

Valuing People at IBTM World

The business events industry is a people business. It's also a global business.

Having the ability to connect, collaborate, and understand people from different cultures, different generations, and different perspectives is something that is quite special. And as you make the most of this year's IBTM World, you couldn't be in a better place to experience that.

From finding out the latest market offers by meeting exhibitors on a 1-to-1 basis, connecting at networking events, or learning from the speakers, you will be able to spot new perspectives and insights. This IBTM World experience can be enhanced with curiosity and an open mind.

With the increasing demands from ever-more sophisticated clients, the work of meeting professionals is always changing. In addition, the post-COVID workplace has developed new ways of working and thinking about accessibility and inclu-

sivity. But, to put it concisely, we have to make sure we value our people if the business events industry is to be successful.

Some of today's sessions focus on looking out for each other. To get everything started, we kick off with a conversation that delves into individual resilience and nurturing team spirit and inclusivity. Baroness Tanni Grey-Thompson, Britain's greatest Paralympic athlete, six-time London Wheelchair Marathon winner, and crossbench peer in the House of Lords, is today's opening keynote speaker. Acknowledged as one of her generation's most gifted and courageous sportswomen, Tanni has competed in five Paralympic Games, winning 11 gold medals, four silver medals and one bronze medal.

Her session will showcase the limitless possibilities that emerge when we empower people, nurture team spirit, and champion inclusivity.

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#PEOPLEPOWERED

Bologna appeals to the "heart and mind"



Page 09

Rwanda celebrates its 10th anniversary and experiments with AI



Page 11

Messe Berlin welcomes medical congresses



Page 13

Convene 237 Park gets tech upgrade



Page 14

Discover Busan, Asia's Leading MICE Destination

Play. Work. Live
BUSAN
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bto **BUSAN**
TOURISM ORGANIZATION

KOREA
TOURISM
ORGANIZATION

KOREA, BEYOND MEETINGS

Busan, the ultimate host city for MICE events, has already hosted numerous prestigious international conferences.

It was also ranked by Trip.com as the second-fastest-growing travel destination worldwide in 2023, and by The New York Times as one of the top five cities with beautiful beaches for 2024. Busan's prominence as a key MICE industry hub can be attributed to its excellent infrastructure, the strong network that exists within its MICE

industry, and its pleasant urban environment.

Specialized exhibition and convention centers like BEXCO, along with 83 hotels and unique venues that display the regional charm of Busan, form a solid foundation for hosting international conferences. In addition, the Busan MICE Alliance (BMA), which includes convention centers, hotels, travel agencies, and industries in other sectors, supports the hosting of events through active communication to promote the development of the MICE industry in Busan.

In addition, every year, the Busan Tourism Organization (BTO) discovers and designates Busan Unique Venues—distinctive MICE assets found only in Busan. These venues not only showcase the city's rich history and culture but also offer dynamic leisure activities, making them particularly appealing to MICE eventgoers. In addition, Busan Unique Venues collaborate with the city of Busan and local businesses to ensure that visitors have an unforgettable MICE experience, further adding to Busan's standing as a top MICE destination.



©Busan Tourism Organization



©Busan Tourism Organization

Busan is an ideal host for international festivals thanks to its well-developed infrastructure, which includes the highly accessible Gimhae International Airport. Gimhae Airport completed the expansion of its international terminal in April of this year and is now preparing to launch new long-distance routes to major cities worldwide. Currently, 38 international routes to 11 countries operate weekly from Gimhae

Airport. Direct flights to Bali and Jakarta are expected to be available by the end of this year. Travelers arriving in Busan from Seoul can conveniently reach the city in 50 minutes by plane, or in 2 hours and 10 minutes by KTX.

Busan is also strategically located on the three major global shipping routes, making it a hub for international trade. Its proximity to the sea has also made Busan a popular tourist destination. Notable beaches like

Haeundae Beach and Dadaepo Beach are especially popular as summer vacation spots. Here, a wide variety of marine leisure activities such as surfing, paddleboarding, and yacht tours are available, offering endless enjoyment for visitors.

As it keeps pace with changes in the global MICE industry, Busan is striving to offer sustainable MICE activities, making the city's growth as a convenient and beautiful MICE destination even more exciting.

STAND J25



Play. Work. Live

Busan

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Busan Convention Bureau
bto.or.kr/cvbeng
holadca@bto.or.kr



Continued from page 1

In this inspiring conversation, Tanni will share her incredible journey, revealing how fostering a culture that embraces diversity and celebrates human potential can transform not just meetings but lives. Drawing on personal experience, she will explore how perseverance and a shared vision can unleash greatness in every individual and create experiences that go beyond success and inspire lasting change.

◀ The business events industry is a people business. It's also a global business ▶

Samantha Murray is leading a thought-provoking session on the subject of consent. An Intimacy Coordinator and having worked on some of the world's most high-profile film sets, she will share her expertise to support meeting organisers and delegates to create safer, respectful, and more inclusive spaces.

Lizzy Eaton and Shani Danda provide insights on accessibility and inclusivity. Lizzy Eaton is one of the global pioneers

in pushing forward both the importance and the practicalities of creating meetings and experiences for everyone, regardless of their access needs. In 2021, she was behind the launch of the first Disability in Events Report, and this year, she brings her latest research findings to IBTM World. Her work focuses on sensory, physical, and intellectual disability.

Shani Dhanda is recognised as the UK's most influential disabled person and the BBC's 100 Women Laureate of 2020. Her session will feature a deep dive into the evolving laws that impact workforce equality. Shani will draw on lived experience to discuss how the business events industry can stay ahead of these changes and where it currently stands.

Day 1 is all about valuing the people you work with, the people who support you, and the people who challenge you. One thing is clear, having such varied insights and perspectives to draw from means that we can create even better experiences for our clients. There is much to be said for the value of People Power.

#peoplepowered

See the sessions mentioned in the Conference Programme on page 15

STAND EVENTS

Destinations presentations:
10:30 ● 12:00 ● 14:30 ●

A Discovery Journey of Event Services and Technologies for Your Next Event (Stand P52) ●●

An Inspiring Journey Through Canada (Stand L70) ●●

Antwerp, Where The City is Your Venue (Stand G27) ●●

Atlantic Loire Valley (Stand E70) ●●

Canary Islands: Discover our islands (Stand C90) ●●

Catalonia, The Perfect Balance for Your Meetings & Events ●●, **Hold your automotive events in Catalonia** ● (Stand C50)

Croatia Experience (Stand F25) ●●

Croeso i Gymru / Welcome to Wales (Stand G10) ●●

Destination DC (Washington DC) (Stand L107) ●●

Dijon Convention Bureau – Burgundy (Stand E70) ●●

Discover London (Stand G30) ●●

DMO Gateway Takanawa & Shinagawa / Complex City for Business Events (Stand J35) ●●

Dubai as Your Business Events Destination (Stand J60) ●●

Embratur, Brazilian Tourist Board (Stand M60) ●●

Estonia – Small in Size, Big in Experiences (Stand F10) ●●

Events In The Happiest Country In The World – Finland (Stand H43) ●●

Experience Abu Dhabi (Stand K70) ●●

Go Türkiye Destinations & Experiences (Stand E50) ●●

Hong Kong Tourism Board (Stand K40) ●●

Hotel Chinzanso Tokyo / Welcome to your Tokyo oasis (Stand J35) ●●

Introduction To MICE In Japan (Stand J50) ●●
Jordan Tourism Board / Jordan Convention Bureau (Stand H60) ●●

