



Programme

IMEX/MPI Future Leaders Forum in Warsaw 1st March 2008

10.30 Arrival of students and registration

11.00 Photo of group to be taken

11.15 – 11.30 Welcome and Introduction to Leadership
Krzysztof Celuch, Project Manager, Warsaw Convention Bureau
Tom Hulton, Director International Relations, IMEX

11.30 – 12.15 Presentation: **"The Meetings Industry – An Overview"**
Rob Davidson - Senior Lecturer in Business Travel and Tourism, University of Westminster UK
Synopsis: *Rob is one of the most knowledgeable and respected professionals in the meetings industry and has lectured to thousands of students around the world .
What is the meetings Industry? How is this buoyant, valuable and expanding industry viewed by its employers and employees around the world? Is this an industry that you want to enter and enjoy as an exciting and worthwhile career? Rob looks at developments and trends in the meetings industry*

12.15 – 13.00 Presentation: **"Career development and education for Meeting Professionals"**
Miranda Van Brück, Chapter Business Manager, EMEA region
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 lying in front of you!

13.00 – 14.00 Lunch

14.00 – 14.30 Presentation: **"Sustainability – The future of the event industry"**
Fiona Pelham, Director Organise This

14.30 – 15.00 Presentation: **Marketing your Destination**
Severine Ougier, Business Marketing Manager, Visit London

Synopsis: *A successful Marketing Strategy has become one of the most important aspects of creating the Competitive Edge for a destination. A successful Marketeer is one of the most highly respected individuals in any business. Have you got what it takes to be one? Severine will share with you her secrets of successful marketing and let you decide if this is the career for you*

15.00 – 15.30 Coffee Break

15.30 – 16.15 Presentation: **“Yes, you can also find a job in Poland – media image of meetings industry!”**

Katarzyna Sobierajska, Director, Polish Tourist Organization – Convention Bureau of Poland
Krzysztof Celuch, Project Manager, Warsaw Convention Bureau

16.15 – 17.15 Presentation: **“Reboot Your Brain! – Changing Attitudes, Perceptions & Beliefs for Success in the Meetings Industry”**

Jon Bradshaw, Equinox Performance Consultancy

Synopsis: Have you ever considered how much of your day goes by whilst you are running on auto-pilot? Your thoughts, attitudes, perceptions, beliefs and actions are often the result of past experiences and yet have now become the default operating software for your foreseeable future. If not appropriate, running this 'brain software' can lead to negative attitudes, limiting beliefs and ultimately a life short on contentment, happiness and success.

Imagine now that you are capable of challenging yourself to act, think, perceive and react to things in a different way. As scientists explore the world of human behaviour and understand the brain more deeply it is now becoming more universally recognised that, just as we unconsciously programme ourselves with limiting thoughts, negative beliefs and flawed perceptions, we can consciously 're-install' more appropriate software leading to positivity, energy and success in all areas of our lives.

In this energetic, interactive, passionate and humorous presentation the audience will begin to question just what type of software they are running in their lives and, if appropriate, begin to get curious about how by pressing their own internal re-boot button they could start the process of installing an alternative, leading to an improved experience of life on both a private and professional level.

17.15 – 17.45 Summary and close

17.45 – 18.00 Distribution of Certificates of Participation

