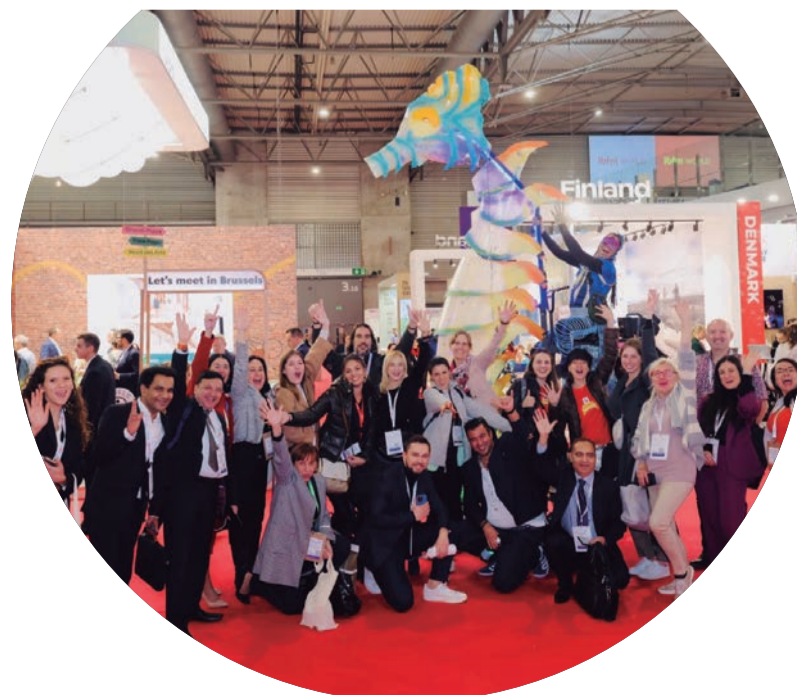
Grimaldi Forum expansion plans on-track



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PHOTO OF THE DAY



The inspiration that leads to innovation comes from many sources. And the reasons for innovation are just as complex. While innovation is a constant process driven by the need for change, there is no stopping it.

As meeting professionals, we need to constantly be on the lookout for new ways to improve and design experiences.

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Yokohama launches sustainable experiences



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Nook Wellness pods experience significant growth in corporate offices



Page 17

Play. Work. Live in BUSAN

the Key to Success

Busan Convention Bureau

Email : holadoa@bto.or.kr

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Continued from page 1

Technology can make meetings more sustainable, and improve reach and inclusivity. Apps are turning events paperless, translation services and captioning are making them more inclusive, and virtual platforms are evolving for a more seamless hybrid experience. We need creative innovation to build and bind human relationships in a fun and lasting way. We need that balance of “high tech” and “high touch”. We need to stand up and take the lead as changemakers.

Claudia Hall, IBTM World Event Director, says “As one of the leading global trade shows in the events sector, we are at the forefront as our industry evolves and adapts to address its challenges and welcome its many opportunities. At IBTM World, we are determined to provide a platform for the changemakers at

the heart of this evolution. Their relentless pursuit of innovative ideas elevates the possibilities for all of us and empowers event professionals to embrace change and turn the ordinary into the extraordinary.”

Glenn Cauwenberghs, Senior Project Specialist on Innovation at the United Nations World Tourism Organisation (UNWTO), showcased two winning startups on the Impact Stage yesterday who had responded to UNWTO’s global call for the most sustainable, innovative, and disruptive entrepreneurs offering smart solutions for event tourism.

Eduardo Lebre, CEO and Founder of Circular Unity, a company pioneering solutions to help co-create a sustainable future, and Alexandre Bediguian, Communications Manager at Touch2See, a company making sporting events accessible to the visually impaired.

Innovation starts from within

Georgina McGee, Project Executive for Be Sure Events says, “We are a young agency so we’re constantly pushed to discover new innovations and more innovative ways of working. The MICE industry is a blank canvas for innovation to flourish.”

It’s clear that in the meetings industry, innovation must flourish. For this to happen, people need time. Samme Allen, CEO of The Attendee Experience Co. says, “Innovation happens when you stop and think. Making time for this in the events sector is very important. It needs to be a priority if we are to keep evolving and helping our clients.”

Knowledge drives innovation

Making time is one thing and let’s use that time to learn from the data as well. What are the latest trends telling you? Where better to start than grabbing your copy of the latest IBTM World Trends Report 2024? If you missed the presentation from Alistair Turner yesterday, don’t worry he will be presenting his findings again tomorrow.

The Big Re-Think research from Exclusive Collection and Micebook presented on the Impact Stage yesterday, identified that new generations want events to be delivered in different ways to the current mainstream.

Innovate with inclusion in mind

If you’re not innovating with inclusivity in mind, you will only be doing half your job. Inclusivity can be described in different ways but simply put, does your event speak in the language of the attendee, are you embracing the human experience for everyone, and does everyone have access in ways that suit their needs?

Today, Ellie Middleton, a neurodiversity advocate, and Anne Wheat, Event

Operations General Manager at Google, will dive into the untapped potential of creating events that cater to all.

Isn’t it time to plan events that resonate with all brain types? From boosting creativity to fostering a sense of belonging. The future of events must be one where neurodiversity is not only accepted but also celebrated and embraced as a vital component in designing experiences.

The future of events

Tomorrow, to close three days of innovation-led sessions, Julius Solaris, Founder of Boldpush and Christine Renaud, CEO of Braindate are the final keynote speakers.

Titled “It’s not 2019 anymore. Why events will never be the same” this insightful session will see Julius and Christine engage in a frank discussion about the future of events. Designed to ensure attendees walk away with tangible learnings to make their events future-proof, the conversation will answer questions such as “How do we learn at events?”, “Why does belonging at events matter?”, “How can events have a bigger impact?” and “What are the top five characteristics of the events of the future?”

“We live in an era where the concept of meeting has never been more fluid. The more we interact online, the more we need to meet. As technology evolves, the future will require event planners to connect audiences regardless of the medium in a sustainable, inclusive, and trustworthy way,” comments Julius.

Innovate or stand still, it’s your choice. Differentiate or be the same as your competitors, it’s your choice. And it’s your choice as to how you make the most of your time at the show this year. There is innovation aplenty, that is for sure.

