



EVENT TECHNOLOGY  
 THAT'S GOT YOUR BACK



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 Stand N61

# The Meetings Industry Unites!



Today, IBTM World unveils its much-anticipated "Culture Creators" report during a panel discussion featuring event planners from the industry. The report, titled "The World's Best Business Events (And the People Who Create Them)" serves

as a global temperature check on the meetings industry. It delves into the experiences, challenges, and aspirations of meeting professionals in the new world of work.

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## PHOTO OF THE DAY



**Madrid stages third successful ESMO**



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**Meliá on the sustainable journey**



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**Innovation fund announced by Catalunya Convention Bureau**



Page 09

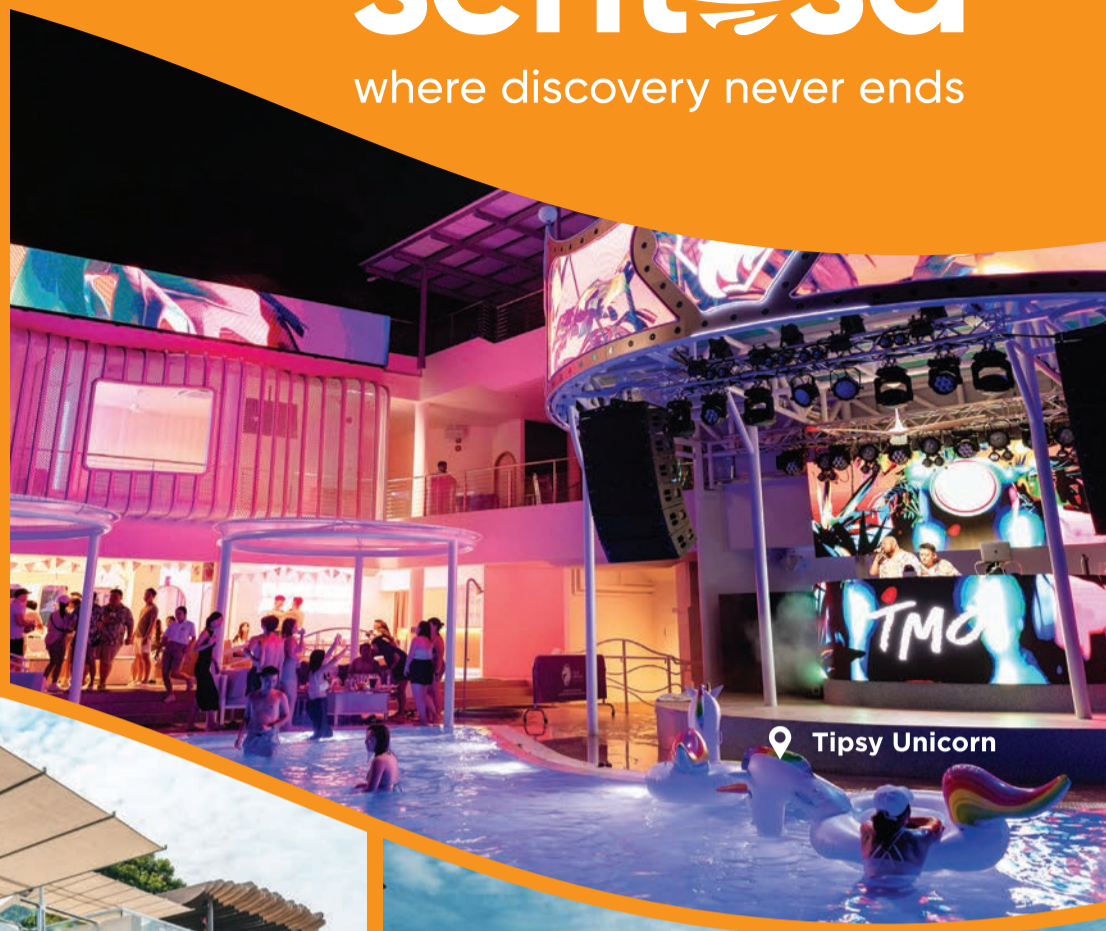


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First in Asia to be certified to GSTC-Destination criteria





Continued from page 1

The most successful culture creators are without doubt those who understand that inclusivity must be baked into everything they do. Developing an inclusive mind-set is the first step. What does it mean to be inclusive? This was explored in detail yesterday with Ellie Middleton, a neurodiversity advocate, and Anne Wheat, Event Operations General Manager at Google. Their key message was that neurodiversity should not only be accepted, but it also must be embraced and celebrated if the meetings industry is to be truly inclusive.

Sophie Dervan, Project Director at Cheerful Twentyfirst, is pleased to see that change is happening. As she says "We're finally talking accessibility at the planning stage, which is long overdue, whether it's venue infrastructure or making sure event content is structured appropriately. We see it here on the Impact Stage where there are short, 20-minute digestible sessions. This stops content from becoming too overwhelming. It's an educational piece that agencies like us need to be sharing with clients. Adding

## ■ STAND EVENTS ■

### Bologna Convention & Visitors Bureau and Riviera di Rimini Convention

**Burea:** Destination Experience: Bologna and Rimini – The conference hubs of Emilia Romagna. 12:00 (Stand D50, D55)

**VisitDenmark:** Discover Denmark from an outsiders point of view with a British comedian's insights from 9 years in The Land of Everyday Wonder. 10:30 (Stand H40)

**Destination Canada:** Feel inspired, immerse yourself and leave in awe at the many possibilities Canada has to offer for your incentive group. 12:00  
Come and learn how you can tap into the intellectual capital and expertise of your host destination to enhance your events. 14:30 (Stand L50)

### Events Industry Council

Educational Sessions:  
The Incentive Travel Index – The gift that keeps giving 10.00 – 10.30  
Never fear AI is here. Get to know your event planning friend 11.30 – 12.00 (Stand K95)



↓ ..... ↓  
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elements such as sign language interpreters and dedicated areas in the auditoria for wheelchair access or assistance animals is definitely forming part of that conversation now, especially amongst our European clients."

The fact is that adopting a fundamentally inclusive approach isn't about simply checking boxes, it's about creating spaces where everyone feels welcome. Whether it's through thoughtful programming, diverse speaker lineups, or accessibility measures, meeting professionals can weave inclusivity into the very fabric of their events.

Claudia Hall, Event Director of IBTM World mentions the need to make sure no one is inadvertently left out. Whether it's embracing the new generations, or making sure that the busiest business people are catered for with focused buyer meetings, everyone matters. And whilst everyone matters, people have their own needs at events. The ReFuel zone, for example, enables people to take time out from more frenetic activity.

There is a compelling business case for prioritising inclusion. Inclusive and diverse teams are proven to be more innovative and adaptable. But it's important to do it properly. Sam Stimpson, CEO of SLS 360 reminded us of the diversity challenges that organisations face in her session yesterday, "Just because some people have the same skin colour, it doesn't mean they won't have very different perceptions and experiences to offer." Diverse cultures can be felt more than seen. If the emphasis of an event is concerned only with optics, then true inclusivity suffers.


There is certainly a lot for culture creators to work with in being more inclusive. No doubt Julius Solaris will talk about inclusion in his conversation with Christine Renaud in the session "It's not 2019 anymore. Why events will never be the same."

The future will be shaped by those culture creators who fully embrace the principle of inclusivity. As we navigate an increasingly interconnected and diverse world (take a look at the latest IBTM World Trends Report), the ability to harness the power of different perspectives is not just an advantage, it's a necessity.

By ensuring inclusion is prioritised into our events, meeting professionals will create the differentiation that will leave a lasting impact on the world.

#IBTMWorld #culturecreators

**Buyer Talk**



**“**

**Sophie Dervan, Project Director for Cheerful Twentyfirst**

We're seeing a massive shift from return on investment to return on engagement. The event budget is no longer the opener for the conversation. It's more around legacy. Why is the event being held? What will attendees take away from the experience? And what can we give back to the destination we're using to stage the activity? Even clients who may have held the same event in the same destination for a number of years, now want to partner more closely with the local CVB and adopt a more holistic approach to ensure legacy.

**”**

**Buyer Talk**



**“**

**Rebecca Bleasdale, Venue Find Consultant for PwC Meeting Services**

I'm at IBTM World to find companies for PwC's preferred supplier programme.

PwC is always looking for sustainable event solutions and carbon-conscious venues. That won't change in 2024. We will however see a reduction in meetings and event spend, tied to sustainability. So, for example, if we're staging an event in Manchester, PwC employees who live in the region won't be given hotel accommodation. We're constantly having to tighten our processes, think more creatively and negotiate on costs.

**”**

## INDUSTRY & TRENDS

# Breaking the Rules could be the Future of Experiential Events



**Lesly Simmons,** Head of Community Innovation at Amazon, offers her thoughts on the future of events.

### What are attendees looking for right now?

Attendees are all about connection – now more than ever, post-pandemic. Right now, people prefer in-person to virtual events, if the value is clearly articulated and the experience includes something new and innovative. To create new and fresh experiences, though you must be prepared to break the rule book, or even throw it away if necessary. To deliver stories and experiences that excite and engage, we need to look beyond what everyone else is doing and truly create.

## « Stop freaking out about AI »

### Looking into the future, what's your one key piece of advice for event planners and marketers in 2024?

Stop freaking out about AI! It's important and should be a part of your planning mix, but it's not going to replace you. Familiarise yourself with some of the tools available and see how they can enhance what you're already doing. AI takes content creation to a new level, but you need to make sure your company tone and branding remain strong, so always add the human touch to your content.



cvent



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## INDUSTRY & TRENDS

### Neuro Inclusion is the future of events

Yesterday, **Ellie Middleton**, a neurodiversity advocate, and **Anne Wheat**, Event Operations General Manager at Google spoke about the untapped potential of creating events that cater to everyone.

We caught up with them to understand how, meetings professionals can embrace the differences for their event success.

**In relation to events and exhibitions what is a good way of describing neuro inclusion?**

As of now, most events (like most of society) are for people who have brains that work in specific ways (the majority). Different brains and ways of learning

and processing aren't often considered. Neuro inclusion is trying to make the event more considerate for everyone, so that every participant can have an enjoyable and beneficial experience.

Fundamentally, neuro inclusion is about ensuring that appropriate considerations and accommodations are factored into environmental and programme design for all different types of cognitive functioning and sensory processing differences. It sounds hard, but it's quite simple!

**What immediate top tips do you have for event planners to become better at being neuro inclusive?**

Whilst there is no silver bullet here, one key issue is to share as much as possible! Make as much of the content, logistics, agenda, details, photos, etc. accessible and available before the event. Have the content and information available in dif-



ferent formats (captioning, visuals, written formats, interpreters). Activate multiple senses and don't only lean into listening and auditory processing. Tell people what to do. Make directions explicit and provide clear instructions.

Additional to this, also ensure there are plenty of breaks. Have resilience, well-being or quiet rooms, which are specifically designed for and dedicated to emotional and sensory regulation during events.

Most of the changes that can make events more neuro inclusive are very simple, free or low cost. Anyone can do them. Some people think that it's going to be super complicated or expensive, but it is a lot simpler than people imagine. Tiny changes make a big difference.

**How does neuro inclusion impact on creating culture?**

Everyone has a certain amount of energy and capacity each day, and if they are using that energy on masking, managing anxiety, or trying to function in ways that don't suit them, it takes away their capacity to do the work, engage, and make connections. By eliminating that energy drain, it allows them to give 100% to the work or being present and engaging at the event, etc.

Neuro inclusion supports cultural growth and continuity by honouring invisible identities and intersectionality. It makes places safer, kinder and promotes a sense of belonging.

**« Most of the changes that can make events more neuro inclusive are very simple, free or low cost »**

### Get your events ready for the future

**Julius Solaris**, Founder of Boldpush, a management consultancy agency for the events industry, spoke with us about the future of events.

**What would you like to see more of at events going forward and why?**

Words like digitalisation of events belong to the 90s. GenZ attending events don't use the world digital. Everything is digital for them. Sometimes digital first. The biggest challenge for events today is to take advantage of the strong performance of in-person to integrate technology better. Whether it is back-end management, user facing tools or experiential technology, events need to invest strongly in embracing a more tech-friendly journey. That also includes a stronger presence of social networks and social media. I'd love to see a year-round social engagement strategy and not just some activity around the main event.



**What would you like to see less of at events going forward and why?**

I'd like to see less waste. I don't think we can afford waste in any shape or form after the pandemic. Whether it is actual

waste that impacts the environment and makes events less sustainable or more subtle forms of waste like content. Not collecting and leveraging content one of the biggest mistakes events make is today.

**What do you believe is the number one priority for event planners in 2024?**

The number one priority for 2024 for event planners is data. The most successful event companies leverage data to customise experiences, understand demand, create new opportunities and generate better content. Not tracking, not analysing and deploying data is a mistake events cannot afford going forward.

**Join Julius and Christine for a frank conversation - It's not 2019 anymore. Why events will never be the same.**

**November 30th 09:15 - 09:45  
IBTM Main Stage**

**Buyer Talk**

**Ismaila Obikoya, Managing Director for Odrand Travels and Tours Packages**

We're based in Lagos, Nigeria and very soon we'll be opening a branch in London to arrange business travel packages to the whole of Africa. The continent of Africa will be a top destination for 2024. It has so much to offer and I'm here at IBTM World to speak to all the African nations about their product, hotels and venues.



## DESTINATIONS

### Osaka to welcome visitors to World Expo 2025



Yumeshima Island in the Osaka Bay Area of Japan will host the World Expo in 2025.

The Osaka Convention & Tourism Bureau encouraged visitors at IBTM World to travel to Osaka in the West of Japan for this major event to explore the wider Kansai region, known as the Cradle of Japan.

Many of the country's UNESCO World Heritage Sites are located in Kansai and neighbouring cities include Kyoto and Nara - the ancient capitals of Japan, Kobe the fashionable port city, and Wakayama with its sacred sites and pilgrimage routes through the Kii mountains.

The theme for World Expo 2025 is 'Designing Future Society for Our Lives'.

Stand J50



The **Roma and Lazio Convention Bureau** showcased the Italian capital's ability to stage automotive events yesterday with an on-stand presentation. The Vallelunga racing circuit to the north of Rome was highlighted for its 1,600-capacity facilities and ultra-fast charging stations, ideal for the EV market.

Stand D50 / 55



With an opening keynote address by Sir Tim Berners-Lee, the visionary inventor of the World Wide Web, the WeAreDevelopers World Congress 2023 ran at the CityCube of **Messe Berlin** from July 27th to 28th. This unique event attracted world-renowned executives and technology enthusiasts from around the globe to Berlin, transforming the dynamic startup hub into a vibrant meeting place for the global software development community.

Stand F60, G104, F65, F87



**Bergen**, Norway is now officially named as a Sustainable Destination by the Global Sustainability Tourism Council (GSTC). This recognition reflects the commitment to work systematically towards more sustainable tourism, preserving local communities, natural areas and cultural heritage, and reducing the environmental footprint from tourism.

Stand H50



### Antwerp Convention Bureau launches international offering

Antwerp launched its international offering yesterday, following 12 months of setting up its new convention bureau and developing relationships with local partners, stakeholders and potential clients.

Since opening its doors, Antwerp Convention Bureau has already helped the city generate significant new conference and event business, including more than 20 large events (more than 500 person)

over the next three years, which will see more than 21,000 people visiting the city.

Moving forward, the Antwerp Convention Bureau will focus on positioning Antwerp as a premier meetings destination for international bids. The team at the CVB will also support association and corporate organisers throughout the lifecycle of any event they bring to the Belgian city.

Stand: F54

### MyCEB launches golden opportunities for global planners



The Malaysia Convention & Exhibition Bureau (MyCEB) has launched its MyTripleE campaign at IBTM World, which is part of its Meet in Malaysia initiative.

The MyTripleE campaign is designed to provide support and benefits for international event planners, similar to what is offered to domestic industry players.

Zain Azrai Rashid, the Acting Chief

Executive Officer of MyCEB said: "This year we recorded an overwhelming total of 285 business events to be held up until the end of 2023, contributing around 904,000 delegates and raking in a notable RM4.4 billion in estimated economic impact to the country. It's a good indication that Malaysia is getting a stronger hold of the business events industry."

Stand K55



# WHAT IS M<sup>ORE</sup> BERLIN...

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OR DÖNER?**

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# JAKARTA, HEART OF MICE



VISIT  
JAKARTA  
AT IBTM  
BOOTH J 22



Jakarta has set high standards regarding standard operating procedures (SOP) for sanitation cleanliness. SOPs apply to all industries, especially hospitality, commercial and other fields as general practices that must be carried out.

As a megacity, Jakarta accommodates foreign diplomatic missions and international representative offices. Therefore, Jakarta applies high security standards to ensure the safety and comfort of residents and visitors.

With all this, Jakarta is able to become an ideal international MICE destination, especially in Southeast Asia. Carrying the slogan "Jakarta, the Heart of MICE", Jakarta is expected to be-

come a new MICE city that offers business and investment opportunities through conferences and trade exhibitions.

