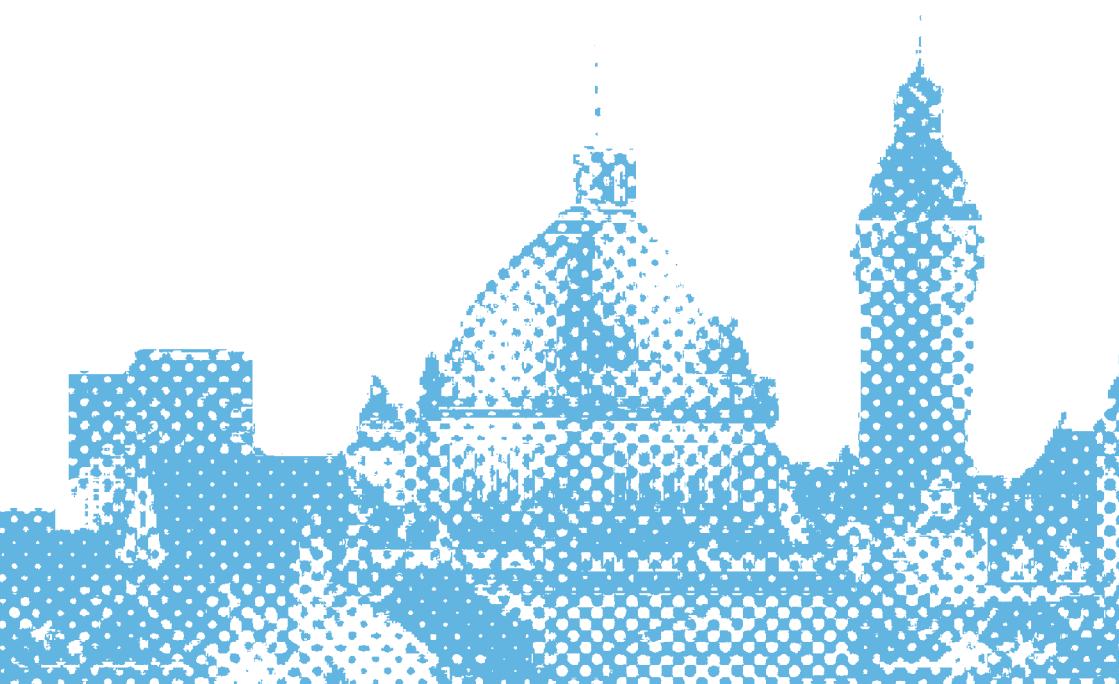




Final Programme



50th ICCA Congress
Incorporating the ICCA
General Assembly



Leipzig, Germany 22 – 26 October 2011





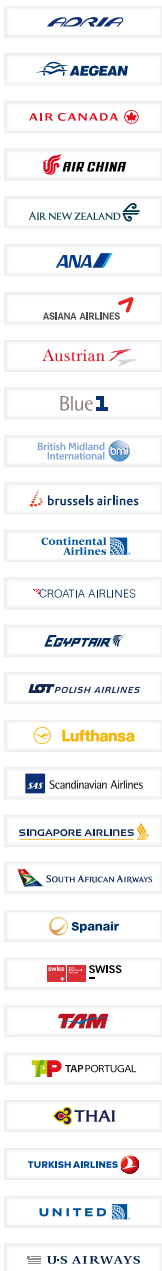
YOU'VE ONLY JUST ARRIVED & ALREADY WE'RE THINKING OF YOUR NEXT TRIP

As the official airline network for the 50th ICCA Congress, we'd like to thank you for choosing the Star Alliance™ network and hope that all goes really well for you here today.

Whilst you concentrate on the day's events, we hope you'll consider us the next time you need to attend a conference.

With over 21,000 flights a day to 1,160 airports across 181 countries, our 27 member airlines will extend a wide choice of flights to any future conference you're planning to attend. And no matter which of those airlines' frequent flyer programmes you belong to, you can earn and redeem miles across all of them.

So the next time you want to concentrate all your energies on your conference, we hope you'll decide to leave the travel arrangements to us.



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- Angelika Werre**, Events Assistant

Other ICCA Staff in Leipzig

- Martin Sirk** CEO, **Noor Ahmad Hamid** ICCA Global Research Centre/Asia Pacific Office, **Maria Jose Alvez** ICCA Latin America Office, **Joanne Joham** ICCA North America Office, **Pat Soen** Membership, Observers, Board of Directors, **Ksenija Polla** Membership, Observers, First Time Attendees, **Ronaldo Cardano** Sector and Chapter Meetings, **Claire Jackson** Marketing Packages & Client Supplier Business Workshops, **Raphael Kamp** Social Media, **Dennis Speet** Marketing, Sales, ICCA Website, **Mathijs Vleeming** PR, Marketing, ICCA Website, **Sebastian Sew** Sales, **Ivilina Boneva** Marketing, Silent Auction, **Marco van Itterzon** ICCA Data, Business Exchange, Research Advice, **Michel Retz** ICCA Data, Business Exchange, Research Advice, **Willy Cortus** ICCA Data, Business Exchange, Research Advice, **Donatella Pace** ICCA Data, Business Exchange, Research Advice, **Tim Schwartzman** ICCA Data, Business Exchange, Research Advice

Dear ICCA friends and colleagues

Welcome to Leipzig! I can't believe how quickly the year has passed since you elected me as your new President at our 49th Congress in Hyderabad. For me this has been an awe-inspiring year of travelling to meet so many members in so many different countries, and speaking to so many different audiences: from China to the USA to Portugal, all over Latin America, and at official ICCA Board events in Istanbul and Singapore. I would like to thank all of you for the way you have welcomed me and responded to my vision for our association – that all members are equally important, the small companies as well as the big players; that our globalised presence needs to be further enhanced through growth in all regions – I was so pleased to hear that by the end of August we had recruited nearly 90 members this year from an amazing 39 different countries. And that the ICCA Board needs to get out amongst the members, not become cut off and distant.

Now we are meeting in a country with one of the biggest and most active group of ICCA members: Germany. The Germans worked as an incredible team when bidding for this Congress, and I am certain that teamwork is going to be one of the great features of the event itself. So please, everyone, get to know your German hosts, and learn about the diversity and dynamism of this country – move beyond the national stereotypes to understand the differences between Berlin and Munich, between Stuttgart and Hamburg.

This is a vital few days – we are together at a time when the global economy is struggling, and challenges are appearing everywhere. Over the coming days we can get together and focus not on the problems, but on the solutions: identifying new business; learning great new marketing concepts; listening deeply to top clients from the corporate and association sectors; finding out how other industries adapt and evolve; working out where the biggest areas of future growth are going to come from. So make the most of your ICCA Congress – each of you will have a unique, personal experience, and I hope that each of you achieves the goals you have set for yourself!



Arnaldo Nardone
Arnaldo Nardone
 President

Let's Talk About the Weather

Actually, the weather isn't a bad subject to talk about – particularly for a world congress like ICCA with delegates from every time zone and season. When planning your visit, many of you probably browsed the worldwide web to find out about average temperatures in the Leipzig area in late October, and you may have wondered whether or not to pack an extra cardigan or coat.

I don't know what the weather will be like during the congress, but I do know that it's likely to offer some surprises: I remember sunny bicycle rides together with my wife and two sons through Leipzig's parks and forests or paddling peacefully along our rivers and canals at this time of year, wearing just a T-shirt. But I also recall chilly and drizzly October days. Like the ones we had in October 1989. We were wearing pullovers and windcheaters and scarves. And we held candles in our hands. Candles that were meant to show the communist government that our marches for freedom were peaceful. These tens of thousands of candles – amidst all the uncomfortable weather – worked the miracle of the Peaceful Revolution in East Germany. These events happened 22 years ago, but they changed the world. During the Opening of the ICCA Congress on Sunday night in the Gewandhaus Concert Hall, the Mayor of our city, Burkhard Jung, will share with you about the events of October 1989 and their global impact. Freedom to meet and speak openly is something that we take for granted within ICCA, but it is important to realise that this freedom is something that has to be protected and cherished.

For us, the Local Host Committee, it is a very special highlight to welcome you to Germany and to Leipzig. We have been working hard on making this a unique and memorable occasion that showcases our country's meetings expertise, and we have been looking forward so much to seeing you all here. There will be many different people: experienced members, and first-time attendees. This is your opportunity to create new networks and to make new friends. You might even start off a lifelong friendship with a simple comment about the weather! Our plans for hosting ICCA are all in place, but we can't guarantee it won't rain. If it does, please don't worry: we bought enough umbrellas for everyone! And whatever the weather, I am absolutely sure that this ICCA Congress will bring sunshine into all our hearts.



Have a great time in Leipzig; it is wonderful to have you here!

André Kaldenhoff
André Kaldenhoff
 Chairman of the Local Host Committee

Board of Directors (October 2011)



Mr. Arnaldo Nardone
President
Radisson Montevideo
Victoria Plaza Hotel,
Uruguay



Mr. Juan José García
1st Vice President and
Treasurer
Viajes Iberia,
Spain



**Mrs. Nina Freyksen-
Pretorius**
2nd Vice President
The Conference,
Company, South Africa



Mrs. Handan Boyce
3rd Vice President
Istanbul Convention & Visitors
Bureau -ICVB-Turkey



Mr. Leigh Harry
Immediate Past President
Tourism Victoria,
Australia



Mr. Mariano Castex
Member
MCI Latin America (INCON
Group), Argentina



Mr. Eduardo Chaillo
Member
Mexico Tourism Board,
Mexico



Mr. Alec Gilbert
Member
Adelaide Convention Centre,
Australia



Mr. Bart Heinrichs
Member
Parthen The Meeting
Services Company,
The Netherlands



Ms. Miranda Ioannou
Member
SCS Ltd.,
Cyprus



Mr. Steen Jakobsen
Member
Wonderful Copenhagen,
Denmark



Ms. Francesca Manzani
Member
AIM Group International,
Italy



Mrs. Sus Nygaard
Member
Scandinavian Airlines,
Denmark



Ms. Siân Thomas
Member
The Address Hotels and
Resorts, U.A.E.



Mr. Martin Winter
Member
Gold Coast Tourism,
Australia



Mr. Martin Sirk
Chief Executive Officer
ICCA Head Office,
The Netherlands

Don't look for innovation in this ad... ...it's all in **Spotme**

Tired of printing heaps of paper and putting together conference binders? Get personal Spotme devices. Replace towering feedback forms with timely reports. Say good bye to name badge gazing and hello to revolutionary networking. Trade head counts for detailed attendance records. Move from bulletin boards to instant messages. Turn a sea of strangers into a connected community. And rely on a team with 10 years of experience.



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Terri participated at a 900-person corporate event.

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Linda Levy
Sr. Manager Meeting & Event Planning
Medco Health Solutions, Inc.
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Whether you organize a trade summit with 300 participants or get a user group of 5,000 together, with Spotme you will put on your most productive, most efficient and most enjoyable meeting ever. Delighting participants, bolstering results, reducing waste and cutting the work.

How? Take a look at www.spotme.com. And talk to us to explore the creative application of this unique technology to your own event.



Addresses

Official Hotels

- 1 Leipzig Marriott Hotel ******
Am Hallischen Tor 1
04109 Leipzig
Phone: +49 (0) 341 965 31 24
www.leipzigmarriott.com
- 2 Motel One ****
Nikolaistraße 23
04109 Leipzig
Phone: +49 (0) 341 337437-0
www.motel-one.com/Leipzig
- 3 pentahotel Leipzig ******
Großer Brockhaus 3
04103 Leipzig
Phone: +49 (0) 341 129 21 16
www.pentahotels.com/en/leipzig/
- 4 Steigenberger Grandhotel Handelshof Leipzig *******
Salzgäßchen 6
04109 Leipzig
Phone: +49 (0) 341 350 581 970
www.leipzig.steigenberger.de
- 5 Seaside Park Hotel ******
Richard-Wagner-Straße 7
04109 Leipzig
Phone: +49 (0) 341 985 27 10
www.parkhotelleipzig.de
- 6 The Westin Leipzig ***** (HQ hotel)**
Gerberstraße 15
04105 Leipzig
Phone: +49 (0) 341 988 10 71
www.westinleipzig.com

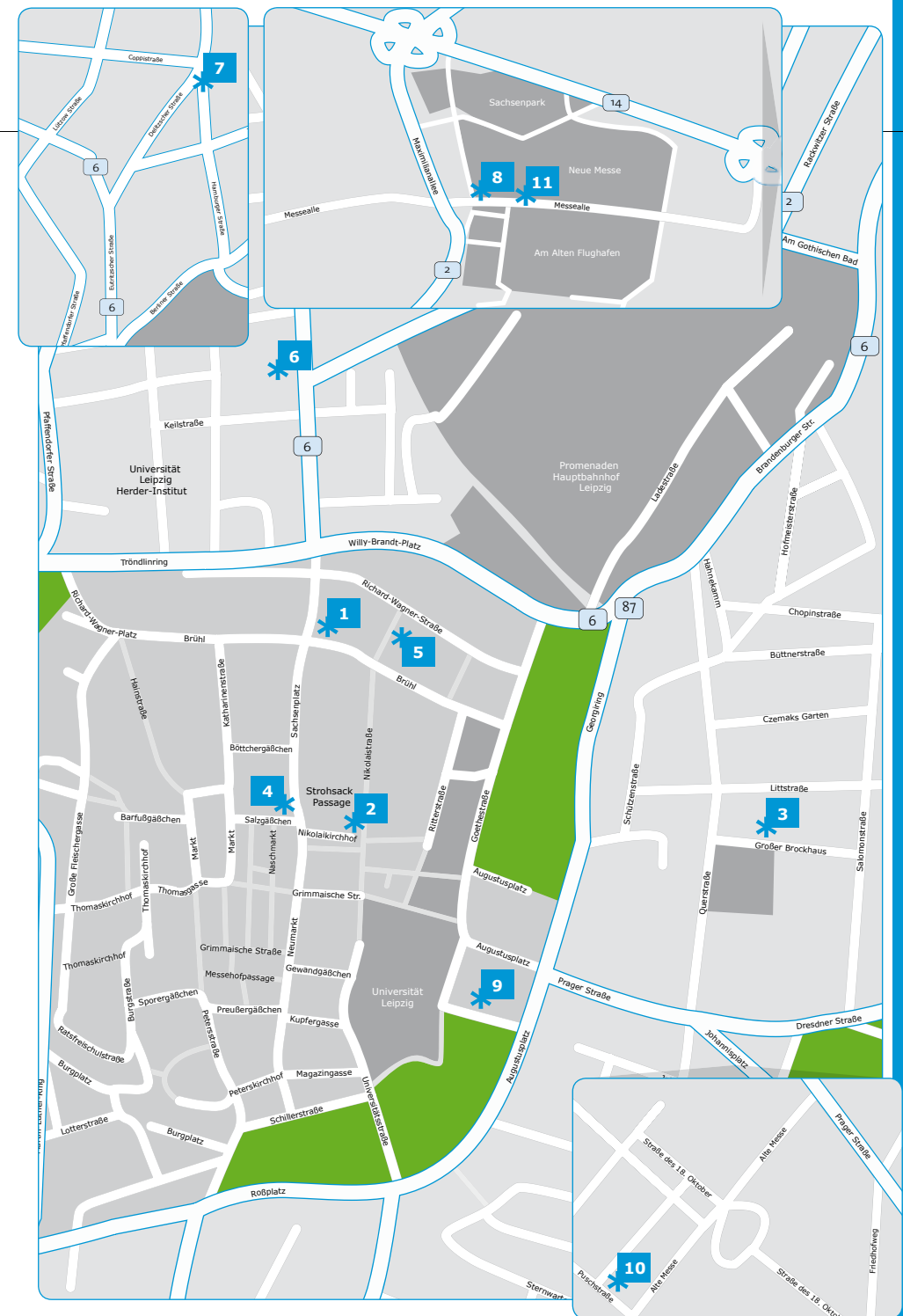
- 7 Vivaldi Hotel Leipzig *****
Wittenberger Straße 87
04129 Leipzig
Phone: +49 (0) 341 9036-0
<http://www.hotel-vivaldi.de>

Official Venue

- 8 CCL – Congress Center Leipzig**
Leipziger Messe GmbH
Messe-Allee 1
04356 Leipzig
Phone: +49 (0) 341 678 8440
www.ccl-leipzig.de

Social Venues

- 23 October**
- 9 Gewandhaus zu Leipzig Concert Hall**
Augustusplatz 8
04109 Leipzig
- 24 October**
- 10 Volkspalast**
Altes Messegelände
04103 Leipzig
- 25 October**
- 11 Glass Hall of Leipziger Messe**
(same address as official venue)





Contact: +49 (0)341 999 - 13555 · events@porsche-leipzig.com · www.porsche-leipzig.com

The only downside of this event location?