STAND EVENTS

Antwerp Convention Bureau: Get insights about Antwerp’s extensive portfolio of event venues, cultural experiences and services. 09:30 (Stand F54)

Croatian National Tourist Board: meet Croatian partners and learn about the opportunities and offers of meeting industry in Croatia. Enjoy a selection of top Croatian wines, provided by the Croatian Chamber of Economy, accompanied by Croatian cheese and cured meats. A prize draw for round-trip flights and accommodation in 4 different destinations in Croatia will be held. 18:00 (Stand E20)

Antwerp Convention Bureau: Get insights about Antwerp’s extensive portfolio of event venues, cultural experiences and services. 09:30 (Stand F54)

Poland Convention Bureau – Polish Turismo Organisation: Join the Regional Delicacies Happy Hour for a culinary sensation. 17:00 (Stand G100)

Grupo eventoplus: Come to the Spanish meetings industry cocktail and get to know who’s who... Wednesday, November 29th – 17:00 (Stand C84)

VisitDenmark: Discover Denmark from an outsider point of view with a British comedian’s insights from 9 years in The Land of Everyday Wonder. 10:00, 15:30 (Stand H40)

London Convention Bureau: Exclusive panel discussion focused on new London neighbourhoods and their impact on communities. 13:00 (Stand G40)

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

Canary Islands: Find out how your meetings get the balance of work and play. Tuesday, November 28th - 12:00 (Stand B20)

Destination Canada: Feel inspired, immerse yourself and leave in awe at the many possibilities Canada has to offer for your incentive group. 12:00
Come and learn how you can tap into the intellectual capital and expertise of your host destination to enhance your events. 14:30
Canada Happy Hour: End your busy day at the show with a little taste of Canadian hospitality. 16:00 (Stand L50)

Venice Region Convention Bureau Network: Destination Experience: Do you dream of an unforgettable event? If you can dream it, in Veneto, Italy, you can do it! 14:00 (Stand D50, D55)

Roma & Lazio Convention Bureau: Destination Experience: Lazio on the Road. 14:30
Italian Apertif sponsored by Regione Campania. 17:30 (Stand D50, D55)

“

Buyer Talk



Maxine Jensen, Director of Groups for Alpine Adventures based in the US

I’m looking for a lot of DMCs to help me which is why I’ve come to IBTM World. My US customers want unique experiences in European destinations so I’m here to source those.

Hot destinations for 2024 are Iceland, Portugal, Croatia and Switzerland amongst US clients. But they’re also looking for places off the well-trodden path that can provide unique experiences. Places like Montenegro have a unique opportunity to impress destination-savvy travellers who have been there and done with other countries.

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cvent



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

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INDUSTRY & TRENDS

Diverse and inclusive cultures drive innovation

Samantha Stimpson (she/her) is the founder and CEO of Equity, Diversity and Inclusion consultancy firm SLS 360. Sam shares her views on the foundational aspects in understanding culture.

What does a diverse culture look like?
I don't think about what a diverse culture looks like, I think about what a diverse culture feels like. When we are concerned with the optics, we can say that a diverse culture looks as if it has people from different racial backgrounds, ages, genders, faiths, etc., but that doesn't make a culture diverse. It's more about

« A culture of inclusion must be intentionally created and not left to chance »

celebrating the unique and collective achievement that people with different identities bring. Diverse culture aims to be representative, to show that it recog-

nises the benefit of having people from different backgrounds.

Sometimes people assume that a group of people who are homogenous are not diverse, but you can have a homogenous group that differs in their beliefs, age, sexuality and behaviours. We're learning more about diversity of thought and neurodiversity. The idea that diversity is not always visible is a key message, so organisations should start with that.

Let's talk about cultural competency
Cultural competency is slightly different to cultural awareness, and it's vital for international organisations. It's more than just an awareness that there are different cultures who do things differently. It's the ability to view the world through the lens of other people.

One of the ways organisations have nailed this is with access to different networks because they're often composed of



multicultural, multinational professionals. They can provide a sense check for companies when they're engaging with people from different communities and groups.

It's important that you have a channel for that sense check so people can ask those questions and say, "Well, look, we're thinking of putting an event on in this part of the world." Don't ask Google, find individuals to speak to and find out the nuances and underlying cultural traditions, which are important for you to think about before taking that step.

Discover more with Sam at Creating Diverse Cultures: Why, How, When ... November 29th 13:00 - 13:45 Workplace Revolution

Todd Hansen's six rules for the perfect comms strategy

Todd Hansen, Executive Producer at Web Summit believes innovation is essential to deliver successful communications and content strategies. He shared his top tips with us.



1. Always make sure your content and communications are aligned to your aims. Losing track of what you need to achieve is easy to do, but it would be a big mistake.
2. Stick to where you need to be. You might want to use Tik Tok but if your audience is elsewhere your efforts will be wasted.

« Be where you need to be, not where you want to »

3. Don't go full throttle. Decelerate before you get into the event. Slowing down means you'll be fresh and ready to think about what's happening, rather than rushing in head-first when you're tired.
4. Resist the urge to push content out of the door just for the sake of "getting something out there." It's always the crafted and curated content which makes people stop and take notice.
5. Always experiment and see what works. Don't be afraid to fail. But fail fast and learn from it.
6. Always differentiate what you do from your competitors. Nobody pays attention to the wallpaper.

Meet Todd at Communications and Content Strategy for 21st Century Event Businesses November 29th 14:50 - 15:30 IBTM Main Stage

The challenge for creativity

James Cross, Founder and Chief Creative Officer of Meanwhile, former Head of Creative at BBC, shares his insights.

Where do you get your creativity from?
To be successful in creativity is to have your eyes and ears open. I love sitting in the cafe, listening to people having conversations, because it's real life and you pick up how they talk, and what's important. You can use that.

What excites me is doing something different. Commercial creativity is to look at what everyone else is doing and not do that. That's the rule. We all want to stand out, which is our approach to everything we do. How does a TV ad stand out? How does an event stand out?

Does AI mean mediocre content?
AI and ChatGPT draw the average. If you ask them, they can create stunning things, but they're an amalgamated average. AI absolutely has a role to play but I think the future masters of the universe will be people that can control it best, not be slaves to it. If you use AI to automate

a task or improve an experience, and put your own energies into something else, that's a good use of AI. It's not the answer, it's an assistant. That's where I'd level it.

« Commercial creativity is to look at what everyone else is doing and not do it »

AI can create useful content, but I don't think there's a substitute for human talent.

Where do you see event planners as culture creators?
Event planners can use wherever the client is currently at as a springboard.



With any industry like ours or the events industry, you're there to help make things better. Therefore, you're creating new culture, you're enabling that company to grow. We shouldn't be there just to keep the status quo. And that's your creative solution as well. How can I make attendees feel like they're having a real escape, or learning something from this event?

Meet James at Unlocking Creativity: A Fireside Chat with James Cross, ex Head of Creative, BBC November 29th 12:50 - 13:30 IBTM Main Stage



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What stories are you telling?

Robert Andersen, Creative Services Director at Identity, spoke yesterday about the story of human experience, through the prism of the biggest global events of 2023.

What unites events such as COP28, the G7, the Funeral of Queen Elizabeth II, New Year's eve celebrations, and King Charles III's Coronation in 2023? It is, simply, the common theme of human experience.

We caught up with Robert for further insights into human experience and what it means for meetings professionals.

Is storytelling is an essential element of the human experience?

We work with our clients to take a narrative-led approach. That means storytelling, because people understand stories. My advice is to be bold and brave, look at events through the eyes of everyone involved.

Think about big events you've been to. It's usually just a melee of people going round, and a constant need for grabbing a quick coffee. Imagine an event

where everybody stopped for lunch. Imagine saying, "Guys, we're going to have an hour for lunch. Take some time out." Wouldn't it be great? It's not possible with some events, as there are other commercial realities. But thinking about the event and its story through a human experience lens, gives you a different view.

Why is the human experience so relevant to everyone in events?

Let's talk about events like the Coronation. We look to see what the human experience is. That might be working with the military personnel, how is the experience for them?

If we produce events for clients, there's a human experience in taking them on that journey. Ultimately, we're the guys in the background that just deliver it.

We worked on creating a pavilion for an overseas financial organisation. The

« Look at events through the eyes of everyone involved »



thing that made it a success was the human experience of the people that came.

The question we asked, was "What do we want people to walk away thinking?" From there, the creative work begins. But we always need to know what is the story you are telling and how does it impact people in the best way.

What's keeping European Travel Managers awake at night?

According to the new 2023 Cvent Travel Managers Report for Europe, costs remain a cause for concern as corporate travel programmes continue their revival.

The surging cost of airfares, hotels, ground transportation and amenities is the number one concern for European corporate travel managers, according to 65% of respondents to Cvent's Travel Managers Report for Europe, released this month. Those in France and the UK are the most concerned by costs (73% in each market). Almost a third of corporate travel managers also say that financial factors will shape their 2024 business travel programmes.

Some 80% of business travel managers in the UK, France, Germany, Spain, Italy and the Netherlands told the report that they've had to get more creative to make their budgets stretch further. Around 40% now combine business trips with existing meetings to reduce costs, while 37% have reduced the number of employees permitted to travel (this rises to 43% in France).

More than a fifth (22%) of respondents meanwhile say they will schedule fewer



trips but will extend the duration of stays.

The report carried out in partnership with Censuswide, detailed travel managers' sourcing plans and priorities for the year ahead, along with what hotels are doing right and where they can improve.

Around a third (34%) of respondents say they will need to negotiate lower hotel room rates for 2024, even if that means travellers having a less convenient experience. Over half (51%) of travel

« The surging cost of airfares, hotels, ground transportation and amenities is the number one concern for corporate travel managers »

managers cite 'unreasonable rates' as the key reason they'd avoid rebooking a particular hotel while 37% say negotiating with hotels is their biggest challenge during the travel sourcing and RFP process.

Factors like green certifications, recycling policies, and energy conservation influence RFP decisions. Almost a fifth (19%) cite sustainability programmes as the most influential factor in their decision to submit an RFP to a particular hotel for their corporate travel programme.

Despite all their concerns about increasing costs and an exacting list of requirements during the RFP process, 80% of respondents feel positive about the state of business travel activity today.

Stand N61

American Express GBT's 2024 Global Meetings and Events Forecast assesses growth rates and drivers for 2024

All meeting types will see growth in the year ahead. Some 70% of respondents to the latest edition of American Express GBT's annual trends report say their meeting programmes have either met or exceeded pre-pandemic attendee levels, or are expected to reach that goal in 2024.

Internal meetings experienced the largest anticipated rise (as forecast by 42% of respondents) plus the strongest growth in predicted attendee numbers (as cited by 48% of respondents).

Some 35% of respondents predicted rises in the number of conferences with trade shows, while 30% forecasted a rise in standalone conferences without accompanying trade shows.

Small and simple meetings are expected to cost the least in 2024, at US\$538 per attendee, followed by internal meetings and product launches, at US\$646 per attendee.

« Small and simple meetings are expected to cost the least in 2024 »

Interviews carried out as part of the forecast found that budgets are increasing but not necessarily enough to match inflation, as expressed by 67% of the respondents and only 13% acknowledging that they've increased by more than 10%.

When faced with reduced budgets, meeting planners said they'd first cut the number of nights (22%), then off-site optional activities (14%), before food and beverage and sustainability initiatives (10% each).

If their budgets were increased by 10% in 2024, 25% of meeting planners said they would use the funds to improve the onsite experience and 19% would increase the use of technology.

The 2024 Global Meetings and Events Forecast is based on a survey of more than 500 MICE professionals from 26 countries, as well as in-depth interviews.

Time to innovate events for future generations

Yesterday, **Stephanie Hall**, Group Director of Sales and Marketing at the Exclusive Collection and Micebook Founder and CEO Chetan Shah presented the findings of their research into future generation's expectations of events: The Big Re-Think.

With Generation Z, those born between 1995 and 2009, climbing the ladder in the workplace and Generation Alpha, born from 2010 onwards, set to make their mark in five years' time; expectations, engagement techniques and delegate experiences are due for a big change.

The learnings from the paper present big opportunities for organisers. Here are some of the main points from the session.

Mind the (Generation) gap

There are already very different life experiences, soft skills, and perspectives between a 24-year-old and a 50-year-old delegate. And with Generation Alpha on the horizon, understanding the generational diversity of delegates can enable



companies to achieve heightened productivity, creativity, and more cohesive teams.

« One-way learning is waning in favour of conversation and experience-based practices »

Change the conference narrative

One-way learning is waning in favour of conversation and experience-based practices that shape understanding and deepen knowledge. Learning in the future will be achieved through conversation, collaboration and scenario-based situations which means the setting needs to be correct. Break down physical barriers (cabaret, theatre style, boardroom set ups) to promote community and to align with Gen Z and A's social nature which responds better to dynamic, inclusive experiences.

Unschedule the schedule

Just as workplace design has evolved to provide agile lifestyle environments so too must events. Additionally, planning around cortisol highs and circadian rhythms can have a distinct impact

on events and maximising the delegate experience. It's worth noting that younger employees, 16-21 'adolescents', have a different circadian rhythm to their 'adult' peers.

Embrace a mixed reality

For Gen-A respondents, immersive learning and gamification are priorities. As attention spans decrease, quick content consumption and micro-learning will reinform the conference and event agenda.

It's time for a big re-think

When Generation Alpha arrives as a delegate what they lack in interaction, emotion, and intuition they will make up for in devouring knowledge, having an opinion, and upholding their personal values and beliefs.

What is very apparent is that regardless of generation, the value of face-to-face communication and live events is undeniable. Events motivate; in-person experiences bring brands to life; face-to-face enables empathy, authenticity, and bridges cultural and social divides between generations whatever their thoughts are.

Meetings Leadership Network 2023

On Monday evening, the annual Meetings Leadership Network event was held at the America's Cup Experience. Awards were also presented... It was celebration time!



Award accepted on behalf of JMJC Profile and Power Award Winner: Monica Lee-Müller of Hong Kong Convention & Exhibition Centre



IAPCO Driving Excellence Collaboration Award goes to the Abbey Conference & Events together with The International Foundation for Integral Care, The Flemish Department of Care and Visit Flanders Convention Bureau



Photos credit: Edward Hill Photography



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After no longer being the National Capital, Jakarta is optimistic that it will remain the main destination as a venue for Meetings, Incentives, Conventions & Exhibitions (MICE) activities. This is done to continue to strengthen its strategic position in the economic sector.

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

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

"When MICE activities in Jakarta increase, not only will the business aspect increase, but this will have a positive impact on the recreation and entertainment aspect. In

principle, MICE is able to attract participants to come to Jakarta and explore all destinations and facilities in Jakarta," he explained.

Currently, Jakarta has complete supporting facilities such as land, sea and air accessibility. Then there are 66 4 and 5 star hotels with a total of 20,094 rooms, Convention Halls, Exhibitions, Golf Courses, SPA and the best shopping centers in the world.

Not only that, Jakarta also has adequate integrated communication and transportation facilities for 24-hour entertainment. Jakarta is also a melting pot for the diversity of art, culture, culinary arts in Indonesia and the world.

Business people can carry out their business activities safely and comfortably while experi-



encing entertainment in Jakarta. International business people will also feel relaxed and enjoy all the beauty and facilities in Jakarta.

Seeing this potential, Jakarta will become a tourism destination and the most important MICE city in the Asian region. So, for those of you who want to do business and relax, you can come to Jakarta.



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



DESTINATIONS



Meet In Wales focuses on Life Sciences sector

Meet In Wales is targeting corporate businesses and associations with an affinity towards the field of Life Sciences, to bring their meetings and events to the country.

The approach forms part of a wider campaign to align its meetings and events strategy with the expertise within the destination.

Life Sciences is one of the growing sectors in Wales, with academic and corporate communities and research centres that influence scientific knowledge and behaviour around the world.

The focus of the campaign sees Meet In Wales draw on the knowledge of one of the destination's ambassadors, Dr Lee

Parry, who is based at Cardiff University.

Dr Parry has joined Meet In Wales at IBTM World to share the importance of Life Sciences and how the events industry can support its work. He said: "I am honoured to represent Wales as a destination for meetings and events, and if it means we can bring other expertise to our shores, create new relationships and collaborations, then that can only be good for everyone."

The Welsh Life Sciences industry currently employs more than 12,000 people, in over 260 companies (ranging from SMEs and start-ups to large blue chip companies) with an approximate turnover of £2.6 billion.

Stand F25

★ The Lithuanian city of **Vilnius** has been awarded European Green Capital 2025 in the EU's Green Cities Awards. The jury recognised that Vilnius has successfully reduced emissions by increasing renewable energy sources and renovating heating infrastructure with the aim of becoming climate-neutral by 2030. The city intertwines its sustainability efforts with the happiness of its residents, connecting initiatives to clean air, clean water, biodiversity preservation, green spaces, and more.

Stand G19

★ **Korea Tourism Organization** has partnered with 10 Starbucks stores to promote the VISIT KOREA YEAR 2023-2024 and encourage sustainable coffee drinking habits. The campaign began on November 24th. Visitors have been uploading a photo of their Starbucks drink for a chance to win a stainless steel tumbler with the VISIT KOREA YEAR 2023-2024 branding.

Stand J55

★ **Dubai's** Department of Economy and Tourism has been recognising hotels with the highest adherence to sustainability standards by awarding them the Dubai Sustainable Tourism Stamp. The stamp supports the UAE's NetZero 2050 initiative and serves as a validation of a hotel's dedication to sustainability. Nominations for stamps took place in August and hotels were awarded either Gold, Silver or Bronze.

Stand J65



Yokohama launches sustainable experiences

Yokohama Convention & Visitors Bureau (YCVB) has created four sustainable experiences, exclusively for business events participants visiting the Japanese port.

Cyclopolitan tours cover the urban Minato Mirai area to the Nihon Odori Avenue and Yamashita Park, lined with buildings that have been preserved since the opening of the port.

SUP Plastic Fishing contributes to the local community by collecting plastic trash from the river while participants enjoy the riverside scenery of Yokohama.

The Mobile Yoga programme features the sounds of the surrounding area, such as waves and nature and can be enjoyed anywhere from parks to conference rooms and exhibition halls.

The Sankeien Garden Immersive Experience allows participants to enter Yokohama's Japanese garden before the official opening time. After the tour of the garden and the historic buildings, a mindfulness session will conclude a very tranquil morning.

Stand J50



Business travel to Germany reaches 70% recovery

The number of international business trips to Germany more than doubled in 2022 compared to the previous year - increasing from five to 11 million - according to the German Convention Bureau's Meeting & Event Barometer 2022/23 report.

The data signifies the recovery of the business travel segment after two years of declines due to the pandemic, reach-

ing around 70% of the record level in 2019.

Overall, the volume of in-person and hybrid events in the last calendar year reached 48.5% of the 2019 level. While 60% of business trips from Europe to Germany in 2022 were 'promotional' business trips, and this figure reached 67% in overseas markets.

Stand F87, G104, F60, F65



Meetings Africa 2024

Showcasing Businesses for Success

South Africa is not only a tourist's dream, but it's also becoming the quintessential business meeting events destination on the African continent.

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Date: 26 – 28 February 2024

(Business Networking Day to take place on 26 February 2024 only)

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MEETINGS AFRICA



NATIONAL CONVENTION BUREAU



SANCB secures 40 major events for South Africa

The South Africa National Convention Bureau (SANCB) has submitted 95 bids for hosting international and regional business events in South Africa up to 2029. As a result, so far, the SANCB has successfully secured 40 bids for its 2022/23 financial year.

The 40 successful bids are expected to contribute R338m to the national economy by 2025 and attract 16,505 international and regional delegates.

The conferences will help spread business events across the regions and will be held in places such as Johannesburg, Tshwane, Hammanskraal, Cape Town, Bloemfontein, Durban, Mokgopong, Muldersdrift and Pietermaritzburg.

The SANCB invested R19.2m in the bid submissions through its bid support programme to attract business events aligned with the National Government's development priorities.

Stand M65



The festive markets in the Slovakian capital of **Bratislava** will stay open until New Year's Eve. More than 70 stalls on the Main Square sell mulled wine, a variety of beer, vegan dishes and more. One of the highlights of the Christmas Market is the imposing 12-metre Christmas tree donated by the Karlova Ves borough. Its branches will serve as food for the animals in the Bratislava Zoo after Christmas.

Stand F100



British comedian, Adrian Mackinder (pictured) had attendees in stitches as he gave an affectionate 'roast' of his adopted country, Denmark.

Mackinder, who has a Danish wife and has lived in Copenhagen for eight years also presented his comedian's tour of the sovereign Nordic state on behalf of **VisitDenmark**.

Stand H40



Atout France gets ready for Paris 2024 with three-tier action plan

Atout France is gearing up for the 2024 Olympic and Paralympic Games with a three-tier action plan, designed to build an event legacy and capitalise on the global awareness that staging the Games will bring to both the French capital and the country as a whole.

The XXXII Olympics will take place from July 26th to August 11th. It will bring together 206 nations and 15,000 athletes competing in 32 sports. It will also attract 20,000 accredited press and three billion television viewers.

Atout France will support the Games by providing training and awareness for hoteliers, restaurateurs and other busi-

ness and hospitality professionals to help them improve the visitor experience.

The French convention bureau will also measure the impact of Paris 2024 on tourism and brand image, and capitalise on the global media interest to strengthen the reputation and attractiveness of France as a destination for major events.

Its aims are to highlight French event know-how, the quality of infrastructure and French hospitality; build loyalty and encourage return visits, particularly for business; and position France in line with the Olympic values of sustainability, innovation, excellence and D&I.

Stand E60B

Poland doubles down on its green event hosting credentials



Katowice, too, has taken a major step towards greater sustainability. The recent Precop 28 conference, organised by PTWP Group and United Nations Global Compact Network Poland, calculated its carbon footprint as 49.5 kg of CO2 per participant per day, compared to the average of 125 to 357 kg in other conferences.

