

Programme: Malaga, Costa del Sol, Andalucia, Spain

Timezone: CET



1 November 2020

Time	Title	Description	Speaker
15:00-19:30	Sunday Registration	/	/
16:00-18:00	City Tour	During 2 hours you will discover the historical city center of Málaga thanks to our wonderful local tourist guides.	/
19:30-19:45	Transfers to Welcome Reception	/	/
19:45-21:45	Malaga: Local Opening & Welcome Reception	/	/

2 November 2020

Time	Title	Description	Speaker
07:00-08:30	Monday Registration	/	/
08:00-08:15	Global ICCA Welcome	The global welcome, connect with the regional hubs around the globe and feel the true global ICCA spirit!	Robert Coren, Curator, The Iceberg James Rees, ICCA President and Executive Director, ExCel London Senthil Gopinath, CEO, ICCA
08:15-09:15	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

09:15-09:45	Monday Coffee Break I		/
09:45-10:35	Kaohsiung Protocol - Final Presentation	<p>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.</p> <p>In today's session we are fortunate enough to dive into the final results and movements with lasting impacts on our industry.</p>	<p>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</p>
10:35-10:45	The Power of Advocacy	/	Xavier Bettel, Prime Minister Luxembourg, Le Gouvernement Du Grand-Duché Luxembourg
10:45-11:00	Monday Coffee Break II	/	/
11:00-12:00	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.	<p>Anne Skare Nielsen, Universal Futurist, Chief Futurist Yasmin Poole, National Ambassador, Plan International Australia Lars Henriksen, Chair, Copenhagen Pride</p>
12:00-13:30	Monday Lunch	/	/
13:30-13:45	Welcome Opening Speech	Presentation of today's sessions and how they connect.	<p>Oscar Cerezales, Executive President Corporate Division, MCI Global Chema Gómez, CEO, Grupo Evento.es</p>
13:45-14:15	World Business Model is off - Reset: Keep it Simple & Flexible	Business Modelling has become one of the most commonly used 'buzzwords' in all industries. But, what will business models look like? What do successes look like for the great ones? What are the key building blocks?	<p>Luis Garvía Vega, Partner in Spain, GCyM Pedro Pablo L.B., President Continuum, Business Continuity Institute (SIGECO)</p>
14:15-14:45	Talent 3.0	Organizations are facing a new reality. Their key asset, no doubt, will be their talent pool. Join us in this session where we will analyse (1) what organizational structures are better prepared in terms of growth, agility, flexibility and (2) what are the key skills needed for this new norm.	Gloria Gubianas Blanes, Co-founder, Hemper Handmade
14:45-15:15	Monday Afternoon Break	/	/
15:15-16:00	Out of the Box: Soho Theatre Welcome	<p>We will start the session with a short walk from the NH Hotel to the SOHO Theatre. A different way to visit a 2019 modern Theatre. The story of a dream and how Málaga want to become the Spanish Broadway</p>	David Ordinas, Actor/Showman/Singer, IB3
16:00-16:45	Out of the Box: Soho Theatre: Building Community: do's and don'ts (Only by Registration)	Our challenge is a new norm with new ecosystems, players, rules and economics. Simply put, the challenge of managing uncertainty. Discover how a sports professional manages uncertainty and create your own analogy.	José Maria Arrabal, General Secretary for Sports, Andalucía

		Registration through the ICCA registration web or at the registration desk at you arrival.	
16:00-17:15	Out of the Box: Pompidou Centre (Only by Registration)	<p>While we see different industries, there are lots of communities. Also, intersections. And when industries intersect... Magic happens.</p> <p>The session does include a transfer to the location.</p> <p>Registration through the ICCA registration web or at the registration desk at you arrival.</p>	Antonio Luis Alcaraz, Manager & Partner, Avanza Comunicación
16:45-17:15	Out of the Box: Soho Theater: Tech on the Rocks (Only by Registration)	<p>Why Malaga is becoming one of the Smartest Cities in Europe.</p> <p>Who registers for the 1st session at Theatre SOHO, will be also register in this one.</p>	Daniel González Bootello, General Manager, SmartCities Cluster
19:30-19:45	Transfer to Dinner	/	/
19:45-22:30	Dinner	/	/

3 November 2020

Time	Title	Description	Speaker
08:00-08:45	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
08:45-09:00	Tuesday Coffee Break I	/	/
09:00-10:00	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
10:00-10:30	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
10:30-11:00	Tuesday Coffee Break II	/	/
11:00-11:30	President's Choice Session	Enjoy the exclusive speaker choice from ICCA President James Rees!	Yu-Kai Chou, Founding Partner & Chairman, The Octalysis Group
11:30-12:00	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
12:00-12:15	Day Opening	Presentation of today's sessions and how they connect	Oscar Cerezales, Executive President Corporate Division, MCI Global Chema Gómez, CEO, Grupo Evento.es
12:15-12:45	The Business Model Cocktail	OK, we got the basics. Time to push the envelope. What are the most successful examples of business models? Where do we start innovation? What are the most common roadblocks? Join us and become a truly business model Jedi.	Oscar Cerezales, Executive President Corporate Division, MCI Global
12:45-13:15	Are you Ready to Rock?	Volatility. Fluid markets. Complex geopolitics. Different economic realities. What can we expect from the near future? If you want to learn about the different ingredients... This is your session	Paulo Portas, Former Deputy Prime Minister of Portugal and Minister of Foreign Affairs
13:15-14:15	Tuesday Lunch	/	/

14:16-14:45	Scenario Planning 2025	What are the key uncertainties defining our industry? What are the different and plausible scenarios we can expect in 2025? Join us in this exercise where different realities and implications will be shown	Eric Mottard, CEO, Eventoplus María Gómez, President, Event Managers Association Spain Shane Hannam, Director, BTM Ori Lahav, Vice President Clients & Operations, Kenes Group
14:45-15:45	Customer Centricity	Come and learn about how top performing organizations are developing community building strategies around their audiences.	André Vietor, Managing Director, Bco Congressos Paddy Cosgrave, CEO, WEB SUMMIT Nata Nambatingué, Associate Director Congress & Event Operations, European Society of Cardiology Martin N. Jensen, Head of Global Customer Engagement Operations, Lundbeck
15:45-16:15	Tuesday Afternoon Break	/	/
16:15-17:00	Learning, Unlearning and Relearning Business Models	We have learnt in previous sessions about the key ingredients for successful business models. Now, how do we translate the 'theory' to our 'new' reality? How to change the current models? Where to start? Join us in this interactive session where all possible angles will be covered and the speedy format will be fun!	Alessandro Cortese, CEO, ESTRO Miguel Assis, CEO, Voqin Portugal Alvaro Massó, Brand Experience & CRM Manager, BMW Motorrad Spain Francisco Quereda, Director, Malaga Convention Bureau
17:00-17:30	MICE: a Different Future Watch	I am sure you have been exposed to dozens of MICE trends speeches... But what about if we change one ingredient? We asked young talents to analyse, assess and predict ... want to watch a fresh approach? Join us!	Francisco Quereda, Director, Malaga Convention Bureau
17:30-18:00	Closing	Connection of all topics and highlights of the 2 days.	Oscar Cerezales, Executive President Corporate Division, MCI Global Chema Gómez, CEO, Grupo Evento.es
19:30-19:45	Transfer to Gala Dinner	/	/
19:45-22:45	Gala Dinner	/	/

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