



proudly presents

2019

MIDDLE EAST INTERNATIONAL MEETINGS FORUM

18-19 September 2019 Abu Dhabi

You are welcome to participate in ICCA's Middle East International Meetings Forum kindly hosted by Abu Dhabi Convention Bureau



Mr Mahir Julfar
Dubai World Trade Centre &
ICCA Board Member



Mr Mubarak Al Shamsi
Abu Dhabi Convention Bureau &
ICCA Middle East Chapter Chair



Mr Senthil Gopinath
ICCA CEO



Mr Khalid Walid Al Zadjali
Oman Convention Bureau &
ICCA Middle East Chapter
Deputy Chair

Introducing our Keynote Speaker

Ms. Debora Piovesan will share her insights on corporate business meetings and events in the keynote "Corporate Events: Is it Return on Investment or Return on Experience?"

Debora specializes in the planning, development, management and production of large-scale events. She has worked with major global companies such as Daiichi Sankyo, Merck and Ericsson. She was also Congress Director in ESOT (European Society for Organ Transplantation).

She is now Head of Events of UNICEO, the main international association for senior corporate events organizers, also known as United Networks of International Corporate Event Organizers. They stand strong with a member base of 2000 organising events globally. Debora has been providing leadership, motivation, direction and support to the association and team.

ICCA MEIMF 2019 will be facilitated by Mr. Gary Grimmer, GainingEdge

Gary on the session "**Building More Impactful Legacies**": "The workshop is not so much about designing the programmes of meetings, it's more about designing more impactful outcomes of meetings, both for the association, the local host committee and the destination."

We hope that the workshop will help you do some re-imagining of your organisations, why they exist, how they work, what they do and hopefully how they become more successful."



(L) Ms Debora Piovesan
Head of Events, UNICEO



(R) Mr Gary Grimmer
CEO, GainingEdge

Day 1: Wednesday 18 September 2019

- 1400-1430 **Registration**
- 1430 **Welcome and Opening Remarks** - Mahir Julfar, Dubai World Trade Centre & ICCA Board Member; Mubarak Al Shamsi, Abu Dhabi Convention Bureau & ICCA Middle East Chapter Chair; and Senthil Gopinath, ICCA CEO.
- 1440 **Introduction of Forum** - Gary Grimmer.
- 1440-1500 **Keynote of the Day**
Session 1 – “Understanding the Association Market” - Gary Grimmer
Association meetings have broad impacts on the host destination and the wider world. Whether it is for economic impact or societal benefits, every destination which has recognised the strategic importance of hosting international congresses is taking steps to harness the power of conventions to drive their agendas.
- 1500-1600 **Session 2 – “Campfire Pow-Wows”**
Discuss and share experiences and insights on trendy issues.
Topics for discussion:
 1) Inclusiveness & Diversity
 2) Harnessing Tech Power
 3) Powerful Learning + Personalized Experiences
 4) The Influence of Next Generation Delegates
 5) Making your conventions more interactive
 6) Meetings best practices and ideas
 7) The Human Touch
 8) Destination Inspiration
 9) Making CSR a part of your value proposition
 10) Sustainability in Business Events
Report Back and Sharing (20 mins)
- 1600-1620 **Afternoon break “Pleased to Meet You”**
- 1620-1720 **Session 3 – “The Great Debate”**
The Pros and Cons on industry issues by our participant groups.
Topics for debate:
 1) Good Leads Generation is about Quantity, not Quality
 2) A Professional Congress Organiser Knows What’s Best for your Convention
 3) To be successful, bureaus will need to see their priority as what is good for Customers, not local Suppliers.
 4) In the future, associations will care more about goals and legacies than logistics and supplier capabilities.
 5) The anti-globalisation trend will mean fewer international conventions.
- 1720 **Award for Best Debate Group and Best Debater**
- 1730 **End of Day 1** ICCA Middle East International Meetings Forum 2019

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 CONVENTION BUREAU



Day 2: Thursday 19 September 2019

- 0800-0830 **Registration**
- 0830 **Opening remarks Day 2** - Khalid Walid Al Zadjali, Oman Convention Bureau & ICCA Middle East Chapter Deputy Chair.
- 0835-0930 **Session 4 – “Collaboration for a Knowledge and Creative Society”**
Meetings and Events not only bring direct economic impacts to their host destinations, they also create the foundation for K-economies and creative societies. Destinations lure meeting organizers where knowledge and education are primary goals of their meetings, and in return showcase their own specialized industries and expand the transfer of ideas and innovation both ways.
The Panel:
 • Mubarak Al Shamsi (Abu Dhabi Convention Bureau)
 • Ms Gulnaz Tariq, President, International Inter-Professional Wound Care Group (IIWCG) and President Elect, World Union of Wound Healing Societies
 • Steen Jakobsen (Dubai Business Events)
 • Professor Jorge Dias, Dept of Electrical Engineering and Computer Science, Khalifa University
 • Brig Bali, Senior Corporate Advisor, Emirates Foundation
Moderator: Gary Grimmer
- 0930-1010 **Keynote Address: Session 5 – “Corporate Events: Is it Return on Investment or Return on Experience?”**
 - Debora Piovesan, Head of Events, UNICEO (United Networks of International Corporate Event Organizers)
- 1010-1015 **Short break**
- 1015-1035 **Session 6 – “View Outside the Box”**
This session will feature a guest speaker who is not from the meetings industry, and as such from “outside the box.” Expect different views or from a new perspective.
- 1035-1115 **Session 7 – “Earth Friendly and Green: The Industry’s New Gold”**
A sharing of best practice efforts to keep meetings and events sustainable through a culture aimed at reducing environmental impact, natural resource preservation and climate change mitigation.
- 1115-1140 **Networking coffee break “Meet the Speakers”**
- 1140-1345 **Session 8 – “Building More Impactful Legacies”**
This workshop hopes to instill a culture of vision and planning among associations and potential local hosts (organisations, agencies, individuals). Legacy benefits for host communities are not accidental – there needs to be forward thinking and collaboration.
- 1345-1430 **Lunch**
- 1430-1515 **Session 9 – “Venues of the Future”**
Venues are more than bricks and mortars. Today, organisers, venue managers and owners are looking at newest trends to boost business and to improve the conference experience. This session will tap into the insights from both sides of the table – suppliers and buyers.
The Panel:
 • Robin Miller, Abu Dhabi National Exhibition Centre (ADNEC)
 • Khalid Walid Al Zadjali, Oman Convention Bureau
 • Luma Khatib, Jordan Convention Bureau
 • Debora Piovesan, UNICEO
Moderator: Gary Grimmer
- 1515 **Closing** - Mubarak Al Shamsi, Abu Dhabi Convention Bureau & ICCA Middle East Chapter Chair.
 Thank you for your participation!

Abu Dhabi Convention Bureau
Abu Dhabi Motorsports Management
Abu Dhabi National Exhibition Centre – ADNEC
Abu Dhabi Polytechnic
American University of Sharjah
Bahrain Tourism & Exhibitions Authority
Dubai Tourism
Dubai World Trade Centre
ExiCon International Group
Expo Centre Sharjah
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