



**ICCA UK & Ireland Chapter
Annual Debate
Thursday 9th and Friday 10th March 2017
The Cobden Rooms, Manchester Central
“Industry Disruptors and Adapting to Change”**

Thursday 9th March 2017

10:00	Registration Opens
10:30-12:00	Optional complimentary city walking tour (kindly provided by Marketing Manchester) – <i>delegates should indicate their interest in joining the tour on the registration form. Tour leaves from the main foyer of Manchester Central.</i>
12:00-13:00	Light lunch
13:00-13:30	Welcome Lesley Williams, Chair, ICCA UK & Ireland Chapter (Convention Edinburgh)
13:30-14:15	Keynote Speech David Eades, Presenter, BBC World News, BBC Radio 4 'The World Tonight'
14:15-15:00	John Guthrie, British Hospitality Association “A macro and industry-wide overview of the Brexit impact”
15:00-16:00	Coffee Break and Ice Breaker (provided by the Green Hat People)
16:00-16.30	Sally Greenhill, The Right Solution “The past 3 years – a summary of recent meeting industry trends”
16:30-17:15	Jim Weightman, Project Manager – Proton Beam Therapy Centre “Charged Particle Disruptors: The Manchester bid to host PTCOG 58, 2019”
17:15-17:30	Closing Remarks
19:00	Depart on foot from official hotels to the Town Hall
19:15-22:00	Networking drinks and dinner themed around “Manchester – European City of Science” including a presentation from Manchester Ambassador, Vicky Rosin OBE, Programme Director, EuroScience Open Forum 2016.
22:00 -	Optional networking for those who wish to enjoy some Manchester nightlife at Revolution de Cuba, Peter Street.

Friday 10th March 2017

- 08:45-09:15 Registration and Coffee
- 09:15-09:30 **The Brain Buff – morning wake-up**
Diane Waldron, Vice Chair, ICCA UK & Ireland Chapter (Queen Elizabeth II Conference Centre)
- 09:30-10:00 **Tracy Halliwell, London & Partners**
Presentation on the #londonisopen campaign
(Intro from Steve Knight, The Meetings Show)
- 10:00-10:45 **Panel session – “Hotel room blocks and potential problems”**
Emma Jane Taylor, Dot-the-Eye Ltd
Martin Avis, IHG
Anthony Coyle-Dowling, BCD Meetings & Events
- 10:45-11:15 Coffee break
- 11:15-11:45 **Quick fire presentations and interactive discussion from:**
Kursha Woodgate, Mexia Communications (Digital disrupters - navigating the digital marketing jungle)
Rob Collins, GES (EventTech – “The Emperor’s New Clothes”?)
- 11:45-12:45 **Professor Keith Still, Professor of Crowd Science, Manchester Metropolitan University and Marcel Altenburg, Enterprise Delivery Fellow, Manchester Metropolitan University**
“How many people were at Trump’s inauguration?”
- 12.45-13:00 **Closing Remarks**
Diane Waldron, Vice Chair, ICCA UK & Ireland Chapter (Queen Elizabeth II Conference Centre)
- 13:00 Light lunch and departure.

With special thanks to all of our sponsors including:

