

Programme: Cape Town, South Africa

Timezone: SAST



1 November 2020

Time	Title	Description	Speaker
11:45-13:15	Opening Ceremony Live from Kaohsiung	Taubie Motlhabane, CEO of the Cape Town International Convention Centre and ICCA African Chapter Chair, invites all members attending the ICCA Africa Hub to join her and her team at the Cape Town International Convention Centre to watch the Opening Ceremony via a live stream	/

2 November 2020

Time	Title	Description	Speaker
08:45-09:00	Local Welcome - ICCA Africa Hub	The local welcome to all ICCA Africa Hub attendees	Miller Matola, Founder & CEO, Millvest
09:00-09:15	Global ICCA Welcome	The global welcome, connect with the regional hubs around the globe and feel the true global ICCA spirit!	Robert Coren, Host James Rees, ICCA President and Executive Director, ExCel London Senthil Gopinath, CEO, ICCA
09:15-10:15	The Powerful Future of Events and Education	The session will explore Microsoft's journey in digital events transformation and will focus on how the leading company views the future of live events. Bob will discuss new technologies that can be utilised to extend reach, attendance and engagement with global audiences, providing concrete examples and different perspectives. But further, this years' Congress is all about re-imagining and reinvention and one of the ways this needs to happen beyond events is through education and how you learn. We've seen the change in the events industry and traditional face to face meetings, so how do we now incorporate online learning to make events more meaningful and memorable?	Bob Bejan, Corporate Vice President: Global Events, Studios and Marketing Community, Microsoft Salman Khan, Founder & CEO, The Khan Academy
10:15-10:45	Monday Coffee Break I	/	/
10:45-11:35	Kaohsiung Protocol - Final Presentation	The Kaohsiung Protocol is a research and crowdsource framework to examine the macro and micro trends impacting our global events industry. We will identify the most important strategies, by sector, to address these	Gregg Talley, President & CEO, Talley Management Group, Inc. Paul Quimet, Partner & President, MMGY NextFactor

		trends. We will also identify how event owners and clients will determine event success metrics moving forward. In today's session we are fortunate the dive into the final results and movements with lasting impacts on our industry.	Gregg Oates, SVP Innovation, MMGY NextFactor Jim McCaul, SVP Destination Stewardship, MMGY NextFactor Dale Parmenter, CEO, DRPG Alessandro Cortese, CEO, European Society for Radiotherapy and Oncology
11:35-11:45	The Power of Advocacy	/	Xavier Bettel, Prime Minister Luxembourg, Le Gouvernement Du Grand-Duché Luxembourg
11:45-12:00	Monday Coffee Break II	/	/
12:00-13:00	Copenhagen-Denmark-Lecture	Brought to you from the most spectacular places in Copenhagen you will dive into the many facets of diversity and inclusion. A topic that is more important than ever in our constantly changing world!	Anne Skare Nielsen, Universal Futurist, Chief Futurist Yasmin Poole, National Ambassador, Plan International Australia Lars Henriksen, Chair, Copenhagen Pride
13:00-14:15	Monday Lunch	Sponsored by IMEX	
14:15-15:00	The Prospect for Economic Growth and Development in Africa	Insights into the trends and prospects of Africa's economic growth and development experiences	Prof. Horman Chitonge, Researcher, University of Cape Town - Centre for African Studies
15:00-15:40	Race for Relevance	How the impact from association events and activities can play a role in the economic recovery and development of sectors and destinations. The topic of Legacy impact has recently been gaining greater attention in the business events community. Whilst it is recognised that legacy impact has a broad-reaching narrative on the true value of business events, few established indicators and measurement tools are actually in place.	Chloé Menhinick, Partner - Association Consulting, GainingEdge Jane Cunningham, Business Development Consultant, GainingEdge Lesly Williams, Managing Director, BestCities Alliances Corné Koch, Head, Cape Town & Western Cape Convention Bureau
15:40-16:00	Monday Afternoon Break	/	/
16:00-17:15	Africa Baraza Part 1 – Roadmap to the Future	This workshop style session will focus on ICCA Africa members discussing 3 key topics: From Recovery to Reconstruction Secrets behind a successful destination Stronger together in Africa	Dirk Elzinga, Managing Director, Convention Industry Consultants
17:15-18:00	Flip your Thinking of Brand Africa	A TED Style session looking at Destination Reputation Management & Positioning and Opportunities to market African destinations in the post-pandemic era.	Anita Mendiratta, Founder & President, Anita Mendiratta & Associates Sarah-Jane Viljoen, Manager, Flow Communications Brendon Bell-Roberts, Founder & Editor-in-Chief, ART AFRICA
18:00-20:00	Monday Cocktail Function	Location: Century City Hotel – Square Café Terrace	/