Just Add Hygge: A Comedian's Take On Denmark (Stand H40) ●●

Los Angeles Tourism & Convention Board (Stand L90) ●●

Macao & Hengqin (Stand K30) ●●

Malaysia Convention & Exhibition Bureau (Stand L30) ●●

Mallorca In The Middle of the Mediterranean (Stand B20) ●●

Meet Budapest (Stand G70) ●●●●

MeetEngland destination presentation by Experience Oxfordshire Venues & Conference Leeds ●●, **Meet Cambridge & NewcastleGateshead Convention Bureau** ●● (Stand G50)

MICE In Cantabria (Stand C40) ●●

Milano, your next event destination (Stand D40, D50) ●●

Moroccan National Tourist Office (Stand M40) ●●

National Tourism Development Agency "Lithuania Travel" (Stand F20) ●●

Norway Kahoot Destination Presentation (Stand H50) ●●

Nowhere Else But Brussels (Stand G45) ●●●●

Principality of Monaco: A Destination "Like Nowhere Else" (Stand D100) ●●●●

Qatar Tourism (Stand K60) ●●●●

Region de Murcia: Ready To Meet You (Stand C40) ●●

Romania – A Slow Travel Destination (Stand B70) ●●●●

Rome As A MICE Destination (Stand D40, D50) ●●

Serbia Unveiled: Expo 2027 (Stand G80) ●●●●

Singapore Tourism Board (Stand K50) ●●●●

Slovakia MICE Destination Presentation (Stand H105) ●●●●

Welcome to IBTM World!

To our wonderful IBTM World community, welcome to our 2024 edition!

As we come together once again in the beautiful city of Barcelona, our very presence here encapsulates the message at the heart of this year's show – a belief that what people need to succeed...is other people. Whether a corporate planner, experience engineer, tech supplier or association, as meeting professionals we are united by the power of teamwork. As the theme of our 2024 edition – People Power Potential – magnifies, by harnessing this teamwork alongside the very latest technological developments, there is no limit to what we might achieve.

It is with this conviction in mind that we've introduced a host of new features to this year's show. From The Forum for Advocacy, in partnership with The Business of Events, an initiative bringing together senior leaders, politicians, policymakers, industry associations and academics to amplify the existing conversation around advocacy issues, to Hotel Pavilion, a dedicated space for independent and small group hotel businesses to showcase their offer. These include Nobu Hotel London Shoreditch, RIHGA Royal Hotel Osaka, and The Westin Paris – Vendôme. Exceptional Experiences will also be making its IBTM World debut. A programme specifically designed to support in-house meeting professionals and marketers create experiences that fuel business growth, it will feature speakers from iconic brands such as Amazon, TikTok and Canva.

We can't wait for you to discover how these features will enhance your experience of the show, as you interact with our insightful and pioneering speakers, engage with our eclectic range of passionate and enterprising exhibitors, and explore our ingenuitive and inspiring conference programme. Designed to bring it all, our conference programme themes this year include Insight, Innovation, Experience Design, Social Responsibility, Marketing, Careers and Advocacy.



As part of an electrifying line-up of speakers, we're delighted to be welcoming five-time British Paralympic athlete, Baroness Tanni Grey-Thompson, and human connection specialist, Simone Heng, to the IBTM World Main Stage as keynotes. We're also thrilled to be saying hello again to Julius Solaris, Founder of Boldpush, who will be joined this year by Goc O'Callaghan, Global Experience Lead at Buro Happold, in their keynote address.

Close to 100 new exhibitors from across the globe will be making their inaugural appearances too. These include the Emirate of Ajman, Azalaï Group Hotels, Birmingham & West Midlands, Gothia Towers, International Convention Centre (ICC) Sydney, FREENOW for Business, Past & Present Journeys Ltd, Brisbane Convention & Exhibition Centre, and Inter MICE Asia, the first ever exhibitor from Uzbekistan. This is as well as the convention bureaus of Gothenburg, Guatemala, Taiwan, India, Dominican Republic, Philippines, Mauritius, and Sri Lanka.

Of course, it isn't all business. This year, we're also marking our 20th anniversary in Barcelona. So, join us for a showcase of the best artists, delicious food trucks, and much more as we celebrate an incredible two decades.

Get ready for an unforgettable three days of knowledge, community, connection and fun. I'll see you there!

Claudia Hall, IBTM World Exhibition Director

Slovenian Convention Bureau (Stand H90) ●●

South African Tourism (Stand L40) ●●

Sri Lanka Convention Bureau (Stand L29) ●●

Sweet treats with meaning: Meet Vollpension – a unique business in the field of social sustainability: #meetinaustria (Stand G90) ●●

Thailand Convention & Exhibition Bureau (Stand L50) ●●

The Faroe Islands Destination Presentation (Stand H33) ●●

The Netherlands Destination Presentation (Stand F55) ●●

Thessaloniki Convention Bureau & Region of Central Macedonia "Thessaloniki-Region Of Central Macedonia: An Ideal Congress Destination" (Stand E40) ●●

Tourism Promotions Board Philippines (Stand K23) ●●

Why Ireland (Stand F40) ●●

Your Roadshow Through Germany's MICE hubs (Stand F70) ●●

Grupo eventoplus: The MICE Meeting Point. Come and find out how we can connect you with meeting professionals in Spain through our transmedia group (Stand C102)

MESA is running a series of campfire sessions with insights into technology and what it can do to make events more successful (Stand P52)

INDUSTRY & TRENDS

The New Growth Era for Meetings

In conversation with **Alistair Turner**, Managing Director, E18HT PR & Marketing.

Once again, Alistair Turner brings his expertise to IBTM World's latest Trends Report, offering meeting professionals a wealth of global data and insights to explore. With a report of this scope, it's the perfect moment to delve into Alistair's perspective on emerging trends and the future direction of the industry.

He believes that it's time for the meetings industry to see itself as an industry. This is something that may have been a perception previously, but Alistair is convinced that we need to stop seeing ourselves as a vertical and start seeing ourselves as an industry in our own right.

As he says, "I think we've got the confidence, we've got the infrastructure, we've got the results. I felt, after looking at the data, especially around things like incentive travel, the association meetings and other data points, that there's



› Why not explore untapped creative communities? ›

enough robustness to us as an industry that we could at least earn ourselves the conversation about not being a vertical anymore."

Powerful words, and they resonate. The meetings industry is no longer evaluated on its ability to set chairs straight. It brings big value, enabling other industries to focus on what they do best.

Our conversation moves naturally to talking about the impact of people. After all, there was a mass exodus of people from the industry over the pandemic, however he now notes a reversal taking place. The industry has changed and so have the skills that people need.

Questions arise as to how the industry handles its own growth. How does it resource it? How do we knit the whole thing together knowing that we're a global industry and that's one of our superpowers?

A major challenge facing the meetings industry is our tendency to recruit from a narrow talent pool. Why are we focused solely on college graduates? Why not explore untapped creative communities, like the back streets of Cape Town, where young graffiti artists or culturally savvy talents could bring fresh perspectives and craft extraordinary

nary event experiences? In the wake of the pandemic, the industry has a unique opportunity to redefine hiring practices to be more diverse, equitable, and truly representative.

We're at the frontier. We're starting to see what's about to happen, and we still have agency to dictate how it will happen.

There is so much opportunity and let's turn it into something that has purpose, value, intent, integrity, and quality. Let's build the next 20 years of experience, events, and meetings into something powerful, interesting, sustainable, and pure.

Meet Alistair - The IBTM World Trends Report 2024

November 19th 10:30 - 11:15
IBTM Main Stage

The Future of Talent: The IBTM World Trends Report 2024

November 21st 10:00 - 10:30
IBTM Main Stage

Transforming Spaces into Experiences

Insights on Experiential Events with **Goc O'Callaghan**, Global Experience Lead, Buro Happold.



