



The 60<sup>th</sup> ICCA Congress Middle East Regional hub program hosted by Abu Dhabi Convention & Exhibition Bureau in Abu Dhabi from the 25<sup>th</sup> to 27<sup>th</sup> of October.

## MONDAY 25<sup>TH</sup> OCTOBER

### 1400 – 1415 **Welcome Address**

HE Saood Abdulaziz Al Hosani , Undersecretary, Department of Culture & Tourism, Abu Dhabi

### 1415 – 1530 **MICE outlook in the GCC**

Mubarak AL Shamsi, Director Abu Dhabi Convention and Exhibition Bureau, Abu Dhabi

Mahir Julfar, Senior Vice President, Dubai World Trade Centre, Dubai

Marwan Jassim Al Sarkal, Executive Chairman Shurooq Sharjah Investment

Khalid Al Zadjali, Director Oman Convention Bureau

Dr. Debbie Stanford-Kristiansen, Bahrain International Exhibition & Convention Center, General Manager

Moderator: Edward Matti, Managing Partner and Board Director, CCM Consultancy

### 1530 – 1545 **Coffee Break & Networking**

#### 1545 – 1630 A Global Outlook to Stay Competitive in the Business Events Sector - PCMA

Annalisa Ponchia, CMP, CMM, Executive Officer, ESOT European Society for Organ Transplantation

Sam Johnston

#### 1630 – 1715 Town Hall - The Abu Dhabi community is invited to attend and pose questions to the advisors about their experience within the region.

### 1715 – 1730 **Coffee Break & Networking**

#### 1730 – 1900 – ICCA Congress Opening Ceremony and Metatrends keynote session

James Rees, ICCA President

Flavia Santoro, President & CEO, ProColombia

Marta Lucía Ramírez Blanco, Vice President of Colombia - Official Protocol Opening

Dame Vivian Hunt, Senior Partner of McKinsey

Michelle Mason from McKinsey interviewed by Charlie Jones

1900 – 1930 – Transfer to Andaz and Live Cocktail Networking

1930 – 2200 - Reception Dinner at the Andaz Hotel

## TUESDAY 26<sup>TH</sup> OCTOBER

### 0800 – 0900 – Registration and Networking coffee

### 0900 – 0930 – ICCA Local Hub Opening session:

Moderator: Edward Matti, Managing Partner and Board Director, CCM Consultancy

HE Saood Abdulaziz Al Hosani, Undersecretary Department of Culture and Tourism

Mubarak Al Shamsi, ICCA Board Member – Middle East & Director of Abu Dhabi Convention and Exhibitions Bureau

Khalid Al Zadjali, ICCA Middle East Chapter Chair and Director of Oman Convention Bureau

### 0930 – 0950 Future of Work – Global session

The past one-and-a-half years have transformed and digitised our professional lives like never before. Using the latest research, we will dive into crucial topics in leadership and HR, such as: keeping employees engaged and productive in the remote and hybrid working environment, job security during times of uncertainty, and making meaningful business connections in a digital world.

#### **The future of work: what might it look like and how different might it really be**

Anu Madgavar - Partner at McKinsey - One of the co-authors of the Future to Work report

### 0950 – 1045 Live Regional Panel: Future of Travel and Tourism

Many are wondering what the future of the tourism and travel industry will look like. Will it be digital or will we return to the traditional meetings? Knowing that the core of meetings is networking and relationship there is need for Face-to-Face meetings to return in its essence or probably stronger to create an everlasting impact. The industry experts from the contributors to the destination tourism will highlight on their new strategies and business formats going forward and stepping into the new era.

Moderator: Edward Matti, Managing Partner and Board Director, CCM Consultancy

H.E. Ali Hassan Al Shaiba, Executive Director of Marketing Tourism, Department of Culture & Tourism

Zurab Pololikashvili, Secretary-General of the UNWTO

Anita Mendiratta, Special Advisor to the Secretary General of the United Nations World Tourism Organisation (UNWTO)

Terence Daly, Executive Director Guest Experience, Brand and Marketing, Etihad Airways

Steen Jakobsen, Assistant VP Dubai Business Events, Dubai Business Events

Julien Munoz, SVP Sales EMEA Radisson Hotel Group

Samir Tabbah, CEO Desert Gate Tourism

Gerald Lawless, Ambassador World Travel & Tourism Council (WTTC)

#### 1045 – 1100 – Networking Break

#### 1100 – 1120 – **Consumer Choice - The Event Experience**

Gain key insights into the key motivations, shifts and trends of purchasing habits and consumer tendencies. Plus, gain insights for adapting your sales and marketing strategies to the tastes of the modern consumer when it comes to event experiences.