Constant distraction by sports cars.

Exclusive event and conference facilities, culinary highlights, exciting flanking programs – the Porsche Leipzig experience is far more than just a production site. It's where dreams take shape.



Useful Information

Press Centre

Sponsored by Nürnberg Convention



ICCA media members can use the ICCA Press Room, located in Banquet Room 2 on level 0, where computers, a printer and extra internet connections for laptops are available. The ICCA Press Kit, which includes an ICCA fact sheet, contact details of official ICCA spokespersons, photos of the ICCA Board of Directors, ICCA Logo's and ICCA's latest press releases is available in the Press Centre on the ICCA website.

ICCA members have the option to put hard copies of their latest releases in the press room. Please note that members can also post their press releases in the ICCA Member Press Releases section on the ICCA website, using a form in the My ICCA section.

WIFI

WiFi will be offered free of charge to all delegates throughout the venue. Please use the following user name and password:

Username: ICCA
Password: LEIPZIG

Spotme Coverage

Full Spotme service is available in all the meeting rooms and public areas of the venue. In all other areas delegates will be able to use the radar, spotting, note taking, business card exchange, browse the agenda, people list, maps and binder. However reception of messages and updates will be delayed until the participant returns to an area with coverage.



Spotme is sponsored by Mexico Tourism Board, Seoul Tourism Organization, Busan Convention & Visitors Bureau, RESTEC Events.



Emergency Information

Medical Centre: Medical emergency service at the venue
 Emergency number: +49 341 678 8888
 Police: 110
 Fire department: 112
 Ambulance: 112

Useful Information

Tour Desk

For questions regarding the Accompanying Guests' programme, the tours or local information, please visit the tour desk situated in the CCL reception area. The desk will be open: Friday 21 October from 12.00 – 18.00 hours, Saturday 22 October to Sunday 23 October from 08.00 – 18.00 hours, Monday 24 October to Tuesday 25 October from 08.30 – 18.00 hours, and Wednesday 26 October from 09.00 – 16.00 hours.

Currency

Germany's official currency is the Euro, Notes are issued in seven denominations from 5, 10, 20, 50, 100, 200 Euro though 500 Euro. Two coins with the value 1 and 2 Euros are circulated, and six coins representing fractional values of the Euro (cents) are circulated. You can exchange your foreign currency and travelers checks at German banks, exchange bureaux airports, railway stations, and major hotels. German Banks are usually open Monday through Friday, 8.30 a.m. – 6.00 p.m. They are closed on the weekend, but ATM machines are accessible 24 hours. Credit cards like Visa, MasterCard, and American Express are usually accepted.

Tipping

In restaurants and hotels, taxis or for other services, tipping is customary if you are pleased with the service. Approximately 10 % of the bill is a good guideline.

Smoking

The ICCA 2011 Congress is a non-smoking event and smoking is prohibited throughout the venue. However, for those who do not want to walk outside for smoking, there are a smokers' lounge and a smokers' terrace in the building.

Coffee Zones

Co-sponsored by

Greek Host Committee, ICCA Congress 2006, Rhodes

Canadian Host Committee, ICCA Congress 2008, Victoria

Free State of Saxony



Coffee will be available throughout the day, not only during networking breaks. There will be various Coffee Zones such as Business Partner Zone, Internet Café Zone, Business Exchange Zone and Silent Auction Zone.



**TIME IS THE SAME EVERYWHERE.
BUT NOT ALWAYS THIS APPEALING.**



Some of Saxony's attractions can be worn on your wrist. To experience all the others, you'll need to visit Saxony yourself. Watches from Glashütte are exclusive, precision masterpieces that are valued around the

world. The beauty, unique appeal and culture of the region have made many visitors lose track of time. For further information visit www.visitsaxony.com or www.saxonytourism.com (USA and Canada).

SAXONY. STATE OF THE ARTS.

Useful Information

The Business Partner Zone is located on Level +1, right outside Hall 1.
 The Internet Café Zone is spread around the Atrium of Level +1.
 The Business Exchange Zone is on Level 0, in front of Multi-purpose Area 1 and 2.
 The Silent Auction Zone is to be found in the centre section of Level 0, right in the Atrium.
 The Informal Meeting Coffee Zone is in front of Multi-purpose Area 3 and 4.

Silent Auction

The annual ICCA Silent Auction will once again take place during the 2011 ICCA Congress. Wonderful prizes have been donated from generous companies all over the world, and will be on display at the ICCA Silent Auction stand during the Congress. A Silent Auction Prize Guide with a detailed explanation of all prizes will also be available in the Spotme device handed out to all congress delegates.

Bids for each item are anonymous and the highest bid received by Tuesday 25 October 2011 at 15.00 local time (Leipzig, Germany) will win the prize. Winners will be notified by Spotme and can collect and pay for the prize(s) at the Silent Auction desk.

The ICCA Silent Auction is run in support of the ICCA Education Fund, previously known as the Ernst Stock Fund which was established in 1992 to create more educational opportunities for young people within the international meetings industry and help raise professional standards. The fund also financially supports the Forums for Young Professionals at EIBTM, AIME and CIBTM.

Business Exchange (BE)

All Business Exchange (BE) participants have a **(BE)** symbol printed on the bottom left hand corner of their badge. This will make it easier to identify other BE participants.

Business Exchange Coffee Area

A dedicated area will be available from Sunday 23rd October to Wednesday 26th October throughout the day in CCL, Level 0, in the Foyer in front of Multi-purpose Area 1 and 2. The area can be used as a meeting place, by BE participants, to exchange information.

Spotme and Meeting Point Business Exchange

The more high-tech approach is using the Spotme device which enables you to find, locate & contact other (BE) delegates on your short list of people you wish to talk to.

There will be a SpotMe introduction session on Sunday **23 October, 08.30 – 09.00**, in Hall 3 on level +1. There you will learn more about the Spotme device in general, including how to find the right people to talk to and how to set up a meeting.



The Spotme device will allow you to search for other BE participants. You can send messages, set appointments when and wherever you want. The official meeting point will be the Business Exchange Coffee Area. You can either retreat there to exchange information or elsewhere, the control lies in your hands!

Business Exchange preparation session

A Business Exchange preparation session will be held on **Sunday 23rd October, 10.30 – 11.00**. During this session you will be able to fine-tune your shortlist, if needed and ICCA staff will be available to assist you if necessary. Of course it is always better to prepare your shortlist in advance.

Business Exchange Session

The Business Exchange (BE) sessions will be held on Monday 24 October from 16.45–18.00 and on Tuesday 25 October from 16.00–18.00 in Hall 1, level +1. Tent cards will be used to separate the room into different sections and to indicate the rotation & size of the meetings being discussed e.g.; 'BE World/ International < 500' or 'BE Europe > 500'. This is done to give you and your Exchange partners a time and place to set up meetings with each other to talk about your leads and to share your information.

Please note; you are responsible for making your own appointments. BE participants are free to contact each other to exchange business throughout the Congress. You will not be provided with appointments. You can pre-schedule your meetings using the Spotme device. If you have any questions regarding the Business Exchange, please contact Michel Retz.

Meet the media

Monday 16.30 – 18.00, Multi-purpose area 2

This is your chance to meet ICCA's media members and discuss:

- story ideas which could provide coverage for your products, services or destination advertising campaigns: take advantage of special
- advertising rates that ICCA media members might offer their fellow members
- how the media can assist you in your direct marketing campaigns

Please check out the ICCA PR Kit Online, which you can access by logging in to the My ICCA section on www.iccaworld.com, to see the profiles of the different magazines, online news portals and E-newsletters that are published by ICCA media members to learn more about their readership, features, certification and advertising opportunities.

Useful Information

Public Transport Project

sponsored by I&MI Media



"Green Traffic" for lower emissions and more flexibility

Making transfers during the ICCA Congress in Leipzig more sustainable: this is the vision behind the "Green Traffic" project. The LAB Training Institute of the Leipzig Transport Company, Leipzig Trade Fair, and fairgourmet (Leipzig Trade Fair's catering company) have teamed up to make it happen. Trainees of all three institutions have closely worked together since April 2011, and they have come up with many creative ideas that will be part of the ICCA Congress in Leipzig.

These enthusiastic young volunteers form your "Green Traffic Crew", and they will be there to facilitate your daily use of public transport to commute between hotels, the venue, and other places. They designed special tram stops for ICCA delegates and planned special timetables with trams running more often than usual during peak times. They will guide you on your very short walk from the hotel to the closest tram stop – following the green footprints on the pavement. And they will be around to help you and provide you with information. A brochure with detailed information is part of your congress materials.

The "Green Traffic" project will be a benefit for everybody: By using public transport, you help to reduce the carbon footprint, and you have much more flexibility to design your individual congress day. Moreover, the project has been a precious teamwork exercise for the involved trainees of different companies. They have had a hands-on planning and organisation exercise which is useful for their future careers, and they have formed new friendships – among themselves, and with the international meetings industry.



Congress Charity

As in the past few years, the ICCA Congress has chosen a local charity. We feel it's important to give something back to the community where our congress takes place. Instead of handing out speaker gifts, a donation to the charity will be made on behalf of each speaker. There will be several opportunities for delegates to make a donation as well.

Since 2007, I&MI Media has been a loyal supporter of the congress charity. In 2007, 2008 and 2010 through sponsoring the I&MI Media Charity Golf Classic and in 2009 through a charity city walking tour. For the history of these events, please visit <http://miceplaces.com/charity/>.

This year, they are enabling another big donation to charity by supporting the new mobility concept as mentioned above. So this year, I&MI Media is supporting not only a charity but also sustainability!

This year's charity is the Children's Hospital in Leipzig. Please find below a message from Prof. Dr. Kiess, Director, Hospital for Children and Adolescents

In november 2009, the 48th ICCA Congress and Exhibition was held in Florence, Italy. It was a great honour for me to have been invited to participate in a lively and very stimulating round table discussion on the future of medical congresses and conventions. Modern electronic telecommunication systems, and new media applications, have emerged and facilitate data exchange and scientific discussions in all fields of medicine. Communication has become more rapid, global and almost omnipresent. However, it was the view of all participants, that medical conferences would still be needed and will be highly appreciated and frequented by the medical community and the pharmaceutical industry alike. Legal regulations and public views will have an impact on the organisation of medical conferences and the financial success of them. While the ICCA Congress, the first ever, that I had attended, was stimulating, new and exciting, it was my visit to Meyer Children's Hospital in Florence that finally exceeded all my expectations that I had had before travelling to the conference: the ICCA charity project 2009 supported work at the Children's Hospital of the University of Florence, the Meyer Children's Hospital. It was through ICCA that I was able to visit the hospital, nicely located in Florence in a typical Tuscany landscape with flowing hills and amidst a lush vegetation of rhododendron bushes, olive trees and grape plants. The CEO of the hospital as well as the medical staff lead by their director, Prof. Seminara, gave me a very cordial and amicable welcome and an extremely informative guided tour through the hospital. Their impressive units for example in the bone marrow transplant area and also in the general paediatric outpatient setting are leading facilities in Italy and Europe. In this year, 2011, ICCA has decided to devote their charity project yet again to the work of a Children's hospital: this year, their donations shall support work at our Hospital for Children and Adolescents of the University of Leipzig, in Leipzig, Germany, the host city of this year's ICCA conference. The hospital is now one of the leading paediatric facilities and one of the largest University Children's hospitals in Germany with more than 8000 in-patients treatments and more than 50,000 out-patients visits per year. Work is made possible through the support of clinical services by the German health insurance system, as well as through research support from the European Union, the German Research Council, the Federal Ministry of Science and Education and the State of Saxony. However, much help is needed in the area of psychosocial services, support of patient and family support facilities and also in the area of research in metabolic and endocrine sciences. I truly hope that ICCA will continue their charity projects in their host cities in the future especially for sick children and paediatric care. I would like to express my sincere gratitude for ICCA's help and support of our hospital !

Prof. Dr. Wieland Kiess, MD

Head, Dept. Women & Child Health, University Hospitals Leipzig Director,
Hospital for Children and Adolescents Professor and Chair, Dept. Paediatrics University of Leipzig

Useful Information

Technical Enhancements

Webcasting and virtual connectivity

sponsored by M:CON



Selected sessions will be available in full or edited formats for simultaneous or post-Congress viewing.

iPads

sponsored by the ICCA Italian Committee



A selection of this year's education sessions will feature group-working with more than 20 iPads thanks to the support of our Italian members, pre-loaded with customised content and a wide range of Apps. Sessions incorporating these tools will become a regular feature at future ICCA Congresses.



What's on?

Wondering what is going on?
Forgot in which room your session starts?
Keeping up with the buzz on twitter?

We are proud to provide our delegates with "What's On?". Our real-time and interactive program guide on your mobile phone, the screens throughout the venue and our website. You can see in one glance which sessions are in progress and how long they will last. Use our smart categories under the "Browse tab" to navigate to session you like. Did you try using Twitter yet? Get started at our Social Media Support Booth and use hash-tag #ICCA11. Read what other people are saying at the "Tweets tab" or take a glance at the screens. Use your mobile browser and surf to <http://congress.icca.mobi> right now!

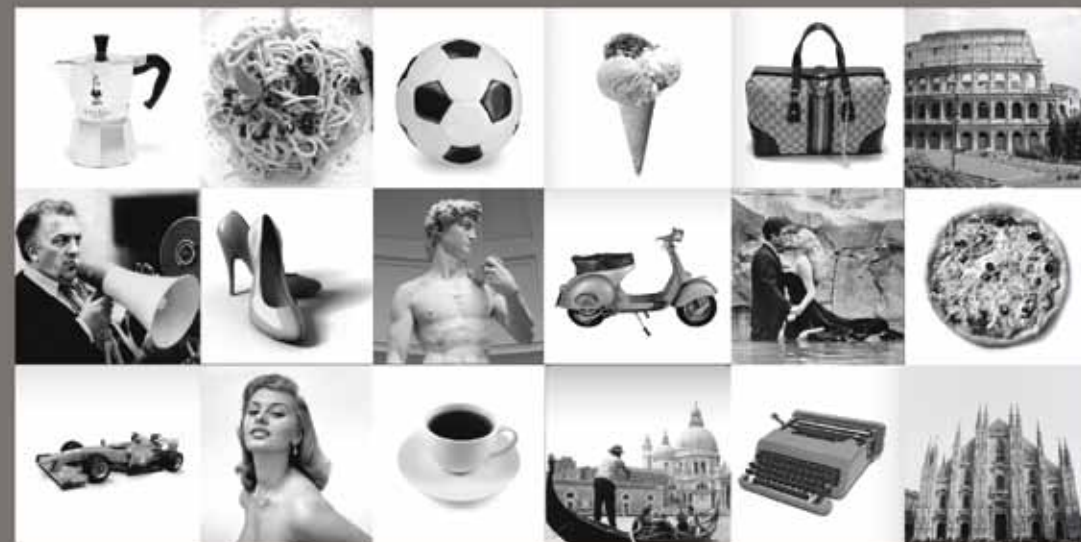
ICCA Online Performance Center powered by Meetings Mindset®

Another new feature is the ICCA Online Performance Center which allows users to set specific business goals via an Objectives Wizard, offers access to a variety of mental, physical and practical tips, tools and techniques to aid performance and finally encourages users to self-certify their performance after the event.



ICCA delegates are able to access the OPC via the ICCA congress website: the innovative and interactive online platform allows users to set specific business goals via an Objectives Wizard, offers access to a variety of mental, physical and practical tips, tools and techniques to aid performance and finally encourages users to self-certify their performance after the event.

Please come to the ICCA registration desk if you have any questions.



Proud to be the iPad sponsors, with a little Italian touch inside and outside!
Use it to make the most of your time at the 50th ICCA Congress 2011 in Leipzig.
ICCA Italian Committee

Social Media and the Congress

Just like last year ICCA will again use social media throughout the Congress. Below you'll find a short list of our social media activities. We encourage everyone to join in on the conversation. We look forward to hear your thoughts and ideas!

ICCA's official Social Media channels:

- ICCA's Twitter account can be found at twitter.com/iccaworld
- ICCA's Facebook account can be found at facebook.com/iccaworld
- ICCA's LinkedIn group is called ICCAWORLD
- ICCA's YouTube account can be found at youtube.com/iccaworld
- ICCA's Slideshare account can be found at slideshare.net/iccaworld

If you become or already are a fan of our Facebook page be sure to also visit the 50th ICCA Congress event page, especially made for the Congress. Let us and all others easily know you are attending with a click of a button!

Social interaction during the congress

- Want to tweet? ICCA's official hashtag during the Congress is #icca11
- Have photos, videos or comments you'd like to share? Be sure to become a fan of our Facebook page and easily upload the content yourself
- Use 4Square? Check into the 50th ICCA Congress event become the Mayor and win a fabulous prize
- Missed out on seminars? Get the presentations at our Slideshare account
- Want to watch videos on the Congress? Just visit our YouTube channel
- Want to know what other attendees are saying on social media about our Congress? Be sure to visit the Storify wall at the Congress!

Need help?

Be sure to visit our Social Media desk next to the Registration desk to get all the help you need when it comes to social media! Of course our Social Media Executive Raphael Kamp is also more than happy to give you some useful tips and insight knowledge on social media!

Sunday 23 October 2011



Welcome Event and Congress Opening at Gewandhaus Concert Hall 19.00 – 22.00

The world-famous Gewandhaus Concert Hall, which has seen conductors like Kurt Masur and Riccardo Chailly, will set the scene for the opening of the 50th ICCA Congress. Afterwards, delegates are invited to stay for food and drinks, and to make use of plenty of networking opportunities.

Dresscode: Choose a nice smart casual, to look good in one of the world's finest concert halls.

Monday 24 October 2011



CAT Night at the Volkspalast 19.00 – 23.00

Co-sponsored by CAT publications

Looking like an ancient Roman temple, the "edifice" was erected in 1913 and originally served as a Leipzig Trade Fair exhibition pavilion. Today it is a popular entertainment venue. The interior combines the building's old architecture with funky modern elements. The central dome is surrounded by chill-out areas. Thus, the Volkspalast will set a perfect scene for a really fun CAT Night.

Dresscode: Pick your best casual, or flashy partywear, to be comfortable during a night of games, dancing and fun.



Tuesday 25 October 2011



Gala Dinner at the Glass Hall 19.30 – 23.00

Sponsored by the Free State of Saxony

The Gala dinner will take place in the Glass Hall, a breathtaking barrel vault-shaped steel-and-glass construction, the landmark of the new Leipziger Messe Exhibition and Convention Centre. Look forward to an evening with culinary delights and cultural highlights.





Dress to Impress 2011: 1920s Cabaret style!

Sponsored by Headquarters Magazine

This year's Gala evening dress code follows a "retro" theme – smart & chic, glamorous & sleek, elegant-yet-fun, silk scarves & feather boas, spiced up with a little late-night decadence perhaps! Once more we invite ICCA delegates to show off their creative side by inventing their own interpretation of our theme.



Wednesday 26 October 2011



'Puerto Rico 2012' Reception at Congress Center Leipzig

17.00 – 18.00

Meet your hosts for next year's congress destination: San Juan, Puerto Rico – the "Rich Port City" as it was named by Spanish colonists in 1521. Get set to be a part of the 51st ICCA Congress on "The Island of Enchantment" in the Caribbean Sea which has been host of numerous important international events within the meetings and sports communities.

If you are still looking for a costume, please see below some addresses where you can rent outfits.

Kostümverleih Andreas Rohde

Birkenstr. 32
(Corner: Karl-Heine-Str.)
04177 Leipzig
Phone: +49 (0) 341 301 63 64
Leipzigpartyfuchs@t-online.de

Opening hours
We: 02.00 p.m. – 05.00 p.m.
We are very flexible with our opening hours – please just give us a call
www.kostuem-verleih-rohde.de/index2.htm

MDR-Fundus

(media city Leipzig)
Altenburger Straße 13
04275 Leipzig
Phone: +49 (0) 341 3500 2281
(or -83)
mdr-fundus@mca.de

Opening hours
Mo – Fr: 08.00 a.m. – 04.30 p.m.
(break: 12.30 p.m. – 01.00 pm)
www.mdrfundus.de/kostueme.html

Garderobe im Westwerk

(in Leipziger Westwerk)
Karl-Heine-Straße 87
04229 Leipzig
Phone: +49 (0) 177 6 24 83 71
garderobe@yahoo.de

Opening hours
Mo – Fr: 12.00 p.m. – 07.00 p.m.
Sa: 11.00 a.m. – 05.00 p.m.
www.garderobe-leipzig.de

Schneiderei und Kostümverleih

Etja Wahlstadt
(in Haus Engelsdorf, room 266)
Engelsdorfer Str. 396
04319 Leipzig
Phone: +49 (0) 341 6 51 66 33
etja.wahlstadt@kostuemverleih-leipzig.de

Opening hours
Mo, Tue, Thu: 08.30 a.m. – 12.30 p.m. and
02.00 p.m. – 06.00 p.m., We: closed
Fr: 08.30 a.m. – 02.00 p.m.
www.kostuemverleih-leipzig.de/kostuem-sub-2.html

Bettina Thüm KosThüm-s

Merseburger Str. 118
04177 Leipzig
Phone: +49 (0) 341 2562118
bettina.thuem@kosthuem-s.de

Opening hours:
Tu – Fr: 10.00 – 19.00
Sa: 10.00 – 15.00
www.kosthuem-s.de/

Spielzeugreparatur und Kostümverleih in Leipzig

Härtelstr. 25
04107 Leipzig
Phone: +49 (0) 341 96 08 686

Opening hours
Mo – Fr: 12.00 p.m. – 06.00 p.m.
www.spielzeug-reparatur.de/kostuemverleih

THE DOMINANT FORCE IN THE INTERNATIONAL EVENTS INDUSTRY

Accompanying Guest Programme

25

Leipzig, Germany 22-26 October 2011

in print

← **Association Meetings International:** the largest circulating magazine targeting secretaries-general of international associations, professional congress organisers, intermediary agencies and association management companies

→ **Meetings & Incentive Travel:** the U.K.'s leading magazine for meeting and incentive planners



on the web



← convention source.com

ConventionSource.com: a guide to international convention centres that can be accessed by every meeting planner in the world

← **Meetpie.com:** the hub site for the international events industry

Welcome Reception, Saturday 22 October, 17.30 – 19.00 hours

On Saturday from 17.30–19.00 hours, there will be a Welcome Reception for Accompanying Guests in the Lobby Area of The Westin. During this Welcome Reception, accompanying guests will be given the opportunity to meet each other and to be informed about all the exciting tours and activities.

General

The registration fee for accompanying guests includes 2 full day tours and 2 half day tours as well as all social events (Sunday, Welcome Reception; Monday, CAT night; Tuesday, Gala Dinner).

All bus tours include transport in air-conditioned coaches, English speaking guides and entrance fees. Guests are advised to bring refreshments on the half day tours. Lunch stops are arranged on the full day tours and included in the registration.

You will need to wear your badge at all times.

Meeting Point Tours

The tours on Sunday, Tuesday and Wednesday depart from the bus stop "Goethestraße" which is located right at the Leipzig Novotel, opposite the Central Railway Station. The tour on Monday starts in the Westin hotel. These meeting points can easily be reached by walking from all ICCA hotels, or by tram from the Vivaldi hotel.

For promotional opportunities, please email kkennedy@cat-publications.com or telephone +44 (0)1342 306706



Sunday, October 23

Meissen, city of the "white gold" – full-day bus tour

Departure: 09.00, Meeting point "Goethestraße" (Novotel, opposite central railway station) – End: 17.00

Even when approaching the city from a far distance, the skyline of Meissen bids you an impressive welcome with its landmarks: the castle mound with the tall belfries of the Cathedral, and Albrechtsburg Castle. The Cathedral which houses one of the most famous of the Wettin dynasty is seen as the epitome of Gothic style, while Albrechtsburg Castle is rated most important secular late-Gothic building in Germany. A visit to the National Porcelain Factory will take you to the cradle of chinaware production in Europe. Its story is associated with the alchemist Johann Friedrich Böttger, the inventor of the "white gold". Round off your excursion with a stroll down the romantic lanes of the historic city, and savour the excellent local wine.



Monday, October 24

Leipzig Zoo: Venturing into the Animal Kingdom – half-day walking tour

Meeting point: 10.00, The Westin Hotel – End: 14.00

Opened in 1878, The Leipzig Zoological Garden looks back on a long and proud tradition of animal keeping. It displays a great biodiversity and has firmly established itself as one of the city's most popular event and leisure venues. The Zoo covers about 225,000 m² and contains 6,700 animals of 900 different species. You can observe the animals in their natural habitats and you can experience their world with all senses. Your visit to Leipzig Zoo will turn into an unforgettable adventure. The natural animal habitats include the world's largest great apes enclosure Pongoland, the lion savannah Makasi Simba, the Tiger Taiga, the Elephants' Temple, Kiwara Savannah, and Gondwanaland which brings together the rain forests of three continents under the one roof. Leipzig Zoo takes seriously its responsibility for all animals and wants to win its visitors over to the protection of this world.



Tuesday, October 25

Dresden, the capital of Saxony – full-day bus tour

Departure: 09.00, Meeting point "Goethestraße" (Novotel, opposite central railway station) – End: 17.00

Dresden is a lovely work of art. Splendid palaces and world-famous art collections contribute to the city's charm just as much as the river Elbe and the beautiful surrounding landscapes. It was the Saxon King August the Strong who made Dresden a gem of Baroque architecture. Romantic art and music flourished throughout the 19th century. Today, Dresden is indeed a place of great artistic and musical tradition, but also one of Europe's modern high-tech locations. During your day trip to Dresden, you will see the Semper Opera, the Zwinger Palace, the "Frauenkirche" (Our Ladies' Church), and the Hofkirche Catholic Church. A stroll on the Brühl Terraces offers you a treat of fresh air and stunning scenic views.

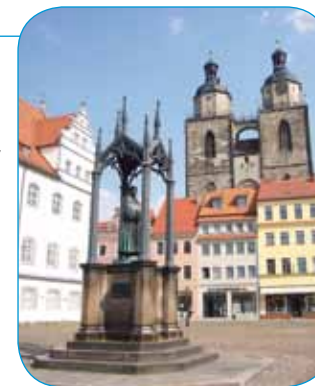


Wednesday, October 26

Wittenberg, in the foot-steps of the Reformation – half-day bus tour

Departure: 09.00, Meeting point "Goethestraße" (Novotel, opposite central railway station) – End: 14.00

Almost everything in Wittenberg reminds us of Martin Luther. There is the Castle Church with the famous door to which Luther nailed his 95 Theses, and with the tombs of Luther and Melancthon. There is the town church with the Cranach altar, there is Luther Hall, Melancthon's house, and the residential palace of the elector. All that has made Wittenberg world famous happened within just 20 years. The town's great story began in 1517 when Luther emerged with his 95 Theses, and it continued until 1546 when he was buried in the Castle Church. Shakespeare gave the town a place in world literature by having Hamlet study there. Visit the town known as the "Mother of the Reformation", and set off on the trail of the movement which was born here and has changed the world.



Optional Walking City Tour

Optional city tours are offered on Saturday morning and afternoon, and on Thursday morning free of charge to all delegates and accompanying guests.

Meet your guide at the Leipzig Tourist Information, Katharinenstraße 8 (next to the old town Hall) and walk through the historic old town inner city of Leipzig. St. Thomas Church, home to J. S. Bach's St. Thomas Choir, the Gewandhaus Concert Hall and the Opera testify to Leipzig's great musical tradition. St. Nicholas Church, a fine edifice with a bright and lofty interior, was the sparking plug to the "Peaceful Revolution" of 1989 which led to the Fall of the Berlin Wall and the unification of Germany and Europe. The old Market square features fine historic buildings of various styles, including the beautiful Renaissance old Town Hall which now houses a museum. The New Town Hall impresses with its heavy Wilhelminian early 20th century style. Strolling through the romantic lanes around the Old Market and through the elegant historic shopping arcades, you will discover many charming details.

Times for Walking City Tours:

Saturday 22 October: 10.00 – 12.00 and 15.00 – 17.00

Thursday 27 October: 10.00 – 12.00

Meeting Point: Leipzig Tourist Information, Katharinenstraße 8

If you want to book a bus tour or any other tour, you can visit the tour desk and book this onsite.

The Asisi Panometer Experience

For Accompanying Guests (booked on the Monday Accompanying Guests Programme):

The Monday Programme is extended with a visit of the Asisi Panometer Leipzig. The Programme will start at 10.00 a.m. at the Westin Hotel and first take you to the Zoo. A bus will pick you up afterwards and bring you to this breathtaking panoramic exhibition, created by Prof. Yadegar Asisi. A former gas storage building from the 19th century, carefully restored and reconstructed by Asisi Visual Culture GmbH, is the perfect framework for the world's largest 360° panorama. AMAZONIA – Yadegar Asisi's Magical Picture of Nature is the name of the current exhibition, showing the Rain Forest. The combination of modern technology and fittings in historical round brick buildings opens up a wide range of opportunities for creative concepts and is an impressive venues for unique events, concerts, galas, conferences, incentives, presentations, lectures and much more.

The visit will take one hour approximately and the bus will bring you then back to the Leipzig Zoo.

For Participants of the Congress:

The Asisi Panometer Leipzig, a breathtaking panoramic exhibition, created by Prof. Yadegar Asisi offers all participants throughout the entire congress a discounted entrance fee of 5€ (instead of 10 €) by showing the congress badge. A former gas storage building from the 19th century, carefully restored and reconstructed by Asisi Visual Culture GmbH, is the perfect framework for the world's largest 360° panorama. AMAZONIA – Yadegar Asisi's Magical Picture of Nature is the name of the current exhibition, showing the Rain Forest. The combination of modern technology and fittings in historical round brick buildings opens up a wide range of opportunities for creative concepts and is an impressive venues for unique events, concerts, galas, conferences, incentives, presentations, lectures and much more.

Asisi Panometer Leipzig, Richard-Lehmann-Straße 114, 04275 Leipzig

www.asisi.de/de/Panometer/Amazonien

Access: Tram No. 9 (Direction Markkleeberg-West);

get off at Stopp Richard-Lehmann-Str./Arthur-Hoffmann-Str.

The Porsche Experience

On the occasion of the 50th ICCA Congress, Porsche Leipzig offers guests an exclusive opportunity to experience Porsche's own world of emotion: through the exciting event programme, Co-Pilot Panamera.

Climb into the passenger seat and let the design and power of the new Panamera convince you. In the first step, a professional instructor will get you familiarized with the technical highlights of the car and then all that's left to do is fasten your seatbelt and hold on tightly. Several thrillingly fast laps on Porsche Leipzig's break-in and control track will give you the full car-racing experience. In addition we will grant you an exclusive look behind the scenes of the production line of the Panamera and the Cayenne on our factory tour.

This exclusive offer is available:

Saturday 22 October, 14.30 and Thursday 27 October, 14.30.

(Please note that the factory will be resting during the Saturday tour)

This offer is only valid for guests of the ICCA Congress and is available at the special price of **57,50 Euro** per passenger.

Payment will proceed in cash or creditcard on the day of the event, and 20 places are available for each date on a first come first serve basis. Please bring your ICCA credentials for proper verification.

To place a booking, please contact Porsche Leipzig by e-mail at visitor@porsche-leipzig.com or call +49 (0) 341 999 13588. The Saturday offer can be booked up until Friday 21 October, 15.00. Please contact Porsche until Wednesday 26 October, 15.00 to book a place for the Thursday date. Do remember to state your contact details including name, e-mail address, and phone number if you decide to book via e-mail.

