

# Monday, September 6 – DAY I

## Program at a glance

	Time	What	Who	Where
	9:00	Registration desk open with drinks		Holiday Inn
ONSITE and VIRTUAL PROGRAM	10:30	First Attendees session (live+virtual)	Edoardo Guglielmino	Holiday Inn
	11:00	<b>Welcome</b>	(Deputy of Limburg)	Holiday Inn
	11:15	<b>Introduction</b>	Kai Troll	
	11:30 - 12: 15	Session 1: <b>“Campfire session – What have we learned?”</b>  Last year we learned that our sector is remarkably resilient: During this interactive session, four venues from around the globe will share with us their experiences of the past year and the positivity that resulted from it.		Holiday Inn
	12:15 - 13:00	<b>Lunch</b>		Holiday Inn
	13:00 - 13:45	Session 2: <b>The delegate speaks: A research based definition of the Future of Events</b>  International PCO Kenes has emerged as a leader in virtual events for associations, with a strong focus on the medical community. In 2020 and 2021, as the impact of COVID-19 started to be felt among association congress organizers and delegates, the Kenes team launched a research initiative in which healthcare professionals and pharma exhibitors & sponsors were asked to provide feedback on their experiences. Respondents were asked to consider whether their brand awareness goals were achieved, what metrics are being used, among other questions.  The answers provide a roadmap to the future in which destinations and suppliers can also find guidance on how to be a partner to associations seeking a way to create equity of experience for all participants to their events.	Ori Lahav	Holiday Inn
	13:45 - 14:00	<b>Wrap up</b> (15 min)	Kai Troll	Holiday Inn

ONSITE	14:30	Transfer to Bokrijk		Bokrijk
	15:00	Drinks		Bokrijk
	15:30	Network afternoon Bokrijk: teamplay		Bokrijk
	17:00	Biking: Cycling through the water		Genk
	18:00	Refreshments at the Hotel		Holiday Inn
	19:00	Dinner		De Smaaksalon

## Tuesday, September 7 – DAY 2

### Program at a glance

	Time	What	Who	Where
ONSITE	07:00	Holiday In running tour	Petra van den Briel	Hasselt
	09:00	Transfer to Thor Central		Holiday Inn
	09:30	Welcome with drinks	Mayor Genk and	Thor Central
	10:00 - 10:30	Session 3: <b>Art of Reinventing</b>	Prof. Jean Manca	Thor Central
	10:30	Excursion Thor Central and Passadel		Thor Central
	12:00	Lunch		Thor Central
	12:45	Transfer to Holiday Inn		
ONSITE and VIRTUAL	13:30	<b>Introduction</b> (5 min)	Moderator	Holiday Inn
	13:35 - 14:15	Session 4: <b>Leaving the field behind - How the best get better</b>  Featuring renowned TEDx presenter and high-performance expert Paul Rulkens, who will talk about how each of us can take back control to thrive in turbulent times.  What's the secret to take back control in turbulent times and turn uncertainty into an opportunity? The answer is strategic quitting: a systematic approach to discard everything which makes you fragile and become much more robust in the process. Paul will share some tips and tricks.	Paul Rulkens	Holiday Inn
	14:15	<b>Break</b>		Holiday Inn
	14:30 - 15:15	Session 5: <b>Reinvention in associations and their meeting</b>  Together with the association, we will talk about their journey last year. We will discuss how they adapted to the situation, the changes	Panelists	Holiday Inn

		they are adopting in the long term, and their lessons. What are the changes that the destinations and venues can expect in terms of congress delivery?		
	15:15 - 16:00	<p>Session 6</p> <p><b>What's new, what's hot?</b></p> <p>A dialogue between associations and the event industry that serves them. What was the journey of associations during the past year, and how have they adapted. We will discuss which changes they are adopting in the long term, and why. What are the changes that the destinations and venues can expect in terms of congress delivery?</p>		Holiday Inn
	16:00	<b>Wrap up and closure</b>	Paul Rulkens & Kai Troll	Holiday Inn
ONSITE	16:15	Drinks and goodbye		Holiday Inn