

Going forward... Developing Our Potential



Susan Arslan, Helms Briscoe

"Potential is about scope to grow as an individual. It enables people the space to be what they can be if they let themselves."

PHOTO OF THE DAY



See you in 2025!
 November 18th - 20th 2025

Potential is a word that holds so much promise. Potential can apply to individuals, the potential of technology, or the potential of the meetings industry. If you're looking for opportunities, there is always potential. It's a positive word that encourages us to look forward and to think beyond where we are now.

IBTM World presents an opportunity to reflect on your potential as a meeting professional and on the industry's expansive potential.

As IBTM World celebrates its 20 years in Barcelona, the conference programme places

emphasis on People, Power, Potential.

So where is the potential that we can grow and expand? Business events incorporating sustainability is a good start: Dr. Vincent Walsh, Head of Innovation at RegenFarmCo, led a session about the transformative changes taking place in the food production sector, influencing the way event catering is delivered sustainably and what it might mean for the future of meetings. The bnetwork report shows that attendees are looking for hotels and venues that have fair and ethical treatment

of employees, accessibility and inclusivity, impactful initiatives in energy and water conservation, waste reduction and resource preservation as well as clear CSR communication to avoid the perception of greenwashing.

Exploiting AI technology is at the forefront of opening new doors and ways of working. Yet, we should never forget the importance of people and relationships in what we do. Simone Heng, yesterday's keynote speaker, commented on whether AI hinders or...

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Busan's Efforts to Protect the Earth Through MICE Sustainability

The MICE industry is one of the many contributors to environmental degradation.

The air and ground travel that bring visitors to MICE events around the world contributes to carbon emissions, while the waste generated at MICE events is another major pollution factor. Recognizing these issues and understanding the need for sustainability, Busan and the BTO CVB are striving to operate MICE events in ways that align with ESG management principles. The goal of Busan's sustainable MICE

approach is to prepare environmentally-responsible events, while maximizing community participation and overall impact. Fulfilling social responsibilities during MICE events and reporting the effectiveness of ESG at MICE events are also key objectives.

In 2022, the "2022 Busan Sustainable MICE Event Management Guidelines" were released, capturing the attention of the MICE industry. These guidelines offer a range of useful measures for protecting the environment while hosting successful MICE events.

The guidelines provide detailed examples and recommendations to assist companies that may encounter challenges when establishing ESG strategies and goals for events, as well as assistance in preparing operational manuals. As they are presented in a checklist format, the guidelines list key considerations for sustainability practices, tailored to those involved in events, enhancing their usability. Practices include selecting eco-friendly accommodations within walking distance as the official lodging, minimizing food waste and carbon emissions, and using reusable materials in exhibition halls.



©Busan Tourism Organization

In line with agreements made with MICE businesses, government offices, and other companies, the BTO CVB held a sustainability management declaration ceremony and conducted environmental campaigns. In addition, the BTO CVB is actively conducting sessions for MICE companies in Busan on ESG management through initiatives such as MICE Alliance Day and meetings with the Busan MICE Alliance (BMA).

During COSPAR 2024, which was held from July 13 to 21, the BTO CVB set up a tourism promotion booth made of recyclable timber. This eco-friendly booth was also reused during IGC 2024 in August, promoting "paperless conferences." The IT services provided were instrumental in reducing paper usage, and also contributed to a high level of participant satisfaction. Efforts to operate a waste-free booth continued

at the 27th IAVE, which was held in Busan on October 22. In this way, Busan and the BTO CVB have consistently demonstrated a proactive model for eco-friendly MICE events.

With the hope of establishing itself as a MICE city known for sustainable growth, Busan—at the forefront of the MICE industry—will continue to strive to make all visits to the marine city truly memorable. See you in Busan!

STAND J25



©Busan Tourism Organization



INDUSTRY & TRENDS

Harder Edges, Bigger Impact: Designing Events for today's Complex World

Jules Griffith, Director of Sales & Marketing, mccglc, shares her insights on changes needed when designing events for a complex world.

