

ICCA Global Association Forum

Meaningful connections
for meetings that matter.

11-13 September 2023
Tórshavn, Faroe Islands



Destination: Tórshavn, Faroe Islands

Venue: Hotel Føroyar

Final Programme

Monday, 11 September 2023

10:15 – 14:00

Optional Legacy Activity

Elevate your involvement with our ICCA Legacy Activity into something truly extraordinary. By joining us, you'll kickstart a legacy project that directly contributes to the groundbreaking Lendisbati initiative. Immerse yourself in the breathtaking landscapes of the Faroe Islands as you roll up your sleeves for hands-on restoration work. What sets this experience apart? You won't just be witnessing change – you'll be at the forefront of creating it. Your efforts will ignite a chain reaction of lasting transformation, from restoring biodiversity to enhancing public access to nature. Don't just attend; become an architect of a sustainable legacy. Secure your spot now to be a driving force in the Faroe Islands' ecological renaissance.

Transfers are included from/to the Hotel Foroyar.

Departure time from Hotel Foroyar at 10:45.

Dress code: Warm attire and comfortable footwear.

14:00 – 14:30

Welcoming Coffee

14:30 – 15:00

Opening keynote presentation

A new Tourism Strategy: First-ever bottoms-up approach for an entire country
Visit Faroe Islands has commenced the work for a new tourism strategy towards 2030 with the first-ever bottom-up approach for an entire country, encouraging ALL its citizens to participate in the debate and share their thoughts as well as ideas.

The goal is to nurture a tourism sector that is in balance with the local community, environmental preservation, and based on a sustainable & valuable sector, all the whilst ensuring a memorable & safe tourist experience.

Speaker: Guðrið Højgaard, CEO at Visit Faroe Islands

14:50 – 15:00 Say Hello to the other participants

15:00 – 15:45 **Opening keynote presentation – Part 2**

Motivational Keynote / Mentality of individual and collective development. A dive into a Faroese framework - Strengths in small island culture. "David & Goliath"

In this captivating keynote, we will explore the remarkable journey of preparing an amateur team to face professional challenges, drawing insights from the unique context of the Faroese framework. We will delve into the power of evaluation through statistics, numbers, and facts, placing a special emphasis on coaching "a new generation" in sports. The keynote will highlight the paramount significance of cultivating a positive mindset and mental training in fostering confidence and self-control among players. Join us to uncover the strategies that enable these seemingly smaller entities to triumph over giants in the world of sports.

Learning outcomes:

- Understanding the science of statistical Evaluation
- Navigating a New Sporting Era
- Recognizing the importance of a positive mindset

Speakers: Håkan Ericsson & Igor Ardoris, The Coaching Team behind the National Faroese Football team.

15:45 – 16:00 Warm up to business speed dating

16:00 – 17:30 **Business speed dating – Round 1**

This session will give ICCA Members and Associations the opportunity to meet on a one-to-one basis through business appointments pre-scheduled through the Marcom platform.

18:30 – 22:00 **Welcome Reception and Dinner**

Welcome Reception Venue: Müllers Pakkhús
Dinner Venue: Hotel Hafnia

Transfers are included from/to the Hotel Foroyar.
Departure time from the Hotel Foroyar at 18:30.
Dress code: Smart casual - comfortable shoes.

Tuesday, 12 September 2023

07:30 - 08:30 **Association Partner Hosted Breakfast**

The Association Partner Hosted Breakfast is open to attending association executives only.

Venue: Flatnastova meeting room, in Hotel Foroyar.

08:30 – 09:00 **Arrive to plenary**

09:00 – 09:10 Morning energizer

09:10 – 10:00

Response Room Innovation Challenge

Response Room Innovation Challenge in collaboration with the German Convention Bureau on the topic of Sustainability: From Negative Footprint to Positive Handprint

This session includes the presentations of the three winning case studies of the Response Room Innovation Challenge

Speakers:

- Elaine Miller, Business Development Manager at Edinburgh International Conference Centre
- Bianca La Placa, PR & Communication Manager at World Environmental Education Network
- Silvia Taurer, Region Manager For Europe at Digital Built Environment Institute Europe

10:00 – 10:45

Session 1 – Leveraging DEI to create a greater sense of belonging and deeper connections between delegates

Embark on a transformative journey to harness the power of Diversity, Equity, and Inclusion (DEI) in shaping impactful meetings. This workshop aims to cultivate an understanding of the profound significance that DEI holds in moulding meetings with a positive societal influence. Participants will delve into strategies that foster a heightened sense of belonging and connection among delegates, transcending the conventional boundaries of meetings.

Learning outcomes

Understanding the Foundational Importance of DEI:

- Gain practical insight into the significance of DEI in designing meetings with positive societal impact.
- Develop a deeper understanding of the importance of creating a safe and inclusive environment during meetings.

Designing Transformative Meeting Experiences:

- Acquire practical insights and tools to design interactive and collaborative meeting experiences rooted in DEI principles.
- Utilize practical tools and insights to create transformative meeting experiences that contribute positively to society.

Fostering Belonging and Connection:

- Explore strategies to foster a greater sense of belonging and connection among delegates during meetings.
- Create inclusive and purposeful meeting experiences that go beyond just achieving business outcomes

Harnessing DEI Impact for Societal Change:

- Leverage DEI principles to build a more inclusive, connected, and impactful world.
- Cultivate a community committed to promoting DEI for transformative meetings.