Further Notes On the agreed date you may enter the Porsche premises by car at the "Kundenzentrum" (Customer centre) entry. Registering at the gate is possible at the earliest 10 minutes in advance of the programme. Sufficient visitor parking is available. For reasons of plant safety, only the bindingly reserved numbers of people are allowed to participate. We regret that people with pacemakers and children below the age of 16 cannot be permitted to enter the production area. Participants are prohibited from taking photographs and making other optical or audiovisual recordings, including the use of camera phones, in the vehicle production areas. For private use only, participants are authorised to take photographs and make other optical or audiovisual recordings, including the use of cameras phones, at the PLG Customer Centre.

Frequently asked questions are answered in the FAQ area at <http://www.porsche-leipzig.com/en/leipzigangebote/faq.aspx>. Of course you can also contact us if further questions arise. Porsche Leipzig looks forward to your visit!

Porsche Leipzig GmbH, Porschestraße 1, 04158 Leipzig

www.porsche-leipzig.com

Access: best use a cab

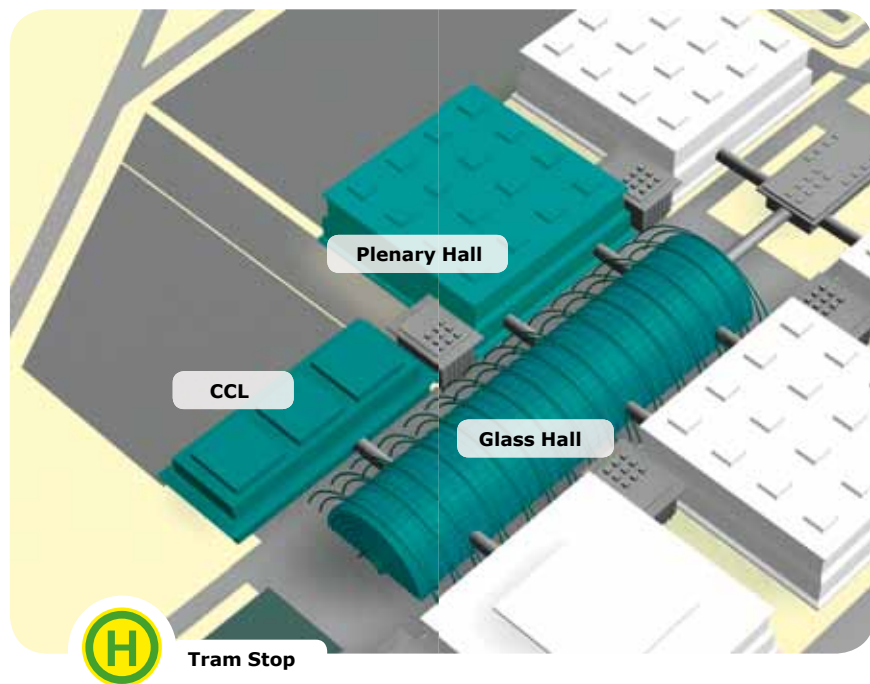
*in Glasgow
it's personal*

Glasgow:
Scotland with style®

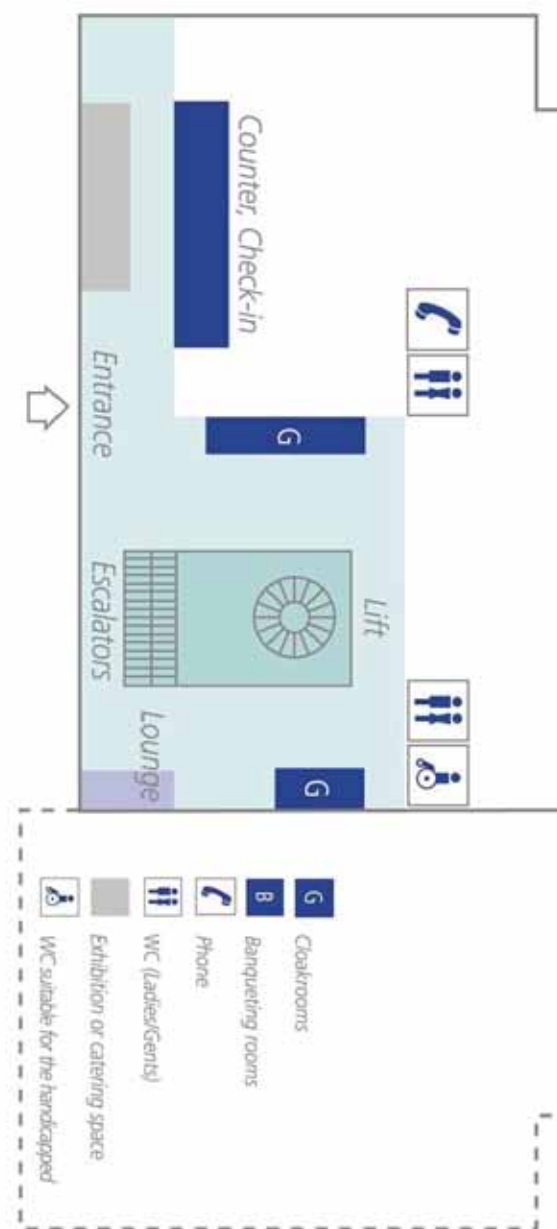
The Congress Center Leipzig

For the 50th ICCA Congress, three buildings of the Leipzig Trade Fair / CCL property will be in use.

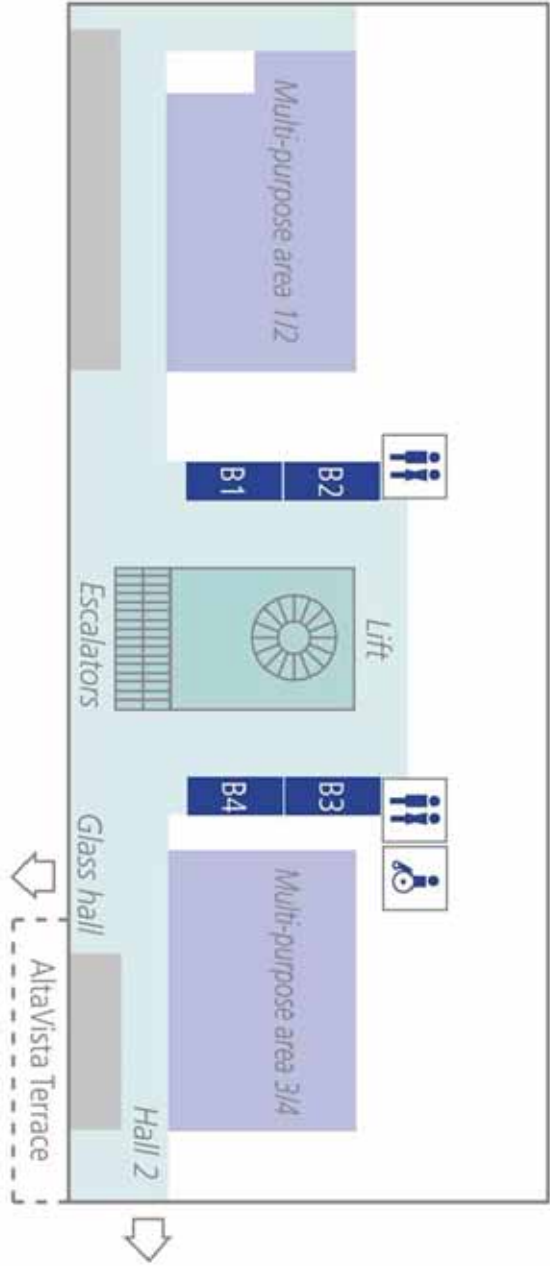
- Plenary sessions and main events will be held in the PLENARY (Exhibition Hall 2).
- Lunches and the Gala Dinner on Tuesday will be located in the GLASS HALL.
- All other sessions and facilities are located in the CCL building.



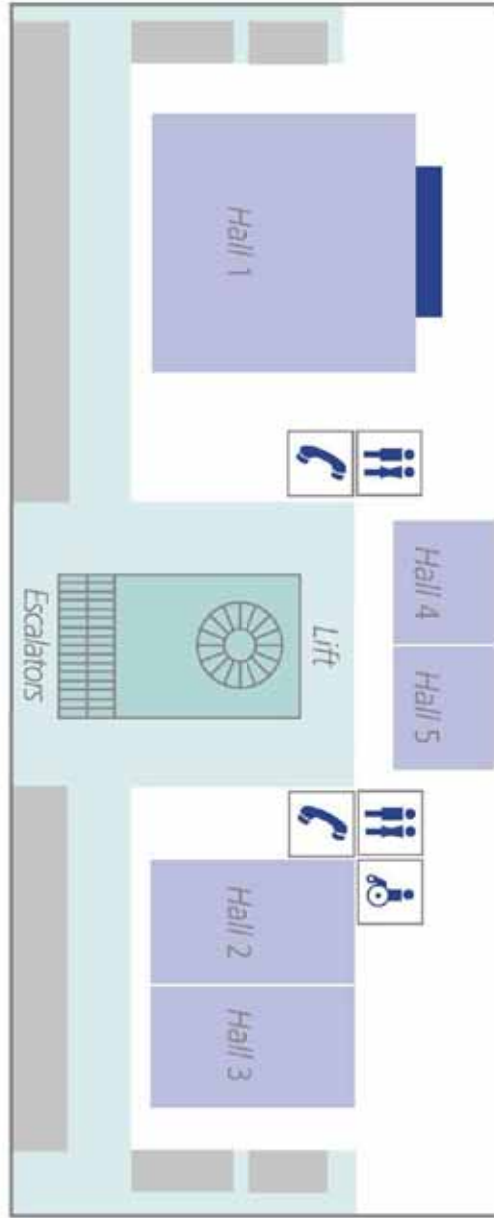
CCL Building: Level -1

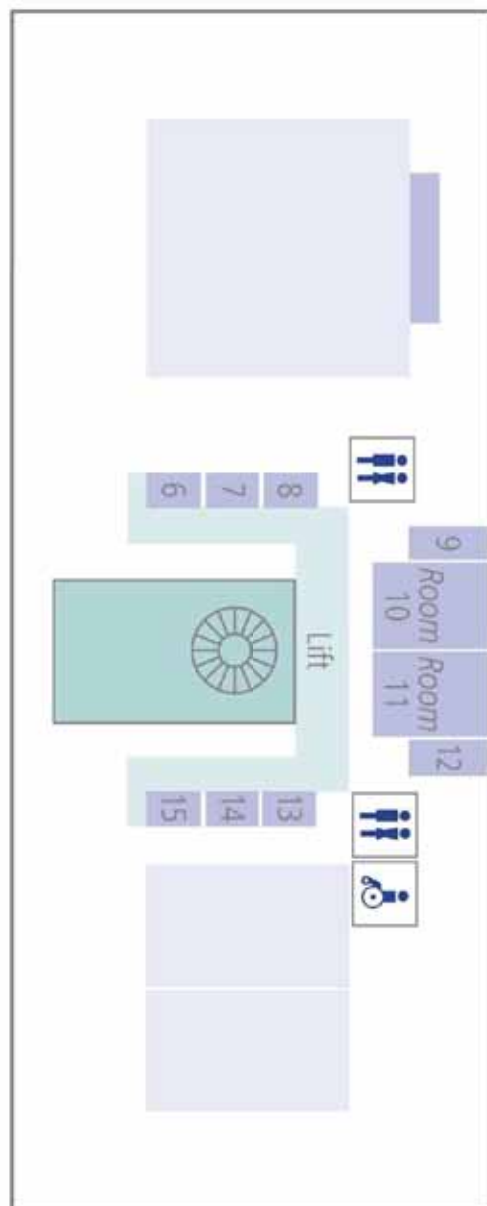


CCL Building: Level 0



CCL Building: Level +1





The registration desk and Spotme desk are allocated in the Congress Centre Leipzig Registration Area on the ground floor from Friday to Sunday. From Monday to Wednesday, they will be located on level 0.

Registration Desk Opening Times

Friday 21 October	12.00 – 18.00
Saturday 22 October	08.00 – 18.00
Sunday 23 October	08.00 – 18.00
Monday 24 October	08.30 – 18.00
Tuesday 25 October	08.30 – 18.00
Wednesday 26 October	09.00 – 16.00

The primary sponsor of this year's education programme is the Reed Exhibition's Global Meetings and Events Portfolio.



Continuing Education Contact Hours

Continuing Education Contact Hours (CECH) for the Certified Meeting Professional (CMP) Designation and Recertification.

ICCA supports the aims of the Convention Industry Council in promoting the CMP designation as a respected professional accreditation programme. CECHs are necessary for the submission of the CMP application and CMP re-certification. Education sessions applicable for CECHs will be indicated in Spotme, including the number of hours which can be obtained and the corresponding blueprint section. For more information on the CMP programme visit the Convention Industry Council website at www.conventionindustry.org

Spotme will be used to track which education sessions you have attended. You must be present for the full session in order to obtain your CECHs. After the congress, you will have access to your Spotme 'briefcase'. Here you will be able to view and print off a list of CECHs you obtained during the congress.

Expert Advice Appointments

Sponsored by International Confex

This important element in the congress programme will enable delegates to obtain practical solutions for their most important challenges and advice that is specifically designed for their individual needs and unlocks a tremendous expertise that exists within the ICCA membership. Delegates were able to book appointments with the experts online through the Online Networking System for the congress. Should you still wish to make use of this opportunity please visit the information desk for Expert Advice Appointments in Multipurpose Area 3/4 to check the availability of the experts and further instructions on how to book an appointment through Spotme.



Research One on One Appointments

In an intensive half an hour you will have the opportunity to sit with one of ICCA's experienced Researchers and together make & save a selection of potential business profiles for you to work on when you return to the office. For the experienced user we offer the possibility to focus on new developments, sophisticated search options, and creative uses of the available data. We promise to answer (almost) every question you might bring to this session, so please don't be shy!

Delegates were able to book appointments with the researchers online through the Online Networking System for the congress. Should you still wish to make use of this opportunity please visit the registration desk for instructions on how to book an appointment. The research One on One Appointments take place in Multipurpose Area 1.