What does experiential in events mean?

It can have multiple meanings. Before you discuss experiential events, my advice is to agree on what it means to all parties.

The term "experiential event" usually refers to immersive experiences,

› We need to look more at people's psychographic profiles or personas ›

which involve participants being fully immersed in a sports game, an e-sports game, immersive theatre, or something similar. However, for an experiential event to be successful, there needs to be a detailed level of personalisation.

When planning an experience, there should be a touch point or decision-making process at every opportunity to help participants on their journey. This means each individual should be able to make a decision that results in their journey being quite different from other participants. In being able to offer this experience, their memories of the event are heightened.

How do you provide experiential experiences that are accessible and inclusive?

Venues and meeting planners can do a walkthrough beforehand. Develop a familiarity of the venue before people arrive. You can talk through some of the information on your website. For the festival I run, we have somebody with an audio recording of all our information, so anyone who may be visually impaired can listen. We also make the information downloadable in various formats.

Beyond the more obvious accessibilities, whether visible or not, we need to be designing experiences for the different ways that people want to partici-

pate. Looking at demographics is useful. However, we need to look more at people's psychographic profiles or personas. How do you deal with a super fan that is at a football game? That super fan could be a 7-year-old boy or a 70-year-old woman. It doesn't matter which demographic they fall into, but somebody who is a super fan, for example, might be fully immersed in an experience and want to be really active.

What's your key message for the meetings industry?

Consider experience design as one of the early pillars of your planning. Whether you are building a venue or producing an event.

To be ahead of the curve and to stand out from the competition, people need to be experience-led in their focus or have human-centered design in mind because the legacy of people's experiences will ultimately result in their feelings toward the company, supplier, venue, etc. Human-centred, experience-led design from the outset can set the foundation for meaningful interactions and lasting impressions. From personalisation and accessibility to understanding the diverse ways people engage, a carefully crafted experience can elevate an event, fostering loyalty and connection. By embracing these principles, meet-

ing professionals can ensure that each attendee leaves not only with a memory but with a positive and enduring connection to the brand, venue, or community that made it possible.

Meet Goc at The Global Shift Towards Experientialism

November 19th 10:00 - 10:30
IBTM Main Stage

NEW EXHIBITORS

Ajman Department of Tourism Development (Stand K80)

Altanueva DMC & Events (Stand L80)

Ayana Hospitality (Stand N32)

Azalai Group (Stand M16)

Birmingham & West Midlands Convention Bureau (Stand G23)

Brisbane Convention Centre (ICC) Sydney (Stand L12)

Buró de Convenciones de Guatemala (Stand L80)

Casa Santo Domingo (Stand L80)

Clark Tours (Stand L80)

Condor Verde | DMC Guatemala (Stand L80)

Convention Bureau Brainport Eindhoven (Stand F55)

Creven Co- Ltd - Liberty International South Korea (Stand J40)

Damin Group (Stand J40)

DMC Latam / DMC Giftravelco (Stand L80)

EZPMP (Stand J40)

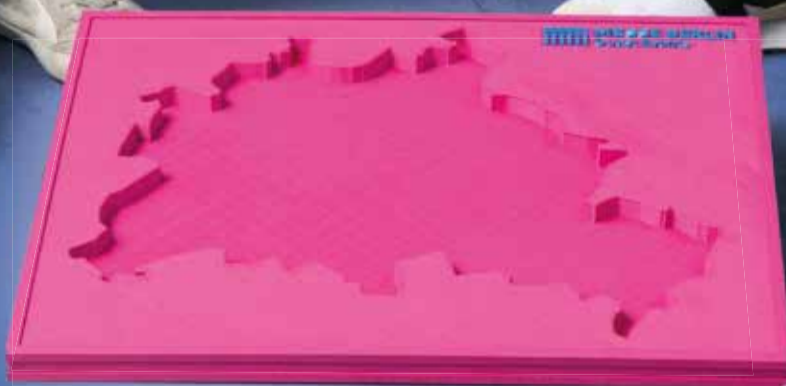
Floating Island (Stand J40)

FNF Korea DMC (Stand J40)

Freenow for Business (Stand C95)

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Feel the life, pulse and energy of Mauritius!



The **Preskil Island resort** provides a comprehensive and seamless experience for MICE events, with state-of-the-art facilities in a stunning, tranquil environment. A conference room with capacity for up to 90 participants, equipped with the latest technology makes it ideal for corporate seminars, workshops, or intimate business meetings.

Guests can also enjoy a selection of restaurants with a variety of culinary options ranging from buffets to tailor-made menus, in addition to breathtaking views of the lagoon.

A dedicated event coordinator is at hand to assist the organization of your event from start to finish.

Heritage Resorts & Golf accommodates groups up to 300 guests and has hosted events including big Indian weddings, international golf tournaments, renowned branded automotive exhibitions, lecturers from famous American universities, team building activities, wine pairing gala events, awards ceremonies and culinary workshops led by Michelin-starred Chefs.

Conference rooms are available in both resorts, accommodating groups of 10 to 70 people, with a versatile venue at La Place du Moulin that can host up to 500 guests (setup required). With the Gourmet Bliss or Premium All-Inclusive package, guests can indulge in a culinary journey across 13 restaurants and 10 bars within the Domaine.



Constance Hotels, Resorts & Golf offer properties that combine stunning locations, world-class facilities, and personalized services.

The Constance Prince Maurice is ideal for executive retreats or high-end incentives, complete with an award-winning golf course. For larger groups, the beachfront Constance Belle Mare Plage has two championship golf courses for team-building activities and incentive programs. For smaller, boutique-style events, C Mauritius is ideal for creative workshops, teambuilding retreats, or incentive programs with a more casual yet stylish atmosphere.

In Rodrigues, C Rodrigues Mourouk and Constance Tekoma Rodrigues provide intimate, serene venues for smaller MICE groups. These properties offer a peaceful, secluded environment with unique local charm, ideal for immersive team-building experiences or exclusive corporate retreats.



Beachcomber is the market leader for group and incentive travel in Mauritius. With a collection of 8 hotels; we have 7 resorts (three 5-star hotels & four 4-star hotels which can accommodate small groups as from 15 adults up to big groups of thousand people). Each resort has a dedicated Groups Coordinator who will take care of all the arrangements prior to the arrival of your group and during their stay. Modern, world-class conference facilities are available at most resorts, while all-inclusive package options are available to allow companies to budget accurately for their group's programme. While each resort has its own identity and appeal, the common thread of quality, high standards and superb service is evident at all properties. A trademark of all resorts is the warmth of the authentic welcome coupled with exceptional service. All resorts offer a wide range of sporting and entertainment facilities on their premises. These may be used as leisure activities or as part of a team-building programme supervised by our professional staff. And each resort has a choice of restaurants to ensure varied dining experiences throughout the stay.



Hello Islands DMC, your local partner in Mauritius and a member of Euromic, is managed by a team of experienced and respected professionals with over 28 years of experience in delivering first-class experiences.

Our innovation, Creativity & Enthusiasm make us the winning team: management of hotel booking, evening events, activities, transfers, entertainment and gifts. Bring your incentive event to the country that is beautiful, welcoming, generous, surprising, colourful, sunny, and unforgettable.

The Lux Collective in Mauritius combines business and leisure in a luxurious, culturally immersive environment. With six premier properties—LUX* Grand Baie, LUX* Le Morne, LUX* Belle Mare, LUX* Grand Gaube, SALT of Palmar, and Tamassa Bel Ombre – they provide exclusive beachfront locations with breathtaking views.