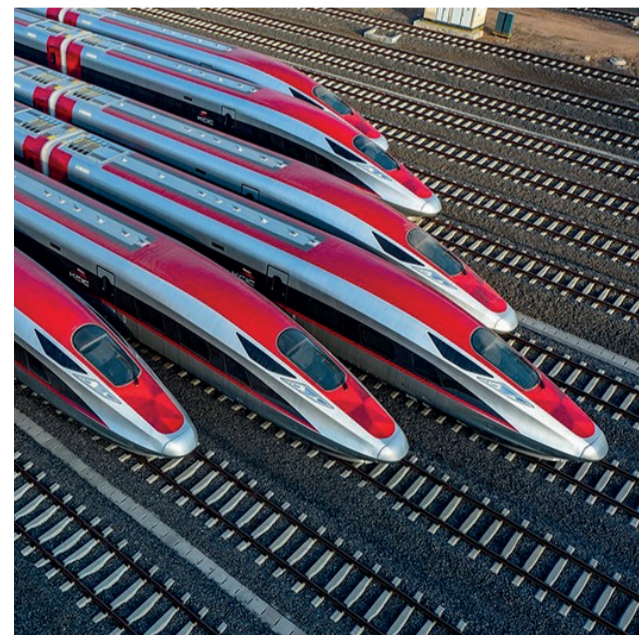
If you look at the 2019 data before the pandemic, Jakarta was already ahead in the number of exhibitions presented. That year, Indonesia succeeded in presenting more than 300 exhibitions, 64 percent of which were held in Jakarta. This means that more than half of the events in Indonesia are held in Jakarta.

Data from the Association of Indonesian Exhibition Companies (IECA), in 2023 there will be 178 exhibitions to be held in Indonesia. With details of 120 international exhibitions and 58 national exhibitions in it.

Of the total exhibitions, 129 exhibitions will be held in Jakarta and 49 exhibitions outside Jakarta. The estimated transaction turnover from all exhibitions to be held reaches more than IDR 150 trillion.

To strengthen MICE activities, Jakarta has added a number of venues to accommodate all national and international business activities. Currently, new investments have been built in the form of international standard hotels, convention centers, exhibitions, sports centers and international standard hospitals.

Based on information, Jakarta has been selected as 7 main cities and 2 potential national and international MICE destination areas. Through this achievement, DKI Jakarta Tourism and Creative Economy Department is optimistic that it can realize its commitment to become the heart of MICE in Indonesia and even the world.



Keep in touch with us at  
Jakarta International MICE City Team:







## Madrid stages third successful ESMO

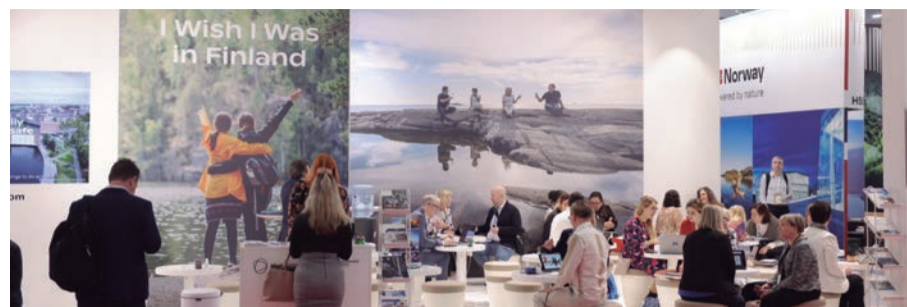
The 2023 Congress of the European Society for Medical Oncology (ESMO) came to a successful close in Madrid last month. This international event for the medical oncology sector was attended by over 33,000 delegates and had a direct economic impact on the city of more than 60 million euros.

The Madrid Convention Bureau welcomed ESMO delegates with videos screened in Adolfo Suárez Madrid-Barajas Airport, flag banners around IFEMA and event signage in two metro stations (Nuevos Ministerios and Feria de Madrid).

ESMO occupied eight of the 10 main halls of IFEMA MADRID as well as its North Convention Centre, South Convention Centre and various rooms in the nearby Palacio Municipal building, where some of the agenda's meetings were held. In parallel, the organisers also made the congress available in a virtual format, which was chosen by 10% of the participants.

This is the third time the ESMO congress has been held in Madrid, bringing together doctors, researchers and other medical oncology professionals.

Stand C35



## Finland will welcome influx of association events in 2024

Finland is gearing up for a raft of association congresses to be staged throughout the country in 2024.

Several large congresses, especially in the field of medical sciences, such as The 2024 Congress of the European Academy of Neurology EAN, have been confirmed to Helsinki.

The European Public Health Conference EUPHA will be organised in Finlandia Hall in November 2024.

Elsewhere, The 23rd Nordic Congress of General Practice will take place in Turku in June 2024 and is expected to attract more than 1,300 participants.

ECCB2024 - The 22nd European Conference on Computational Biology, hosted by the University of Turku and CSC - IT Center for Science, will

also gather more than 1,000 experts to Logomo in September.

Oulu University Hospital will host The Scandinavian Society of Anaesthesiology and Intensive Care Medicine in June 2024. 1,000 participants are expected to travel to Oulu to attend the meeting.

In August, the Finnish Ophthalmology Society will host the Nordic Congress of Ophthalmology NOK in Kuopio. Nearly 1,000 delegates are expected to attend.

According to the annual meetings statistics report, published by the Union of International Associations in June, Finland is the second most popular Nordic country for hosting international congresses. The Finnish capital Helsinki rose to the 11th spot in the city ranking.

Stand H43

## HOTELS & VENUES

### Tampa Bay hotel revenues reach US\$11 billion



Tampa Bay brought in almost US\$11 billion in taxable hotel revenue in 2023 during what proved to be its most successful financial year to date.

September's figures, which complete the year, showed substantial growth with the Tourist Development Tax (TDT) reaching US\$4.3 million, a 6.2% increase over last year. The month's hotel occupancy levels also rose 3.2% to 63.7%.

The average daily rate (ADR) meanwhile came in at US\$139.93 with RevPAR reaching US\$89.15.

"It's a remarkable display of collective effort. We take immense pride in acknowledging the continuous commitment of every individual in our industry, our valued partners, and our exceptional team for their instrumental role in achieving this major milestone," said Santiago C. Corrada, President and CEO of Visit Tampa Bay. "Tampa Bay has proven it can set standards that others strive to follow."

Stand L14

### Innovation fund announced by Catalunya Convention Bureau



The Catalunya Convention Bureau is investing in 80 SMEs from across Europe to make the business events industry more sustainable and resilient.

As part of the BEFuture project and supported by the European Union's Single Market Programme, the Catalunya Convention Bureau will offer €30,000 to fund innovation.

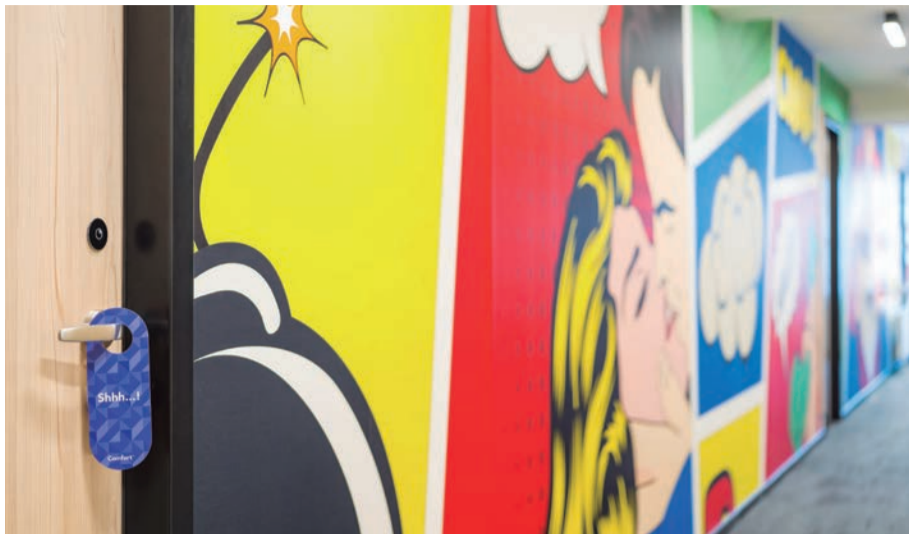
"We want to explore alternative business models, together with other ecosystems and make business events a future-proof industry, aligned with cur-

rent trends and needs," said Sònia Serracarbasa Head of the Catalunya Convention Bureau.

Since its launch in September 2023, BEFuture has organised two Think Tank workshops to model future scenarios and will publish a call for best practices addressed to SMEs in February 2024. The project is planning training schemes, a mapping of key stakeholders, a white paper, and an acceleration programme in 2025.

Stand C50





## Comfort Hotel Prague City East unveils new look

Choice Hotels EMEA has unveiled the first property in its portfolio to undergo a major refurbishment and transition to the Comfort Hotel brand.

Comfort Hotel Prague City East boasts a pop art theme and a Roaming Comfort Crew dedicated to ensuring a memorable and personalised stay.

With franchisees having flexibility in their design choices, the newly refreshed Comfort Hotel Prague City East is aligned with the group's 'energy of colour' ethos. Pop-art decoration is used in bedrooms, corridors, and communal spaces, col-

ourfully enhancing the light, bright and airy spaces.

Four bee hives have also been installed on the roof terrace of the Comfort Hotel Prague City East, providing 50 kilograms of honey for guests' breakfast tables.

Over the coming year, more Comfort hotels in EMEA are expected to reveal their new identities, developed with support from Choice Hotels. They are all being encouraged to showcase and embrace local, cultural influences.

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Stand N16

## Hilton receives Best Workplace honour



Hilton has been named the No. 1 World's Best Workplace by Fortune magazine and Great Place to Work.

This recognition – the culmination of eight consecutive appearances on the "World's Best" list – also marks the first time a hospitality company has achieved the top honour in this best-in-class programme.

Since first earning a spot on this list in 2016, Hilton has continued to build its strong culture through a focus on creating a workplace that is inclusive, offers strong growth opportunities, is driven by purpose, and provides the kind of support that empowers its 460,000 team members around the world to thrive.

Hilton, along with the Hilton Global Foundation, has also announced that it will launch Hilton Cares – a programme that will provide us \$500,000 in scholarships and financial assistance for anybody looking to develop a career in hotel hospitality. Applications will open in early 2024.

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Stand N55

★ .....  
**Expo City Dubai** will play host to the COP28 climate summit from November 30th to December 12th. The programme features over 200 events across the Expo City Pavilion, Terra- The Sustainability Pavilion and the Expo City Farm.

Stand J65



## Meliá on the sustainable journey

Meliá Hotels International have launched "Road to Net Zero Events", an initiative to measure, reduce and offset the carbon footprint. It was developed to find opportunities to accelerate the company towards the goal of achieving carbon neutrality in meetings.

Technology will be used to calculate the carbon footprint at quote stage and then at the end of the event. The initiative is designed to help event organisers make responsible decisions based on the hotel group's commitments and initiatives to reduce their environmental impact. The carbon emission generated is then offsetted.

"With this initiative, we're going one step further to create meetings that not only inspire and connect people, but that also contribute towards a greener planet," said José Miguel Moreno, VP of Corporate & MICE Sales Strategy.

At the initial stage, "Road to Net Zero Events" is available for large events at a dozen different Meliá hotels in Europe and the Caribbean. Over the coming months, other hotels will also be included in the initiative, with the mid-term goal of incorporating all the properties in the group where the meetings segment is particularly important.