Delegates are complex, and today's shifting landscape adds further challenges. Social media amplifies this complexity with its mix of enthusiasm, inevitability, and risk aversion. As meeting organisers, our ultimate goal is to create experiences that change behaviour, but in a world driven by fear and waning enthusiasm, this has become increasingly difficult.

The most successful global brands meet fundamental human needs, and reflect our psychological landscape. This means we need to understand how emotions shape decision-making. While we often call ourselves "experiential storytellers," storytelling alone isn't enough. To make events memorable and impact-



ful, we must address the deeper psychology that influences attitudes and behaviour.

Historically, successful events have been associated with joy and positivity—celebrations that embody the "Disney" ideal or the American dream. However, true impact requires acknowledging that negative emotions, like fear and anxiety, are part of the human experience. These emotions aren't just barriers; they can be powerful tools for driving the right decisions and managing risk.

By incorporating fear and uncertainty into the event design, we can better connect with delegates and address their real concerns. Events that explore these emotions thoughtfully can become catalysts for behavioural change.

◀ Meeting organisers need to blend the edges of fear and happiness ▶

For example, recognising fear as a motivator can help inspire action, while addressing anxiety can foster trust and openness. This balanced approach, blending the edges of fear and happiness, can lead to truly transformative experiences.

Meeting organisers can no longer shy away from the uncertainties shaping modern life. Instead, we must embrace and integrate these emotions into our strategies. By doing so, we gain a deeper understanding of behavioural triggers and create events that resonate more deeply with attendees, fostering meaningful change and lasting impact.

Meet Jules - My New Event: What Future Organisers Want from Future Events

November 21st 11:45 - 12:30
IBTM Main Stage

Incentive Travel Calls for Sophists

Sydney Nolan, Global Account Director, SoolNua, ran yesterday's session, "AITA?": Incentive Travel Edition, which involved an open and engaging format.

Inspired by the popular Reddit forum, Sydney invited some of the incentive travel industry's sophists to share their stories and let the audience be the judge: were they in the right, or were there other lessons to be learned and alternate takes to consider?

A sophist has the ability to craft a convincing argument for something which may not necessarily be true, or even reflect what they actually believe.

A wide range of new perspectives, followed from speakers: Anthony Kelly (Measurable Marketing Consultancy,

UK), Freddy Muller (Royal Caribbean International, USA), Jack Owens (Horizons by Tour Partner Group, Ireland), Eda Özden Günyüz (MEP DMC, Türkiye) and Anne Marie Rodgers (Direct Travel, USA)

Stories were short, and audience reactions were sought on issues such as ghosting by clients, incentives going wrong, and trusting your gut reaction as a team/company leader.

The key learnings were:

- Question everything
- Understand that being able to argue from different perspectives that you don't agree with is a great communication skill
- Have curiosity to see another perspective

Summing up the session, Sydney said, "In times of continued friction and what can be a contentious dialogue between different parts of the meetings industry, it's worth remembering that we're on the



◀ We're all in this together, despite opinions that might sometimes divide ▶

same team in the end, and we all share the same overarching goal to deliver standout programmes for clients."

Sustainable hospitality insights



Bnetwork, a SaaS accommodation company, has released a new report: Sustainable Hospitality: Understanding the Priorities of Today's Event Attendees, based on insights from nearly 700 respondents across diverse industries.

The report reveals three core issues that matters to attendees when choosing event accommodation:

People-First: Fair and ethical treatment of employees as well as guests' accessibility and inclusivity remain a top priority for attendees, who see it as integral to building a brand's credibility and fostering trust.

Meaningful Ecological Actions: Attendees are drawn to hotels and venues that have impactful initiatives in energy and water conservation, waste reduction and resource preservation.

Trust and Transparency: Clear, honest communication around sustainability practices is essential to avoiding the perception of greenwashing. More than a third of respondents consider transparency a priority, directly linking it to placing their trust in a brand.

For venues and hotels seeking to align with the priorities of event attendees, the report recommends a focus on transparent CSR communication, genuine ecological action with measurable impacts, cost-effective sustainable practices and prioritising comfort for guests while implementing sustainable initiatives.

Stand P107

★

The **Catalunya Convention Bureau** has released a toolkit that incorporates accessibility in meetings, and was awarded by the International Social Tourism Organisation (ISTO).

Stand C50

THE FASTER THE **MORE** BERLIN



Puzzle & Win!

At Stand F70-16

ibtm WORLD

Audience DNA is essential for event success

Stephen Pickett, Managing Director, Envoku, talked about how we can effectively personalise our meetings experience.

During his presentation on the session: The Broken Promise of Personalisation and How it Can Return to Boost Event Equity, his key message was that we need to understand our audience at a much deeper level before we can effectively personalise an experience, be it for an attendee, sponsor or exhibitor.

His belief is that we have gone about personalising, creating and curating events the wrong way. He says, "I think the industry has it wrong on many levels as to what they think personalisation is. There is a tendency, in my experience, to focus on what we think our audience is, or what we want the audience to be.



« Meetings need to be developed with the attendee as the priority »

And we're losing out on who the real people are. Because for far too often and far too long, events are being developed by event people, for event people."

Stephen advocates taking a step back, and discovering more about your audience first. His company has created a tech tool that investigates audience DNA.

Psychometric testing is used to understand who your attendees are and what their learning preferences and styles are. Understanding who your audience is before you start to pick your content and how you deliver that content is critical. You cannot do that based on a job title or someone's age. We need to go deeper; after all, understanding your audience is key to an event success.

South Africa embraces meetings for growth

Nothing make us happier than to see the meetings industry being recognised as an important strategic value by governments. So it is with pleasure that the IBTM World Show Daily sat down with the South Africa Minister of Tourism, Patricia de Lille, to understand her view of our industry. South Africa is the leading meetings country in the African continent, this is due to an amazing combination of natural, cultural and logistics assets. There are direct flights from 55 destinations, a wide selection of hotels, natural parks and safaris, and large venues that can host up to 100,000 people.

From incentives to conventions, trade shows, such as Meetings Africa, for our industry, to large congresses like the AIDS congress of a few years ago, and conferences like the 2020 BRICS Summit. Mrs. de Lille explains how South Africa sees meetings as a way to grow strategic industries, in their case green hydrogen, biofuels, and technology and AI.



With regards to hosting the G20 Summit in 2025 in South Africa, she points out their focus in spreading the economic impact throughout the country, the event will be held in all its provinces. G20 attendees will be able to experience South Africa's different cultures and experiences, going beyond natural parks and safaris.

A key achievement of South Africa is its reconciliation after the tragic apartheid, it has a population who have overcome the tensions and now live peacefully together. This is in part thanks to two Nobel Peace Prize winners who were, interestingly born on the same street: Desmond Tutu and Nelson Mandela. South Africa has a powerful message in line with our meetings industry: we are different but open, and we communicate with each other to understand, create, improve, and innovate.

Stand L40



@SA_NCB The much-anticipated IBTM World 2024 is here! South African Tourism, alongside a diverse delegation, is showcasing our country's exceptional business events products & experiences, connecting with industry leaders on the global stage. #IBTMWorld2024 #MeetSouthAfrica @SATravelTrade @PatriciaDeLille



@Fira_Barcelona IBTM World celebra 20 años en Barcelona, consolidándose como el principal escaparate mundial del turismo de negocios. Una edición especial centrada en el poder de las conexiones humanas para innovar y construir un futuro sostenible. @ibtmevents #IBTMWorld2024



@olympiaeventsuk Greetings from Barcelona The #OlympiaEvents team have officially arrived at #IBTMWorld! An exciting couple of days ahead showcasing our world-class conference centre opening in 2026, situated at the heart of an iconic new visitor destination <https://bit.ly/3OgZiNk>

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



Fotos: Philipp Kirschner



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DESTINATIONS



Thailand presents sustainable initiatives

Thailand Convention and Exhibition Bureau (TCEB) presented updates on its Bangkok Protocol on Sustainable Gastronomy and Low Carbon Travel Experiences at IBTM World.

The Bangkok Protocol on Sustainable Gastronomy focuses on sustainable food management, ranging from ingredient sourcing, husbandry practices, delivery to venues and food waste management. Mr. Chiruit Isarangkun Na Ayuthaya, TCEB President, stated: "With the protocol based on real practices, TCEB and Thai service providers can help planners and organisers have a living proof of sustainability. This, coupled with world-renowned Thai cuisine, will make their events not only a flavourful experience but also a responsible performance."