Each of its 4 and 5-star hotels are fully equipped to host all types of events: from unique group experiences such as teambuilding on the beach, private island adventures, whalewatching, mountain hikes, yoga classes, to worldclass dining from rooftop tapas to Asian inspired dishes. Meeting rooms and event spaces complete the offer to ensure an unforgettable experience where business and pleasure merge perfectly.

Mauritius named Best MICE and Corporate Retreat Destination in the Indian Ocean at World MICE Awards



Mauritius has once again secured its position as the leading Indian Ocean MICE destination. The tropical paradise island earned the prestigious titles of Indian Ocean's Best MICE Destination 2024 and Indian Ocean's Best Corporate Retreat Destination 2024 at the 5th annual World MICE Awards.

"We are delighted with the recognition for Mauritius as the leading Indian Ocean MICE destination. This is a focus area for us within our tourism mandate," says Arvind Bundhun, Director of Mauritius Tourism Promotion Authority (MTPA).

"In an effort to encourage the business of hosting international events in Mauritius, the Economic Development Board (EDB) Mauritius has a VAT Exemption Scheme for the MICE industry," added Arvind.

Under the scheme, an event organizer (local or foreign) may apply for the exemption of VAT in respect of accommodation costs incurred during an event held in Mauritius. Qualifying events are required to meet a criterion of 50 or more visitors from abroad staying for a minimum of three consecutive nights in a hotel for the purpose of an event in Mauritius, whether it be a business meeting, conference, exhibition, wedding, or another event.

Other award winners for Mauritius on the night included national carrier Air Mauritius, voted as the Indian Ocean's Best MICE Airline for 2024.

"With its well-established world-class MICE facilities and beautiful tropical setting, Mauritius is an ideal destination for MICE groups looking for a unique and rewarding experience," comments Arvind.

Driving towards sustainable food production

Food and food waste are issues that no meeting planner or hospitality supplier can ignore. As sustainability is an evergreen issue, **Dr Vincent Walsh**, Head of Innovation, RegenFarmCo, helps us understand what we can do as an industry.

It's necessary to understand how food production works and the systems we have.

Vincent highlights that regenerative systems are the most desirable, as they sustain and replenish themselves. Examples of these systems include woodlands, forests, mangroves, and coral reefs—complex, interdependent ecosystems. Their circular nature ensures that resources continually cycle back into the system, supporting ongoing growth and resilience.

However, issues in our farming systems impact regenerative systems. The systems in use are primarily used to produce food, and anything else is moved aside. In a heavy pesticide herbicide



insecticide system where you just want to grow one produce variety but don't want that variety to have any pests, huge amounts of chemicals are used to kill just about everything other than the crop. This approach is the opposite of the regenerative system.

So why is this the case? Basically, our food system globally is dominated by monoculture. It's why we go into super-

markets every day and get the products we desire. These products are made available due to large industrial processing and distribution systems that get the product from the farm to the supermarkets.

As Vincent observes, shifting from a monoculture-based system to a regenerative one will be challenging, as the entire food ecosystem is built around monoculture practices. However, this doesn't mean that event professionals lack the power to drive change—they absolutely can.

Forging new collaborations between food companies, event organisers, and farmers will be crucial in supporting diverse, resilient ecosystems that not only produce food but also enhance soil carbon, boost biodiversity, and align with our landscapes' natural strengths. Locality plays a key role in sustainable food systems—understanding the unique dynamics of a region's landscape and climate helps us approach food production more thoughtfully.

◀ **It's not good enough to say our product is local** ▶

Ultimately, the goal is to develop an ecosystem-centred approach to food, and this requires committed partnerships with farmers to support their transition toward regenerative practices.

Is locally sourced good, bad, or indifferent?

It all comes down to context. If you're sourcing locally from an industrial farm, is that truly beneficial? When considering the shift toward circular, regenerative, and ecological farming, the answer may be no.

Local supply chains need to be sustainable from farm to table. It's not enough to simply claim a product is local; it must also come from a responsible, regenerative farm to hold real value.

"For sustainable food at meetings, the industry could play a vital role by supporting innovation at the very start of the supply chain - on the farm," concludes Vincent.

Meet Vincent - The Living Earth (and why we should give a sh*t)
November 19th 15:30 - 16:00
IBTM Main Stage

Developing People Power

Baroness **Tanni Grey-Thompson**, Paralympic Icon, Campaigner and Parliamentarian, talked to us about her thoughts on people potential, the value of resilience, and an inclusive industry.

How can business leaders develop the potential of their people?

Business leaders can create an environment where individuals feel valued and empowered. This involves active listening, providing constructive feedback, and encouraging continuous learning. By recognising each person's unique strengths and fostering collaboration, leaders can inspire their teams to reach their full potential. Investing in training and development is crucial, as is celebrating achievements, no matter how small. This kind of culture promotes engagement and drives innovation.

◀ **I embraced the idea of resilience - understanding that setbacks are part of the journey** ▶

With your sporting achievements, when the going was tough, did you have a mantra that kept you going? How did you stay motivated?

While I didn't have a specific mantra, I often focused on my goals and the reasons I started. Remembering the hard



work I'd put in and the support from my family and coaches helped me push through tough times. I also embraced the idea of resilience—understanding that setbacks are part of the journey. Visualising success and reminding myself of the joy of competing kept my motivation high, especially when challenges arose.

If meetings professionals understood one another's potential, what impact would that have on the industry as a whole?

If meetings professionals truly recognised and appreciated each other's strengths, it could lead to more collaborative and innovative approaches in the industry. This understanding fos-

ters a culture of respect and teamwork, which can enhance creativity and problem-solving. By leveraging diverse skills and perspectives, events can become more dynamic, inclusive, and impactful, ultimately creating richer experiences for attendees.

What is one simple thing you would like meeting professionals to do to promote inclusivity in their thinking?

One simple yet powerful action is to ensure diverse representation in planning teams and event content. By actively seeking input from a variety of voices

and experiences, meetings professionals can create more inclusive environments that cater to a broader audience. This means considering accessibility, cultural diversity, and different perspectives from the outset, which enriches the event and demonstrates a commitment to inclusivity in practice.

People Potential: A Conversation with Baroness and Paralympian Tanni Grey-Thompson
November 19th 09:15 - 09:45
IBTM Main Stage



Experience **ACS's** new Sound Absorbing Cylinders at IBTM Main Stage and Impact Stage. "These cylinders reduce the sound we don't want and enhance the sound we do want" shares Managing Director, Jessica Ylstra. "What's more, they are made from sustainable acoustic material." The company first rolled out these cylinders at the ESC Congress 2024 London, which welcomed 30,000 delegates.
Stand P41

Meet Frankfurt: The Perfect Location for Your Next Event

Situated in the middle of the metropolitan region of Frankfurt Rhine-Main, the city of Frankfurt ranks amongst the leading congress destinations of both - Germany and Europe. Our bustling metropolis is wonderfully diverse, colourfully cosmopolitan and highly dynamic.

Frankfurt has been an international centre of trade and commerce for more than 800 years. Today, it exudes an inspirational atmosphere for innovative thoughts and creative ideas. With its ease of accessibility, attractive event venues, countless accommodation establishments and industry-relevant business networks, Frankfurt provides the ideal preconditions for congresses and events of every size and variety.

Frankfurt is also one of the best-connected MICE locations in all of Europe. With Germany's largest airport right in front of our doorstep, a well-developed public transport system, one of the country's busiest train stations and easy access to the national Autobahn network, the metropolis on the River Main is easy to reach from literally all across the globe. The compact city centre is home to more than 250 hotels, most of which are only a short walk from Frankfurt's premier event locations, sightseeing attractions and other recreational offerings. More than 12,000 hotel rooms are situated in immediate proximity to Messe Frankfurt alone.

#meetfrankfurt



Frankfurt Skyline © Hessen Tourismus, Udo Bernhart



Frankfurt New Old Town © #visitrheinmain, David Vasicek

Stop by our booth F100-1 and learn more about the locations of Messe Frankfurt and our beautiful congress city or visit:

www.meetfrankfurt.com, www.messefrankfurt.com/locations

Smart solutions for your event – Messe Frankfurt locations and services

Whether you are looking for ultra-modern architecture with a view of the skyline or for historic ambience, Messe Frankfurt has it all. 4 completely different locations and 11 multifunctional halls can be seamlessly combined with each other thanks to a covered moving walkway system.

All event services are available on the premises, from catering to security up to stand construction.

A very important aspect, especially for sustainable arrival and departure of participants, is the incomparable city location: Perfectly connected by public transport, you can reach Frankfurt Airport in 15 minutes, the main railway station in 5 minutes and the city centre in 10 minutes.

The 50th European Conference on Optical Communication just celebrated its anniversary congress with 1,700 international participants and the collocated ECOC Exhibition at the locations of Messe Frankfurt and they were most happy: "We were able to accommodate all the different event components in the locations perfectly and with extremely short distances. This applied to the locations at the Messe Frankfurt as well as to the evening locations within the city of Frankfurt. Our participants felt very comfortable and found their way around perfectly," comments Tina Franke, VDE Conference Service, the organiser of ECOC Congress.



Festhalle Messe Frankfurt and Congress Center Messe Frankfurt © Messe Frankfurt



Forum Messe Frankfurt © Messe Frankfurt

DESTINATIONS

Toronto's tourism and meetings sector drives over C\$12bn economic growth

A new study this year has revealed that the millions of travellers who come to Toronto each year spend over C\$8bn which drives over C\$12bn in economic impact.

The report, entitled Economic Impact of Visitors in Toronto, found that 26.5 million visitors arrived in the city of Toronto in 2023, and spent C\$8.4 billion across a wide range of sectors, including accommodations (26%), local and air transport (26%), dining (24%), shopping (13%), and entertainment (11%). Beyond this direct spending, the effects of induced and indirect spending reach even further into the broader regional economy, benefiting the finance, insurance and real estate, utilities and health care industries, to name a few.

The study also analysed visitor trends and impact across the broader Toronto region. In 2023, 45.9 million visitors arrived into the region, spent C\$12.3 billion and generated an economic impact of C\$20.3 billion. In addition, these visitors who travel to Toronto often move



beyond the city and region to other parts of the province.

"There is no question that tourism is a major driver of Toronto's economy," said Councillor Shelley Carroll, Budget Chief and Mayor's Economic Development Champion. "Investing in the visitor economy is a true example of spending for impact—every dollar we put in not only generates a sizeable return for the GTA, it supports thousands of small businesses and tens of thousands of jobs for hard-working Torontonians."

Stand L70



Abu Dhabi's Zayed International Airport has joined the Sunflower initiative which requires members to train their workforce to support individuals with non-visible disabilities. Two special assistance desks are available at the airport's pre check-in area.

Stand K70



London Convention Bureau has reported a record year with business events adding over GBP158m to London's economy. The convention bureau predicts a further growth in 2025 with events such as Salesforce World Tour, KubeCon+CloudNativeCon, and the European Society for Organ Transplantation. These three events are expected to generate more than GBP121m together.

Stand G30



Maastricht will be expecting over 800 researchers and practitioners from around the globe to explore developments in network science, a field that influences everything from computer science and physics to neuroscience, social sciences, and even the arts. From June 2nd – 6th, MECC Maastricht will play host to NetSci 2025.

Stand F55



Visit Qatar has launched a dedicated TV channel to showcase Qatar as a premium travel destination, which will be available in hotels' guest rooms throughout the country. Its tourism industry continues its growth this year with more than 3.7 million visitors, a 28% increase compared to 2023.

Stand K60



Our congratulations to **Sitges Convention Bureau** for its 20th anniversary! The entity has supported over 360 promotional initiatives and has hosted 210 fam and press trips.

Stand C50

Bologna appeals to the "heart and mind"

Thanks to the charm of its history, accessibility, gastronomy and the growing scientific and academic community, Bologna became the world hub of heart surgery, hosting the third edition of the Bologna Heart Surgery Symposium (BHSS) from October 28th – 29th 2024. The two-day event was attended by over 600 experts, from cardiac surgeons, cardiologists, radiologists, anesthesiologists and perfusionists from 31 countries.

Bringing 2025 to mind, Bologna will host the 35th Alzheimer Europe Conference from October 6th – 8th. The Bologna Convention Bureau supported the organisation of the conference from the early stages of planning, taking care of site survey, providing logistical assistance as well as promotional and digital



materials to communicate the upcoming event. The associative congress is expected to welcome an estimated 1,000 delegates.

Stand D40, D50



Bath's Grand Regency Promenade in England is one of several locations hosting special events, festivals and performances next year to celebrate the 250th anniversary of its famous former resident, Jane Austen, born in 1775. Highlights include an audience with acclaimed historian Lucy Worsley and an immersive 'Austen Lost and Found' theatre show.

Stand G50



Valencia will host the second Jubilee Year of the Holy Chalice starting in October 2025, making the city a focal point for religious tourism. The Cathedral of Valencia, home to this Vatican-recognised relic, will be a must-visit for pilgrims seeking plenary indulgence. The 2026 Gay Games are also gearing up with registration opened since October. The Games will take place from June 27th to July 5th 2026, across 40 venues throughout the city.

Stand B50

GRIMALDI FORUM MONACO

PINEDE HALL
DIAGHILEV GALLERY
PATIO ROOMS
THE PATIO GARDENS
PATIO CONNECTION & THE SQUARE
EMERAUDE FORECOURT



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A REINVENTED OFFER FOR EXCEPTIONAL EVENTS

SCAN ME



TO FIND OUT MORE ABOUT OUR 2025 EXTENSION



The extensive renovation of **Finlandia Hall**, which began in 2022, is nearing completion and will reopen for events in January 2025. It features energy-efficient spaces, thanks to new windows and exterior insulation; waste heat recovery programmable LED lighting and a solar panel system. Its new interior presents new exhibition, café, restaurants and shop spaces.

Stand H43



ASM Global, managed by **Brisbane Convention & Exhibition Centre** will be hosting the World Congress of Paediatric Gastroenterology, Hepatology & Nutrition (WCPGHAN) from June 6th – 10th 2028. The congress is expected to bring more than 2,000 delegates and is set to inject more than A\$10 million in direct and incremental spend into the local economy.

Stand L12

Mauritius won Indian Ocean's Best MICE Destination at the World MICE Awards this year. Its Swami Vivekananda Conference Centre can accommodate up to 5,000 persons, the largest facility in the Indian Ocean region.

Stand M24



Rwanda celebrates its 10th anniversary and experiments with AI

Rwanda Convention Bureau marks 10 years of MICE with a representation at IBTM World with 20 partners, ready to showcase the country's success on the global stage.

Apart from some of Rwanda's top MICE venues, DMCs, and PCOs, including Intare Conference Arena, Kigali Convention Centre, Kigali Serena Hotel, Kigali Marriott Hotel, and leading professional conference organisers such as Business Events East Africa, Sensitive Group Ltd, Global Events Africa Ltd, CUBE, Events and Media Services Group, Planitwiss, and Rwanda Events Group; the country has new developments thanks to AI.

In its Smart City Initiatives, for example, the small city of Kigali, integrates AI for traffic management, waste management, and energy efficiency, making it an attractive destination for international business events.

The country has incorporated VR and AR in its destination marketing, specifically during strategic delegate posting activations & tradeshows, providing immersive experiences of its national parks, gorilla trekking, and cultural heritage sites, allowing event planners and attendees to experience the destination virtually before their visit.

Rwanda is exploring AI to optimise event planning, data analytics, and improving attendee experiences. AI tools have been used to analyse attendee data to create personalised event content, match participants for networking opportunities, and streamline logistics. Rwandan conference venues will be incorporating technologies such as facial recognition, AI-driven registration and smart badges to enhance attendees' experiences.

Stand M35

NETWORKING EVENTS



IBTM World Welcome Party

In partnership with **TURISME DE BARCELONA**
Tuesday, November 19th
 18:00 - 20:00 - Hall 3, Fira Barcelona
 Celebrate your first day at IBTM World by partying with your peers and colleagues at our Welcome Party.



Networking Hour

Wednesday, November 20th
 18:00 - 19:00 - IBTM World Show Floor, Fira Barcelona
 Prepare to be amazed as exhibitors pull out all the stops to showcase what their wonderful destinations or services can do for your business.

Club Night

Wednesday, November 20th
 22:00 - Opium nightclub
 Dance the night away, whilst doing valuable networking, at Opium nightclub in the heart of Barcelona.



NEW EXHIBITORS

Gothenburg Convention Bureau (Stand G25)
Gothia Towers (Stand N80F)
H&T Korea, your MICE expert (Stand J40)
Helsinki Expo & Convention Centre (Messukeskus) (Stand H43)
Instituto Guatemalteco de Turismo INGUAT (Stand L80)
InterMICE Asia (Stand B82)
Jada Hotels Collection (Stand N80E)
Jeju Convention Bureau (Stand J40)
Kintex (Stand J40)
Mayan Gateway (Stand L80)
Mohegan Inspire Entertainment Resort (Stand J40)
Nobu Hotel London Shoreditch (Stand 80A)
OKU Hotels (Stand N80B)

Past & Present Journeys Ltd (Stand C96)
Phoenix Voyages Korea (Stand K40)
Porta Hotels (Stand L80)
SnapSight by Gevme (Stand P52)
Songdo Convensia (Stand J40)
Suwon City (Suwon Convention Center) (Stand J40)
The Seaes Hotel & Resort Jeju (Stand J40)
The Westin Paris - Vendôme (Stand N80G)
Top Planners Co., Ltd (Stand J40)
Wonder Tour (Stand J25)
Yeha DMC (Stand J40)



MEETINGS & EVENTS

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STAND F100

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HOTELS & VENUES

Messe Berlin welcomes medical congresses



Berlin's exhibition grounds have been busy this autumn hosting six medical congresses. From October to December, medical congresses included the 65th Congress of the German Society for Gynecology and Obstetrics, German Congress for Orthopaedics and Traumatology (DKOU), German Society of Neurology (DGN), German Nursing Congress, German Society of Psychiatry, Psychotherapy, Psychosomatics and Nerve Medicine (DGPPN) and EuroEcho-Imaging 2024 in December.

In 2025, Messe Berlin will host the European Society for Medical Oncology (ESMO) which will be in Berlin for the first time where some 25,000 to 30,000 international experts are expected to attend, from October 17th to 21st.

The UEG Week 2025 of the European Association for Gastroenterology will return to Berlin for the third since its last celebration in the German capital in 2013. An estimated 10,000 participants are expected from October 4th to 7th.

Stand F70



More than 600 **Marina Bay Sands** staff took part in the annual Sands Cares Global Hygiene Kit Build in partnership with Clean the World. This year marked the 10th Hygiene Kit Build and 30,000 kits were assembled to support disadvantaged individuals. Each kit included essential shower amenities, dental care items and message cards, which will be distributed by Clean the World and its partner, The WASH Foundation.

Stand J20



The Hague's De Plesman Hotel is due to open in spring 2025. Housed in what was the headquarters of Dutch aviation firm KLM, the hotel will feature 100 guest rooms, 20 serviced apartments, and a variety of meeting and event spaces - including one equipped with its own kitchen and cinema.

Stand F55

Hilton has partnered with Be My Eyes to ensure guests who are blind or partially sighted can experience a more accessible stay across its US and Canadian properties. Be My Eyes is a free mobile app that connects blind and low-vision users with a team of specially trained Hilton Reservations and Customer Care agents, to help navigate the hotel and its facilities. The assistance is available across a variety of Hilton brands such as Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, DoubleTree by Hilton and Hampton by Hilton.

Stand N70

Barceló boosts expansion plans with US\$400m investment



Barceló Hotel Group is investing over US\$400m in an ambitious expansion strategy.

The Spanish hospitality company is undergoing a phased pipeline of openings across the Middle East, North Africa, and Türkiye.

These include a debut property in Bahrain, a fourth property in Cappadocia, Türkiye, a 170-room four-star hotel in Tangier, Morocco, and a US\$85m refurbishment of two five-star hotels in Casablanca and Rabat.

In Cape Verde, Barceló will open its first city hotel on the island of Santiago and it is planning to extend to Sal and Boa Vista before the end of the year. In addition, Barceló Hotel Group will break ground on a luxury resort under its 'Roy-

al Hideaway Hotel & Resorts' brand on the island of Zanzibar in Tanzania.

The hotel group is also growing its presence in Madeira, Portugal with the recent acquisition of two hotels in Funchal; and Spain with the inauguration of the Royal Hideaway Corales Villas on the island of Tenerife.

"Barceló Hotel Group's robust expansion strategy aligns with the United National Sustainable Development Goals under the Barceló ReGen initiative, ensuring our growth drives economic and social benefits, promoting cultural enrichment and environmental preservation in the communities in which we operate," said Raul González, CEO of Barceló Hotel Group.

Stand N60



The **ibis London Earls Court Hotel** has rebranded as the **Mercure and ibis London Earls Court Hotel** following a multi-million-pound refurbishment. Now a dual-branded property, it offers 226 ibis rooms, 282 Mercure rooms, and a Mercure-managed event space capable of hosting up to 1,200 guests.

Stand G30



Hilton Tokyo, has completed an extensive renovation of its third-floor event spaces. The multi-million dollar project has added an additional 200 sqm to the existing 1,000 sqm area, resulting in four meeting rooms, five function rooms, a pre-function area, three breakout spaces, and a lecture hall. The hotel's fourth floor, including its ballroom, will be upgraded next summer.

Stand N70

Guests at the **Anantara Plaza Nice Hotel**, France, can take part in a special freediving experience led by renowned world champion Arthur Guérin-Boëric. The half-day experience starts with a breathwork and relaxation session, before exploring the underwater world at Passable Beach in Saint-Jean-Cap-Ferrat. Prices start from €1,400 per person, or €1,700 for two.

Stand E70



Convene 237 Park gets tech upgrade

Convene 237 Park in Midtown Manhattan is getting a technology upgrade next month.

The meetings and events venue will close in December and reopen in January 2025 with a 29.5-foot LED Wall in the Forum, ideal for showcasing high-impact video demonstrations, immersive presentations, interactive content, live event streaming, or displaying real-time data or social media feeds.

Other technology upgrades include 4K displays, ranging in size from 55 to 98 inches in each of the seven meeting rooms; five 65-inch Portrait displays in the reception area; and a high-resolution 75-inch display in the Gallery.

Video conferencing improvements will include new cameras, pendant microphones, and enhanced capabilities for all meeting rooms.

Stand L81



★ **Grand Hyatt Singapore** is welcoming back guests after closing in 2022 for renovations. The Terrace Wing reopened in July, while the Grand Wing is expected to reopen in the first half of 2025, increasing the hotel's capacity to 699 rooms and suites. Guests can look forward to a mix of event spaces, wellness amenities, and plenty of dining choices.

Stand K50



★ Canada's **Le Palais des congrès de Montréal** recently won the International Association of Convention Centres (AIPC) Innovation Award Delegates' Choice for its uniquely themed spaces showcasing Québec tourism experience. Delegates at the AIPC Annual Conference in Costa Rica were impressed by its creative design and multifunctional areas, which encourage networking and relaxation.

Stand L70

★ As part of an £80m redevelopment and expansion, England's **Belfry Hotel & Resort** is building a flagship 852 sqm event space. Designed for banquets of up to 648 guests and a maximum capacity of 920, the Masters Suite will open in autumn 2025.

Stand G23

Advertorial



The city of Poznań in Poland has been chosen as the host city of the 78th International Astronautical Congress (IAC) in 2027. The congress attracts 11,000 participants.

The event will be organised at the premises of Grupa MTP that include Poznan Congress Center – a congress venue for 5,000 participants and MTP Poznan Expo – 14 exhibition halls with total exhibition area of 110,000 sqm that can be flexibly arranged according to various meeting requirements.

Our premises have a city centre location just opposite Poznan main railway station and 7 km away from Poznan Ławica international airport. If you are interested in cooperating with us, please visit our Polish Stand no. H100, where we are exhibiting together with Poznan Convention Bureau.

<https://poznancongresscenter.pl/en>



Poznań Congress Center

STAND H100

— TODAY'S — PROGRAMME

■ 09:15 – 09:45

People Potential: A Conversation with Baroness and Paralympian Tanni Grey-Thompson

Baroness Tanni Grey-Thompson, Paralympic Icon, Campaigner and Parliamentarian; Oisín Lunny, Public Speaker, Conference MC, Podcast & Webinar Host, Event Consultant
IBTM Main Stage

■ 10:00 – 10:30

Disability & Accessibility in Events: Taking on the Tabo and Advancing Understanding

Lizzy Eaton, Director, Oddity Events & Marketing Ltd
Workplace Revolution

■ 10:00 – 10:20

Event Planner Insights to Help Improve Your Event Experience

Nicola Allen, Marketing Director, Cvent
Impact Stage

■ 10:00 – 10:30

The Global Shift Towards Experientialism

Goc O'Callaghan, Global Experience Lead, Buro Happold
IBTM Main Stage

■ 10:30 – 10:50

Julius Solaris and Chris Sykes, Swoogo discuss: All in One Software doesn't exist?

Julia Solaris, Founder, Boldpush; Chris Sykes, CEO, Swoogo
Impact Stage

■ 10:30 – 11:15

The IBTM World Trends Report 2025

Alistair Turner, Managing Director, EI8HT PR & Marketing; Goc O'Callaghan, Global Experience Lead, Buro Happold; Stephanie Lynn Cheung, Director, Strategy & Insights, MarketID
IBTM Main Stage

■ 10:45 – 11:15

DEI Focused Events: A Catalyst for Change

Monica Molina, DEI, Accessibility & Sustainability Consultant, DEI Consultoria
Workplace Revolution

■ 11:00 – 11:20

The Story of the Fastest-Growing Tech in Events

Julius Solaris, Founder, Boldpush; Kerem Baran, COO, Eventpack
Impact Stage

*Social Responsibility sessions are sponsored by IHG

**Programme is correct at time of print

■ INSIGHT ■ INNOVATION ■ EXPERIENCE DESIGN ■ SOCIAL RESPONSIBILITY
■ MARKETING ■ CAREERS ■ ADVOCACY

■ 11:30 – 12:20

Family-Friendly Events: Embracing Inclusivity and Best Practices for Welcoming Children

Janthea Brigden, CEO and Director of Childcare, Nipperbout; Sammy Connell, Head of Events, NASUWT - The Teachers' Union
Workplace Revolution

■ 11:30 – 11:50

Globalisation, Geo Cloning and Localising International Events: A Rough Guide

Dace Burdikova, Creative Director EMEA, INVNT; Daniel James Pearce, Director of Customer Success, Visit by GES; Claudia Stephenson, Managing Director EMEA, INVNT Group
Impact Stage

■ 11:30 – 12:00

The Changing Face of Accessibility, Equity & Inclusion in Meetings and Events

Shani Dhandu, Disability Inclusion & Accessibility Specialist, Social Entrepreneur and Broadcaster, Innovating Inclusion
IBTM Main Stage

■ 12:00 – 12:20

The Broken Promise of Personalisation and How It Can Return to Boost Event Equity

Stephen Pickett, Managing Director, Envoku
Impact Stage

■ 12:15 – 12:45

Secret Cinema's Awe- Factor and How to Utilise It For Business Events

Cat Botibol, Business Development Director, Secret Cinema
IBTM Main Stage

■ 12:30 - 12:50

Rwanda 10 Years On The Evolution of MICE

Frank Murangwa, Regional Director: Africa, ICCA
Janet Karemera, CEO, Rwanda Convention Bureau
Impact Stage

■ 12:30 – 13:15

Workshop: Disrupting the Events Industry with Design Thinking

Stephanie Lynn Cheung, Director, Strategy & Insights, MarketID
Workplace Revolution

■ 13:00 – 13:20

Demystifying Live Event Technology: Creating Unforgettable Experiences

Andy Johnston, Client Development Manager, 80Six
Impact Stage

■ 13:00 – 13:45

From Gathering to Global: The Transformational Journey of Burning Man

Heather Gallagher, Former CTO & Head of Design, Burning Man
IBTM Main Stage

■ 13:30 – 13:50

Beyond the Games: A Legacy in Motion – Impact, Challenges, and Future Perspectives for the Paris Region

Michel Mari, Business Development Manager, Corporate & MICE Choose Paris Region
Impact Stage

■ 13:30 - 14:00

From Stage to Screen: What the Events Industry Can Learn from the Film Industry

Nathan Abrams, Professor in Film, Bangor University
Workplace Revolution

■ 14:00 – 14:20

2024 Incentive Travel Index: Trends Across Europe

Andy Schwarz, VP, Content & Communications, Incentive Research Foundation; Jennifer Attersall, Senior Director, Client Engagement Business Event, Destination Canada
Impact Stage

■ 14:00 – 14:30

2025 Global Meetings and Events Forecast

Eloisa Urrutia, Head of Sustainability, AMEX GBT Meetings & Events; Milton Rivera, Global VP, the Experience Studio and Venue Sourcing, Amex GBT Meetings & Events
IBTM Main Stage

■ 14:15 - 14:45

Meet and Greet with Heather Gallagher from Burning Man

Heather Gallagher, Former CTO & Head of Design, Burning Man
Workplace Revolution

■ 14:30 – 14:50

Embracing Cultural Sustainability and DEIB in Incentive and Corporate Meeting Programme Design

Jennifer Attersall, Senior Director, Client Engagement Business Event, Destination Canada; Shane Carroll, Managing Director, Precise Events International
Impact Stage

■ 14:45 – 15:15

Emerging Incentive Travel Trends: A Strong Future-Focused Foundation, or A Complete House of Cards?

Sydney Nolan, Global Account Director, SoolNua; Aoife Delaney, Vice President, Business Development, DMC Network; Eda Ozden Gunyuz, Managing Director, MEP DMC; Anne Marie Rodgers, Director, Meetings, Incentives & Events, Direct Travel Meetings & Events
IBTM Main Stage

■ 15:00 – 15:45

A Solar Punk Future: Thriving in Harmony With Nature

Connor Bryant, Co-Founder & CEO, Rubbish Ideas
Workplace Revolution

■ 15:00 – 15:20

Defining the Industry

Martin Fullard, Director, The Business of Events; Sherrif Karamat, CAE President & CEO, PCMA and CEMA
Impact Stage

■ 15:30 – 15:50

Overtourism: A Strategic Solution

Martin Fullard, Director, The Business of Events; Eloisa Urrutia, Head of Sustainability, Amex GBT Meetings & Events
Impact Stage

■ 15:30 – 16:00

The Living Earth (and why we should give a sh*t): Dr Vincent Walsh

Dr. Vincent Walsh, Head of Innovation, RegenFarmCo
IBTM Main Stage

■ 16:00 – 16:20

Global Destination Report: Review and Analysis

Martin Fullard, Director, The Business of Events; Sarah Fleming, Managing Director, SFA Connect; Ross Moffett, Sales Director, ICC Belfast
Impact Stage

■ 16:00 - 16:45

Networking - The Science of Connection

Adam Fillary, Executive Managing Director, Professional Association of Networking (PAN)
Workplace Revolution

16:10 – 16:40

Long Live the Experience Era

Louisa O'Connor, Managing Director, Seen Presents Ltd
IBTM Main Stage

■ 16:30 – 16:50

The Unified Approach to Advocacy

Martin Fullard, Director, The Business of Events; Senthil Gopinath, CEO, ICCA; Barbara Jamison-Woods, President, City DNA
Impact Stage

■ 16:45 – 17:15

The Importance of Common Consent, From A Hollywood Intimacy Coordinator

Samantha Murray, Intimacy Coordinator, Sam Murray On Set
IBTM Main Stage

18:00

IBTM World Welcome Party

Hall 3, Fira Barcelona

LEIPZIG

Convention Bureau

If you are looking for an attractive venue for your congress, conference or meeting, then Leipzig should be at the very top of your list. The city offers a unique and inspiring blend of business, science and vibrant culture. Find out more about the exciting opportunities Leipzig has to and meet us at stand F 60-14.

#meetleipzig



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Opening Times

Tuesday, November 19th:
08:45 – 18:00

Wednesday, November 20th:
08:45 – 18:00

Thursday, November 21st:
08:45 – 17:00

Impact Stage

A showcase of the latest, best-in class solutions. Hear about the exciting work the industry is doing across social responsibility, marketing, experience design and more.

Main Stage

In the landscape of inflation, lack of resources, geopolitical upheaval, supply chain issues, and more, how has this affected the talent and how we run events in 2025. Reignite your passion for experiences through inspiration and debate, as leaders tackle key challenges.

Workplace Revolution

Join speakers from the main stage to further dissect topics and make meaningful connections with your peers through shared experiences and problem solving.

ReFuel

Burnout is the new epidemic. Whilst stress isn't a new topic for event planners, we're now working with a backdrop of new challenges. Take time out from your busy diary to ReFuel through a programme of mindfulness and self-care (Stand A15).

Access

The venue is completely accessible to wheelchair users with the entrances having unobstructed access. All toilets in the exhibition are wheelchair accessible. Mobility scooters are available from the Bus Station in Hall 1.

Cloakroom

The Hosted Buyer cloakroom is located near the Hosted Buyer coach arrivals, at the north entrance of Hall 3. The cloakroom for visitors and exhibitors is located in CC1.1. This is on level 1 above Acceso Sud.

Destination Presentations

Visit exhibitor stands and discover their unique destinations. Presentations take place at 10:30, 12:00 and 14:30 each day.

First Aid

The First Aid point is located behind stand K100. If the First Aid point cannot be reached, please contact a member of staff who will direct the medic to the incident.

New this year: Colleqt.

Do you want to collect exhibitor information? Using your smartphone, scan this QR code to get started and follow the simple steps. You'll see every Colleqt QR Code on stand at the show.



Hosted Buyer Service Desk

If you are a Hosted Buyer and have any queries, please visit this desk by the escalators and the team will be happy to help you (Stand H10).

IBTM World Mobile App

Download the app from the App Store, the Google Play Store, or www.ibtmworld.com/app to see event schedules, maps, diary appointments, and much more.



Information Desk

The information desk is located at the bottom of the escalator as you enter the exhibition in Hall 3 (Stand H55).

Networking Events

It's not all work and no play. Come along to our networking events and connect with the industry in a relaxed environment. Strengthen existing relationships and meet with new contacts, friends and colleagues.

Welcome Party

Date: Tuesday, November 19th
Time: From 18:00
Venue: Hall 3, Fira Barcelona

Networking Hour:

Date: Wednesday, November 20th
Time: 18:00 – 19:00
Venue: IBTM World Show Floor

Club Night

Date: Wednesday 20 November
Time: 22:00 – 01:00
Venue: Opium

Organiser's Office

Located in the Europa Suite. The team will be available to help exhibitors and contractors with enquiries.

Show Daily

IBTM World newspaper is produced and published daily by our media partner, Grupo eventoplus. Make sure you pick up your copy every day

from either the entrances, Hosted Buyer lounges, or at the Show Daily office in the Media Centre.

Hosted Buyer Shuttle Bus Service sponsored by



Hosted Buyer Transfer Venue and Airport

Tuesday, November 19th
08:00 - 12:00 (Airport to Venue)
Wednesday, November 20th
No shuttle

Thursday, November 21st
14:00 - 18:00 (Venue to Airport)

Friday November 22nd - If you have been hosted by IBTM World for the night of Thursday, November 21st, please go to the Hosted Buyer Support Desk on Thursday before 2 PM to confirm and request your complimentary transfer for Friday.

Hosted Buyer Transfer Official Hotel to Venue

Departing Tuesday, Wednesday & Thursday, morning at 08:00 & 08:45*.

Transfer times will also be displayed in the hotel reception. Look out for the IBTM World signage or ask a member of the team.

* The departure time between each hotel may vary. Check the Hosted Buyers Welcome Pack and hotel signage for the exact transfer timings.

Hosted Buyer Transfer Venue to Official Hotels

Tuesday, November 19th
17:00 to 20:30
Wednesday, November 20th
17:00 to 19:00
Thursday, November 21st
16:00 to 18:00

Wi-Fi

Complimentary Wi-Fi is available at the venue.

Wi-Fi Network names
#IBTM_Free_5GHz
#IBTM_Free_2.4GHz
No password required



Stand C102

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MADRID, THE CITY WHERE MEETINGS COME TO LIFE



Light, energy, a zest for living. These are the hallmarks of Madrid, a city that buzzes with life. You can feel this life everywhere, even in professional meetings, which turn into **one-of-a-kind experiences** in Madrid.

UNFORGETTABLE MEMORIES

Explore the city's streets and admire its historic buildings. The area of **Paseo del Prado and El Retiro Park**, a UNESCO World Heritage Site, offers an endless range of must-see monuments and cultural institutions. The blue sky invites you to share some laughs in one of the many outdoor cafés in Madrid, a sociable, welcoming city that will make your corporate event an **unforgettable meeting**.

EXCITEMENT AT EVERY TURN

You'll find **incredible venues, hotels that will win over even the most demanding traveller, itineraries full of stories and mysteries, artisans** who will share their knowledge with your group, **rooftop bars and restaurants with 360° views, first-rate gastronomy** and, first and foremost, an **endless supply of one-of-a-kind experiences**. The city has a special energy that makes any event held in Madrid come to life.

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