Friday 21 October

08.00 – 23.00	Transfers from airport to official hotels
12.00 – 18.00	Registration

Saturday 22 October

08.00 – 23.00	Transfers from airport to official hotels
08.00 – 18.00	Registration
10.00 – 12.00	Optional City Tour
15.00 – 17.00	Optional City Tour
15.00 – 17.30	First Time Attendees Introduction Programme
17.30 – 19.00	ICCA Board of Directors Welcome Drinks for First Time Attendees
17.30 – 19.00	Accompanying Guests Welcome Reception

Sunday 23 October

08.00 – 23.00	Transfers from airport to official hotels
08.00 – 18.00	Registration
08.30 – 09.00	Business Exchange Introduction Session
09.00 – 17.00	Accompanying Guest Tour
09.00 – 10.30	Sector Meetings
10.30 – 11.00	Networking Break + Business Exchange Preparation
11.00 – 12.00	Sector Education
12.00 – 13.15	Lunch
13.15 – 14.15	Sector Education
14.15 – 14.45	Networking Break + Business Exchange Preparation
14.45 – 16.15	Chapter Meetings
16.15 – 16.30	Networking Break
16.30 – 18.00	ICCA General Assembly
19.00 – 22.00	Official Opening & Welcome Reception

Monday 24 October

Whole day	Expert Advice Appointments/Research One on One Appointments
09.00 – 10.30	Education Set
10.00 – 14.00	Accompanying Guest Tour
10.30 – 11.00	Networking Break
11.00 – 12.30	Education Set
12.30 – 14.00	Lunch <i>Sponsored by IMEX</i>
13.30 – 16.30	Outside the Box
14.00 – 15.00	Education Set part 1 (2 hour sessions)
15.00 – 15.30	Networking Break
15.30 – 16.30	Education Set part 2
16.30 – 16.45	Networking Break
16.45 – 18.00	Business Exchange/Fringe Meetings/Meet the media
from 18.45	Running shuttles from hotels to CAT Night venue
19.00 – 23.00	CAT night
22.00 – 01.00	Running shuttles back to hotels

Tuesday 25 October

Whole day	Expert Advice Appointments/Research One on One Appointments
09.00 – 17.00	Accompanying Guest Tour
09.00 – 10.30	Best Marketing Award
10.30 – 11.00	Networking Break
11.00 – 12.30	Education Set
12.30 – 14.00	Lunch <i>Sponsored by Congress Center Mainz, the Congress Centers Rhein-Main and Rhein-Main Wine growers</i>
13.30 – 16.00	Outside the Box
14.00 – 15.30	Education Set
15.30 – 16.00	Networking Break
16.00 – 18.00	Business Exchange/Fringe Meetings
from 18.30	Running shuttles from hotels to Gala Dinner venue
19.30 – 23.00	Gala Dinner
22.00 – 01.00	Running shuttles back to hotels

Congress at a Glance

Wednesday 26 October

Whole day	Expert Advice Appointments/ Research One on One Appointments
05.00 – 21.00	Transfers from venue/official hotels to airport
09.00 – 14.00	Accompanying Guest Tour
09.30 – 10.30	Copenhagen Lecture
10.30 – 11.00	Networking Break
11.00 – 12.30	Education Set
12.30 – 14.00	Lunch <i>Sponsored by Prague Convention Bureau</i>
13.30 – 16.00	Outside the Box
14.00 – 15.30	Education Set
15.30 – 16.00	Networking Break
16.00 – 17.00	Closing Session
17.00 – 18.00	Next Destination Reception

Thursday 27 October

05.00 – 21.00	Transfers from official hotels to airport
10.00 – 12.00	Optional City Tour

Monday lunch sponsor:



Tuesday lunch sponsor:



Wednesday lunch sponsor:



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www.aime.com.au

www.ibtmevents.com

Organised By

Reed Travel Exhibitions®

Time	Description	Floor	Room
08.00 – 23.00	Transfers from airport to official hotels		
08.00 – 18.00	Registration	-1	Registration Area
10.00 – 12.00	Optional City Tour		
15.00 – 17.00	Optional City Tour		
15.00 – 17.30	First Time Attendees Introduction Programme	+1	Hall 1
17.30 – 19.00	ICCA Board of Directors Welcome Drinks for First Time Attendees	+1	Foyer outside Hall1 and Atrium
17.30 – 19.00	Accompanying Guests Welcome Reception	Westin Hotel, Lobby Area	

First Time Attendees Introduction Programme, 15.00–17.30

First Time Attendees Meeting: Hall 1, Level +1, CCL

First Time Attendees Reception: in front of Hall 1 and Atrium, Level +1, CCL

A Warm Welcome to First Time Attendees

Sponsored by Meetings Mindset



You are not alone! There are at least another 200 people in the same boat as you. All First Time Attendees just like you!

A room full of strangers is not an uncommon setting for people in business. That room is also often a haven of golden opportunities for business networking, initiating new contacts and seeding new relationships.

This is the aim of not only the First Time Attendees session on the Saturday but of the entire Congress, to enable you to seize these golden opportunities and enable you to return to your homes with new knowledge, new solutions, new business contacts and new friends!

The Saturday session is split into 2 sections. In the first half you'll be introduced to the fantastic association that is ICCA – the people behind it and how to make the most of membership. Membership, as well as congress attendance, brings a host of business opportunities and here you'll learn how to make the most of what's on offer

The second half of the session focuses on your personal performance at Leipzig and is delivered by Meetings Performance Consultant and Founder of Meetings Mindset® – Jon Bradshaw. Participants are the most important part of any meeting and in this interactive and light hearted session attendees will be asked to get curious about their mental, physical and practical performance and be offered an array of tips and techniques to maximise their on-site performance.

You will find that ICCA's culture is one where experiences, skills, ideas and even business leads are passed on freely between members so, to benefit from this unique culture, it is essential to be able to interact with your fellow professional right from the start. After this session you'll be fully prepared, ready to have an exceptional, fulfilling and profitable congress experience.

Mentors

A select group of experienced ICCA members has volunteered to devote some of their time to provide advice and guidance for First Time Attendees. They will certainly be present at the Introduction Programme on Saturday, however you are also more than welcome to approach them during the entire Congress and even get in touch with them after the event. Please do make use of their generosity and ask them any questions you might have.

Programme at a Glance: Sunday 23 October

Time	Description	Floor	Room
08.00 – 23.00	Transfers from airport to official hotels		
08.00 – 18.00	Registration		
08.30 – 09.00	Business Exchange Introduction Session		
09.00 – 17.00	Accompanying Guest Tour		
09.00 – 10.30	Sector Meetings – Internal Business		
	Destination Marketing Sector	+1	Hall 1
	Meetings Management Sector	+1	Hall 2
	Meetings Support Sector	0	Multipurpose area 2
	Transport Sector	+2	Seminar Room 8
	Venues Sector	0	Plenary
10.30 – 11.00	Networking Break + Business Exchange Preparation		
11.00 – 12.00	Sector Education Set (SE1)		
	SE101: Funding for destination marketing in times of financial turmoil	+1	Hall 1
	SE102: Venues	0	Plenary
	SE103: Reputation Management Part 1	+1	Hall 3
	SE104: Meetings Management: VAT	+1	Hall 2
12.00 – 13.15	Lunch		
13.15 – 14.15	Sector Education Set (SE2)		
	SE201: Use of social media in destination marketing	+1	Hall 1
	SE202: Venues	0	Plenary
	SE203: Reputation Management part 2	+1	Hall 3
	SE204: Meetings Management: Sponsorship	+1	Hall 2
	SE205: Do ICCA members really know what industry we all belong to?	+1	Hall 4
14.15 – 14.45	Networking Break		

Time	Description	Floor	Room
14.45 – 16.15	Chapter Meetings		
	African	+2	Lecture Room 11
	Asia Pacific	+1	Hall 1
	Central European	0	Plenary
	France – Benelux	+1	Hall 2
	Iberian	+1	Hall 3
	Latin American	+2	Seminar Room 6/7
	Mediterranean	+2	Lecture Room 10
	Middle East	+2	Lecture Room 9
		North American	+1
	Scandinavian	0	Multi-purpose area 2
	UK/Ireland	+1	Hall 5
16.15 – 16.30	Networking Break		
16.30 – 18.00	ICCA General Assembly	0	Plenary
19.00 – 22.00	Official Opening & Welcome Reception		Gewandhaus zu Leipzig

Sector Meetings, 09.00 – 10.30

Delegates attend their sector meeting during this time to discuss internal business matters. The agendas for these meetings have been set by the Chairpersons and volunteer working groups, to address some of the big issues which concern members in each Sector.

Internal Meetings Support Sector meeting with a twist

Meetings – The Appliance of Science

Chairperson: Bart Heinrichs, Parthen The Meeting Services Company, Netherlands

Speaker: Jonathan Bradshaw, The Meetology Group, United Kingdom

What can you do to stimulate your own creative thinking? How can you change delegate behavior throughout the Congress? What music will relax you or what game will inspire you to think outside the box? Come to this session and find out! The session is taking place in a specifically designed meeting room based on the findings from scientific research into maximising human behaviour, creativity and performance. It has been created in collaboration with Meetings Performance Consultant Jonathan Bradshaw who, in conjunction with a team of psychologists, speaks, writes, researches and consults on Meetology® – the science behind effective meetings (www.meetology.com).

Sector Education Set 1, 11.00 – 12.00

Please note that during the Sector education sessions, delegates are free to attend any Sector meeting whose agenda is relevant to their business needs, and are not required to only attend the meeting of the Sector to which their company belongs. Some agenda items are specific to the Sector members, but many items have a broader dimension that will be of interest to a wide range of members.

SE101: Funding for destination marketing in times of financial turmoil
Hall 1, level +1

Moderator: Gary Grimmer, CEO, GainingEdge, Australia

Panel: Eric Bakermans, Marketing Manager Meetings and Conventions, The Netherlands Board of Tourism & Conventions, The Netherlands
Jill Henry, CEO, Sarawak Convention Bureau, Malaysia
Anna Gorska, CEO, Gdansk Convention Bureau, Poland
Martin Winter, CEO, Gold Coast Tourism, Australia

Description: In times of financial turmoil Convention Bureaux face financial cutbacks by governments or in some cases the government decides to increase their funding in order to boost convention arrivals in their destination. During this session we will have practical case studies in which members will be presenting different funding models to show how they cope with the financial crisis. This will be followed by round table discussions.

SE102: ICCA and the Venues Sector – how do you maximize the value of ICCA membership in your region?

Plenary, level 0

Moderators: Sian Thomas, Director of Group Sales, The Address Hotels and Resorts, United Arab Emirates
Alec Gilbert, Chief Executive, Adelaide Convention Centre, Australia

Description: See Spotme programme

SE103: Reputation Management Part 1 (under auspices of Meetings Management Sector and Transport Sector)

Hall 3, level +1

Speaker: Roy Sheppard, Conference Moderator Relationships Author and Speaker, RoySpeaks.com, UK

Description: How do my personal actions impact my company's reputation in today's business climate? In today's world of internet and social media do I have any control over my company's reputation? What can I do once my reputation has been damaged? How do I build a strong reputation/brand? Answer to these and many more questions will be offered by, Roy Sheppard, conference moderator, MC, facilitator, link presenter, speaker and writer.

SE104: Meetings Management: VAT

Hall 2, level +1

Moderators: Francesca Manzani, Business Manager, AIM Group International, Italy
Miranda Ioannou, Managing Director, SCS Ltd., Cyprus

Description: See Spotme programme

Sector Education Set 2 (SE2), 13.15 – 14.15

SE201: Use of social media in destination marketing

Hall 1, level +1

Speaker: Lykke de Vries, CEO, De Ondernemer, The Netherlands

Description: By now it is pretty obvious that Social Media is playing a prominent role in marketing, but that role depends on your business and how it best fits the needs of your business. Lykke de Vries, a social media Expert, will take you through the various aspects of Social Media from Convention Bureau point of view and explain how to create and implement a social media strategy in your marketing campaign.

SE202: Venues
National Convention Bureaux – what’s the venue perspective on the role they should play?

Plenary, level 0

Moderators: Sian Thomas, Director of Group Sales, The Address Hotels and Resorts, United Arab Emirates
 Alec Gilbert, Chief Executive, Adelaide Convention Centre, Australia

Description: See Spotme programme

SE203: Reputation Management Part 2

Hall 3, level +1

Speakers: Roy Sheppard, Conference Moderator Relationships Author and Speaker, RoySpeaks.com, UK
 Hans Kanold, CEO, Safehotels Alliance AB, Sweden

Description: Following Part I of Reputation Management in Part II we will focus on practical examples from ICCA members who have built a strong reputation or had to deal with damaged reputation, what challenges they have been facing, what solutions have been found. Hans Kanold from Safehotels Alliance will also give some practical tips on what to do to restore a reputation once it has been damaged.

SE204: Sponsorship and the changing world of sponsorships – challenges in securing funding for association events

Hall 2, level +1

Moderators: Francesca Manzani, Business Manager, AIM Group International, Italy
 Miranda Ioannou, Managing Director, SCS Limited, Cyprus

Description: See Spotme programme

SE205: Do ICCA members really know what industry we all belong to?

Hall 4, level +1

Moderator: Gary Grimmer, CEO, GainingEdge, Australia

Panel: Sus Nygaard, Meeting and Convention, SAS, Denmark


Roger Kellerman, Publisher, Meetings International, Sweden

Jurriaen Sleijster, Executive Vice President, MCI (INCON Group), Switzerland

Description: We often claim we’re not part of the Tourism Industry – but sometimes it suits us to join the Leisure crowd when they get lots of political attention! We want to be part of the Knowledge Industry, but do we understand what that really means, and are we working with the right partners to achieve this? Do our hotel members think of themselves more as being in the Hospitality Industry than in the Meetings Industry? Are our Meetings Management colleagues part of the Project Management Profession? How do we turn our industry’s fragmented nature into a strength and not a curse?

Join this high-level moderated discussion if you’re interested in finding intellectually-satisfying answers to these and other related questions. But take note: this isn’t just an empty academic exercise – in terms of our advocacy effectiveness and ability to attract young talent, we need to be speaking with one voice, with a clearly articulated message and identity, something we all too frequently fail to achieve. Help us turn this situation around!

Programme at a Glance: Monday 24 October

Time	Description	Floor	Room
Whole day	Expert Advice Appointments Research One on One Appointments		
09.00 – 10.30	Monday Education Set (ME1)		
	ME101: Convention 2020 – latest research findings	+1	Hall 1
	ME102: International characteristics of the German corporate meetings market	+1	Hall 2
	ME103: Hands-on meetings-related Apps workshop	+1	Hall 3
	ME104: Africa! Africa! – The new frontier for international association development	0	Multi-purpose area 2
	ME105: Doing business in Russia or with Russians	+1	Hall 4
	ME106: What's happening in the world of exhibitions and trade show organisers	+1	Hall 5
	ME107: Introductory ICCA Data Workshop	0	Multi-purpose area 1
10.00 – 14.00	Accompanying Guest Tour		
10.30 – 11.00	Networking Break		
11.00 – 12.30	Monday Education Set (ME2)		
	ME201: Memory Edge – Building total recall	+1	Hall 1
	ME202: Changing gears to change lives: 5500km, 51 days, 9 countries, 1 bike	+1	Hall 2
	ME203: Managing Mindsets – Cooperating effectively across borders, businesses and professions	+1	Hall 3
	ME204: New models for collaboration and representation	0	Multi-purpose area 2
	ME205: The old marketing rules are broken: time to buy into guerrilla marketing, buzz marketing, viral marketing, crowd-sourcing, and word-of-mouth marketing	+1	Hall 4
	ME206: Measuring the economic impact of meetings – overview of progress around the world	+1	Hall 5
12.30 – 14.00	Lunch Sponsored by IMEX 		

Time	Description	Floor	Room
14.00 – 15.00	Monday Education Set 3 (ME3) – part 1 (2 hour sessions)		
	ME301: Fundamentals of international association bidding	+1	Hall 1
	ME302: Communication strategies following major disasters and negative media coverage	+1	Hall 2
	ME303: Fundamentals of PR and implications of modern technology and social media	+1	Hall 3
	ME304: Meet, Greet and Prosper	0	Multi-purpose area 2
	ME305: New tricks for old dogs: understanding your young staff and clients	+1	Hall 4
	ME306: Practical presentation skills	+1	Hall 5
13.30 – 16.30	Outside the Box ME307: Outside the Box: Emotional communication: how Porsche motivates its employees and connects with its customers		Porsche Leipzig GmbH Meeting point: CCL Registration Area
15.00 – 15.30	Networking Break		
15.30 – 16.30	Monday Education Set 3 (ME3) – part 2		
16.30 – 16.45	Networking Break		
16.45 – 18.00	Business Exchange /Monday Fringe Meetings (MFM) / Meet the media MFM01: Advanced memory techniques	+1	Hall 2
	Business Exchange Session	+1	Hall 1
	Best Cities Meeting	+2	Lecture room 9
	Australian Committee Meeting	+2	Lecture room 10
	Certain Meeting	+2	Lecture room 11
	JMIC meeting	+2	Lecture room 12
	World PCO Alliance	+2	Office 2
	Global Congress Centre Alliance	+2	Office 3
	Destination Marketing Sector survey Working Group	+2	Seminar Room 6/7

Programme at a Glance: Monday 24 October

Time	Description	Floor	Room
	Meet the Media	0	Multi-purpose area 2
	German Committee Meeting	+1	Hall 4
	poster session on Academic Research	0	Foyer
from 18.45	Running shuttles from hotels to CAT night venue		
19.00 – 23.00	CAT night		Volkspalast
22.00 – 01.00	Running shuttles back to hotels		

Programme Details: Monday 24 October

Monday Education Set 1 (ME1), 09.00–10.30

ME101: **Convention 2020 – latest research findings**

Hall 1, level +1

Speaker: Rohit Talwar, BA, MBA, Chief Executive, Fast Future, United Kingdom

Format: Presentation

Audience: General interest.

Description: This major research project into anticipated trends and major future influences on the meetings industry is now in its second year. Hear the latest findings from project leader Rohit Talwar.

