



IMEX Future Leaders Forum Programme Frankfurt - 2008

Wednesday 23 April

13.30 - Registration

14.00 – 16.00

9.2 Seminar Room, Level 3

Making the most of personality differences – in life, in business and in events

Ann Holmes CMM, author of The *Rainbow-Plus®* personality type assessment system



Participants will start by filling in the **Rainbow-Plus®** questionnaire, move through an explanation of the underlying theory of personality type, and then assess their own types. There will be interactive exercises, which will allow participants to experience type differences in practice. Before finally deciding their own type, participants will look at the ways different types interact, and the implications this has for effective relationships – business and personal alike. Detailed consideration will also be given to how awareness of type can be applied to the design and organisation of events.

Attended by MPI students and open to all other students attending Thursday's session – who must inform Dale Hudson if they would like to attend. Only pre-booked students will be accepted. dale@imex-frankfurt.com

16.00 – bus transfers to the Sheraton Frankfurt Hotel & Towers (airport)

16.30 – 18.30

Drinks reception sponsored by the Sheraton Frankfurt Hotel & Towers

The Sheraton Frankfurt Hotel & Towers, one of largest first class business hotels in Europe with 54 meeting rooms and 1,008 guest rooms, is very pleased to host the Future Leaders to a cocktail reception.

The investment in the leaders of tomorrow has always been a key area for the Sheraton Frankfurt Hotel & Towers. The development of the hotel managers of tomorrow is supported with a lot of engagement and enthusiasm.

An enjoyable evening to be had by all:

- **Drinks and snacks will be available**
- **Networking with other students and Future Leaders Network ex students**
- **A Vita Futura Trainee will introduce the Sheraton Frankfurt Hotel & Towers.**

Vita Futura is the development programme for young leaders by Starwood Hotels & Resorts Europe. The Sheraton Frankfurt Hotel & Towers is one

the leading conference and meeting properties of Starwood in Europe. All these properties support the programme and offer the Vita Futura Trainee programme. The training programme lasts 18 months and the students have the opportunity to develop their future skills while working. Due to the strong engagement of the Sheraton Frankfurt Hotel & Towers, there are many students participating in the programme. Application forms will be available.

- **A short site visit of the hotel will be offered.**
- **Bus transfers back to the Frankfurt main train station where students can enjoy the city of Frankfurt for the evening or make their way back to their hotels/hostels.**

Thursday 24 April

All round table discussions and presentation of findings will use Option Finder. Option Finder is sponsored by OptionFinder Europe GmbH

08.30 – 09.00

9.2 Seminar Room, Level 3

Registration in foyer outside the seminar room

09.00 – 09.15

Welcome and introduction - Joyce Dogniez, CMM, Director of Operations, EMEA. Meeting Professionals International (MPI)

Introduction to Tina Groth, Area Director of Sales & Marketing, Central Germany, Starwood Hotels Central Germany and Sascha Konter, General Manager, Starwood

The art of leadership

Tom Hulton, Director International Relations IMEX

Synopsis

Tom will highlight some of the key leadership characteristics that will be discussed throughout the Forum

09.15 – 09.45

Trends in the meeting industry: three key issues that you, as future leaders, must be knowledgeable about

Jurriaen Sleijster, Executive Vice President, MCI, HQ Office

Synopsis

Future leaders have to know the meaning of concepts like ROI, RFI/RFP and Added Value. More and more these are the words that pop up at the negotiation table, and managers in every discipline of the meetings industry have to be well-versed in these topics, for they set the scene of the future of our industry.

09.45 – 10.25

Recruiting Top Talent - What makes you stand out against the crowd?

Avinash Chandarana, Director of Talent and Development, MCI Group

Synopsis

Leading companies are hungry to engage top talent but what are they looking for in their new recruits? Have you ever wondered what it takes to be hired when you are up against stiff competition? What are the key ingredients that make you stand out against the crowd during the interview and selection process? How can you convince the recruitment manager that you have what it takes? What should you be looking for in terms of remuneration?

Avinash, one of the most respected HR experts in the industry, will provide you with invaluable information

Avinash Chandarana to introduce:

Lara Poethig, Project Coordinator, MCI - Geneva Office

Lara was a Future Leader in 2004. She will give an overview on the route she has taken to where she is today. She has come to IMEX as a Hosted Buyer.

10.25 – 11.15

Visit IMEX – a task will be set by Jurriaen Sleijster which will be discussed when returning to the Forum

11.15 – 11.30

Feedback on show visit

11.30 – 12.00

Discover and explore career opportunities in the meetings and events industry

Miranda van Brück, Chapter Business Manager, EMEA, Meeting Professionals International (MPI)

Synopsis:

For many years, the meetings industry workforce has been made of professionals who "fell into it".

For many years, meeting jobs have been regarded by entrants as a "something temporary before I get something serious".

For many years, meeting professionals have not been able to identify "what's next".

For many years, employers have not been able to define the core skills and competencies needed by meeting professionals.

But this is all changing.

The development of meetings management curricula within academic institutions provides employers with more and more skilled young professionals who are deciding to work within the meetings industry. But do you know that there are actually career pathways within the meetings industry? If you decide to enter into the meetings industry, discover and explore the career opportunities and community connections lying in front of you!

12.00 – 12.30

Introduction of:

- Introduction of Andreas Hillesheim and Szilvia Csoka, winners of the AOS (Asian Overland Services) and IMEX Internship Programme (they worked in Malaysia for three months).
- Introduction to the winner of the 2008 Vin Barron IMEX Prize for Bureaux Staff, Ian-Michael F. Mitrani. Michael will do a ten minute presentation
- Ray Bloom, Chairman, IMEX
- Katie Callahan-Giobbi Executive Vice President, MPI Foundation and Strategic Partnership

12.30 – 13.10

Lunch

13.10 – 14.30

Meetings of the future

This highly interactive session will look at meetings in the future - how they will be structured using every day parallels, leading edge technology and experiential senses. Future leaders must be aware of such dynamic and innovative opportunities to transform an ordinary meeting into that really special and memorable meeting. Two of the world's most forward thinking and creative specialists will give you a fantastic insight into what can be achieved.

Part 1. Meeting Content Manager: your future job title?

Maarten Vaneste, CEO, Abbit Belgium

Synopsis:

The meeting planning profession has traditionally had its main focus on hospitality and logistics rather than the content or message of the meeting. Maarten raises the question whether the time is right to develop the meeting planning profession to also embrace the planning of meeting content, how the meeting format is adapted to the learning, the networking and motivation needs of the meeting.

Meeting content and meeting logistics planning are two very different areas of expertise, and Maarten suggests that we might introduce a new discipline called "meeting architecture" outlining the many parallels between the architect designing a house and the design of the essential substance of a meeting. The Meeting Content Manager as a potential Meeting Architect has a significant curriculum to study: There is the commercial and the academic information and knowledge. The commercial knowledge is based on many companies with a specialty service or tool for improving learning, networking or motivation. The academic knowledge is based on tons of research that is translated for and made available to the meetings industry

Part 2. Gaining the competitive edge with experiential meetings

Richard John Managing Director of RJA GB Ltd

Synopsis

The new marketing buzz word is "experiential" - fail to understand what it is and how it works at your peril. You want consumers to buy your product or service - they need to be able to explore and embrace them with all five senses. In today's media, enticing the client or prospect with every means at our disposal is essential.

Richard looks at the importance of making all face to face events "experiential", and some of the secrets of how to do it.

14.30 – 14.45

Coffee Break

14.45 – 16.30

Communicating for results in a multicultural MICE world

Michael Gates, Group Managing Director, Richard Lewis Communications

Synopsis

Future leaders will be given an introduction to effective cross-cultural communication and understanding in the meetings industry and how, practically, this can give a competitive edge. The goal is more productive communication at meetings, exhibitions or conferences, and a better understanding of how to motivate people from different cultures. The presentation will include reference to Richard Lewis's cultural profiling and briefing tool, CultureActive, and the results of the online cultural profiling exercise that members of the Future Leaders Forum have had an opportunity to complete.

An interactive exercise will be set for students.

16.30 – 16.45

Summary and close

16.45

Collection of Certificates of Participation