Such a significant reduction in emissions was made possible by limiting print materials, enforcing rigorous waste segregation and serving exclusively vegetarian catering, which underscored their dedication by 57%.

Wrocław also showcases its commitment through green practices in conference and event venues. From The Centennial Hall, a UNESCO World Heritage site, to innovative hotels and venues dedicated to environmental education, The city is setting an example for responsible event hosting.

Poland's MICE industry has accelerated its sustainable capabilities with cities like Kraków, Katowice and Wrocław taking the lead.

By joining the GDS-Index initiative, led by the Global Destination Sustainability Movement (GDS-Movement), Kraków has positioned itself as a sustainability pioneer in Poland. This initiative evaluates cities based on 69 sustainability criteria.

Stand G100



مدينة إكسبو دبي
EXPO CITY DUBAI

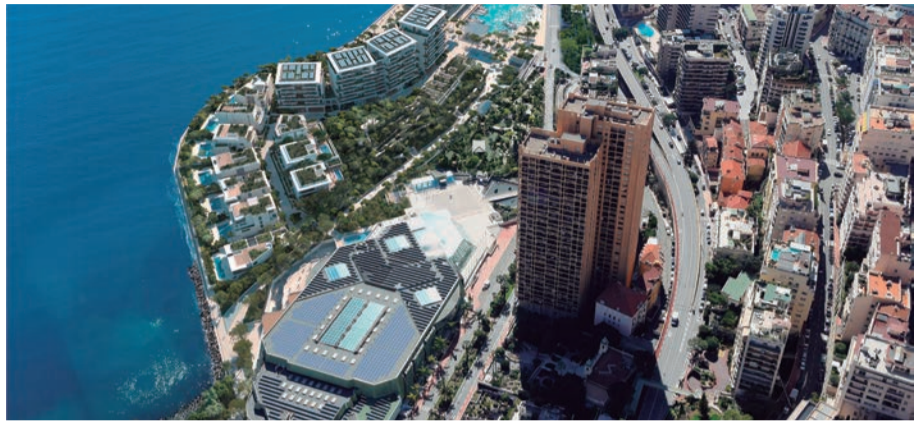
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HOTELS & VENUES



Grimaldi Forum expansion plans on-track

The Grimaldi Forum Monaco is on course to increase its exhibition capacity by 50% in early 2025, with 6,000 sqm of additional space.

Expanding from a total usable surface area of 35,000 sqm to 41,000 sqm, the Principality's congress centre will be able to stage larger events and combine more events simultaneously. Grimaldi Forum Monaco already hosts an average of 120 events and 250,000 visitors per year.

The venue's extension will be divided into three zones. Starting from the eponymous hall, the new Galerie Diaghilev will feature 1,031 sqm and be able to accommodate up to 42 stands.

Alongside the current building on the seaward side, the Carré and the Salles du

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

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

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

—
Stand E85

VMG launches Unique Venues of Japan portal

VMG Hotels and Unique Venues has launched an online portal to showcase venues across Japan.

Unique Venues of Japan seeks to connect venue owners with Japanese event planners and introduce them to venues ranging from historical buildings, castles, and shrines to Japanese gardens and art museums.

The platform located at uniquevenue-sofjapan.vmg.co.jp is also now planning an English version to cater to an international audience

VMG has also broadened its offer by introducing bespoke MICE packages at landmarks like the Heian Jingu Shrine and Yasaka Pagoda in Kyoto, prestigious venues including the Yamamoto Noh Theater in Osaka, and modern cultural hubs such as the Osaka Nakanoshima Museum of Art and the Kyoto City KYOCERA Museum of Art.

—
Stand J50



The Council on Tall Buildings and Urban Habitat (CTBUH) has chosen the **Barbican** in London as the venue for its CTBUH 2024 International Conference. The event for global architects, engineers, urban planners and developers will take place from September 23rd to 25th and use the Barbican Hall and Foyers, Cinema One, Auditorium One and Two, as well as the versatile Frobisher rooms.

Stand G40



QEII Centre puts sustainability on the menu

The QEII Centre in London has achieved over half of its sustainable catering initiatives, put in place for completion by 2027.

Completed goals include ensuring that a minimum of 50% of the food and beverage menu is plant-based; sourcing 100% recyclable or reusable packaging across the business; implementing a food collection system to avoid unused food going to waste; and informing customers and consumers of their options to help them make more sustainable choices.

Jason Dignam, General Manager, QEII Taste, said: "At QEII Taste, we are passionate about doing our bit to ensure that we work towards a more sustainable future. We have more to do, but I am so proud of what we as a team have achieved so far. Food has a key part to play in creating standout experiences for attendees, and it's our job to ensure that it is not only delicious and satisfying, but good for the planet too."

—
Stand G40



A four-star Sercotel has opened in Malaga offering 150 bedrooms, seven meeting rooms and 700 sqm of meetings and event space. The **Sercotel Rosaleda Málaga** also has a rooftop pool and far-reaching views

Stand N16



The **Convention Centre Dublin** hosted 16 medical conferences this year, showcasing Ireland's medical science, pharma and medical devices sectors. The congresses included Biomedica, held in March and the 14th Biennial World Congress on Brain Injury, which took place from March 29th until April 1st.

Stand F55



Gallery Hotel in Barcelona offers two terraces and eight meeting rooms equipped with the latest technology for both in-person, virtual and hybrid events. XL screens and simultaneous connections ensure events can be live-streamed to any country in the world.

Stand C60

PLAY, WORK, LIVE! Workcation in BUSAN



The newly coined word "workation" (work + vacation) refers to working and enjoying downtime at a destination away from home and is a trend that is being adopted by more and more remote workers. Many employers are also using the workation trend as a strategy to increase the productivity and overall wellbeing of their employees. Countries around the world are following the trend, attracting workationers by issuing "digital nomad" visas or enacting other support measures.

The MICE city of Busan is riding the workation wave by promoting the uniquely Busan workation experience to both domestic and international visitors. Busan, with its diverse range of sights, tourist and leisure activities, and work and meeting environments (not to mention its ample selection of luxury hotels) offers workationers the perfect blend of business and leisure.

Busan, the Ideal Summer Workation Spot

The Busan Metropolitan City is actively promoting the Busan workation experience to professionals who are seeking some time away from home to strike that illusive balance between work and rest. Visitors that spend at least five nights in Busan can also receive additional lodging, workspace, and tourism benefits in regions of Korea outside of Busan.

Busan is filled with an array of workation spaces that provide professionals with the right environment to focus on their work. Main and satellite workation bases can be found throughout Busan's five districts, including Dong-gu, Yeongdo-gu, and Geumjeong-gu, so that workationers can have their pick of workstations and plan their other activities around their work. One main workation base is located on the top floor of Asti Hotel, overlooking all of Busan, and is equipped with private spaces for working alone as well as larger spaces for working with others and holding virtual or in-person meetings, ensuring optimal focus and productivity.

Busan is home to many famous attractions that you can enjoy as soon as you're done with work. Out of all of Busan's seven beaches, Haeundae and Gwangalli are two of the most popular ones, offering a wide variety of marine leisure activities and sports and cultural events, such as outdoor performances. Daedaepo Beach, in West Busan, is famous for its beautiful sunsets and marine sports, including the extreme leisure sport of kiteboarding. The Busan Beach Festival takes place in Busan every summer. This year, Haeundae and Dadaepo beaches will once again host the festival which is expected to be packed with performances and various cultural events.

Busan is home to several five-star hotels, making it the perfect spot for workationers looking for luxury lodging. Park Hyatt Busan and SIGNIEL BUSAN, located in Haeundae, and Ananti Hilton Busan, located in Gijang, all boast beautiful ocean views and the soothing sound of waves breaking against rocks.

Workations are all about recovering physically and mentally. If you're looking to get out of the office for a while, head to one of Busan's workation spots, where you can get some work done, enjoy the great outdoors and thrilling activities, and, most importantly, relax.

YOKOHAMA JAPAN'S FIRST PORT OF CALL

A Beacon for Global Collaborations



Venue

No.1 convention venue in Japan.



Accessibility

Less than 30 min. from the nearest international airport.



Accommodation

More than 18,000 rooms in the city.



All-in-one Convention Area

A variety of hotels, shopping opportunity, and restaurants within walking distance from the venue.

Since Japan opened its doors to the world, Yokohama has been the nation's key entry point for international communications. Fresh breezes and refreshing ideas are integral to Yokohama being the nation's center for innovation in science and technology. Major universities, medical and scientific research centers based here will contribute to the success of global conferences.

Welcome to Japan's First Port of Call.



JAPAN STAND J50

Yokohama Convention & Visitors Bureau

business.yokohamajapan.com/mice/en/ mice@ycvb.or.jp

INNOVATION

Concern expressed at the ethics of using AI in event organising



A white paper authored by The Hague & Partners Convention Bureau and Ottawa Tourism reveals that 63% of global association buyers are either very concerned or slightly concerned about the ethical implications of using AI in event organising and that governments should legislate its use. However, in a stark contrast to this desire, 65% also think those same governments lack the required knowledge to be able to legislate effectively.



Of particular concern for the respondents is the usage and retention of the data obtained by technology companies through AI. 20% of the respondents said that AI technology providers are not very trustworthy, with a further 13% saying that they are not at all trustworthy. These 33% outweigh the 27% who "mostly" trust the data providers.

"AI is inevitable, and it is already impacting our lives in many ways. Those

individuals and organisations thinking it is something that will not impact them clearly don't realise just how ingrained it is in our world already," comments Bas Schot, Head of The Hague & Partners Convention Bureau.

Ottawa Tourism's Vice President, Meeting and Major Events, Lesley Pincombe added: "There is no denying AI can do incredible things. However, should we allow it; when should we apply the brakes, communicate better and focus on humanity rather than technology?"

The white paper will be launched next month.

Ottawa Tourism Stand L50
Hague & Partners Convention Bureau Stand F50



Download IBTM App

RD Mobile launches AI assistant

RD Mobile has introduced its new "AI Assistant" feature on the Engagefully EVENTS platform and mobile app. One of the standout features of the AI Assistant is its seamless integration with the app user experience, enabling delegates and attendees to immediately access full session details and incorporate sessions into their personal schedules with ease.

Looking ahead, RD Mobile plans to expand the AI Assistant capabilities of the platform with enhanced networking opportunities ("who should I meet at this event?").

Additionally, a more advanced schedule builder will be released in 2024, providing users with personalised event tracks to maximise their participation.

RD Mobile is also developing an AI-based technical support system, aiming to resolve 90% of inquiries in a user-friendly manner, whilst still providing the option to escalate complex issues to human support resources when needed.

Stand A30

Nook Wellness pods experience significant growth in corporate offices



Nook reports that its wellness and focus pods for events and workspace are experiencing significant growth in corporate offices following wide exposure at trade shows. This is due to the increased attention being paid by organisations on employee wellbeing as a tool for improving workplace culture, talent retention and performance.

Nook was created originally as a restorative escape from noisy environments, specifically with introverts and people with neuro differences in mind. Whilst event organisers use Nook to improve the one-to-one meeting experience, HR departments are now using these benefits too.

The future of work involves greater flexibility and a focus on wellbeing. The office as a place to go is undergoing

important evolution to make it fit for the future. Successful companies treat the workday as an 'experience' which needs to lure the employee in, build community and immerse in corporate culture.

Designing an experience to be inclusive, sticky and memorable requires attention to all types of minds. Creating space for reflection, focus and recharge allows people a moment to process the rich experience, to choose when and how to immerse themselves in stimulation, and to self-manage their energy levels, enabling them to maintain presence and engagement. Events understand this implicitly and now corporate workspace is learning from events and improving the employee experience as a result.

Stand A12

Meta-Fusion and Conference Compass join forces to elevate digital congress experiences



Meta-Fusion, a global provider of digital congress solutions, and Conference Compass, a developer of customisable mobile and web apps for large-scale conferences, proudly announce their strategic collaboration. This groundbreaking partnership, arising from their shared membership in the Meeting and Event Support Association (MESA), signifies a united commitment to advancing the landscape of digital congress experiences on a global scale.

Introduced at Eurospine 2023 in October, the collaboration between the two companies launched an integration

of livestream and on-demand content delivery. Participants at the congress experienced an enhanced digital congress platform, merging Meta-Fusion's webcast transmissions with Conference Compass's dynamic event app solutions. It provided an unparalleled access to real-time and archived content.

Both companies express their enthusiasm for this transformative alliance, emphasising the potential to revolutionise the event technology landscape.

Stand A30

Welcome party



Happenings



New Waves in Sight and Sound

Nick Fagan, Creative Technologist, DRPG has his finger on the pulse of what's new in technology, especially in the events sector.

Is there any new audio tech that is going to change the game?

There's a technology called HOLOPLOT tool, which is an absolute game changer. What it means is, in an audience of 50 people, I could have two people at the front hearing it in German. I could have the next row back hearing it in French and so on, and I could hot swap that. It's so good that they wouldn't even be aware that the other people are hearing in a different language. They won't even need headphones. They just sit there and listen. Better still, it sounds crystal clear. This is a new technology that has been made deliverable to the masses by developing a product that is cost-effective.

At a recent event, for example, I spoke German to half the audience and English to the other half. They didn't know it was happening. They didn't react. I was waiting for this big moment, and it never came. It's that good, but I don't

think organisers know about this tech and what it means for them to be able to deliver a presentation in multiple languages.

Is Facial Analysis technology good enough to spot engagement yet?

Facial analysis is an interesting one. Facial recognition has been around since 2012. In 2013 we saw development really heating up but in 2015 a lot of it got canned with the announcement of GDPR. However, the research continued. Companies were still developing solutions. They just couldn't deploy them widely because it meant identifying individuals.

Since 2012, we've had this huge database, but now we can look at it with multiple softwares. The difference is, today we have the speed and the power of AI to accurately figure it out.

Take smiling for example. If I'm smiling, it generally means I'm engaged,



« Smiling is not always a sign of engagement »

right? I can tell you that smiling is not a sign of engagement, smiling is not necessarily even a sign of happiness.

