

**ICCA UK AND IRELAND CHAPTER
ANNUAL CONFERENCE**
“NAVIGATING UNCERTAINTY – ON SO MANY LEVELS!”

Monday 4th and Tuesday 5th April 2022

Venue: ICC Birmingham

Moderator: Patrick Delaney, SoolNua



Following the delegate survey and your responses from our 2021 Annual Conference in Hull, the year’s conference will encompass the following 5 main pillars of learning and education:

- **Navigating uncertainty**
- **Sustainability**
- **Challenges**
- **Personal development**
- **Social impact**

ICCA UK & Ireland is renowned for its peer-to-peer networking. This year’s conference will give attendees the opportunity to engage in active learning and improve knowledge.

Our Moderator this year, Patrick Delaney, is Managing Director of Soolnua based in Ireland. Those who already know Pat will agree that his energy, enthusiasm and knowledge of the meetings industry is hard to beat! ***Pat is moderating thanks to the generous sponsorship of our long-standing Chapter sponsor, Levy UK.***

AGENDA

Sunday 3rd April 2022

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| 17.30 | Executive Committee meeting, Hyatt Regency Hotel, Birmingham (<i>Executive Committee only</i>) |
| 18.30 | Speakers’ and Executive Committee dinner, Asha’s Restaurant (<i>By invitation only – Speakers and Executive Committee</i>) |
| 19.30 | Informal evening for delegates– food and drinks at own cost. Come and join us for a social networking event at the Old Joint Stock Pub. |



Day 1: Monday 4th April 2022 Dress Code for all Sessions: Business Casual

From 09.00	Registration – Hall 4, ICC Birmingham
09.30 to 10.30	Walking tour of Birmingham <i>Please meet at the ICCA UK & Ireland registration desk, Hall 4, ICC Birmingham.</i>
10.45 to 11.00	Coffee, <i>Halls 8a and 8b, ICC Birmingham</i>
11.00 to 11.45	ICCA UK & Ireland First Timers session <i>run by Lyndsey Rafferty</i> – open to those who have either not attended an ICCA World Congress before or who have not attended a UK & Ireland Chapter Annual Conference. (pre-registration required) , <i>Hall 8a, ICC Birmingham</i>
11.00 to 11.45	Finding Your Headspace – led by Jack Owens (Failte Ireland) and Adam Baggs (Soaring Worldwide). <i>Conversations and focus on mental health during and post-pandemic with key takeaways (pre-registration required)</i> , <i>Hall 8b, ICC Birmingham</i>
11.45 to 12.45	Networking lunch – <i>Foyer, Hall 4, ICC Birmingham</i>
12.45 to 12.50	Welcome from Diane Waldron, Chair – ICCA UK & Ireland Chapter, <i>Hall 4, ICC Birmingham</i>
12.50 to 13.00	Welcome from Patrick Delaney, Moderator
13.00 to 13.30	The Commonwealth Games: “Once in a Generation.... Hosting a major global event and bringing home the benefits” Speakers: Ian Metcalfe, Commonwealth Games England; Ian Reid, Commonwealth Games; Sian Roberts, West Midlands Growth Company <i>The Commonwealth Games offers a once in a generation opportunity to draw together citizens, athletes, investors and visitors to raise the profile of the region, consolidate a positive perception of the region’s vibrant cities and tranquil countryside and to promote the range of business and leisure tourism offer. Our panel will discuss the Commonwealth Games, values and aims, and the role it can play in supporting the recovery of the sector from Covid. We will focus on the benefits of major events and, importantly, their legacy for place and business.</i>



Day 1: Monday 4th April 2022 (continued)

- 13.30 to 13.50 Keynote: Sandy Kennedy, Director of ScotFIN at IGS Ltd
Sandy is an entrepreneur, investor and until recently CEO of The Entrepreneurial Scotland Foundation. Sandy writes for the Herald newspaper on entrepreneurship and is currently an advisor to the Scottish Government on its 10 Year Economic Transformation Plan.
- Current events – from Covid-19 to the response to climate change – have shown us how rapidly our world can change. The response has varied dramatically: some have stepped forward, leant in and made all the difference, while others have stumbled, indecisive, distant from their teams and customers. This session will explore how you can best respond in these volatile, uncertain, complex, ambiguous, and hyper connected (VUCAH) times.*
- The Goal of the session is to equip you with an appreciation of the mindset, skills and connectivity you need to lead through uncertainty. Including:*
- *The difference between risk and uncertainty and why it really matters*
 - *The Entrepreneurial Mindset and why you should nurture your curiosity, adaptability resilience and humility*
 - *The toolbox of skills, models and techniques that can help you on your journey*
 - *The Power of Networks – your greatest asset.*
- 13.50 to 14.10 Round tables – Sandy Kennedy: Putting the tools into practice.
- 14.10 to 14.30 Tracy Halliwell, London & Partners. *“The State of the Nation: Recovery levels, future forecasting, global tourism trends and the future of travel”.*
This session will cover current reports on these important issues and what we can be doing to speed growth and recovery in the UK and Ireland.
- 14.30 to 15.00 Coffee Break
- 15.00 to 15.10 ICCA’s vision for the future
Speaker: Tamara Bernstein, ICCA Regional Director (Europe), ICCA Head Office



