

Programme: Riyadh, Saudi Arabia

Timezone: AST

2 November 2020



Time	Title	Description	Speaker
08:30-09:00	Monday Registration and Networking	/	/
09:00-09:45	Opening and Welcome	MC welcome and introduction of speakers.	Taiseer Al Mallah, Acting CEO, SCEGA Senthil Gopinath, CEO, ICCE Mubarak Al Shamsi, Director, Abu Dhabi Conference and Exhibition Bureau Anju Gomes, Director Middle East, ICCE
09:45-10:00	Monday Morning Break	/	/
10:00-10:15	Global ICCE Welcome	The global welcome; connect with the regional hubs around the world and feel the true global ICCE spirit!	Robert Coren, Curator, The Iceberg James Rees, ICCE President and Executive Director, ExCel London Senthil Gopinath, CEO, ICCE
10:15-11:15	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
11:15-11:45	Monday Coffee Break I	/	/
11:45-12:35	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 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 Talley, President & CEO, Talley Management Group, Inc. Paul Ouimet, Partner & President, MMGY NextFactor 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
12:35-12:45	The Power of Advocacy	/	Xavier Bettel, Prime Minister Luxembourg, Le Gouvernement Du Grand-Duché Luxembourg
12:45-13:00	Monday Coffee Break II	/	/
13:00-14:00	Copenhagen-Denmark-Lecture	Brought to you from Copenhagen, Denmark, you will dive into the many facets of inclusion from different points of view. A topic that is more important than ever in our constantly changing world! In this session, you will explore inclusion from selected personalities that will not only share their expert knowledge with us but they will add their personal flavor and beliefs.	Anne Skare Nielsen, Universal Futurist, Chief Futurist Yasmin Poole, National Ambassador, Plan International Australia Lars Henriksen, Chair, Copenhagen Pride
14:00-15:00	Monday Lunch	/	/
15:00-16:00	How will the MICE Sector Reverberate?	Today's burning question is how the MICE sector will bounce back. What will tomorrow look like? When will we see the estimated trends of 2020? Witness WTTC discussing the critical success factors for destinations to position themselves strategically and sustainable in recovering from the COVID-19 crisis. How International associations are transforming their future events and what is their strategy of revenue stream, what are the expectations from the destinations. Gather the various steps taken by the authorities of destinations to protect the association business in the new normal. How the new normal consumer expectations will shape the future of events.	Dr. Mazin Gadir, Director, IQVIA Payer Provider Government Management Consultancy Khalid Al Zadjali, Director, Oman Convention Bureau Jeff Poole, Senior Vice President Advocacy, World Travel & Tourism Council Kaan Yildizgoz, Senior Director Membership, Marketing & Services, UITP Dr. Emad Monshi, Event & Tourism Destinations Consultant Assistant Professor in Event & Tourism Management King Saud University
16:00-16:30	Wrap up Day 1	/	Anju Gomes, Director Middle East, ICCA
19:30-22:00	Cultural Dinner	/	/

3 November 2020

Time	Title	Description	Speaker
08:30-09:00	Tuesday Registration and Networking	/	/
09:00-09:05	Opening Message	Attendees can collect their badges and enjoy their morning coffee with industry peers. Meet with SCEGA representatives and ICCA representative.	Khalid Al Zadjali, Director, Oman Convention Bureau
09:05-09:45	How to Market & Sell Venue Space for Conferences	Hosting business events will not be the same as before. Destinations must prepare themselves for the new norm. One of the prerequisites will be a compatibility with digital platforms. The session will highlight how collaboration will be the key to winning and delivering successful events. With over 2000 convention centres competing for business events, discover how to gain a competitive edge and attract business to your venue. It is crucial to market the destination uniquely as every city has strengths which must be capitalised upon. Learn how destinations can stand out, what the key tools are and what Riyadh's future plan is.	Nizar Zaitoun, Managing Director, ExiCon Rochelle Uechtritz, Director, International Market Development Convention Centres, ASM Global (APAC) & Gulf Region Kadri Karu, Managing Director, Estonian Convention Bureau
09:45-10:00	Tuesday Morning Break	/	/
10:00-10:45	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
10:45-11:00	Tuesday Coffee Break I	/	/
11:00-12:00	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
12:00-12:30	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
12:30-13:00	Tuesday Coffee Break II	/	/
13:00-13:30	President's Choice Session	Enjoy the exclusive speaker choice from ICCA President James Rees!	Yu-Kai Chou, Founding Partner & Chairman, The Octalysis Group
13:30-14:00	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!	Robert Coren, Host James Rees, ICCA President and Executive Director, ExCel London

		After the 59th ICCA Congress is before the 60th ICCA Congress. Get inspired and excited about next years host destination!	Senthil Gopinath, CEO, ICCA
14:00-15:00	Tuesday Lunch	/	/
15:00-16:00	Trends in the MICE Segment	<p>The of the Global MICE industry was \$805 billion in 2017 and was projected to reach \$1,439.3 billion in 2025, but Covid has curved this expectation. So, what will it look like - let us hear from the gurus. Industry experts will provide the 'bigger the direction of travel within our industry and other challenges which lie ahead</p> <p>We will look into how the Middle Eastern region is looking to the future despite the challenges presented by Covid-19 and which general trends will have a lasting impact Deep dive into Saudi's vision in 2030 and how it can truly enhance the MICE industry in the region. Learn about government plans, the impacts on local stakeholders and important MICE trends in Saudi Arabia. Not to miss Asia Pacific, we will see how the region is responding to the challenges and how they are embracing the post Covid era.</p>	<p>Dr. Rob Davidson, Managing Director, MICE Knowledge</p> <p>Mubarak Al Shamsi, Director, Abu Dhabi Conference & Exhibition Bureau</p> <p>Dr Zohair Al Sarraj, Chairman of the Board of Directors, Saudi Society for Exhibitions and Conferences</p> <p>Ori Lahav, Vice President Clients & Operations, Kenes Group</p> <p>Mike Williams, Senior Consultant & Partner, GainingEdge</p>
16:00-16:15	Tuesday Afternoon Break	/	/
16:15-18:00	Competitive Bidding – Understanding the Framework	Dive into the nature of association meetings, the bidding process, and its benefits. Gather insight on how Riyadh plans to attract association meetings in the future. This session will also highlight the purpose of bidding and tips to develop the bid document. Participants can learn how emerging destinations should attract association business and how to source valuable opportunities.	<p>Assaf Al Amri, Managing Director, Saudi conventions & Exhibitions General Authority</p> <p>Milos A. Dimitrijevic, Director, Miross Travel</p> <p>Noor Ahmad Hamid, Regional Director Asia Pacific, ICCA</p> <p>Anju Gomes, Director Middle East, ICCA</p>
18:00-18:15	Wrap up Day 2	The host will share final words and summarise the day 2 topics and invite onsite attendees to participate in the local program on the 4th of November.	Taiseer Al Mallah, Acting CEO, Saudi Convention & Exhibitions General Authority

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