Personally, if I am presented with some fascinating new software, I tend to frown and tilt my head. That means I'm engaging in the moment.

The person beside me may smile when he sees a cool piece of tech. Does that mean he's happy? Maybe it just means he's engaged. This is one of the hurdles faced by facial analysis. You've got two objects next to each other with very different reactions that mean the same thing.

What's different now is, we can start to understand the niceties of these subtle human behaviours. This means there is now a way for planners to really get to grips with attendee engagement.

Meet Nick at Reinventing Sound Delivery, Holoplot and the Possibilities it Unlocks

November 29th 15:00 - 15:20

Impact Stage

Accessible Tech: Making Events More Inclusive Through 'Smart' Captioning and Translation

November 29th 15:30 - 15:50

Impact Stage

★
Backstage, a production company based in Romania, helped Servier Pharma bring more than 300 delegates together from central and eastern Europe in Bucharest last month for a medical congress. The event, which focused on 'the patient, the centre of statistics', took place on October 14th. The company provided a full service including creative, branding, registration, technical design, AV and audio-video assistance. It also managed accommodation and transport.
Stand A55

★
TranslateAble offers specialised language services, remotely or in-person, from interpreting, live captioning, localisation, subtitling, transcription, and translation.
Stand A37

Getting personal with AI

Nils Olav Rislø, Chief Operating Officer, at Qondor AS helps unlock the power of AI.

Is there a simple way of defining AI?

It's hard to find a good description. The simplest definition is you have a machine that simulates human intelligence. It thinks like humans. AI perform tasks that typically require human intelligence, like visual perception or speech recognition or understanding context. Those kinds of things. In essence AI is a human-like computer.

Can event delegates personalise their journey with AI?

Absolutely they can and that's the power of ChatGPT and other complex machine learning models. You simply provide the question. For example, take an event where you have a three-day programme with a lot of parallel sessions, such as here at IBTM World. There are a lot of session to explore. You can simply feed the programme into the AI, and then can ask the question - "Which sessions should I attend if I'm interested in creativity?" Then it'll respond based on the information you submitted.

A lot of people don't know that. They think they can ask questions based on



« AI will never judge you, and it never tires »

the knowledge it has in the model, but you can provide the model with data. For text analysis, like sentiment analysis, if you get open-ended feedback answers in a survey, you can say, "Hey, please structure this feedback and tell me what's most negative and most pos-

itive?" Whilst it isn't the same as having a human research scientist, it's good enough to give you some initial insights.

AI is your best ever assistant

AI is the best possible assistant you can ever have. It never judges you. It'll always help you no matter when you ask it. It'll really help you be more productive, whether you're in sales, marketing, event planning, project management, or scheduling. In analytics, AI is very strong. And of course you can have a lot of help from the AI and from ChatGPT especially for content creation.

Meet Nils at How To Use Chat GPT and Artificial Intelligence to Supercharge Your Meetings & Events Sales And Operations

November 29th 14:30 - 14:50

Impact Stage



↓ ↓
Download IBTM World Show Daily

— TODAY'S — PROGRAMME

09:15 - 09:45

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

Lars Silberbauer, Former Global Head of Brand, Marketing and Digital, Olympics

IBTM Main Stage

EXPERIENCES

10:00 - 10:30

Strengths-Based Leadership: Empowered Employees, Delighted Guests

Mark Edwards, Founder and Director, The Strengths Explorer

IBTM Main Stage

CAREERS

10:30 - 10:50

Incentive Research Foundation: Unlocking the Power of Incentive Programs

Stephanie Harris, President, Incentive Research Foundation, Jennifer Attersall, Acting Senior Director, Business Events, Destination Canada

Impact Stage

EXPERIENCES

10:45 - 11:30

The Future of Events: Neuro Inclusion as a Channel to Cultivating Belonging

Theo Brown, Account Director, FIRST Global Brand Experience Agency, Anne Wheat, Event Operations General Manager, Google, Ellie Middleton, Founder, (un)masked

IBTM Main Stage

SOCIAL RESPONSIBILITY

11:00 - 11:45

Event Strategy and Design Workshop

Sasha Frieze, Managing Director, The Business Narrative

Workplace Revolution

EXPERIENCES

11:00 - 11:20

Sustainable Aviation Fuel: Managing Emissions for More Sustainable Meetings and Travel

Martin Fullard, Director, News & Content, The Business of Events, Nicole Sautter, Director of Global Sustainability, American Express Global Business Travel

Impact Stage

SOCIAL RESPONSIBILITY

11:30 - 11:50

Updates on MICE in Japan: Current Trends and Leveraging Culture

Nick Sint Nicolaas, Global Business Development, JTB Meetings & Events, Shoko Saito, Event Producer, JTB Meetings & Events

Impact Stage

BUSINESS

11:45 - 12:30

Why Reducing Carbon Doesn't Make You Sustainable

Chantal Kerr-Sheppard, Director, Event Cycle, Jessica Fidler, Head of Sustainability, Birmingham 2022 Commonwealth Games, Ian Weller, Head of Event Sustainability, COP26 - UN Climate Change Conference

IBTM Main Stage

SOCIAL RESPONSIBILITY

12:00 - 12:20

Asturias, En Clave de Sostenibilidad

Lara Martínez, Deputy Minister of Tourism, Principality of Asturias

Impact Stage

SOCIAL RESPONSIBILITY

12:00 - 12:30

Stress Testing Relationships: Case Study and Discussion

Phil Cross, CSO, bnetwork

Workplace Revolution

CAREERS

12:30 - 12:50

Olympics Legacy and Opportunities

Michel Mari, Leisure & Business Tourism Dept Manager, Visit Paris Region

Impact Stage

EXPERIENCES

12:50 - 13:30

Unlocking Creativity: A Fireside Chat with James Cross, ex-Head of Creative, BBC

Elena Clowes, Senior Creative Producer, Cheerful Twentyfirst, James Cross, Chief Creative Officer, Meanwhile

IBTM Main Stage

MARKETING

13:00 - 13:45

Creating Diverse Cultures: Why, How, When ...

Samantha Stimpson, CEO, SLS 360 Workplace Revolution

SOCIAL RESPONSIBILITY

13:00 - 13:20

Net Zero Meetings & Events Hotspots

Angela Graun, VP Sales and M&E Global, Radisson Hotel Group

Impact Stage

SOCIAL RESPONSIBILITY

13:30 - 13:50

Climate-Friendly Destination Events: Leaving a Positive Footprint Behind

Paloma Zapata, CEO, Sustainable Travel International

Impact Stage

SOCIAL RESPONSIBILITY

13:30 - 14:10

Rules for Experiential Rule Breakers

Charlotte Williams, Co-Founder, The Thought Partnership, Lesly Simmons, Head of Community Innovation, Amazon, Erica Boeke, CEO / Founder, Liberty & Co. / XP Land

IBTM Main Stage

MARKETING

EXPERIENCES

14:00 - 14:20

Virtual Society - A One-Stop Online Presence of Associations

Mark Edwards, Founder and Director, The Strengths Explorer

Workplace Revolution

CAREERS

14:00 - 14:20

Virtual Society - A One-Stop Online Presence of Associations

Julia Pas, Board Member & Managing Director, M Events Cross Media GmbH

Impact Stage

14:10 - 14:50

Does Brand Matter? Balancing Brand and Performance to Give your Event the Sustainable Advantage

Charlotte Williams, Co-Founder, The Thought Partnership, Philip Marz, Director Marketing, EMEA, Niantic, Inc.

