

## Programme: Luxembourg City, Luxembourg

Timezone: CET



## 2 November 2020

Time	Title	Description	Speaker
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, Host 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	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
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.	Anne Skare Nielsen, Universal Futurist, Chief Futurist Yasmin Poole, National Ambassador, Plan International Australia Lars Henriksen, Chair, Copenhagen Pride
12:00-13:30	Monday Lunch	/	/
13:30-14:00	Introduction by Eric Abramson	The global welcome, connect with the regional hubs around the world and feel the true global ICCA spirit!	Eric Abramson, Director of Major Accounts, GL Event Venues
14:00-15:35	What will be the Future of Events?	Before COVID was upon us, disruption was a favorite topic for the business events industry! There were discussions in all parts of the globe about the need for faster innovation, transformation and agility in our field – well... Now we are here! The session will give diverse insights and views into what the future might hold, what the future of engagement might be, what meetings and events could look like and looks at the current trends and movements that are becoming clearer by the day. Unavoidably some of the speakers and panelists will be “looking into their crystal balls” but it is our intention to have a practical look at what is currently being done and the actions that are being taken to ensure a bright future for business events and how they will be conducted in our global world.	Matthias Schultze, Managing Director, GCB Laurent Chrétien, Président, Laval Virtual James Debos, CEO, Eventime Ben Goedegebuure, Enterprise Vice President Global & Industry Presence, Maritz Global Events Julia Hachenthal, Marketing & Events Manager, GCB Sarah Skavron, Project Manager & Assistant to the Managing Director, GCB Tara Cullen, Communications Officer, Luxexpo The Box
15:35-16:05	Monday Short Break	/	/
16:05-16:55	Boardroom Expert Session: Bridge over Troubled Water	This isn't the beginning of the end. It's the end of a new beginning. The status quo, the so-called 'normal' was perhaps comfortable, but transformation is invigorating. Some of the greatest opportunities in history are waiting, but only for the bold and the uninhibited. As said by Churchill: "never waste a good crisis". Join us in a practical and uplifting conversation about community and digital transformation.	Cécile Koch, Managing Partne, The Boardroom Magazine Remi Deve, Chief Editor, The Boardroom Magazine Marc Mekki, Technology & Digital Community Contributor, The Boardroom Magazine
15:55-16:45	Neuroscience	"By understanding the linkage between observation and reality, you learn to dance. You only exist when someone sees you", - Jon Ronson, author. Sucessful events heavily rely on the engagement of the delegates. Applying findings from neuroscience to designing conferences will become even more important in the times of hybrid events The Neuroscience debate will be about how our scientists coop with interactions in this field. How can they emphasize what the importance of knowledge and steps forward are? The brain and its influence on our biology are key cornerstones for a healthy society. No stigma please, a little or bigger dip happens to all of us.  We have Stefan Pype who will talk about his experiences in science, marketing, and communication. Yoon Hee Lamot has been and is operational on co-organizing exhibits for the world famous Dr. Guislain Museum.	Frederik Wittock, Sr Director Communications, J&J PRD Yoon Hee Lamot, Curator, Museum Dr. Guislain Stefan Pype, Neuroscience Medical Affairs Lead, Janssen Benelux

