

Programme: Kuching, Sarawak, Malaysia

Timezone: MYT



1 November 2020

Time	Title	Description	Speaker
18:30-20:00	Opening Ceremony Live from Kaohsiung	Opening ceremony & networking dinner will be held at, Weiwuying, the National Kaohsiung Center of the Arts, the World's Largest Single-Roof Performing Art Center. Tune in and join us to witness James Rees present in Kaohsiung. Take our exclusive invitation to the backstage to experience the diversity of Taiwanese cuisine. We will find a way to showcase it to you even if you join us through virtual platform.	Chen Chi-Mai, The Mayor of Kaohsiung

2 November 2020

Time	Title	Description	Speaker
10:25-10:30	A Milestone Moment	Asia Pacific's business events industry has come far and wide when it comes to its achievements, and even more so in today's circumstances. We take a look at the value of business events to our region and how you contributed to this decade's first milestone moment.	The Honourable Datuk Haji Abdul Karim Rahman Hamzah Minister of Tourism, Arts and Culture Sarawak & Minister of Youth and Sports Sarawak
10:30-11:00	Sarawak Tribal Wisdom with Alena Murang	Sarawak's "Tribal Wisdom" programme for conventions brings the best ethnic speakers from the state's successful businesses, artistes and professionals. The multi-talented Alena Murang has been at the forefront telling culturally rich stories of the indigenous communities of Sarawak through her music and art. Constantly releasing new music, she draws influence from the genres of the world, rock and folk music, combined with her interpretations of traditional indigenous music and songs.	Alena Murang, Musician, Artist & Founder, Kanid Studio
11:00-11:30	Convention Legacies: More Important Now than Ever	This session advocates why we should widen our conventions ROI lens from the important head counts and hotel room nights to include powerful yet often-missed legacies which stay on with participants and host communities, long after the convention is over.	Gary Grimmer, Executive Chairman, GainingEdge
11:30-12:00	The Soft Power of Conventions	In 2019, BESarawak undertook an unprecedented study to illustrate and measure the 'true' value of conventions taking place in Sarawak. Besides an economic impact study, the BESarawak also commissioned a legacy impact	Amelia Roziman, Acting CEO, Business Events Sarawak

		study in an effort to better understand and determine the role of convention bureaus, the suppliers and the local hosts in designing the legacies they want to leave behind.	
13:30-13:50	Reaching out: Influencing Tangents and Outcomes from Legacies	Søren's key message is convention legacies are not accidental but a result of planning and implementation. To ensure the destination will reap the fruit from the harvest, it must first plant the seeds by engaging the relevant stakeholders and create alignment between missions and actions.	Søren Birkelund Pedersen, Project Manager, Inspiring Denmark
13:50-14:20	ICCA Congress Kuching 2016 – Four Years On, and Beyond	This case study looks back to ICCA Congress 2016 which took place in Kuching. A retrospective study reaffirms that the traditional way of assessing conventions ROI should give way to a new lens – it's not about the immediate outcomes but also about what happens after the convention is long over. Eric will share insights from the study which involved the generous participation of delegates who visited Kuching four years ago for ICCA Congress 2016.	Eric Van Piggelen, CEO, Borneo Convention Centre Kuching
15:00-15:15	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
15:15-16:15	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
16:15-16:45	Monday Coffee Break I	/	/
16:45-17:35	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 enough to 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 Innocation, MMGY NextFactor Jim McCaul, SVP Destination Stewardship, MMGY NextFactor Dale Parmenter, CEO, DRPG Alessandro Cortese, CEO, European Society for Radiotherapy and Oncology
17:35-17:45	The Power of Advocacy	/	Xavier Bettel, Prime Minister Luxembourg, Le Gouvernement Du Grand-Duché Luxembourg
17:45-18:00	Monday Coffee Break II	/	/

18:00-19:00	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
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3 November 2020

Time	Title	Description	Speaker
11:00-11:20	Impacting Future Education: ICeDDE 2019	The 1st International Conference on Education in the Digital Education - ICeDDE 2019 has been identified by Sarawak delegates to have the potential to influence the community's and policy makers' awareness on the importance of adopting best teaching innovative practices. In this session, Dr Margaret will share why she believes this convention on blended learning – even more significant now because of Covid-19 restrictions - will impact the teaching profession and Malaysia's educational landscape.	Associate Professor Dr Margaret Chan, Associate Professor, Universiti Teknologi Malaysia (UiTM) Sarawak
11:20-11:55	Legacy Stories from Around the World	Guest presenters from BestCities Global Alliance will share how planning and pre-emptive action will mean that the legacy harvest will be bountiful.	Corné Koch, Head, Cape Town & Western Cape Convention Bureau Su Ramanathan, Global Destination Marketing Director, Expo 2020 Dubai Marshall Dallas, Chief Executive, Edinburgh International Conference Centre Amanda Wrathall, Sales & Marketing Director, Edinburgh International Conference Centre
11:55-12:15	Our Incredible Impact: Clean Water for Rural Communities	Noor Ahmad Hamid, ICCA's Asia Pacific Regional Director will introduce the ICCA-BestCities Incredible Impacts project and welcome our guest presenters from the award-winning Soroptimist International (SI), one of the three winners of Incredible Impacts 2020. This case study will share how the Soroptimist International Region of Malaysia (SIROM), working in alignment with SI's global vision and giving this life through their 2019 International Convention Kuala Lumpur, amplified core values through local action.	Dr Saradha Narayanan, National Representative of Malaysia, Soroptimist International, Federation of the South West Pacific Noor Ahmad Hamid, Asia Pacific Regional Director, ICCA Puan Sri Siew Yong Gnanalingam, International Convention Chair, Soroptimist International Convention Kuala Lumpur 2019
13:30-14:30	Business UnUsual – Recovering from COVID-19 with Conventions	This is the time to take a long, hard look at the value of conventions for a destination. If the Covid-19 global pandemic means less onsite attendees and a shift towards hybrid, how can destinations still demonstrate the ROI for the economy and stakeholders?	Dr Edward Koh, Executive Director, Singapore Tourism Board Karen Bolinger, Managing Director APAC, PCMA Leonie Ashford, International Bids Manager, Tourism New Zealand Mike Williams, Senior Consultant & Partner, GainingEdge Sumate Sudasna, President, Thailand Incentive and Convention Association
14:30-14:35	A Celebration of Business Events Tribe and 'Gift of Love:	Many months into the business and travel sector's biggest disruption, we are	Hii Chang Kee, Permanent Secretary, Ministry of Tourism, Arts and Culture Sarawak

	Batang Ai Community Library' CSR Update	coming out as true industry survivors. This wrap-up of the Asia Pacific Regional Hub congress will share some highlights of the congress. Find out more about latest developments on the "Gift of Love: Batang Ai Community Library" a CSR project by Business Events Sarawak which first took root during the ICCA Congress 2016 Kuching. This is a fine example of a community legacy made possible by ICCA 2016 delegates back then, and the Sarawak Regional Hub speakers and panelists.	
15:00-15:45	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
15:45-16:00	Tuesday Coffee Break I	/	/
16:00-17:00	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
17:00-17:30	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
17:30-18:00	Tuesday Coffee Break II	/	/
18:00-18:30	President's Choice Session	Enjoy the exclusive speaker choice from ICCA President James Rees!	Yu-Kai Chou, Founding Partner & Chairman, The Octalysis Group
18:30-19:00	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

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