Speaker: Péter Kakucska, Board of Director, LGBT Meeting Professionals Association

Supported by: IBTM World

10:45 - 11:15 Morning Coffee Break

11:15 – 12:00 **Session 1 / Part 2 – Leveraging DEI to create a greater sense of belonging and deeper connections between delegates**

Embark on a transformative journey to harness the power of Diversity, Equity, and Inclusion (DEI) in shaping impactful meetings. This workshop aims to cultivate an understanding of the profound significance that DEI holds in molding meetings with a positive societal influence. Participants will delve into strategies that foster a heightened sense of belonging and connection among delegates, transcending the conventional boundaries of meetings.

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ICCASkills Domain: Module 7 – Building the Value and Impact of the Convention Industry

CICS/CICE credits: 1.5

12:00 – 13:00 Lunch

13:00 – 13:10 Faroese chaineance

13:10 – 14:00 **Session 2 – How to turn the negative footprint of events into a positive handprint – in partnership with the Global Destination Sustainability Movement**

This session will provide a holistic framework on how we can better harness events to regenerate destinations and communities both socially, environmentally and economically. The session will enhance overall understanding of the role of sustainability, legacy and impact for events, and explore the systematic challenges faced by the community and how they can be overcome by working together towards successful outcomes.

Learning outcomes:

1. Understanding Sustainability and Regeneration in MICE - Comprehend key principles of sustainability and regeneration in the MICE industry - Understanding of the Hannuwa framework for designing regenerative events
2. Understanding of Legacy and Impact in event planning and execution - Comprehend key principles of legacy and impact - Recognize the potential of business events to create positive impacts on destinations and communities - Understanding of the Theory of Change framework to develop legacy projects
3. Systemic Challenges - Analyse systemic challenges faced by the MICE industry in developing impactful legacy projects
4. Creating Transformative Change - Collaboratively define a compelling vision of success for events that overcome challenges - Basics to apply the theory of change framework to enable effective legacy planning

Speakers:

- Beatriz Ibañez, Senior Changemaker Impact & Events at GDS and #Meet4impact
- Inge Krogh Larsen, Senior Changemaker, The Nordics

14:00 – 14:30 Afternoon Coffee Break

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- Beatriz Ibañez, Senior Changemaker Impact & Events at GDS and #Meet4impact
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ICCASkills Domain: Module 5 – Business and Market Planning

CICS/CICE credits: 2.0

15:30 - 17:00

Business speed dating – Round 2

This session will give ICCA Members and associations the opportunity to meet on a one-to-one basis through business appointments pre-scheduled through the Marcom platform.

18:00 – 22:30

Klaksvík Visit I Reception and Dinner

Reception Venue: Kappróðrarneystið

Dinner Venue: Varpið

Transfers are included from/to the Hotel Foroyar.

Departure time from the Hotel Foroyar at 18:00.

Dress code: Smart casual - comfortable shoes

Wednesday, 13 September 2023

09:00 – 09:10

Wake up and Shake up

09:10 – 10:10

Ignite© Rapid Fire Presentations

This session will showcase a number of examples of innovative projects and approaches to sustainability, legacy and impact, by both ICCA members and associations, presented in a quick and engaging format to inspire and ignite further conversations among the audience.

Moderated by: Gérald Howard
Supported by: Lausanne Montreux Congress

ICCASkills Domain: Module 7 – Building the Value and Impact of the Convention Industry

CICS/CICE credits: 1.0

10:10 – 10:55

Session 3 – Meeting design: How to create an out-of-the-box meeting experience to deliver an authentic and unforgettable experience

Discover the art of crafting extraordinary meetings that captivate and resonate. Join us in this workshop as we delve into the theme of "DISCONNECT TO CONNECT," exploring innovative strategies to design meetings that leave a lasting impact. Embrace the unconventional, drawing inspiration from the unique blend of Faroese nature and culture. Elevate your meeting experiences to new heights, leaving participants with genuine connections and unforgettable memories.

Learner Outcomes:

- Conceptualise Innovative Meeting Designs: Develop the ability to think beyond conventional meeting norms, leveraging the principles of "DISCONNECT TO CONNECT" to devise fresh and engaging meeting formats.
- Integrate Nature and Culture: Explore techniques for infusing elements of Faroese nature and culture into meeting settings, creating an immersive atmosphere that enhances engagement and connectivity.

Foster Authentic Connections: Acquire strategies to facilitate authentic interactions among participants, enabling the establishment of meaningful connections and leaving a profound impact long after the meeting concludes.

10:55 – 11:25

Coffee Break

11:25 – 12:40

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ICCASkills Domain: Module 7 – Building the Value and Impact of the Convention Industry

CICS/CICE credits: 1.5

12:40 – 13:10 **Wrap-up and key takeaways**

13:10 – 14:10 Lunch and Departure

14:30 – 17:30 **Optional Schooner Tour**

Come along for a three-hour cruise to experience the beautiful landscapes of the islands, offering completely different views compared to the ones from the land. Getting closer to the coastline, you can watch cliffs rising from the sea, birds, and maybe seals. Bring your rainwear, warm clothes and watertight footwear, in case it is needed.

Transfers are included from/to the Hotel Foroyar.

Departure time from the Hotel Foroyar at 14:10.

Dress code: Warm attire and comfortable footwear.