ME102: **International characteristics of the German corporate meetings market**

Hall 2, level +1

Moderator: Wolfgang Kerkhoff, Senior Partner/Managing Director, EUROKONGRESS GmbH, Germany

Panel: Johanna Fischer, Managing Director, tmf dialogmarketing GmbH, Germany
Klaus Scherer, Managing Director, Scherer Werbung GmbH, Germany
Claudia Schulze Pröbsting, recent graduate from Hochschule Osnabrueck University of Applied Sciences, Germany

Format: Panel presentations + discussion

Audience: Strategists, marketers and sales executives responsible for corporate meetings.

Description: The German economy is the strongest in Europe and German companies have developed some of the world's leading global brands. This session explores how the German corporate meetings market is structured and evolving, the different international dimensions of these meetings in terms of content, participation, and choice of location, and of course how to win more business from this segment.

ME103: **Hands-on meetings-related Apps workshop**

Hall 3, level +1

Workshop leader: John Martinez, CEO, Shocklogic Global Ltd., United Kingdom

Format: Round table group working

Audience: Particularly relevant for delegates without much experience of using such Apps.

Description: Delegates will be introduced to a wide range of custom-designed and off-the-shelf Apps, which will be pre-loaded onto iPads (one per table) and used for group study and discussion.

- ME104: Africa! Africa! – The new frontier for international association development**
Multi-purpose area 2, level 0
- Speaker/Moderator:** Marcel Vissers, Editor in Chief, Headquarters & MIM Europe Magazines Meeting Media Company, Belgium
- Panel:** Ben Asoror, Marketing Manager, The Kenyatta International Conference Centre, Kenya
Nomasonto Ndlovu, Global Manager, Business Tour, South African Tourism: Convention Bureau, South Africa
Dr. David Otieno, Chairman, Kenya Society of Anaesthesiologists, Kenya
- Format:** Presentation + panel discussion + round tables
- Audience:** Particularly relevant for Meetings Management companies interested in boosting African participation in their events, and for any delegates interested in hosting or organising association events in Africa.
- Description:** Marcel Vissers of HQ Magazine is launching the initial results of a brand-new study run in partnership with South African Tourism into the current status and prospects for growth in the African association market. This will be complemented by a panel of ICCA members from different African countries who will discuss the challenges and opportunities represented by the fast-emerging African association meetings market. ICCA has dramatically increased the number of African associations on its database in recent years, but we are convinced there is significantly more untapped potential. This session is designed to identify just how great that potential is.
- ME105: Doing business in Russia or with Russians**
Hall 4, level +1
- Moderator:** Tom Hulton, Director International Relations, IMEX, United Kingdom
- Panel:** Andrey Zhukovsky, Chairman, RussCom Solutions, Russia
Sergei Alexeev, Director General, Lenexpo, Russia
Gernod Loose, Saxacon DMC, Germany
- Format:** Panel discussion + Q&A
- Audience:** Delegates responsible for organising events in Russia or for attracting Russian attendance to international events.
- Description:** Hear from Russian ICCA members and individuals from other countries who have many years doing business in Russia about the challenges and opportunities represented by this dynamic, fast expanding, yet not well-understood market, including Russian business culture, organisational structures, and practical advice on negotiating and marketing.

- ME106: What's happening in the world of exhibitions and trade show organisers**
Hall 5, level +1
- Moderator:** Aloysius Arlando, Chief Executive Officer, Singex Venues Pte. Ltd Singapore Expo, Singapore
- Speakers:** Paul Woodward, Managing Director, UFI, the Global Association of the Exhibition industry, France
Barbara Weizsäcker, Director Public Affairs, Messe Frankfurt GmbH, Germany
- Format:** Presentations + discussion
- Audience:** General interest.
- Description:** UFI CEO Paul Woodward will share the latest research into this market sector, including data not generally accessible, including supply-side developments, regional growth and variations, changing practices and formats. Delegates will have the opportunity to discuss how their own experiences match up to these trends and predictions. In addition a senior representative from Messe Frankfurt GmbH will explain why they've decided to invest €300,000 annually through the Goethe University Frankfurt on scientific research into exhibitions.
- ME107: Introductory ICCA Data Workshop**
Multi-purpose area 1, level 0
- Session leaders:** ICCA Data Researchers
- Description:** The introductory workshops will reveal how to search for both potential and already confirmed business in the ICCA Association Database, and how to use this information to your advantage. For beginners.
For specific questions, or advanced research matters, you can book a half-hour one-on-one session with a researcher via the Online Networking System.

Monday Education Set 2 (ME2), 11.00–12.30

ME201: Memory Edge – Building total recall

Hall 1, level +1

Speaker: Bob Gray, Bob Gray, CSP HoF, Memory Consultant, Memory Edge, Canada**Format:** Presentation**Audience:** General interest.**Description:** Do you forget the names of clients just after you meet them? Are you envious of competitors and colleagues whose memories seem never to fail them? Are you lost without your Blackberry to help remind you what you're meant to be doing next? If so, this session could revolutionise your mental capacity! Bob last spoke at our Congress in 2009 and generated unanimously superb evaluations for his entertaining and career-enhancing session. On Monday afternoon he'll be offering an advanced follow-up session for those who have attended this first session. This session is ideal for those who have not seen Bob before.**ME202: Changing gears to change lives: 5500 km, 51 days, 9 countries, 1 bike**

Hall 2, level +1

Speaker: Jonathan Bradshaw, Meetings Performance Consultant, United Kingdom**Format:** Presentation**Audience:** General interest.**Description:** Hear how a personal challenge can generate powerful lessons in management, marketing, motivation, teamwork, decision-making, human nature, and smashing through barriers to success. Jon's epic journey started after his brother-in-law suffered severe brain damage in a cycling accident, but evolved into an inspiring journey filled with lessons for business and personal growth.**ME203: Managing Mindsets – Cooperating effectively across borders, businesses and professions**

Hall 3, level +1

Speaker: Danaë Huijser, Owner, CMC-Culture & Management Consulting, The Netherlands**Format:** Presentation + round table discussions**Audience:** Delegates who regularly deal with clients from different cultural backgrounds or who work as part of a multicultural team.**Description:** Danaë Huijser consults with numerous multinational companies to help their senior executives understand one another and work together more effectively, and to deal with clients or suppliers from a wide variety of business cultures. In this session she will provide a practical framework for meeting professionals to develop this same skill-set.**ME204: New models for collaboration and representation**

Multi-purpose area 2, level 0

Moderator: Michel Couturier, CDME, President, Marketing Challenges International Inc., USA**Speakers:** Elliott Ferguson, President and CEO, Washington, DC Convention & Tourism Corporation, USA

Pieter Idenburg, CEO, Suntec Singapore International Convention and Exhibition Centre, Singapore

Linda Pereira, Consultant, The Venetian Macao, China P.R.

Brendon Elliott, Vice President, Sales & Marketing, The Venetian Macao, China P.R.

Format: Case studies + round table discussions**Audience:** Delegates responsible for strategic decision-making.**Description:** Three detailed case studies on new initiatives followed by an opportunity to discuss other collaborative projects and ideas that delegates are adopting or considering.**Case study 1:** Acting as a commercially-rewarded sales agent for your competitors. Singapore Suntec and Adelaide Congress Centre.**Case study 2:** Providing proactive access to your local international clients to receive the same benefits from a rival destination – the Brussels and Washington DC experience.**Case study 3:** Using a PCO as your venue's long-haul regional ambassador – the Venetian Macao and CPL Events from Portugal.**ME205: The old marketing rules are broken: time to buy into guerrilla marketing, buzz marketing, viral marketing, crowdsourcing, and word-of-mouth marketing**

Hall 4, level +1

Moderator: Urs Haeusler, Head of Sales, amianto AG, Germany**Speaker:** Lykle de Vries, CEO, De Ondernemers BV, The Netherlands
Kate Schmitt, Social Media Manager, webguerillas AG, Germany**Format:** Presentations + moderated discussion**Audience:** General interest, particularly relevant for marketing specialists.**Description:** This session will explain why it's so important to understand these concepts, to see how they fit into the changing mobile and social media environment, and to identify what steps you can take to quickly incorporate them into your own marketing, drawing on great examples from a wide range of industries. Re-design your marketing plans, throw out your old traditional Marketing Mix thinking, and create some new approaches to presenting your services and engaging effectively with clients and partners!

- ME206: Measuring the economic impact of meetings – overview of progress around the world**
Hall 5, level +1
- Moderator:** Rod Cameron, JMIC, Belgium
- Speakers:** André Kaldenhoff, Director, Congress Center Leipzig, Germany
Eduardo Chaillo, CMP, CMM, Executive Director Meeting Industry, Mexico
Tourism Board, Mexico
Didier Scaillet, Chief Development Officer, MPI & MPI Foundation, Luxembourg
- Format:** Brief presentations + discussion
- Audience:** Senior executives involved in policy and advocacy issues.
- Description:** First Canada, then USA, and now Mexico have successfully completed UNWTO-model national economic impact studies into the value of their meetings industry. Other countries are also at various stages of completeness in their own projects. Meanwhile, new micro-projects into the full (ie not just direct economic) impact of individual events, and more sophisticated and accurate city-wide models are coming on stream. Attend this session to hear about some of the most recent studies and to find out how your country or city can join in this accelerating trend towards common global standards for calculating the value of our industry.

**Monday Education Set 3 (ME3), 14.00–16.30
(including 30 minute networking break from 15.00–15.30)**

- ME301: Fundamentals of international association bidding**
Hall 1, level +1
- Session leader:** Henrik von Arnold, Director, Stockholm Visitors Board/Stockholm Convention Bureau, Sweden
- Format:** Presentation + round table group work
- Audience:** Delegates who have recently taken on responsibility for this sector and who wish to learn basic bidding principles. NOT for experienced bidders.
- Description:** Henrik von Arnold will walk delegates through the key principles of how to design and present effective bid documents and proposals, best practices, decision-making criteria, and common mistakes.
- ME302: Communication strategies following major disasters and negative media coverage**
Hall 2, level +1
- Session leader:** Tina Altieri, Managing Principal, Media Australasia Xchange (MAX), Singapore
- Format:** Presentation + case study + practical workshop
- Audience:** Senior delegates responsible for strategic policy and communication.
- Description:** 2011 has been an extreme year for natural disasters, especially in the Asia

Pacific region, with unprecedented floods in Queensland, the destruction of Christchurch in New Zealand, and especially the terrible earthquake, tsunami and nuclear crisis in Japan, but experience tells us that no destination can ever genuinely describe itself as “safe”. Led by media and communication expert Tina Altieri, this session combines a presentation on the principles of dealing with the media in this type of extreme situation, real-life information from our Japanese members about their experiences of dealing with the many communication challenges this year, and a practical workshop for members to work on their interview skills, disaster planning, and to examine whether they are genuinely prepared to deal with a similarly challenging situation in their own destination.

- ME303: Fundamentals of PR and implications of modern technology and social media**
Hall 3, level +1
- Moderator:** Mathijs Vleeming, Manager Marketing & PR, ICCA, The Netherlands
- Supporting ICCA media members:** Christine Fuchs, Head of Sales & Marketing, TW – The Global Magazine for Meeting, Incentive and Event Professionals, Germany
Alexandra Yeomans, Publisher & Managing Director, CIM Australasia, Australia
- Format:** Round table workshop
- Audience:** Delegates responsible for PR planning and/or implementation.
- Description:** How have modern technology and social media changed the way in which PR activities are conducted in the international meetings industry? And are the traditional fundamentals of PR still valid? Learn from first hand from ICCA media members how to implement modern technology and social media in your PR activities and learn how to take maximum advantage of ICCA's PR Kit.
- ME304: Meet, Greet and Prosper**
Multi-purpose area 2, level 0
- Session leader:** Roy Sheppard, Conference Moderator Relationships Author and Speaker, RoySpeaks.com, UK
- Format:** Interactive workshop
- Audience:** Delegates who have frequent direct contact with clients.
- Description:** Face-to-face networking with clients is one of the most common activities in our industry – at trade shows, at evening functions, at industry conferences – yet the principles that underlie success are not well understood by many sales and marketing executives, leading to fear, apprehension, and inefficient performance. Based on his publication “Meet, Greet and Prosper”, Roy Sheppard will lead delegates through the key principles and easy-to-apply good practices behind effective networking: from pre-event preparation to awareness of body language, from working a large room to getting politely out of a non-productive conversation, this practical session is ideal for anyone who wants to extract more business value from their future attendance at industry events.

ME305: New tricks for old dogs: understanding your young staff and clients

Hall 4, level +1

Speakers: Bernard Hor, Group CEO, Youth Works Asia, Malaysia
Mady Keup, Course Director, MSc Strategic Event Management and Tourism Management, SKEMA Business School, France

Format: Round table workshop

Audience: Specifically aimed at those aged 45+; senior level.

Description: Bernard Hor runs a unique consultancy helping older, senior executives to understand young people, their thinking, behaviour, and values. Mady Keup, Course Director of MSc Strategic Event Management and Tourism Management at the SKEMA Business School in France has conducted a study together with Rob Davidson, of Generation Y expectations and behaviour, in terms of career planning and of conference participation. If you want to improve the motivation and effectiveness of your younger staff, improve recruitment and retention, and win more business from the new generation of clients this practical workshop is for you.

ME306: Practical presentation skills

Hall 5, level +1

Session leader: Dr. Elling Hamso, Managing Partner, Event ROI Institute, Norway

Format: Workshop

Audience: General interest

Description: Are you nervous about your presentation abilities? Would you like to improve the effectiveness of your bidding to decision-making committees, your verbal reports to Boards or members or staff, your thank-you speeches at gala dinners, and a host of other live event speaking situations? You aren't alone: speaking in public is regularly listed as one of the biggest fears that people have! This session is packed with practical advice on how you can present with more confidence, and to make sure that your audience really understands the messages that you are trying to communicate.

ME307: Outside the Box: Emotional communication: how Porsche motivates its employees and connects with its customers

Porsche Leipzig GmbH

Format: Limited number attendance offsite lecture and factory visit.

Audience: General interest.

Description: One of this year's three "Outside the Box" offsite lectures at leading Leipzig institutions and businesses. Hear the inside story of how Porsche builds powerful emotional connections and brand loyalty through experiential marketing, and how their Leipzig factory and event centre is used to achieve these objectives.

Monday Fringe Meetings (MFM), 16.45–18.00

MFM01: Advanced memory techniques

Hall 2, level +1

Speaker: Bob Gray, Bob Gray, CSP HoF, Memory Consultant, Memory Edge, Canada

Format: Presentation

Audience: General interest.

Description: Advanced memory techniques for those who attended this morning's session.

Meet the media



Monday 16.45 – 18.00, Multi-purpose area 2

This is your chance to meet ICCA's media members and discuss:

- story ideas which could provide coverage for your products, services or destination advertising campaigns: take advantage of special
- advertising rates that ICCA media members might offer their fellow members
- how the media can assist you in your direct marketing campaigns

Please check out the ICCA PR Kit Online, which you can access by logging in to the My ICCA section on www.iccaworld.com, to see the profiles of the different magazines, online news portals and E-newsletters that are published by ICCA media members to learn more about their readership, features, certification and advertising opportunities.