IBTM Main Stage

MARKETING

14:30 - 14:50

Applying Our Strengths In the Workplace

Mark Edwards, Founder and Director, The Strengths Explorer

Workplace Revolution

CAREERS

14:30 - 14:50

How To Use Chat GPT and Artificial Intelligence to Supercharge Your Meetings & Events Sales And Operations

Nils Olav Risla, Chief Operating Officer, Qondor AS

Impact Stage

INNOVATION

14:50 - 15:30

Communications and Content Strategy for 21st Century Event Businesses

Charlotte Williams, Co-Founder, The Thought Partnership, Todd Hansen, Executive Producer, Web Summit, Ella Kieran, Senior Vice President of Marketing & Director of Stream, WPP

IBTM Main Stage

MARKETING

15:00 - 15:20

Reinventing Sound Delivery, Holoplot and the Possibilities it Unlocks

Nick Fagan, Creative Technologist, DRPG, Reese Kirsh, Segment Manager - Live Events, Holoplot

Impact Stage

INNOVATION

15:15 - 16:00

Power Pitch – The Secrets to Winning New Business

Jason Thomson, Content and Connection Supernova, SpeakUp Get Results

Workplace Revolution

CAREERS

15:30 - 15:50

Accessible Tech: Making Events More Inclusive Through 'Smart' Captioning and Translation

Nick Fagan, Creative Technologist, DRPG, Orla Pearson, Founder Director, MyClearText Ltd/ AccessLOOP Ltd

Impact Stage

INNOVATION

15:30 - 16:10

Exploring the Power and Potential of Technology to Augment the End-To-End Event Experience

Charlotte Williams, Co-Founder, The Thought Partnership, Howard Gray, CEO, Wavetable, Dave Gamble, Head of Programming, Royal Albert Hall, Banu Kannu, Event Strategist & Facilitator, The Thought Partnership

IBTM Main Stage

MARKETING

16:00 - 16:20

From Vision to Reality: Bringing Event Spaces to Life with Event Diagramming

Alda Egurrola-Wienke, Regional Strategic Sales Director, Supplier & Venue Solutions, Cvent

Impact Stage

INNOVATION

16:10 - 17:00

Measuring the ROI and Impact of your Marketing Efforts to Increase Investment and Buy-in

Leigh Gilmore, Former GM Live Journalism, Dow Jones and CEO & Founder, The Event PM Group, Arnau Canyadell, M&E Business Development Director, American Express Global Business Travel, Charlotte Williams, Co-Founder, The Thought Partnership and Josephine Andrews, CMO/Founder, The Thought Partnership

IBTM Main Stage

MARKETING

16:30 - 18:00

Spain DMCs Awards 2023

Workplace Revolution

16:30 - 16:50

Trips Do Not Always Go To Plan, How Can We Improve the Process Around Managing Disruption for Trips Like Conferences and Events?

Atanur Oytuner, Head of Business Development and Partnerships, Battleface

Impact Stage

BUSINESS

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

BUSINESS

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

MARKETING

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

INNOVATION

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

CAREERS

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

EXPERIENCES

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

SOCIAL RESPONSIBILITY

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

@IBTMevents

A productive morning over at the Workplace Revolution! #IBTMWorld #CultureCreators



Opening Times

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

Impact Stage

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

Main Stage

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

Workplace Revolution

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

ReFuel

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

Access

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

Cloakroom

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

Destination Experiences

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

Exhibitor Scanners

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

First Aid

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

Hosted Buyer Service Desk

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

IBTM World Mobile App

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



Information Desk

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

Networking Events

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

Networking Hour:

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

Club Night

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

Organiser's Office

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

Show Daily

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

Hosted Buyer Shuttle Bus Service sponsored by



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

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

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

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

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

Wi-Fi

Complimentary Wi-Fi is available at the venue.
Wi-Fi Network names
#IBTM_Free_5GHz
#IBTM_Free_2.4GHz
No password required

@tojulis

Best insights so far at #IBTMWorld is that 4.2B will vote in 2024 and events are the médium we can trust the most to make the best decisions.



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evento
PLUS

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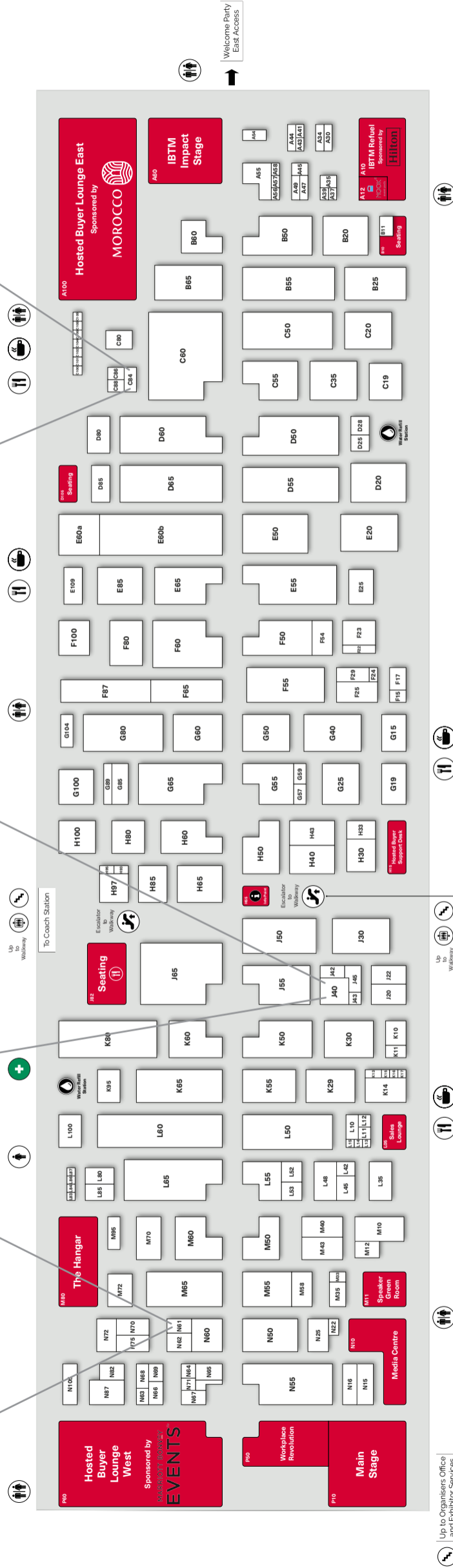
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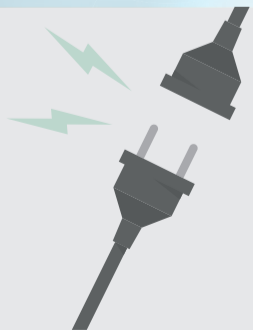
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