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Stand N50

★ .....

**Cologne Convention Bureau (CCB)** has reported a 35% increase in the volume of event enquiries received during 2023, compared with the whole of last year. As early as September, the total number of enquiries received by Cologne had already surpassed 2022 levels. One reason for the rise in RFPs is the planned opening of the city's new congress centre Confex in the summer of next year. Confex will increase the city's capacity for events by 6,000 pax.

Stand F60, G104, F65, F87

★ .....



**Blue Diamond Resorts Cuba** has launched a 360-degree virtual tour for its newest property, the Royalton Splash Riviera Cancun. The immersive tour allows meetings professionals to carry out virtual site inspections of the property, which includes a ballroom and 12 breakout rooms. The virtual tour covers the whole property from the expansive lobby through to the water park.

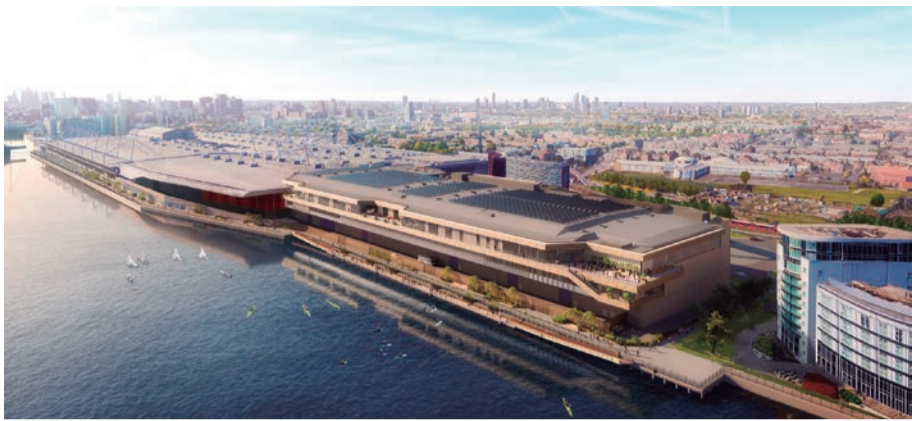
Stand M12

★ .....

**Zacchera Hotels** is celebrating the 150th anniversary of its Lake Maggiore properties. The family-owned business runs two Grand Hotels and two four-star hotels located between Baveno and Stresa. Grand Hotel Dino is an important congress centre in Italy with 60 meeting rooms and 900 bedrooms, strategically positioned 45km from Malpensa Airport.

Stand N82





## ExCeL London starts year-long countdown to expansion opening

The 12-month countdown to the opening of ExCeL London's 25,000 sqm expansion has begun.

The £220m development, being built by McLaren Construction, will expand the ADNEC Group-owned venue's exhibition and conference facilities by a further 25% - totalling 125,000 sqm when it opens in October 2024.

The project will also make ExCeL London the largest fully integrated conference and exhibition centre in Europe.

In line with ExCeL's Sustainability Strategy and carbon neutrality, the expansion is being built to achieve an 'Excellent' BREEAM rating upon completion and has already saved more than 11,000kg of CO2e by using Cemfree, an ultra-low carbon masonry mortar.

As part of the project, a substantial investment is also being made in the

public realm including new greenery along the dock edge, improved landscaping for pedestrians and cyclists, and a new pocket park.

Jeremy Rees, CEO of ExCeL, said: "This year is set to be a record-breaker for ExCeL and our biggest and busiest ever year. It is this growth and market confidence in the events industry that has led to us to expanding the venue further with a £300m investment programme. From concept to completion, the expansion has had the full support and vision of ADNEC Group, of which ExCeL is proudly a part, and we are very much looking forward to opening the doors in 12 months."

The next major construction milestone will be the completion of the steel structure in November.

Stand G40



## SpainDMCs awards ceremony at IBTM World

The Spanish association of DMCs held its annual awards ceremony. Marcelino Rincón, head of transport company Elite Touring won the Professional Excellence award, Meliá Hotels International won Best Supplier and the "Melon" was given to the city hall of Barcelona, due to concern over security, the challenges of groups logistics, increased tourism tax, etc. The association stressed that this is a "friendly call for improvement" for the city hall, rather than a reflection on the local meetings industry.



### Buyer Talk

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**Georgina McGee, Project Executive for Be Sure Events**

I'm an industry newcomer. I've been travelling and working abroad for the past 18 months and prior to that I worked in the banking industry. I now look after conferences and incentives.

For the year ahead, we're looking at more European incentives and less long-haul. There are so many exceptional experiences to discover across Europe that groups don't need to travel too far. The trends in incentive travel are around adding wellness elements and adding partners to programmes to maximise the reward.

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★ .....  
In September 2023, the **CNCCII** announced that it is adding two new hotels to its complex. The Ritz-Carlton Beijing, North and the Beijing Marriott Marquis Hotel. The two hotels will open for business in 2026 providing an additional 953 rooms to the precinct. The Ritz-Carlton will feature 282 guest rooms and suites, one banquet room and four meeting rooms whilst the Beijing Marriott Marquis Hotel will offer 671 guest rooms and suites, and a total of 3,270 sqm for banquets and conventions.

Stand L10

★ .....  
The **Palais des congrès de Montréal** has been celebrating its 40th anniversary after the city was ranked as a top destination for holding international association events in North America by both the Union of International Associations (UIA) and the International Congress Convention Association (ICCA). In total, 56 association events and 41,656 international delegates were hosted at the Palais des congrès de Montréal in 2022 putting Montréal at the top of ICCA's Americas ranking. The city took the 12th spot in the UIA's global ranking. In 40 years, the Palais has hosted more than 9,000 events, attracting more than 23 million visitors from around the world and generating more than \$7 billion in economic spinoffs.

