



## Draft Programme (with sample topics)

- **Day 1 – Arrival in the morning. Sessions start after Lunch**
- ICCA Business Leads Exchange\* (\*subject to ICCA approval as we need ICCA to vet)
- ICCA Lab “How to use ICCA Data for Business & Communications”
- PM - Welcome Reception @ unique venue
  
- **Day 2 (starts with plenary sessions in the morning)**
- Welcome by Host Destination and Chapter EXCO
- Introduction by Summit Moderator
- **Session 1** – Keynote: “Trends - Relevance and Response” (presentation)
- **Session 2** – “Ask ICCA” (benefits discussion under themes “Sales & BD” “Communications” “Education & Networking” (delivered by ICCA members)
  
- Morning coffee break with ICCA Meetings Support Members table top to promote services and products (MARKET PLACE #1)
  
- **Session 3** - “How might we? Brainstorming Solutions Together” - Discussion leader submits a challenge and the groups proposes solutions (roundtable discussion)
- **Session 4** – Workshop and report back – “Creating Community Legacies” (workshop)
  
- LUNCH (discussion on Community Legacies can continue over lunch if required).



## Continue Draft Programme (with sample topics)

- Report back on Community Legacies (workshop outcomes)
- Participants then break into two tracks – “Communications” (track ‘a’) OR “Sales” (track ‘b’).
- **Session 5a** – “Using social media/technology for meetings and events”
- **Session 5b** – “RFPs and Bid Proposals”

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- **Session 6a** – “Working with Stakeholders to Leverage Economic and Social Benefits for the community” (roundtable discussion)
- **Session 6b** – “Long term bids: preparing strategies and honouring commitments”
  
- Afternoon coffee break with ICCA Meetings Support Members table tops
  
- **Session 7a** – “Maximising Event Success - A review of best practice event support programmes” (presentation)
- **Session 7b** - “Winning strategies” (decision makers panel discussion)
- **Session 8** – ICCA Knowledge Exchange Participants converge for Session 8 – “Second Tier Cities vs Capital Cities” (debate)
- Conclusion by Summit Moderator
- PM - “Meetings Asia Pacific” Table Top for outbound corporate travel managers and association executives (MARKET PLACE #2)
- Followed by Networking Evening
- **Day 3 – Departure**
- Sightseeing (own arrangements or hosted)/ Departure for home destination