		In summary, you will get insights on commercial, scientific, and artistic approaches to reach wider audiences about the importance of our mindset and the little factory above.	
16:55-17:20	Monday Afternoon Break	/	/
17:20-18:20	The Disruption Factor: Digitalization and innovation transformations	Are we ready to go on-line? The generation Z must feel happy, what about the rest? Let's discuss with the meetings professionals about their expectations.	Brice Lacoustey - Consulting Partner - EY Sasha Baillie - CEO - Luxinnovation Eric Bakermans - Director Marketing Meetings & Conventions - NBTC Holland Marketing Pascal Steichen - CEO - Security Made in Lëtzebuerg
17:10-17:40	The Role of Social Impact and Legacy in Hybrid/Virtual Events	In face to face meetings the impact of the event was clear, we talked about economic impact of an event for a destination, but also about the social impact that the event can have on the participants and the destination.  In this session we will discuss: What is social impact and legacy? Do we need to redefine them? Is the legacy and social impact less if the event takes place in hybrid or virtual form? Can we no longer talk about impact on local societies? How can we still organize an event that creates impact or leaves a legacy?	Genevieve Leclerc, Co-Founder & CEO, Meet4Impact Patricia Foo Kim Suan, Director of Congress and Events, European Respiratory Society Riccardo Pizzuti, Marketing&Sales Manager, Roma & Lazio Convention Bureau Didier Scaillet - CEO -SITE
17:40-18:10	Research Intelligence	Research Intelligence from global scientific publications – Research trends, regions, top players. Where are Hot Spots of any Research Field Globally? Regions, Cities, Institutions? Which are the current Research Topics of Prominence? Who are Key Opinion Leaders within Research Areas Globally?	Günther Hansen, Solutions Sales Manager, Elsevier

## 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, Curator, The Iceberg James Rees, ICCA President and Executive Director, ExCel London Senthil Gopinath, CEO, ICCA
12:00-12:30	Sustainability Infrastructure to bring back green	/	Isabelle Schummers, Environmental Advisor, Oekozen Pafendall Kit Lykkeitof, Director of Convention, Wonderful Copenhagen Serge Wilmes, Chief Alderman, City of Luxembourg Didier Scaillet, CEO, SITE
12:00-12:30	HQ Association Expert Meeting -Online or Turned on?	Using digital platform for building member relationships, not based on the number of zoom call participants. Getting delegates to show up digitally has become incredibly easy. That doesn't mean they are tuned into the event, actively participating, or that it automatically improves their relationship/ perceived value of the association.	Vivian Xu, Publisher, Headquarters Magazine Benita Lipps, Head of Association Management Europe, Interel

		<p>Digital with easy access to delegates creates unique opportunities for engagement to explore. At the same time, it produces more fickle &amp; demanding event delegates, ready to disconnect or simply switch off the second we lose their interest.</p> <p>These digital opportunities and threats invite us to re-focus on the 'why' of association events – adding real member value.</p> <p>Now it's up to us to understand how to do so in hybrid environments – and how we can measure impact beyond the meeting in new ways.</p>	
12:30-13:30	Tuesday Lunch	/	/
13:30-14:30	Monetization	<p>How to Monetize Your Virtual or Hybrid Event</p> <p>How to plan budgets in uncertain times, cost model,...</p> <p>Considering "mega-donors" as funding partners. Overview of the high level donor landscape, research, data, social investment behaviors and opportunities</p>	<p>Eric Abramson, Director of Major Accounts, GL Event Venues</p> <p>Thorben Grosser, Europe General Manager, EventMobi</p> <p>Robin Lokerman, Group President, MCI</p> <p>Peter Pöhle, CEO &amp; Co-Founder, SponsorMyEvent</p> <p>Gwladys Guillory, Events &amp; Conference Coordinator, Alzheimer Europe</p>
14:30-14:55	Short Break	/	/
14:55-15:40	How Covid will Shape Future Actions in Business Events	<p>The Covid-19 pandemic has fundamentally changed the landscape of the business events industry, wreaking havoc and disruption on all sectors. After months of mitigation and recovery strategies, we are beginning to put the pieces back together and plan for the future.</p> <p>In this session, speakers from different segments of the events and hospitality sector will discuss their key learnings from the crisis, and how these lessons are shaping their actions to prepare the future.</p>	<p>Bruce Redor, Partner, GainingEdge</p> <p>Nick Dugdale-Moore, Regional Manager Europe, UFI</p> <p>Remy Merckx, Senior VP - Global Digital and Marketing, Radisson Hotel Group</p> <p>Carlotta Ferrari, President, Convention Bureau Italia</p>
14:55-15:40	European Network Cluster - Cooperation & Multiplex	<p>Phygital has now become a lasting norm for the meetings industry. Let's sneak peek how the associations, destinations, and venues are adapting their strategies to face the challenges. Creative digital solutions, WOW effects, and data protection are of paramount importance to a successful delivery.</p>	<p>Eric Abramson, Director of Major Accounts, GL Event Venues</p> <p>Roxane Nominé, Site Manager, Mihar</p> <p>Jean-François Renac, CEO, Mihar</p> <p>Marta Gomez, Deputy Executive Director Sales Division, VIPARIS</p> <p>Rémy Cregut, CEO, Centre de Congrès Montreux SA</p> <p>Clara Fernández López, External Relations Manager, Union of International Associations -UIA-</p>
15:40-15:45	Tuesday Mini Break	/	/
15:45-16:15	MPI Belgium Chapter – Our experience in Online & Hybrid Education and Networking	<p>At MPI Belgium Chapter we had the opportunity to transform our educational &amp; networking activities in online sessions during the lockdown gaining even more visibility. We are now back to business with more hybrid masterclasses.</p> <p>Why is it important to belong to an international association even more during crises? How to select the topics to be discussed with members, both planners and suppliers? How to gain the confidence of the business community?</p> <p>Join our session to learn &amp; share the clever ways how to draw audiences back, make them feel more comfortable in an uncertain time.</p>	<p>Attila Laszlo, Sales Manager, MONDORF Parc Hotel****</p> <p>Suzy Krol, Sales &amp; New Business, Co-mana Communication Support</p> <p>Philip Griffin, Founder and Managing Director, RoomTrust</p> <p>Katinka Estrade, President, MPI Belgium</p>