Stand L50

## SERVICES



**Singapore Airlines (SIA)** took first place in four categories at this year's Skytrax awards, including World's Best Airline for a fifth time. SIA also took the gold for Best First Class Airline, Best First Class Comfort and Best Airline in Asia. The Skytrax awards are based on surveys of more than 20 million travellers of over 100 nationalities, who rated more than 325 airlines between September 2022 and May 2023.

Stand K50





## SUSTAINABILITY

### Be transparent and open with your sustainability activities

**Carina Jandt**, Co-Founder and Managing Director, Event Cycle spoke with us on the impact of the new sustainability reporting directives, otherwise known as the Corporate Sustainability Reporting Directive and the Directive on Corporate Sustainability Due Diligence. These form part of the ESG activities of organisations.

#### How is ESG easily defined?

That's a tough question. ESG is an abbreviation for Environmental, Social and Governance. But in essence, ESG is a way of judging a company by things other than its financial performance.

The governance part of ESG has been part of due diligence for a long time. The new part is closely looking at the environmental and social elements. To that end, new directives are coming into play which will have a far-reaching effect. One such directive is on corporate sustainability.

#### Do the new directives apply to all businesses?

Yes, even though the directives are aimed largely at big organisations, because of the ripple effect, any company doing business with them, will also be impacted.

Even if you are an event agency with maybe 20 people, you'll be affected. Some clients will need reassurance before continuing to work with you. Even during the RFP stage, it's becoming more and more usual that sustainability is part of an RFP.

The issue of reporting that comes from the directives helps combat green washing, which has to be a good thing. Even if your organisation is not green-washing, but your supply chain is, then there's an issue.

#### What's your key advice for businesses right now?

Start thinking now about how you are going to be affected and get ahead of the game by taking action. Don't wait to be asked by your clients or by the regulator. Read through the directives, have a look at what applies to your business. Start



### « Don't wait, take action now »

reporting on the sustainability measures if you are not doing so. Be as transparent as possible. And always have a look at available resources to help you.

**Discover more with Carina at From Rhetoric to Reality: EU's ESG Mandate and Corporate Accountability November 30th 13:30 - 14:00 IBTM Main Stage**

★ .....

**Messe Frankfurt** has scooped the AEO Excellence Award 2023 for Best Sustainability Initiative. The panel of judges praised the company's voluntary green commitments, excellent statistics and long-term sustainability projects. Uwe Behm, Member of the Executive Board of Messe Frankfurt, said: "This award underlines the transparent and professional way we deal with the key issue of sustainability when playing host to other trade fair, congress and event companies." **Stand F65**



↓ ..... ↓  
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★ .....



A newly launched documentary shows that sustainability isn't just a buzzword in the Dutch city of **Maastricht**. The 13-minute film entitled **Maastricht Goes Green**, showcases the sustainability initiatives of convention bureau partners, with scenes that reveal activities including local sourcing, waste management, energy reduction and community building. To watch the documentary, search **Maastricht Goes Green** on YouTube. **Stand F50**



### Opening Times

Thursday, November 30th:  
08:45 – 17:00

### 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.

### Exhibitor Scanners

We are offering complimentary lead scanning for exhibitors via the Emperia app. Exhibitors will have received login details by email or can visit the Sales Lounge for assistance.

### First Aid

The First Aid point is located behind stand K80. 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.

### Information Desk

There are two information desks. One is situated in the Acceso Sud foyer, and the other is at the bottom of the escalators as you enter the exhibition in Hall 3.

### 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.

### Wi-Fi

Complimentary Wi-Fi is available at the venue. Wi-Fi Network names  
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No password required

### Hosted Buyer Shuttle Bus Service

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08:00 – 18:00

AIRPORT SHUTTLE from FIRA  
09:00 – 18:00

HOSTED BUYER TRANSFERS AM  
Departures at 08:00 and 09:00

\*\* Note that we have some hotels closer to La fira that the departure will be at 08:15. For all hotels as in previous years, we will do an A3 sign with all the timings from/to this hotel For the Hyatt that is just 10-15' away, we will have departures at 08:30 and 09:15

HOSTED BUYER TRANSFERS PM – Routes to hotels  
Thursday 30th – 16:00 to 18:00



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## — TODAY'S — PROGRAMME

09:15 - 09:45

**It's not 2019 anymore. Why events will never be the same. A conversation with Christine Renaud and Julius Solaris.**

Christine Renaud, CEO, Braindate, Julius Solaris, Founder, Boldpush

**IBTM Main Stage**

EXPERIENCES

10:00 - 10:20

**Embrace the Winning Mentality: Insights from a Successful Bidding for EXPO 2027**

Dejan Crnomarković, Senior Destination Marketing Manager, Serbia Convention Bureau

**Impact Stage**

BUSINESS

10:00 - 11:00

**How to Build a Business (and make money) While Never Having a Boss, Never Being a Boss**

Lord Jason Allan Scott, CEO, APC

**Workplace Revolution**

CAREERS

10:00 - 10:30

**The IBTM World Trends Report 2024**

Alistair Turner, Managing Director, E18HT PR & Marketing, Felicia Asiedu, Director, Europe Marketing, Cvent

**IBTM Main Stage**

BUSINESS

INNOVATION

10:30 - 10:50

**Unique and Boutique – Preferred Hotels & Resorts' Shares Europe's Secret MICE Gems**

Callum Duckworth, Director Group Sales, Preferred Hotels and Resorts

**Impact Stage**

EXPERIENCES

10:45 - 11:30

**Unlocking Opportunities: Your Key to a Thriving Event Management Career**

PCarina Montagut, Strategical Events Manager, Feria Valencia, Alexandra Ramos, Senior MICE Manager, Algrave Tourism Bureau, María Mariscal Escalera, Global Sales & Marketing

Manager, Bco Congresos, Begoña Carretero, Sales Manager, FIRA CCIB, Phil Cross, CSO, bnetwork