Low Carbon Travel Experiences is a product on offer for planners generat-

ed by Carbon Neutral Tourism initiative of the Thai government organization network, including TCEB, in response to Bio-Circular-Green (BCG) policy direction of the country. This initiative offers local attractions and activities, the opportunity to develop low-carbon products for travellers, using scientific methodology.

At present, they have 28+ selected choices of travel experiences in 6 areas - culture, ecology, agriculture, gastronomy, wellness and sport/adventure - which were developed by Thai Ecotourism and Adventure Travel Association (TEATA) and can be found throughout Thailand, including such MICE Cities as Bangkok, Chiang Mai and Phuket.

Stand L50



Liverpool has been named the world's first 'Accelerator City' for climate action, by UN Climate Change. The title comes in recognition of the UK city's impressive commitment to innovation and smart regulation to rapidly decarbonise the live music and TV/Film production sectors. As an 'Accelerator City', Liverpool will expand on this use of policy, technology, infrastructure, and transport practices to pilot and then embed decarbonisation methods into the fabric of the city.

Stand G50

★ CONNECT 2025 will take place in Girona, Spain, from February 3rd to 5th. The event will be hosted by the Government of **Catalonia**, the Diputació de Girona and the Chamber of Commerce of Girona.

Stand C50



Yumeshima Island in the Osaka Bay Area of Japan will host the World Expo from April 13th to October 13th 2025. The **Osaka Convention & Tourism Bureau** says that conventions held elsewhere in Japan in 2025 may experience increased popularity from overseas delegates who are looking to visit the Expo alongside their attendance at a conference. The theme for World Expo 2025 is 'Designing Future Society for Our Lives'.

Stand J50



★ The **Travel Experience DMC** has created, in cooperation with Visit Tampere a unique new incentive tour: Finnish Happiness Incentive Tour to Tampere, Finland. By combining educational sessions, hands-on workshops, cultural experiences, and team-building activities, this programme aims to provide groups with a holistic understanding of the secrets behind Finnish happiness while cultivating a sense of well-being and fellowship.

Stand H43

★ **Meeting Professionals International (MPI)** will stage its 2025 European Meetings & Events Conference (EMEC) in Istanbul, Turkey from February 22nd to 25th. The last time the EMEC was hosted in Istanbul was in 2014. İsmail Bütün, General Manager of the **Turkey Tourism Promotion and Development Agency (TGA)**, said that the event will be a huge boom to Istanbul's reputation as a meetings destination.

MPI (Stand N75), TGA (Stand E50)

★ **Geneva Tourism & Convention Bureau** joins **IAPCO's** Destination Partnership Community, a programme created to align its member PCOs with Convention Bureaux. Individual IAPCO destination partners have reported that the economic impact of business events they have won and those in the pipeline directly through IAPCO members can reach well over €300 million.

Geneva Convention Bureau (Stand G60), IAPCO (Stand N75)



★ **Hong Kong** will host the Lions International Convention in July 2026, one of the world's largest service club events, with an estimated 20,000 attendees.

Stand K40

★ **Leipzig** will host the ANAKON 2025 conference from March 10th to 13th at the University of Leipzig. The conference of the Division of Analytical Chemistry of the German Chemical Society is the most important joint conference of German, Austrian and Swiss analytical chemistry and the city has been a stronghold of the field for many years.

Stand F60

Finding Suppliers for your meetings in Spain is ...

SO EASY!

Use FINDER, our free supplier search service. Simply tell us what you need and we will send you a shortlist to contact.

Hello! We are looking for a venue close to Madrid city centre for a lunch and press conference for 30 pax for 13 January.

We are exploring destinations in Spain for an incentive group: hotels, special venues for gala dinner and local activities. reccommendations?

We are bringing a group of 50 pax from Europe to Barcelona and we need a teambuilding activity with a sustainable focus. Thank you!

We want to do a cocktail workshop for our executive meeting in Bilbao. Workshop to be conducted in English for 25 pax.

We need AV equipment and staging for a conference for 800 pax in Valencia. Help!

Get started!

**Ask us!
STAND
C102**

FINDER

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HOTELS & VENUES

New sports and event venue in Faroe Islands



Við Tjarnir, will soon open its doors in the Faroe Islands, offering an adaptable and sustainable venue that honours the islands' natural and cultural heritage.

"We're optimistic about the future of sports and conferences in the Faroe Islands," says Regin W. Dalsgaard, CEO of Við Tjarnir. "The new sports arena in Tórshavn will serve as a growth catalyst, enabling local talent development and drawing international matches, concerts, and unforgettable conferences."

Aligned with Visit Faroe Islands Meetings' theme of "Wool, Water, and Wellness," Við Tjarnir is exploring ways to integrate this ethos into its design, incorporating locally sourced materials and wellness-inspired features. The venue is also working towards Green Key and Green Sport certifications, underscoring its commitment to sustainability.

Stand H33



Moxy Hotels celebrated its 10th anniversary in 2024 with the opening of Moxy Barcelona. Inspired by Barcelona's festival atmosphere, the hotel incorporates elements reminiscent of surrealist painters Salvador Dalí and Joan Miró and modernist architect Antoni Gaudí. The crowning jewel of Moxy Barcelona is its rooftop space on the tenth floor, offering a spectacular pool and chill-out area with sweeping views of the city.

Stand C60



The Malta-based db Group and **Hard Rock International** broke ground and laid the foundation stone for the Hard Rock Hotel Malta in October 2024. The 394-room hotel will sit alongside a mixed-use development, including 12 different restaurants and bars including Hard Rock Cafe. The total investment in the project is €300 million and is set to create hundreds of jobs.

Stand C60

Two leading participants in the Nordic travel industry, **Scandic** and SAS, have entered into a strategic commercial partnership. Together, the companies are offering unique and exclusive benefits to their loyalty programme members, starting in the first quarter of 2025. The partnership goes by the name 'Friends with Benefits'. The shared ambition is to create more seamless and personalised travel and hotel experiences for more than 11 million members of the two loyalty programmes.

Stand G25

Meliá opens two hotels in Buenos Aires



Meliá Hotels International has opened two new properties in Buenos Aires under the Affiliated by Meliá brand.

The Almarena Puerto Retiro and the Almarena Madero Urbano both opened on November 1st in the Puerto Madero and Retiro neighbourhoods of the Argentinian capital, famous for their avant-garde architectural development.

Almarena Puerto Retiro, Affiliated by Meliá offers 73 apartments and a complete spa and wellness space. It boasts an outdoor pool, Pilates room, spa circuit with saunas, heated pool and treatment rooms. It also offers different spaces for business meetings, conferences and events, including meeting rooms and an auditorium.

Almarena Madero Urbano, Affiliated by Meliá has 78 apartments with integrated kitchens. It also features a large swimming pool, two jacuzzis, saunas, and a large fully equipped gym, as well as two spacious meeting rooms and a small auditorium.

Stand N50



Fairmont Golden Prague, situated in the heart of Prague's UNESCO World Heritage Centre Old Town, will open its doors in Spring 2025. The 320-room hotel is managed by Fairmont Hotels & Resorts and housed in one of the city's most historic buildings and located at the gate of the prestigious Pařížská Boulevard on the banks of the Vltava River.

Stand H70



Radisson Hotel Group has debuted in Sardinia with the opening of Veridia Resort Sardinia, a member of Radisson Individuals. Situated in the picturesque Chia region of Southern Sardinia, less than an hour from Cagliari, the resort aims to transform premium travel in the area with its blend of natural beauty and sophisticated elegance.

Stand C25

Berlin-based **HR Hotel Group** has taken over 34 hotels, including two projects from Centro Holding, as well as Centro Hotel Management GmbH. The acquisition includes the takeover of 18 affiliated hotel companies in Germany, Austria, and the Netherlands, as well as the management platform in Hamburg. This results in over 2,800 rooms being integrated into the operational management of the HR Group.