15:45-16:15	Events Industry Council	The travel industry has witnessed an unprecedented crisis: US\$ 320 billion... and counting... this is three times the 2008 financial crisis. On the positive side, it has forced industry associations to come together to define The New Norm. Learn how the Events Industry Council is playing a critical role in shaping the Business Events industry post COVID-19 through its initiatives and pan-industry partnership.	Didier Scaillet, CEO, SITE
16:15-16:45	Tuesday Afternoon break	/	/
16:45-17:45	Big and Amall Pharma	<p>The target of this session is to find out how big pharma, academia, life sciences, organizations and smaller companies tackle the current Covid-19 crisis in relationship to their own events, as well as association meetings.</p> <p>Dr. Ludo Lauwers, Senior Vice President of the benefit risk management division at Johnson &amp; Johnson and currently head of the Artevelde High School and board member of the KUL will give his deep insights. Willem Dhooghe, head of Flanders bio will share how they handle it and how he organized knowledge for growth in a virtual way with about 1000 participants. Siegfried Marynissen has a track record in big pharma as executive director communications worldwide of Janssen. He now works with Toon Overstijns (CEO of Miltenyi Biotec) to ensure that their company is connecting and engaged.</p> <p>Finally, but not the least we have Theodoros Yfantis from the international agency Porter Novelli. He services many big companies such as Pfizer to get the message across in a virtual way.</p>	<p>Frederik Wittock, Sr Director Communications, J&amp;J PRD  Dr Ludo Lauwers, Chairman of the Board, Thomas More University College  Siegfried Marynissen, Founder and Owner, Marynissen &amp; Associates Communication  Willem D'Hooge, General Manager, Flanders.bio  Theodoros Yfantis, Account Executive, Porter Novelli</p>
17:45-18:30	Closing	This will be a hands-on workshop summing up of the Kaohsiung Protocol	<p>Eric Abramson, Director of Major Accounts, GL Event Venues  Xavier Guillemin, Executive Director Meetings &amp; Events Global Sales, Accor  Gregg H. Talley, President &amp; CEO, Talley Management</p>

## 4 November 2020

Time	Title	Description	Speaker
10:00-12:00	ICCA France Benelux Chapter Meeting	/	/

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