Programme at a Glance: Tuesday 25 October

Time	Description	Floor	Room
Whole day	Expert Advice Appointments Research One on One Appointments		
09.00 – 17.00	Accompanying Guest Tour		
09.30 – 10.30	ICCA Best Marketing Award 2011 <i>Sponsored by Bedouk</i> <i>Meetings & Events Media</i> 	0	Plenary
10.30 – 11.00	Networking Break		
11.00 – 12.30	Tuesday Education Set 1 (TE1)		
	TE101: Strategic developments in medicine and the pharmaceutical industry that will influence the future of medical meetings	+1	Hall 1
	TE102: Lessons from the Shanghai Expo – Asian and European perspectives	+1	Hall 2
	TE103: Gaming theory applied to meetings: An experiential hands-on case study from a massively successful recent event (Limited places available – first come, first served!)	+1	Hall 3
	TE104: Your choice of topic!	0	Multi-purpose area 2
	TE105: Lessons in logistics and risk management from the world's biggest cycling event	+1	Hall 4
	TE106: A revolutionary approach to creating a destination strategy – the Vancouver experience	+1	Hall 5
	TE107: Introductory ICCA Data Workshop	0	Multi-purpose area 1
12.30 – 14.00	Lunch <i>Sponsored by Congress Center Mainz, the Congress Centers Rhein-Main, and Rhein-Main wine growers</i> 		
14.00 – 15.30	Tuesday Education Set 2 (TE2)		
	TE201: The future of experience marketing	+1	Hall 1

Time	Description	Floor	Room
	TE202: Medical cities, education cities, knowledge cities, innovation cities, design cities – how can the meetings industry work with these city branding concepts?	+1	Hall 2
	TE203: Cool concepts, “cult relationships” with customers, and other marketing lessons from the airline industry	+1	Hall 3
	TE204: Global or regional association meetings – where is the biggest growth coming from?	0	Multi-purpose area 2
	TE205: Negotiating the best deal with hotels	+1	Hall 4
	TE206: The importance of insider information and specialist expertise – building intellectual advantage in your business	+1	Hall 5
13.30 – 16.00	Outside the Box TE207: Helmholtz Centre for Environmental Research		UFZ Helmholtz Centre Meeting point: CCL Registration Area
15.30 – 16.00	Networking Break		
16.00 – 18.00	Business Exchange/Fringe Meetings/Meet the media		
	Business Exchange Session	+1	Hall 1
	Best Cities Meeting	+2	Lecture room 9
	Certain Meeting	+2	Lecture room 10
	Worldwide Convention Specialists	+2	Lecture room 8
	Global Science and Convention Alliance	+2	Lecture room 11
	German Convention Bureau	+2	Lecture room 12
	poster session on Academic Research	0	Foyer
	Tour through the Catacombs	-1	Registration Area
from 18.30	Running shuttles from hotels to Gala Dinner venue		
19.30 – 23.00	Gala Dinner		Glass Hall of Leipziger Messe
22.00 – 01.00	Running shuttles back to hotels		

Plenary Session – ICCA Best Marketing Award 2011, 09.15–10.30

Sponsored by *Bedouk Meetings & Events Media*

Exhibition hall 2, level 0

Moderator Patrick Delaney, Managing Director, Ovation Global DMC, Ireland**Judging Panel****Chairman** Patrick Delaney, Managing Director, Ovation Global DMC, Ireland

Members Simone Sfeir, Director of Sales, Bedouk Meetings & Events Media, France: Sponsor
 Juan José Garcia, Viajes Iberia Congresos: ICCA Board Representative
 Bente Bratland Holm, Norway Convention Bureau: BMA Winner 2009
 Sólveig Lilja Einarsdóttir, Iceland Convention and Incentive Bureau, winner 2010

Finalists China Star Limited, China P.R.
 Poland Convention Bureau, Poland
 Glasgow City Marketing Bureau & Scottish Exhibition & Conference Centre, United Kingdom

Since it was launched in 1997, the ICCA Best Marketing Award has become one of the industry's most prized accolades, recognising high levels of creativity and business acumen in a competitive marketplace. At this plenary session, this year's three short-listed contestants will present their campaigns and the audience will have a say in selecting the winner. The winner will receive a marketing package in ICCA and Bedouk publications worth over EURO 10,000.

Tuesday Education Set 1 (TE1), 11.00–12.30

TE101: Strategic developments in medicine and the pharmaceutical industry that will influence the future of medical meetings

Hall 1, level +1

Moderator: Christian Mutschlechner, Director, Vienna Convention Bureau, Austria
Panel: L. Maximilian Bujja, M.D., Executive Director, Houston Academy of Medicine – Texas Medical Center Library, Professor of Pathology and Laboratory Medicine, The University of Texas Health Science Center at Houston, USA
 Sylvia Fondaneche, President, International Pharmaceutical Congress Advisory Association (IPCAA), France

Format: Moderated panel discussion**Audience:** General interest with particular relevance to those delegates who regularly target medical meetings

Description: Major changes are occurring in the medical meetings field: the complexity and vast growth of new knowledge and research studies is forcing the sector to find totally new ways of organising and communicating this information – Texas Medical Center is at the forefront of these revolutionary changes. At the same time, financial and legal pressures are forcing through major changes to the relationships between medical associations and the pharmaceutical industry. Understanding these mega-trends is essential to grasp where this industry sector is heading.

TE102: Lessons from the Shanghai Expo – Asian and European perspectives

Hall 2, level +1

Moderator: See Spotme programme

Speakers: Henrike Zeller, Partner, Milla & Partner GmbH, Germany
 Patrick Chen, Deputy Director of International Tourism Promotion Department, Shanghai Municipal Tourism Administration, China P.R.
 Tom Liu, GM, Mice Center, Shanghai China Travel International Ltd., China P.R.

Format: Presentations + round table discussions**Audience:** General interest.

Description: The Shanghai Expo was the biggest, most expensive, most visited and most ambitious Expo in history, but this session will go behind the headline figures about size and attendance numbers to explore some of the innovations and business opportunities that were created and exploited. Involving very different perspectives from the company that won the ultra-competitive bid to build Germany's pavilion and through this to help build stronger strategic links between German and Chinese companies, and Shanghai-based ICCA members who'll talk about the business opportunities they created thanks to Expo, this session will be of interest to any ICCA members who want to learn how to take advantage of future Expos and other "mega events" taking place in their city or region.

TE103: Gaming theory applied to meetings: An experiential hands-on case study from a massively successful recent event (Limited places available – first come, first served!)

Hall 3, level +1

Speakers: Paul Salinger, Vice President, Marketing, Oracle, USA
 Elizabeth Henderson, Chief Sustainability Strategist and co-founder, Meeting Change, Canada

Format: Interactive workshop**Audience:** General interest; particularly relevant for senior executives from Meetings Management sector.

Description: "Game theory" or "Gamification" is gaining a lot of attention as a new method of designing meetings that engage with and motivate delegates,

and which can help to achieve specified business outcomes. This session will require attendees to work together in groups to experience how Green Meetings Industry Council successfully used Game Theory in one of their recent conferences. Real content from that meeting will be made available on iPads for each table/team. This edited content will enable participants to understand precisely how the theory translates into practice, by working through some of the same challenges, competitions, and games that the actual conference delegates experienced. The session will be led by the same high-level team which ran the original GMIC conference, who will share what they and the delegates learnt from this unique and unusual approach, and will discuss how the concept can be applied to other live event situations.

TE104: Your choice of topic!

Multi-purpose area 2, level 0

Moderator: Martin Sirk, CEO, ICCA, The Netherlands

Format: Your choice!

Audience: General interest, especially those interested in experimental ways of running meetings.

Description: ICCA's Meetings Support Sector has designed the layout of this room in a very unconventional way, so we've left this space in the programme for delegates to determine what goes on there. A list of potential topics will be posted on SpotMe, delegates will also be able to suggest additional topics, and the most popular of these will be discussed by those who are interested. Use this space to raise important issues that you can't find elsewhere in the programme, or to organise a follow-up discussion on an earlier presentation that needs more in-depth consideration.

TE105: Lessons in logistics and risk management from the world's biggest cycling event

Hall 4, level +1

Moderator: Jonathan Bradshaw, Meetings Performance Consultant, United Kingdom

Speaker: Ken Sturgeon, Event Logistics Consultant (Formerly Logistics Manager Cape Argus Pick n Pay Cycle Tour), Private Practitioner, South Africa

Format: Presentation + Q&A

Audience: Particularly relevant to Meetings Management Sector and managers responsible for logistics and risk management.

Description: When he took part in the second Argus Cycle, Ken Sturgeon had no idea he would become involved in the planning, management and logistics of the event and play a major role in its transformation from an amateur fun run into a serious multimillion business. He went from participant to volunteer, organising committee chairman, trustee and finally full time employee and Director of Logistics Planning and Management until his retirement at the end of March 2011. Along the way he had to create some great, robust,

often unique tools to help his team manage the complex mix of participants, partners, emergency services, spectators, commercial interests and media. Hear how the event has evolved and how each level of complexity has been dealt with new innovations. Discuss how these approaches can be adapted for use in the international meetings field.

TE106: A revolutionary approach to creating a destination strategy – the Vancouver experience

Hall 5, level +1

Speakers: Gary Grimmer, CEO, GainingEdge, Australia

Paul Vallee, Executive Vice President, Tourism Vancouver, Canada

Format: Case study + round table discussion

Audience: Delegates responsible for strategic planning, particularly in Destination Marketing Sector.

Description: When Vancouver decided to create a comprehensive new destination strategy, they decided to avoid the "top-down" approach and instead tried to involve all key stakeholders. Hear in detail how this approach worked in practice, the challenges that had to be overcome, and discuss how Vancouver's lessons might be applied to your own strategic planning process.

TE107: Introductory ICCA Data Workshop

Multi-purpose area 1, level 0

Session leaders: ICCA Data Researchers

Description: The introductory workshops will reveal how to search for both potential and already confirmed business in the ICCA Association Database, and how to use this information to your advantage. For beginners.

For specific questions, or advanced research matters, you can book a half-hour one-on-one session with a researcher via the Online Networking System.

Tuesday Education Set 2 (TE2), 14.00–15.30

TE201: The future of experience marketing

Hall 1, level +1

Moderator: Miranda Ioannou, Managing Director, SCS Limited, Cyprus

Speakers: Kevin Jackson, Executive Director, George P. Johnson, United Kingdom

Kim Myhre, SVP and Managing Director, George P. Johnson, United Kingdom

Format: Presentation + round table discussion + Q&A

Audience: Delegates responsible for strategic planning and/or corporate meetings sector.

Description: A fun and lively session which will show you why experience marketing is the only marketing, what your neocortex isn't telling your limbic brain, and how many experiences one remembers in a lifetime. Facts, stats, case histories and a bucket load of experience, come one come all.

TE202: Medical cities, education cities, knowledge cities, innovation cities, design cities – how can the meetings industry work with these city branding concepts?

Hall 2, level +1

Moderator: Rohit Talwar, BA, MBA, Chief Executive, Fast Future, United Kingdom

Speakers: Trevor McCartney, Director of Business Development, Qatar National Convention Centre, Qatar

Jorge Franz, Vice President of International Group Sales and Tourism, Greater Houston Convention and Visitors Bureau (GHCVB), USA

Jerad Bachar, CDME, Director, Dubai Convention Bureau, UAE

Maureen O’Crowley, Vice President, Seoul Tourism Organization, Republic of Korea

Steen Jakobsen, Convention Director, Wonderful Copenhagen Convention Bureau, Denmark

Format: Short case studies + round table discussions

Audience: General interest.

Description: ICCA members from cities which are building these and other knowledge-based branding concepts discuss how they are exploiting or planning to exploit the opportunities that are created: to identify new business, to build new local Ambassador capacity, to re-brand their destinations, to build new partnerships, to differentiate themselves, etc. Round table discussions will then enable ICCA members to exchange knowledge on their own initiatives in related areas.

TE203: Cool concepts, “cult relationships” with customers, and other marketing lessons from the airline industry

Hall 3, level +1

Moderator: Willy Cortus, ICCA Data Research Executive/Education Officer, ICCA, The Netherlands

Speaker: Steve Klimek, Principal, SimpliFlying, USA

Format: Presentation + round table discussion + Q&A

Audience: General interest, especially relevant for senior marketing directors.

Description: The airline industry has been on a turbulent roller-coaster ride over recent years, but financial constraints and extreme competition have resulted in some tremendous marketing innovations in this sector. SimpliFlying is one of the world’s top consultancies in the airline marketing field, and Steve Klimek is joining us to share some of the most interesting examples, many of which have direct relevance for the meetings industry. How are airlines using social media to identify and engage with “lovers” of their brands; how and why are they gaining control over the entire flight experience; how are some airlines spending less on marketing but gaining more impact; what principles and practices are differentiating the true innovators from their competitors?

TE204: Global or regional association meetings – where is the biggest growth coming from?

Multi-purpose area 2, level 0

Moderator: Arnaldo Nardone, Director Marketing & Conventions, Radisson Montevideo Victoria Plaza Hotel, Uruguay

Panel: Marco van Itterzon, Director Research, ICCA, The Netherlands
Plus clients and ICCA members

Format: Moderated round table discussions

Audience: Strategists and frontline sales and marketing executives.

Description: Clients and ICCA members share their perspectives and experiences relating to global and regional association meetings. Have global events become too general and unfocused? Is financial support shifting to Latin America and Asia Pacific? Are delegates less willing to travel long-haul? What trends can be identified from ICCA’s own statistics and data? Discuss these and other key issues with your peers.

TE205: Negotiating the best deal with hotels

Hall 4, level +1

Moderator: Roslyn A. McLeod, OAM, Managing Director, arinex pty limited, Australia

Panel: Vince Elorza, Director of Association Sales, Palace Resorts – Mexico & the Caribbean, Mexico

Samantha Shamkh, Head of Conventions, ExCeL London, United Kingdom

Mark Spivey, Director of International Sales, Maritim Hotels GmbH, Germany

André Vietor, Managing Director, Viajes Iberia Congresos, Spain

Lois Wallis, Director, Association Sales, Pan Pacific Vancouver, Canada

Format: Discussion forum

Audience: Suppliers and meeting planners dealing with hotel contracts.

Description: The ultimate result we all want to achieve during any negotiation is to secure the best deal for our organisation. However when negotiating hotel contracts the best deal can only be achieved if both parties understand each other’s business objectives. Associations and Meetings Management companies need to understand hotel business objectives, whereas hotel executives need to understand the motivations of associations and the agencies that are negotiating on their behalf. Using ICCA’s existing “Negotiating with hotels” publication as a basis for discussion, this session’s aim is to update these guidelines to produce a more comprehensive resource for professional congress organisers, hotel executives, and our international association clients on how to negotiate the best deal.

TE206: The importance of insider information and specialist expertise – building intellectual advantage in your business
Hall 5, level +1

Moderator: Claire Smith, CMP, Vice President of Sales & Marketing, Vancouver Convention and Exhibition Centre, Canada

Speakers: Peter de Merlier, Managing Partner – Strategic Projects and Portfolio Building, CZECH-IN s.r.o., Czech Republic
Melissa Ow, Assistant Chief Executive, Singapore Exhibition & Convention Bureau, Singapore

Format: Presentations + round table discussions

Audience: General interest, especially relevant for delegates responsible for strategic planning.

Description: Today it is more important than ever to understand everything possible about a potential client's business environment, objectives, culture and mentality. But how can you approach this challenge in a structured way to build long-term competitive advantage, and what practical short-cuts can you take to understand these complex issues? Melissa Ow will explain Singapore's unique and incredibly successful strategic business model built on key industry sectors, each of which is serviced by Singapore Exhibition & Convention Bureau staff who are required to become experts in these fields. Peter de Merlier will outline how his PCO and AMC company Czech-In decided to further strengthen their successful position in the medical, biotechnological and clean-tech meetings market by recruiting key staff from within these fields. The session's moderator Claire Smith has her own experience to share of recruiting a researcher with a PhD in Nursing to conduct specialist medical meetings research for Vancouver. Discuss how you could bring in new intellectual resources into your own organisation, and what potential added value this could create.

TE207: Outside the Box: Helmholtz Centre for Environmental Research – UFZ

Format: Limited number attendance offsite lecture and site visit.

Audience: General interest.

Description: Leipzig has set itself a strategic vision to be Germany's leading investment, research and production location for the new generation of sustainable Green industries. Understand the type of strategic sustainability research that UFZ is working on, and how they use the meeting venue "Leipziger KUBUS" to advance their objectives.

Tour through the Catacombs




Format: Walking tour "behind the scenes" of the Leipziger Messe property.

Audience: General interest.

Description: Follow CCL staff on a tour of the basements, power stations, control rooms and other "backstage" parts of the Leipziger Messe property which a delegate normally doesn't see. You will get explanations on how this site works "behind the scenes", with a special focus on sustainability issues.