**IBTM Main Stage**

CAREERS

11:00 - 11:20

**Experience Driven Incentives with Anantara Hotels, Resorts & Spas in Europe**

Giles Selves, Senior Vice President Luxury Hotels Europe, Minor Hotels

**Impact Stage**

EXPERIENCES

11:15 - 12:00

**Burnout: Before and After**

Elena Clowes, Senior Creative Producer, Cheerful Twentyfirst, Calum Di Lieto, Presenter & Content Creator, Flock Together Media

**Workplace Revolution**

CAREERS

11:30 - 11:50

**Empowering Cities: The Parkinson Ready Program at WPC 2023 Barcelona**

Anna Bueno, Association Meetings Manager, Barcelona Convention Bureau

**Impact Stage**

BUSINESS

11:45 - 12:15

**Life Lessons from a Life Scientist: How to Live Well, Explore the Natural World, and How This Can Inspire New Experiences in Others**

Dr. Lee Parry, Lecturer, Cardiff University

**IBTM Main Stage**

SOCIAL RESPONSIBILITY

12:00 - 12:20

**ICCA Advocacy Alliance: How Destinations Can Make a Difference**

Senthil Gopinath, CEO, ICCA, Petra Stuček, Managing Director, Ljubljana Tourism and President of the Board of the City Destinations Alliance

**Impact Stage**

BUSINESS

12:30 - 13:15

**The World's Best Business Events (And The People Who Create Them)**

Mike Fletcher, Editorial, IBTM & New In Events, Jessica Charles, VP of Programming and Events, Forbes, Adam Azor, EVP, Global Marketing at Sportradar

**IBTM Main Stage**

BUSINESS

12:30 - 12:50

**Unleash the Green Potential: Mastering Sustainable Event Planning and Turning SDGs into Practice**

Marco Oelschlegel, Director Conventions, CMP, visitBerlin Convention Office

**Impact Stage**

SOCIAL RESPONSIBILITY

12:45-13:30 -

**Meet Christine Renaud and Julius Solaris**

Christine Renaud, CEO, Braindate, Julius Solaris, Founder, Boldpush

**Workplace Revolution**

EXPERIENCES

13:30 - 14:00

**From Rhetoric to Reality: EU's ESG Mandate and Corporate Accountability**

Carina Jandt, Co-Founder and Managing Director, Event Cycle, Laetitia Hoffmann, Global Head of Due Diligence, Dow Jones

**IBTM Main Stage**

SOCIAL RESPONSIBILITY

13:30 - 13:50

**Successful Contract Negotiations**

Denis Schultz, Head of Event Organisation, WIP Renewable Energies, Christina Strohschneider, Sales Manager, Austria Center Vienna

**Impact Stage**

BUSINESS

14:00 - 15:00

**Power Present – The Next Generation Win Over Every Audience**

Jason Thomson, Content and Connection Supernova, SpeakUp Get Results

**Workplace Revolution**

CAREERS

14:00 - 14:20

**The Ultimate Attendee Engagement - Hackathon & Innovation Sprint**

Julie Boulanger, Innovation Events Specialist, Sage

**Impact Stage**

INNOVATION

14:15 - 14:45

**Breaking Barriers, My Career Journey in Making Events Accessible**


Orla Pearson, Founder Director, MyClearText Ltd/ AccessLOOP Ltd

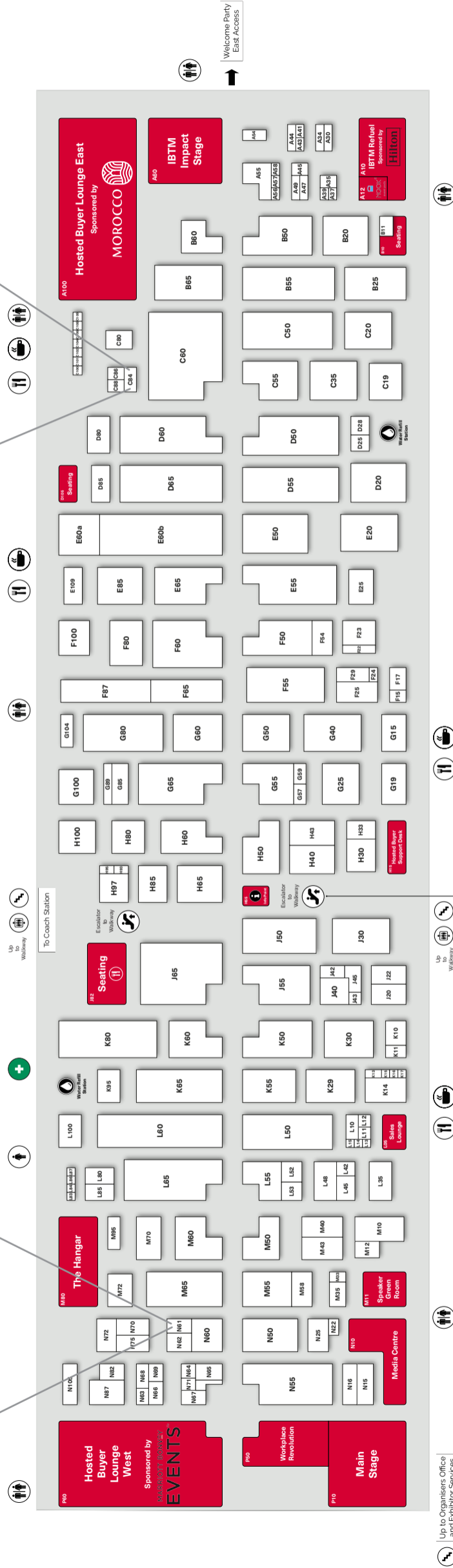
**IBTM Main Stage**

SOCIAL RESPONSIBILITY



  
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