Stand F70

NETWORKING HOUR



@aytoSalamanca
#Salamanca participa hoy y mañana en Barcelona en la **#IBTMWorld2024**, una de las ferias especializadas en turismo de negocios más importantes del mundo, a través de reuniones con agencias de eventos y una sesión de 'networking'.



@turismecat La directora de l'Agència Catalana de Turisme, Arantxa Calvera, inaugura l'estand de Catalunya a la **#IBTMWorld**. 42 empreses i entitats ens acompanyen per comercialitzar la seva oferta a compradors d'arreu del món. Seguim treballant pel **#turismereunions** català.



@PolandCvB
 Experience a taste of Poland! Savor special coffee with a touch of salt from the UNESCO-listed Wieliczka Salt Mine - unforgettable flavour awaits! Visit us at IBTM stand H100. Let's create something amazing together!
#IBTMWorld2024 #ibtmworld #EventprofsPL @IBTMevents



@atout_france Du 19 au 21 novembre, Atout France accompagne une délégation de 91 professionnels français sur le salon **#IBTMWorld2024** à Barcelone afin de promouvoir l'excellence française en tourisme d'affaires, d'accroître la notoriété de la destination et de développer de nouveaux contacts.

@InguatPrensa
 ¡Las puertas de la **#IBTMWorld2024** se abren y **#Guatemala** está presente!



@VisitEnglandBiz
 After a productive opening day at **#IBTMWorld2024**, our Chair **@backborwick**, our **@MeetEngland** team and England partners welcomed international association and corporate event buyers to our annual client reception in the centre of Barcelona. Thanks to all who joined us this evening!



— TODAY'S — PROGRAMME

■ **INSIGHT** - includes content on industry trends, global challenges and insight into how to overcome these challenges

■ **INNOVATION** - includes all sessions on future thinking technology, products, and services and what's new in the industry

■ **EXPERIENCE DESIGN** - content around event design strategies, storytelling and what's next for human experience

■ **SOCIAL RESPONSIBILITY** - includes important sessions around sustainability, accessibility, D&I and wellbeing and how to drive positive social impact

■ **MARKETING** - content focusing on brand building, event growth, new audiences and strategy

■ **CAREERS** - content that explores future skills and career development tips for all event professionals

■ **ADVOCACY** - includes sessions about the legacy and impact the industry is making

■ 09:15 – 09:45

Tech Vs Human. The Exciting Future of Events

Goc O'Callaghan, Global Experience Lead, Buro Happold; Julius Solaris, Founder, Boldpush; Louisa O'Connor, Managing Director, Seen Presents Ltd

IBTM Main Stage

■ 10:00 – 10:20

How to Use AI to Do Complex Tasks Within Software

Knut Amund Gulsvik, Chief Commercial Officer, Qondor

Impact Stage

*Social Responsibility sessions are sponsored by IHG

**Programme is correct at time of print

■ 10:00 -10:30

The Future of Talent: The IBTM World Trends Report 2024

Alistair Turner, Managing Director, EI8HT PR & Marketing; Heledd Williams, Head of Business Events, MeetInWales

IBTM Main Stage

■ 10:00 – 10:45

The Power of Shared Human Values

Estefanía Zárate Angarita, Media & Communications Manager, Kenes Group; Joao Lemos, International Promotion, Visit Porto and North CVB; Bhanu Yadav, Business Development, India Attitude

Workplace Revolution

■ 10:30 -10:50

Shaping the Future of RFPs: Insights for Association Conferences

Bregje Frens, Founder, Conferli; Nienke van der Malen, Founder, Conferli

IBTM Main Stage

■ 10:45 – 11:30

Boosting Your Career: Discover Your Professional Path

Carina Montagut, Events Director, Feria Valencia; Begoña Ruiz Lidón, Director of Client Relations and Business Development, Kuoni Tumlare Congress; Jorge Vinha da Silva, CEO; MEO, Arena & Congress Centre; Javier Sanabria, International Sales Manager, Bco Congressos; Phil Cross, CSO, bnetwork

IBTM Main Stage

■ 11:00 – 11:20

Green Claims Checked: Storytelling Under the New EU Directive

Bella Shahsuvaryan, Changemaker, Global Destination Sustainability Movement; Anja Spice, PR and Digital Marketing Manager, GDS-Movement

Impact Stage

■ 11:00 – 11:45

Success Under Pressure: Mental Wellness in the Hospitality Industry

Luiza Paduraru, Psychologist, Psychotherapist & Event Manager, Independent Psychology Practice

Workplace Revolution

■ 11:30 - 11:50

You've Lost Their Attention. What Does Gen Z Need?