1st tour: 16.15 – 17.00
2nd tour: 17.15 – 18.00
Meeting point: Registration Area, CCL, Level -1

Programme at a Glance: Wednesday 26 October

Time	Description	Floor	Room
Whole day	Expert Advice Appointments Research One on One Appointments		
Whole day	Transfers from venue/official hotels to airport		
09.00 – 14.00	Accompanying Guest Tour		
09.30 – 10.30	Plenary Session & Keynote Address – The Copenhagen – Denmark Lecture, <i>Proudly sponsored by the Danish ICCA Members</i>   WCL: The Copenhagen – Denmark Lecture: 10th anniversary celebration	0	Plenary
10.30 – 11.00	Networking Break		
11.00 – 12.30	Wednesday Education Set 1 (WE1)		
	WE101: Oracle Open World – lessons and fresh ideas from a 40,000+ delegate corporate event	+1	Hall 1
	WE102: New ways to approach brand- building in the meetings business	+1	Hall 2
	WE103: To be confirmed	+1	Hall 3
	WE104: Sustainability showcase	0	Multi-purpose area 2
	WE105: Languages, interpretation, and translation at international meetings – trends and technology	+1	Hall 4
	WE106: Project Management: how to bulletproof the way you organise events!	+1	Hall 5
	WE107: Introductory ICCA Data Workshop	0	Multi-purpose area 1
12.30 – 14.00	Lunch Sponsored by <i>Prague Convention Bureau</i> 		

Time	Description	Floor	Room
14.00 – 15.30	Wednesday Education Set 2 (WE2)		
	WE201: International associations: strategic thinking and business objectives	+1	Hall 1
	WE202: Hybrid meetings – theory and practice of meetings which simultaneously involve on-site and distant audiences	+1	Hall 2
	WE203: Identifying the hottest areas for future growth by industry sector and scientific field	+1	Hall 3
	WE204: Make the most of ICCA before leaving Leipzig!	0	Multi-purpose area 2
	WE205: Doing business in China and attracting Chinese delegates to your events	+1	Hall 4
	WE206: Help our international association clients make better technology decisions	+1	Hall 5
13.30 – 16.00	Outside the Box WE207: Leipzig University Heart Centre		Heart Centre Meeting point: CCL Registration Area
15.30 – 16.00	Networking Break		
16.00 – 17.00	Closing Session	0	Plenary
17.00 – 18.00	Next Destination Reception		Hall Restaurant C2 (outside Plenary)

Plenary Session & Keynote Address – The Copenhagen – Denmark Lecture, 09.30–10.30

Proudly sponsored by the Danish ICCA Members

WCL: **The Copenhagen – Denmark Lecture:
10th anniversary celebration**

Exhibition hall 2, level 0

Speaker: Dr. Kjell Nordstrom



Personal recollections by Martin Sirk, ICCA CEO:

"This traditional highlight of the Congress will be celebrating its 10th edition in Leipzig, but only a minority of this year's delegates were present to hear the first Lecture when we held our 2002 Congress in Copenhagen. It was the first Congress I attended as CEO, and I will never forget the mind-blowing impact of the presentation that was delivered by Kjell Nordström. The co-author of "Funky Business" (the latest edition, "Funky Business Forever" is my favourite business book) literally transformed the way that many of us view what is going on in our industry and in the wider globalised economy. Ten years on, the world is just as confusing and even faster-moving than the first time Kjell shared his unique insights with our delegates. Be prepared to change your perspectives forever!"

Dr. Kjell A. Nordström is the enfant terrible of the new world of business. He talks to audiences all over the world, he writes books and articles and reads – everything from Playboy to Architectural Digest to Pinter. His performances are high touch, dynamic, highly interactive, thought provoking and always in line with time. The 2009 Thinkers 50, the biennial ranking of management thinkers, ranked him at number 23 globally and put him on the top-five list in Europe. His dynamic style makes him a highly appreciated speaker throughout the world.

Wednesday Education Set 1 (WE1), 11.00–12.30

WE101: **Oracle Open World – lessons and fresh ideas from a
40,000+ delegate corporate event**

Hall 1, level +1

Speaker: Paul Salinger, Vice President, Marketing, Oracle, USA

Format: Presentation + round table discussions

Audience: General interest; particularly relevant for executives responsible for their organisation's strategy.

Description: Oracle's top meetings visionary and VP Marketing, Paul Salinger presents an amazing case study of one of the most complex events run anywhere on the planet – a unique insight not only into how and why Oracle runs this event today, but what their plans and aspirations are for its future evolution. See how strategic issues such as sustainability, emotional engagement, brand values, and delegate personalisation are all incorporated into the planning process, and hear Paul's views on the key technological tools that he expects to introduce over the next few years.

WE102: **New ways to approach brand-building in the meetings
business**

Hall 2, level +1

Speakers: Carl Griffith, Principal, Cloud View Pte Ltd, Singapore
Johanna Fischer, Managing Director, tmf dialogmarketing GmbH, Germany

Format: Presentations + round table discussions

Audience: General interest, but particularly relevant for strategic marketing specialists.

Description: Two totally different perspectives are brought together in this session about the critical importance of branding: one presentation looks at how to build a distinctive event-brand with a unique, irreverent personality, using the case of the award-winning WIT (Web in Travel) conference that was born in Singapore but is now spreading its ambitions across the Asia-Pacific region. The second presentation explores the growing need for destinations to migrate from "traditional" pr and communication methods to "new" pr and marketing concepts integrating all relevant communication and social media channels, to enable them to easily build and manage powerful brand management, PR & marketing strategies. These and other key branding issues will then be discussed in Round Tables format.

WE103: **Leipzig Medical Case Study**

Hall 3, level +1

Check your Spotme for details of this session.

WE104: Sustainability showcase

Multi-purpose area 2, level 0

Moderator: Elizabeth Henderson, Chief Sustainability Strategist and co-founder, Meeting Change, Canada

Format: Moderated round tables + brief case studies

Audience: General interest.

Description: Brief overviews of new initiatives which demonstrate sustainable concepts. This is a chance for ICCA members to share their latest "green" ideas and initiatives, with expert moderation by top representatives from the Green Meetings Industry Council, who will update the room on the latest global standards and the best sources of information and advice.

WE105: Languages, interpretation, and translation at international meetings – trends and technology

Hall 4, level +1

Moderator: See Spotme programme

Panel/speakers: See Spotme programme

Format: Moderated panel debate + round table discussion

Audience: General interest, particularly relevant for Meetings Management company executives.

Description: A panel of ICCA members drawn from both the technology side of the industry and from Meetings Management debate the future direction of how languages will be used at international events. Will English become ever more dominant, or is there a backlash appearing from other nations? How fast is demand for Chinese and Spanish interpretation growing? Are more national events now requiring interpretation services? How good is electronic translation/interpretation software becoming and will it ever take over from humans – and could this lead to growth in demand for minority language interpretation? What new technology hardware and software is going to appear in the next few years to facilitate communication? These and other critical issues about the future shape of worldwide language demand will be debated, so bring your own opinions and evidence and join the discussions.

WE106: Project Management: how to bulletproof the way you organise events!

Hall 5, level +1

Speaker: Miranda Ioannou, Managing Director, SCS Limited, Cyprus

Format: Presentation + round table discussions

Audience: General interest, most relevant for delegates working in operations and meetings management, not in sales and marketing functions.

Description: We all think we know what makes for a successful event: clockwork precision, beautifully orchestrated teamwork, great communication, moments of creativity that "wow" the delegates – but how can we design our organisational sys-

tems to best achieve these goals? Many in our industry have failed to recognise the correlation between traditional meetings management methodologies and the concept of Project Management, a field that is undergoing enormous growth in all business fields. In this session you'll learn the fundamentals of Project Management and understand how these relate to event management, understand why your team needs to be trained in these critical skills, and find out how to quickly enhance your team's capacity to manage ever-more complex and demanding events in a more effective manner.

WE107: Introductory ICCA Data Workshop

Multi-purpose area 1, level 0

Session leaders: ICCA Data Researchers

Description: The introductory workshops will reveal how to search for both potential and already confirmed business in the ICCA Association Database, and how to use this information to your advantage. For beginners. For specific questions, or advanced research matters, you can book a half-hour one-on-one session with a researcher via the Online Networking System.

Wednesday Education Set 2 (WE2), 14.00–15.30**WE201: International associations: strategic thinking and business objectives**

Hall 1, level +1

Moderator: Jurriaen Sleijster, Executive Vice President, MCI (INCON Group), Switzerland

Panel: Michael Heipel, Executive Director Marketing and Event Management, WAN-IFRA GmbH & Co. KG, Germany
Timothy McGuinness, Staff Vice President, Global Trade Expositions, International Council of Shopping Centers, USA
Jakub Konysz, Senior Manager, International Development, ASAE: The Center for Association Leadership, USA

Format: Panel discussion + round table follow up

Audience: All delegates targeting international association meetings.

Description: What are the underlying pressures and objectives that determine how, why, when and where associations organise their meetings. How is their competitive environment evolving and what does this mean for recruitment and retention of members, sales of products and services, and strategic alliances? How will their events change over the coming years? We are delighted to welcome a high-powered panel of association leaders to share their strategic thinking.

Programme Details: Wednesday 26 October

WE202: Hybrid meetings – theory and practice of meetings which simultaneously involve on-site and distant audiences

Hall 2, level +1

Moderator: Maarten Vanneste, President + CEO, ABBIT BVBA, Belgium

Speakers: Simon Hamm, Lecturer, William Angliss Institute, Australia
James Rees, Director of Conferences and Events, ExCeL London, United Kingdom

Dr. Ajay Kakar, Vice President, International Academy of Periodontology, India
Juan José Garcia, Director of Marketing & Sales, Viajes Iberia Congressos, Spain

Format: Presentations + round table discussions

Audience: General interest.

Description: How can meeting planners best combine live and virtual meeting experiences? This session includes an academic study recently carried out into the differences between these two very different types of learning and interaction, a case study of how an international association has adopted hybrid principles, a venue perspective on how to offer clients the best infrastructure for delivering a hybrid event, and a PCO view on how to help clients develop a strategic understanding of what a hybrid meeting can deliver.

WE203: Identifying the hottest areas for future growth by industry sector and scientific field

Hall 3, level +1

Moderator: Sin Chen, Project Director, Taiwan Institute of Economic Research, Chinese Taipei

Speaker: Clément Delpirou, Directeur General, InfoPro, France

Format: Presentations plus moderated discussion

Audience: General interest; especially relevant for delegates responsible for strategic planning.

Description: What are the latest ground-breaking new discoveries that are exciting the worlds of science and technology? And which emerging industries and business fields are poised to take the biggest steps forward over the next decade? This session takes a broad strategic view of the economic and scientific growth areas that are likely to enjoy the most dynamic developments. Today's top topics and companies will almost certainly not be the leaders in 10 years' time, so it's vitally important to start learning where future growth is going to come from. Clement Delpirou, Directeur General of Infopro Communications (owners of Bedouk), will draw on his organisation's massive global database covering business trends to provide the industry-sector perspective, whilst the scientific perspective will be given by an invited guest speaker whose details are shortly to be confirmed and will be posted on the Congress website.

WE204: Make the most of ICCA before leaving Leipzig!

Multi-purpose area 2, level 0

Format: Small group briefings – short repeated topics

Audience: General interest, especially relevant for companies that have recently joined ICCA.

Description: ICCA staff and experienced members will conduct briefings to explain how and why to use some of ICCA's most important tools and business opportunities.

Areas covered will include:

- (1) How and why to enter next year's ICCA Best Marketing Award competition
 - (2) ICCA PR Kit – free profile-boosting and monitoring opportunities
 - (3) ICCA Destination Comparison Report – get ahead of your competitors
 - (4) Advertising with ICCA to reach international associations – online and on paper
 - (5) Year-round Business Exchange opportunities (including how to gain "ICCA Expert" status and what goes on at Client-Supplier workshops).
- If you're only currently using a few ICCA services, attend some of these briefings and expand your understanding of how to gain more value from your membership.

Please note – For information on the ICCA Association Database, please sign up for separate workshops, or book a one-on-one appointment with a Researcher. There will be no database training at this session.

WE205: Doing business in China and attracting Chinese delegates to your events

Hall 4, level +1

Moderator: Martin Winter, CEO, Gold Coast Tourism, Australia

Speakers: Peter Pecotic, Managing Director, Turningpoint Solutions, China P.R.
Jens Thraenhart, Co-Founder & President, Dragon Trail, China

Format: Presentations + round table discussion

Audience: Anyone who works with Chinese partners or in China, or whose events are potentially of interest to Chinese delegates.

Description: Description: How do you attract more Chinese delegates to your events – whether they take place in China, in Asia Pacific or outside the region? Forget about Facebook and LinkedIn! This is a country with its own unique social media and web 2.0 infrastructure, and Jens Thraenhart will explain the key differences you need to be aware of to successfully promote your events or market to consumers. What about organising conferences in China? What are the bureaucratic, legal and cultural factors that you need to incorporate into your plans? Peter Pecotic is an expert in this field, and will highlight the key issues to be aware of. With added input from a variety of ICCA's Chinese members and a chance to share your own experiences, this is a perfect session for any delegates who want to understand more about doing business in the ever-more-important China market

Programme Details: Wednesday 26 October

WE206: Help our international association clients make better technology decisions

Hall 5, level +1

Session leaders: Corbin Ball, CSP, CMP, CEO, Corbin Ball Associates, USA
Genevieve Leclerc, CMP, Manager, Strategic Planning, JPdL, Canada

Format: Workshop

Audience: Delegates interested in all areas of meetings technology.

Description: The ultimate objective of this session is to create a powerful set of ICCA resources to help our clients assess their technological needs, draw up specifications, identify solutions, and carry out effective decision-making. Tech guru Corbin Ball will be moderating a session which will bring together the latest technological concepts, tools and trends as we discuss how best to help our association clients make sense of this ever-more-complex subject. It will also be a very practical session for any delegates who are planning major technology investments of their own.

WE207: Outside the Box: Heart Centre

Format: Limited number attendance offsite lecture and site visit.

Audience: General interest.

Description: The Heart Centre at the University of Leipzig is one of Europe's most advanced specialist facilities in cardiology and especially paediatric cardiology. Hear about future issues facing medical education, and discuss more of the key challenges and opportunities for medical congresses.

Introductory ICCA Data Workshop

The introductory ICCA Data Workshops provide a general introduction to ICCA's unique online Association Database including the Hot Leads, Key Contacts, Calendar and other services which ICCA offers. You will learn how to use these research tools through in-depth demonstrations and case studies. Learn how to find your way around the 15,000+ leads currently in the Association Database!



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40 years

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30 years

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- Nuovo Polo Congressuale/Bologna/Bologna Congressi Spa, Italy

20 years

- TA DMC – Portugal, Portugal
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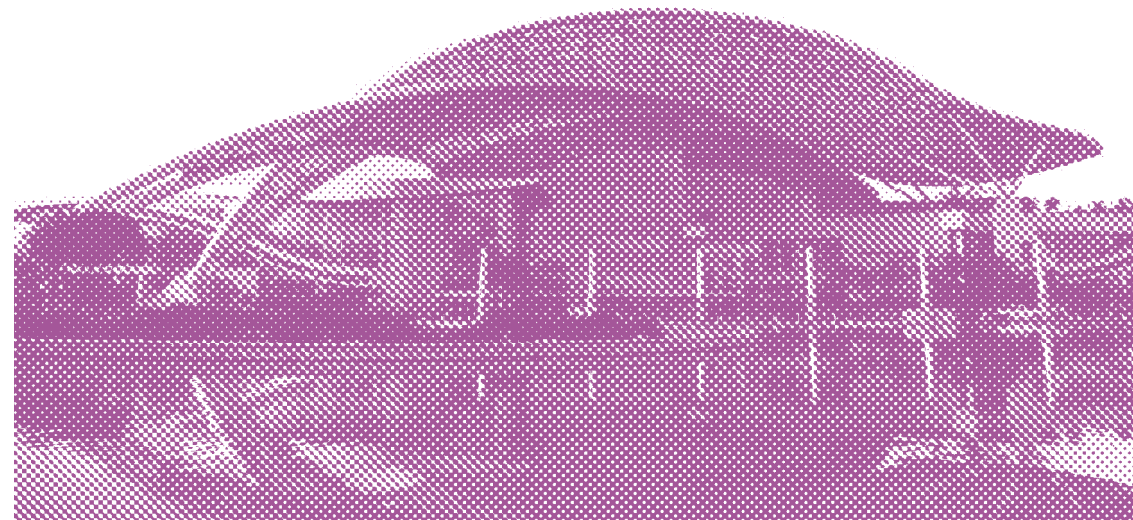


51st ICCA Congress Incorporating the General Assembly



San Juan, Puerto Rico | 20-24 October 2012

*We look forward to
welcoming you to San Juan next year!*



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