3 November 2020

Time	Title	Description	Speaker
08:45-09:00	Local Welcome - ICCA Africa Hub	Welcome back to day 2 to reconnect, reflect and an out look into what is yet to come.	Miller Matola, Founder & CEO, Millvest
09:00-09:45	Transformation: Young Energy, Openness and Diversity	Brought to you from our host destination Kaohsiung, Audrey Tang will dive into the smart use of digital social innovation to empower democracy and advance the efficiency of economy!	Audrey Tang, Digital Minister without Portfolio
09:45-10:00	Tuesday Coffee Break I	/	/
10:00-11:00	Kaohsiung Protocol - Official Signing Ceremony	The Kaohsiung Protocol is a research and crowdsource framework to examine the macro and micro trends impacting our global events industry. We will identify the most important strategies, by sector, to address these trends. We will also identify how event owners and clients will determine event success metrics moving forward. In today's session we are fortunate enough to dive into the final results and movements with lasting impacts on our industry.	Gregg Talley, President & CEO, Talley Management Group, Inc. James Rees, ICCA President and Executive Director, ExCel London Senthil Gopinath, CEO, ICCA Robert McLean, Chair of Board of Directors, IAEE Stuart Ruff-Lyon, Chair Board of Directors, PCMA Steve O'Malley, Chair Board of Directors, MPI
11:00-11:30	Best Marketing Award - Special Edition in Transformation & Leadership	The Best Marketing Award, also known as the Oscar of the Meetings industry will take a different approach this year and highlight shortlisted best practices examples related to creative crisis communication, innovative digital solutions, reimagined business models and many more aspects facing the current challenges!	Patrick Delaney, Managing Director, SoolNua
11:30-12:00	Tuesday Coffee Break II	/	/
12:00-12:30	President's Choice Session	Enjoy the exclusive speaker choice from ICCA President James Rees!	Yu-Kai Chou, Founding Partner & Chairman, The Octalysis Group
12:30-13:00	Closing & Next Destination Presentation	Spectacular 6 weeks of impactful education, creative networking and lasting business opportunities are coming to its final stage. Join us for a review and an exclusive outlook into what is yet to come! After the 59th ICCA Congress is before the 60th ICCA Congress. Get inspired and excited about next years host destination!	Robert Coren, Host James Rees, ICCA President and Executive Director, ExCel London Senthil Gopinath, CEO, ICCA
13:00-14:45	Tuesday Lunch out of the Box	Experience a hidden gem in Cape Town that has come about through a novel collaboration between property development and nature conservation. Intaka Island is home to 213 indigenous plants species and 120 different bird species. The Intaka Island Rangers will give a guided tour of the Intaka Island Eco Centre	/
14:45-15:15	Achieving the SDG's in Africa	The Sustainable Development Goals provide the frame for human development. The only option available for organisations is to adopt. It is time for the Business Events Industry to express itself through the goals.	Judy Kepher Gona, Founder & Principal Consultant, Sustainable Travel & Tourism Agenda

15:15-15:30	Sarawak and Cape Town Legacy Exchange	Best legacies from BestCities - Sarawak Convention Bureau and the Cape Town & Western Cape Convention Bureau will do an exchange of their respective legacy projects and the importance of legacy contribution towards the Business Events Industry.	/
15:30-16:30	Africa Baraza Part 2 - The Future of Associations	Meetings of International Associations in 2025 will most definitely look very different from the same meetings one or two years ago. But how will they have changed? What are the expectations of the Association Executives and how do they believe the meeting industry can assist them with these changes? During this session we will hear the opinion of and have an opportunity to interact with five African & International Association executives.	Dirk Elzinga, Managing Director, Convention Industry Consultants Naledi Khabo, CEO, Africa Tourism Associations Alushca Ritchie, President, World Federation of Tourist Guide Associations Jeffers Miruka, CEO, AAAE Dr. Catherine Draper, Associate Professor, MRC/Wits Development Pathways for Health Research Unit Prof Solomon Rataemane, President, World Association of Psycho-social Rehabilitation
16:30-17:00	Tuesday Afternoon Break	/	/
17:00-17:45	Opportunities for Africa	Insights into the Growth and Development Prospects for Africa during and Post Covid-19.	Prof Patrick Loch Otieno Lumumba, Director, Kenyan School of Law & Pan-Africanist
17:45-18:00	Closing	/	/
18:00-20:00	Tuesday Cocktail Function	/	/

For more information please visit <https://events.iccaworld.org/congress2020/>