**Shifting consumer trends and tailoring your event experience: are you giving your event attendees what they really want?**

Jami Stapelmann – Executive Director Global Travel -Estee Lauder

#### 1120 – 1200 **Live Regional Panel:**

Moderator: Edward Matti, Managing Partner and Board Director, CCM Consultancy

Oisin Commene, Head, Abu Dhabi Sustainability Week, Masdar

Leon Marsh, Associate Director Events, Miral

Marwa Kaabour, Head of Marketing and Communication, Al Masaood Group

#### 1200 – 1300 - **Lunch Break**

#### 1300 – 1400 **Net Zero Carbon event - Environmental Sustainability of the Exhibition Industry**

Moderator: Edward Matti, Managing Partner and Board Director, CCM Consultancy

Kai Hattendorf, Managing Director & CEO UFI

Naji Al Haddad, Regional Director, UFI

Derar Almanaseer, Director of Strategy and Excellence, ADNEC

Dr. Debbie Stanford-Kristiansen, General Manager, Bahrain International Exhibition & Convention Center

**1400 – 1430 – Global Destination Sustainability Keynote + Award**

Guy Bigwood, Managing Director and Chief Changemaker, Global Destination Sustainability Movement (GDS Movement)

James Rees, President, ICCA

**1430 – 1445 Networking Break**

**1445 – 1545 Your future ready career**

Jessie States, CMP, CMM, VP MPI Academy

**1545 – 1600 Networking Break**

**1600 – 1700 Future Proofing the Exhibition Industry**

Moderator: Naji Al Haddad - Regional Director - UFI

Wilbert Heijmans, Group Managing Director - Info Salons

Wouter Molman, Executive Vice President, Informa Markets

Ashley Roberts, General Manager, CONNECT

**1700 – 1730 Networking Break**

**1730 – 1830 - President's Choice Keynote: the future of (business) tourism and the environment**

Natalia Bayona, Director of Innovation, Education and Investments, Director, Sustainable Development of Tourism, World Tourism Organization (UNWTO)

Dr. Ninglan Wang, Head, Border Risk Dissemination Management, World Health Organization (WHO)

Oracio Marquez, Regional Director for External Relations for Latin America and the Caribbean, IATA

**1830 – 1930 Transfer to Qast al Watn**

**1930 – 2130 ICCA themed Dinner**

Qasr Al Watn

## WEDNESDAY 27<sup>th</sup> OCTOBER

### 0800 – 0900 – **Networking Coffee**

### 0900 – 0920 – **Organizational Culture**

Global crises have always act as a catalyst for global change. We will look at how the COVID-19 pandemic has changed organizational culture within global organizations and how the pandemic has changed our views on organizational culture, what we have learnt, and which aspects might be kept in the long-term. Finally, we will consider what the future of organizational culture might look like in the coming years.

#### **Building a strong organizational culture for future unity and success**

Carrie Freeman Parsons, Chair of the Board, Freeman Company

### 0920 – 1000 **Live Regional Panel: Outlook for the Global recovery in Business Travel based on Oxford Economics' latest forecast.**

Scott Livermore, Chief Economist & Managing Director, Oxford Economist

### 1000 – 1015 **Q & A with Scott Livermore**

### 1015 – 1035 – **The Human Dimension and the Impact of Technology:**

Technology has transformed our daily lives and work processes and has had a profound effect on how we conduct events. We know that human connections are a critical component of how we conduct our business and how valuable they are. Finding the right balance in utilizing technology vs human connections is exciting and challenging at the same time. How do we find the right balance for now and in the future?

#### **Technology vs. human connections**

Gerd De Bruycker, Marketing Director EMEA, CISCO

### 1035 – 1115 - **Live Regional Panel: The Human Dimension and the Impact of Technology**

Moderator: Edward Matti, Managing Partner and Board of Director, CCM Consultancy

Dr Jorge Dias, Professor Khalifa University, Abu Dhabi

Dr Asma Deeb, President Arab Society of Paediatric Endocrinology and Diabetes (ASPED)

Hussein Wehbe, Entrepreneur - Former Advisor at the UAE's Prime Minister's Office)

### 1115 – 1130 – **Networking break**

### 1130 – 1150 – **Plenary Session 6: Innovation, Agility and Collaboration**

Beyond the buzzwords - our only way forward is by being innovative, agile, and collaborative. But, what does that actually look like for your organisation and the meeting and events industry? Find out what it takes to implement truly transformative and creative solutions to drive forward our sector into the future.

**Innovation, Agility and Collaboration driving future change**

Josh Linkner, Innovation Keynote Speaker and Bestselling Author

**1150-1230 – Live Regional Panel:**

Edward Matti, Managing Partner and Board of Director, CCM Consultancy

**1215 – 1230 ICCA Congress Closing**

Thank you by Mubarak Al Shamsi, Director Abu Dhabi Convention and Exhibition Bureau, Abu Dhabi

Thank you by Anju Gomes, Regional Director Middle East, ICCA