Yens Dickmans, Junior Project Manager, ABBIT - Silent Seminars

Impact Stage

■ 11:45 – 12:30

My New Event: What Future Organisers Want from Future Events

Clare Forestier, Event MC and Host; Jules Griffith, Director of Sales & Marketing, mccglc; Alistair Turner, Managing Director, EI8HT PR & Marketing; Madolyn Grove, Creator Community, TikTok

IBTM Main Stage

12:00 – 12:45

Launching Your Career in Events: Exploring Roles & Crafting Standouts CVs

Benedicta Asante, Founder, Events

Workplace Revolution

12:00 - 12:20

Network or Die - AI is Killing Your Capacity

Adam Filly, Executive Managing Director, Professional Association of Networking (PAN)

Impact Stage

■ 12:30 - 12:50

Beyond Greenwashing: The Ethical, Social and Environmental Practices Event Attendees Really Want When Booking Accommodation

Christina Strohschneider, Head of Vienna Office, bnetwork - accommodation specialist; Phil Cross, CSO, bnetwork

Impact Stage

■ 12:45 – 13:30

The Jobs You Never Knew Existed

Stephanie Lynn Cheung, Director, Strategy & Insights, MarketID; Sammy Connell, Head of events, NASUWT – The Teachers' Union; Andy Johnston, Client Development Manager, 80Six; Goc O'Callaghan, Global Experience Lead, Buro Happold

IBTM Main Stage

■ 13:00 – 13:45

Incentive Travel: Business Tools & Career Paths

Padraic Gilligan, Chief Marketing Officer, SITE; Andy Schwarz, VP Content & Communications, Incentive Research Foundation

Workplace Revolution

■ 13:45 – 14:30

Creative Career Excellence: Learning from Other Industries

Elena Clowes, Creative Director, Sonder Experiential; Adam Strawford, Head of Scripted Production, 1PLUS1

IBTM Main Stage

■ 14:00 – 15:00

Training the On Stage Talent: Getting the Most Out of Your Speakers

Clare Forestier, Event MC and Host; Richard John, COO, Realise

Workplace Revolution



@SCB_FEMP

Asistimos al

#IBTMWorld2024 que se está celebrando en #Barcelona. Nos reunimos con los principales actores de la industria #MICE internacional para destacar el importante papel de los destinos de la red.

Encuétranos en la mesa 26 del stand de @Turespana_ #PeoplePowered

STAND EVENTS

Destinations presentations:

12:00 ● 14:30 ●

Zaragoza, The Hidden Spanish Jewel (Stand C40) ●

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

An Inspiring Journey Through Canada (Stand L70) ● ●

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

Catalonia, The Perfect Balance for Your Meetings & Events ● World Region of Gastronomy 2025 ● (Stand C50)

Cote d'Azur France Tourism Board (Stand E70) ●

Croatia Experience (Stand F25) ●

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

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

Discover London (Stand G30) ● ●

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) ● ●

Grenoble Convention Bureau (Stand E70) ● ●

Hong Kong Tourism Board (Stand K40) ● ●

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) ● ●

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 MeetSussex ● MeetEngland ● (Stand G50)

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) ● ●

Just Romania... (Stand B70) ● ●

Serbia Unveiled: Expo 2027, Exhibitors and Šljivovica (Stand G80) ● ●

Singapore Tourism Board (Stand K50) ● ●

Slovakia MICE Destination Presentation (Stand H105) ● ●

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 Netherlands Destination Presentation (Stand F55) ● ●

This is Athens – Why Athens (Stand E40) ● ●

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 – M&I ● Associations ● (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)



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Opening Times

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 Accesso Sud.

Destination Presentations

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

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.



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.

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).

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

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Hosted Buyer Transfer

Venue and Airport

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 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

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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