Day 1: Monday 4th April 2022 (continued)

15.10 to 15.30

Hybrid Events: The Importance of Diversity, Inclusion, and Accessibility
Speaker: Johnny D Martinez, ShockLogic

In providing both in-person and virtual access, hybrid events seem like the perfect way to maximise accessibility and inclusion. However, it is important to remember that both formats present unique accessibility challenges, and successful hybrid events must address them all. In other words, hybrid events can actually multiply the number of accessibility considerations that event organisers need to keep in mind. This session will highlight the various types of inclusion concerns relevant to hybrid events, including diversity, mobility, assistive technologies, language, and time zones, and help you make sure your event connects with and inspires attendees in the most diverse, inclusive, and accessible way possible.

Learning outcomes:

- *Reconsider the importance of diversity, inclusion, and accessibility in the events industry*
- *Discover how to plan with accessibility in mind*
- *Learn about the assistive technologies virtual attendees may rely on*
- *Ensure chosen platforms offer appropriate accessibility options*

15.30 to 15.50

Kerrin Macphie, Chief Executive, Meetings Industry Association and Scott MacLean, Managing Director, Green Tourism. **mia and Green Meetings - A Partnership Approach To Net Zero**

As we emerge from COVID-19, sustainability remains one of the biggest challenges facing our industry, returning to the forefront for many venues and suppliers. Insight from mia members determined that there was interest in adopting a more sustainable approach. However, there is a huge disparity as to where venues and suppliers currently sit on their individual sustainability journeys. It can be confusing when choosing what is the best course of action. Various initiatives include [Build Back Better](#) – the government initiative driving its plan to reach net zero by 2035, [Net Zero Carbon Events | Net Zero Carbon Events](#), the net zero carbon events pledge by JMIC and the [United Nation's Sustainability Development Goals](#) (SDGs).

In January this year the mia agreed a long term partnership with Green Meetings to support its members on the journey to net zero, and a more sustainable business meetings and events industry. This session will give insight into the journey to date, successes, pitfalls and learnings from this important activity. In addition to supporting its members the mia is also in the process of becoming Green Meetings accredited and will be using their experience to help others.



Day 1: Monday 4th April 2022 (continued)

- 15.50 to 16.15 Panel Session - Ask the Experts: informal peer-to-peer industry discussions.
- Jackie Boughton, Barbican Centre – Talent retention in the Meetings Industry*
Suzanne Singleton, London & Partners – Flexible working
Samantha Shamkh, ExCeL London – The future of a congress bid
Kathleen Warden – SEC Glasgow – The NetZeroCarbonEvents pledge
- COVID has been like a training session for so many different challenges. Our experts will set the scene for discussion on these topics.*
- 16.15 to 16.45 Deep Dive Session – moderated by Patrick Delaney with assistance from our speakers from this afternoon’s sessions.
- You’ve heard our speakers talk, now it’s time to share your thoughts. Each table will pick from a menu of topics that have been discussed this afternoon. Key points and takeaways from the afternoon sessions for consideration and discussion.*
- 16.45 to 17.00 Sum Up - Day 1: Patrick Delaney
- 19.00 to 22.00 Conference Dinner (details to be advised)

Day 2: Tuesday 5th April 2022

- 08.00 to 08.45 Adam Baggs, Soaring Worldwide. “Keeping your Headspace” – hypnotherapy techniques to start the day. For those who want to continue to find their headspace, start your day with some hypnotherapy techniques. *Executive Rooms, ICC Birmingham.*
- 08.30 to 09.00 Coffee
Individual ICCA clinics - Tamara Bernstein, ICCA Head Office: *Grab your coffee and have a chat to Tamara about anything ICCA related.*
- 09.00 to 09.15 Opening Day 2: Patrick Delaney, *ICC Birmingham, Hall 4*
- 09.15 to 09.45 Ambassador Conference Bidding – You win some, you lose some’
Speakers: to be advised



Day 2: Tuesday 5th April 2022 (continued)

09.45 to 10.15

Amanda Scott, Director of Talent, Learning and D&I for Compass: *“Inclusion – and What it Really Means”*. *How inclusion creates opportunity, understanding inclusion beyond race and gender, what is socio-economic inclusion, what we can do to level the playing field, how you can make a difference?*

Amanda is an experienced HR professional with extensive generalist, talent and D&I experience across a range of industry sectors including energy, financial services and hospitality. She has a proven track record in designing and leading delivery of the HR agenda for top FTSE companies. She started her career in the NHS before moving into financial services and then oil and gas and spent over 15 years with BP in a number of HR Director roles as well as 3 years leading the Global Graduate Development Programme. Amanda joined Compass in 2018 to lead the Talent, Learning and D&I agenda for the UK & Ireland. She is passionate about inclusion and creating an environment where people from all backgrounds can reach their potential. She was included in the Women to Watch & Role Models for Inclusion in Hospitality, Travel & Leisure Index 2021.

10.15 to 10.45

Embracing Partnership – Working across client, venue and agencies to reduce the carbon footprint. Speakers: Donna Cunningham, Sales Director, ICC Birmingham; Katie Hartigan, Event Manager, Association of Colleges; Pauline Beattie, Sales Director, Conference Care; Marc Frankl, Food and Beverage Director, Amadeus

The sustainability challenge facing venues, organisers and clients in 2022 is complex and multi-faceted, yet vital. Many within the industry signed up for the Zero Carbon Events Industry pledge, as part of COP26, yet it is the action taken next, which matters as much as the gesture of support. For venues which are not recently purpose-built with a low carbon footprint in mind, there is a need to share knowledge, insight and best practice regarding methodology for reducing carbon use within the industry. The opportunities to learn and improve the planning process for an event are exciting and promise to provide a rewarding outcome for clients and agencies working with venues to find low-carbon solutions. In Autumn 2021, the Association of Colleges, alongside the low-carbon consultancy arm of Conference Care, worked with the ICC and its catering partner to look at how the carbon footprint could be reduced for the AoC annual conference. A lot was learnt, and there are legacy elements which can be shared and passed on to other venue providers in the events sector. Key areas of interest include the catering element, which Amadeus, the ICC catering supplier, has invested huge time and effort into getting right. We will look at how to nudge clients and their delegates to make greener choices, where the challenges lie in

terms of waste, and what lies ahead for future improvements in reducing the carbon footprint of an event.



Day 2: Tuesday 5th April 2022 (continued)

- 10.45 to 11.15 Coffee break
Individual ICCA clinics - Tamara Bernstein, ICCA Head Office: *Grab your coffee and have a chat to Tamara about anything ICCA related*
- 11.15 to 11.45 Ross Calladine, Head of Business Support, Government Disability and Access Ambassador, VisitEngland
- Recently appointed as the Disability and Access Ambassador for Tourism, Ross will explore the value and importance of accessible tourism for meetings and event specialists, in support of the Government ambition for the UK to become the most accessible destination in Europe.*
- As part of his role, Ross is VisitEngland's in-house accessibility specialist developing initiatives that help tourism businesses and destinations tap into the high value, growing accessible tourism market. Ross has led the development of an innovative Accessibility Guides website, spearheaded the production of a number of guidance booklets and he also manages VisitEngland's Accessible & Inclusive Tourism Award, which recognises leaders in the field. Ross also convenes England's Inclusive Tourism Action Group comprising leading accessible tourism stakeholders. As an authority on accessible tourism, Ross was appointed Disability and Access Ambassador for Tourism by the UK Government in January 2022. Ross regularly speaks at industry events, most recently including 1st UNWTO Conference on Accessible Tourism, World Travel Market, ITB Berlin and Destinations for All World Summit.*
- 11.45 to 12.15 George McLean, The Complete Works – *Not your usual presentation! Complete Works is a company of professional actors who now use their talents to tell brand stories and help clients deliver formidable ROI. How destinations/venues can use storytelling to increase conference business. Make your story count!*
- 12.15 to 12.45 Lesley Williams, Managing Director, BestCities Global Alliance – panel discussion
- The Madrid Challenge – encouraging Associations to put legacy and sustainability into their RFPs. What are the obstacles from a destination/venue perspective and what destinations can do to support their Association clients in meeting these initiatives. Where are we going with legacy and is everyone jumping on the bandwagon. This panel session will*

discuss obstacles, suggested actions and challenges with input from speakers from ICCA UK & Ireland convention bureaux and convention centres.



Day 2: Tuesday 5th April 2022 (continued)

12.45 to 13.15	Sum Up: Patrick Delaney including presentation from next destination 2023.
13.15 to 14.30	Networking Lunch
14.30	Departure

We strongly encourage all delegates to stay until after lunch to gain full benefit from their attendance at the conference. Please do not book your return travel until after 1400 hours – thank you!



With sincere thanks to our sponsors:

