



IMEX-MPI-MCI FUTURE LEADERS FORUM at IMEX in Frankfurt 2017



JOIN THE KEY EVENT FOR CAREER DEVELOPMENT IN MEETINGS AND EVENTS

The Future Leaders Forum has been developed to encourage **YOU** to start a successful career in the meetings and events industry. The joint initiative by IMEX, MPI and MCI has taken place globally since 2003.

Gain a deeper understanding of the meetings industry and take the next step in your career:

Connect and Network – Be Inspired – Get Industry Insights – Showcase Your Creativity

PROGRAMME OVERVIEW

Wednesday, 17 May 2017 – Room Seminar, Level 9.2., Hall 9 at Messe Frankfurt

Optional: Explore the IMEX 2017 show floor (show floor opens at 9:45)

Optional: Attendance of the finals of the International University Challenge from 11:00 – 12:30

13:00 – 13:30 REGISTRATION AND ARRIVAL

13:30 – 14:15 WELCOME TO THE IMEX-MPI-MCI FUTURE LEADERS FORUM 2017

Find out more about the Future Leaders Forum and how you can get the most out of it for your own career development. Learn about the industry organisations that support the programme and get to know the other future leaders.

Welcome by:

Dale Hudson, Knowledge and Events Director, IMEX Group

Sarah Skavron, Knowledge and Events Executive, IMEX Group

Ray Bloom, Chairman, IMEX Group

Paul Van Deventer, CEO and President, Meetings Professionals International (MPI)

Guy Bigwood, Group Sustainability Director, MCI Group

14:15 – 14:45 FOLLOW YOUR PASSION: HOW TO BUILD YOUR CAREER AROUND PURPOSE
Guy Bigwood, Group Sustainability Director, MCI Group

Guy Bigwood has created a career by following his passion of the earth and its people. Hear how he has developed an award-winning sustainability programme, and how it creates value for MCI's clients, staff and partners. Using real experiences, he aims to inspire and open up possibilities on how your career can be empowered by purpose.

14:45 – 15:00 COLLECTED WISDOM OF THE FUTURE LEADERS: CAREER LESSONS
Dominika Fudala, Event Project Manager, ROCME
Roger Simons, Regional Director, MCI Group

Hear from Dominika and Roger, both previous Future Leaders Forum participants, about what happened after attending the forum and why they are so passionate about this industry.

15:00 – 15:30 NETWORKING BREAK WITH OTHER STUDENTS

15:30 – 17:00 MEETINGS AND EVENTS INDUSTRY INSIGHTS: PURPOSEFUL MEETINGS
HOW TO PLAN WITH DEEPER MEANING, INNOVATION AND INSIGHT IN MIND

Dale Hudson, Knowledge and Events Director, IMEX Group
Sarah Skavron, Knowledge and Events Executive, IMEX Group
Marina Parra-Flehsig, Managing Director, Weichlein Tours + Incentives
Juraj Holub, US Marketing Director, Sli.do
Jessie States, Manager Professional Development, MPI
Majbritt Sandberg, Founder, PlayMyDay

How to plan meetings and events with deeper meaning, innovation and insight in mind? Some meetings and events can feel overwhelming, unexciting or unhealthy. Purposeful meetings are exactly the opposite - engaging, inspiring and enjoyable with long-lasting, positive outcomes. Planned with specific outcomes and attendee behaviours in mind, they prioritise these five aspects:

- Meeting design for the human experience
- Behavioural science
- Health and wellbeing
- Leaving a positive legacy
- Technology

Exclusively for you, experts on each aspect will give you more insights into their specific area. Together we will brainstorm practical ideas to make meetings more purposeful.

17:00 – 17:30 FLF CONNECT!
Suzanne Medcalf Mulligan, Strategic Communications & Industry Relations
Manager, IMEX Group

Networking is an integral part of business, connecting with your peers and engaging with others makes you a better employee and is a great way to make you employable! In this session, we will find out what connects us and put the learnings into practice directly.

17:30 END OF DAY 1

Optional: Reception at Sheraton (separate registration required)

PROGRAMME OVERVIEW

Thursday, 18 May 2017 - Room Seminar, Level 9.2., Hall 9 at Messe Frankfurt

08:45 ROOM OPENS

09:00 – 09:45 ACADEMIC POSTER SESSION AND MORNING COFFEE

Attendees of the co-located Faculty Engagement Programme will present their research papers exploring innovation in the meetings, exhibitions, events and conventions industry in this informal poster session.

09:45 – 10:00 WELCOME BACK TO THE IMEX-MPI-MCI FUTURE LEADERS FORUM 2017

10:00 – 10:45 EXPERIENCE: THE NEW STATUS SYMBOL

– USE SCIENCE TO DESIGN WITH CONFIDENCE

Greg Bogue, Vice President, Experience Design, Maritz Global Events

Designing better experiences for your guests during meetings, events and incentive trips is becoming increasingly more important. In this learning-lab, we'll use key neuroscience principles that drive human behaviour to design and create meaningful and memorable guest experiences. Through a hands-on application, you will be introduced to a new way of thinking for designing your next "experience."

10:45 – 13:30 SHOW FLOOR VISIT – IMEX 2017

M.T. Hickman, Director of Travel, Exposition and Meeting Management Program, Richland College

George Fenich, Professor at School of Hospitality Leadership, East Carolina University and Editor-in-Chief of the Journal of Convention and Event Tourism

Supported by: IAEE (International Association of Exhibitions and Events)

Discover the world of meetings and events: M.T. Hickman and George Fenich, in collaboration with IAEE, have arranged appointments with a selection of exhibitors at IMEX. In your groups, you will meet three exhibitors from different areas of the Meetings Industry and learn more about their sector, their goals for exhibiting at IMEX and how they started in the industry themselves.

After a short introduction to IMEX and the appointment system, you will gather with your group members and a seasoned industry veteran who will accompany you to your appointments on the show floor.

11:30 – 12:30 SHOW FLOOR VISIT – APPOINTMENTS IN GROUPS

Pre-arranged appointments with a selection of exhibitors at IMEX. You will meet 3 exhibitors with your group for the following appointments:

1) Appointment 1 from 11:30 – 11:45

Transition to next appointment

2) Appointment 2 from 11:50 – 12:05

Transition to next appointment

3) Appointment 3 from 12:10 – 12:25

12:30 – 13:30 SHOW FLOOR VISIT – OWN TIME

You can plan the second hour on the show floor entirely to your own preferences and interests. During this hour, you can visit any exhibitors you are interested in, attend an educational session on the Inspiration Hub, catch up with the exhibitors you met earlier during the day or just familiarise yourself with the industry.

13:30 – 14:30 LUNCH BREAK

Enjoy a light lunch with other Future Leaders and faculty members

Location: Room Dialog, Level 9.2., Hall 9 at Messe Frankfurt

14:30 – 16:15 ROUNDTABLE SESSION – MEET THE EXPERTS

Get first-hand industry insights, hear personal stories and ask all of your burning questions.

After a short introduction to the involved experts, we will run four rotations of 20 minutes each – so you will get to meet four industry professionals of your choice and chat with them in smaller groups in an informal and relaxed atmosphere.

Participating industry experts:

- Joost De Meyer, Chairman and CEO, First Incentive Travel
- Marit Filger, Project Manager, VOK DAMS China
- Paul Black, Director - European MICE, NYC & Company
- Jessie States, Manager of Professional Development, Meeting Professionals International
- Gregg H. Talley, FASAE, CAE | President & CEO, Talley Management Group Inc
- Heike Mahmoud, Director Conventions, visitBerlin Convention Office
- Amira Hussein, Junior Project Manager, MCI Germany
- Gino Thiel, Junior Project Manager, MCI Germany
- Oriane Ndakoze, Manager Client and Community Liaison, MCI Germany
- Mariela McIlwraith, Director of Sustainability, Events Industry Council
- Elisabeth Pine, Coach, Trainer, Speaker, Pine Communication+Training
- Julian Jost, Managing Director, Spacebase
- Amy Spatrisano, President, A.Zano Inc.
- Christian Funk, Editor, TW Tagungswirtschaft magazine

16:15 – 16:30 ROUND-UP AND CLOSURE OF THE IMEX-MPI-MCI FUTURE LEADERS FORUM 2017

After two busy days, we will summarise the Future Leaders Forum.