



The image features a world map with several cities marked by orange dots: Cartagena, Colombia; Paris, France; Johannesburg, South Africa; Abu Dhabi, United Arab Emirates; and Seoul, Republic of Korea. A blue location pin is placed over Seoul. In the top left corner, there is a logo for 'CARTAGENA DE INDIAS 2021 COLOMBIA' with an image of a cathedral, and the ICCA logo (a green circle with stylized figures) with the text 'ICCA' below it. In the bottom right corner, there is a circular inset image of a bronze statue of a seated figure pointing, set against a blue sky and greenery.

**Congress Hub
Asia Pacific
Nagasaki,
Japan**

hosted by Nagasaki City from the 25 to 27 of October (GMT+9/JST)

25 OCTOBER, MONDAY (*On-site delegates in Nagasaki*)

1530	Registration open
1630	Lecture hall open
1700 – 1830	Local Opening Ceremony at Dejima Messe Nagasaki
1830 – 2000	Reception at Siebold Deck, Dejima Messe Nagasaki Rooftop and Hotel New Nagasaki

26 OCTOBER, TUESDAY

0800	Registration open
0830	Lecture hall open

0840 – 0855 **NewBee Check-in from Nagasaki**

Mentor: Dr. Keiko Nishimoto, PhD, CMP

0900 – 1050 **Opening Ceremony**

09:00 - 09:15	Welcome Asia
09:15 - 10:50	Welcome Address and Opening Keynote

Welcome Address

James Rees, *President, ICCA*

Opening Keynote: Colombia's transformation on the global stage

Flavia Santoro Trujillo, *President & CEO, ProColombia*

Cartagena de Indias Major Intervention

William Jorge Dau Chamatt, *Mayor, Cartagena de Indias*

Global meta-trends: Future Forward

Dame Vivian Hunt, *Senior Partner, McKinsey & Company*

Welcome: CEO, ICCA

Senthil Gopinath, *Chief Executive Officer, ICCA*

1050 – 1130 **Networking Break**

1130 – 1230 **Lecture 1**

1130 – 1150 **Building Community**

Synopsis: How are we building communities differently and how do we make sure they remain active relevant and connected in the future?

Speaker: Laura Lopez, *Director of Conference Affairs Services, United Nations Framework Convention on Climate Change (UNFCCC)*

1150 – 1230 **Panel Discussion**

Synopsis: The future of communities and partnerships: best practices for success with growth and retention

Moderator: Darren Isenberg, *Virtual and Live Master of Ceremonies, Speaker on Positive Influence and Presentation Skills Coach at Darren Isenberg Presents*

Panelist 1: Kim Ji Hyun, *Director, Seoul Tourism Organization*

Panelist 2: Rob Barnes, *Country Manager – Asia Pacific, Higher Logic*

Panelist 3: Evelyn Salire, *Secretary-General, Philippine Retailers Association*

1230 – 1330 **Networking Lunch**

1330 – 1430 **Lecture 2**

1330 – 1350 **Technology vs. Human Connections**

Synopsis: The impact of Technology on the human dimension.

Speaker : Gerd de Bruycker, *Marketing Director EMEA: Strategy & Planning, Chief of Staff, Integrated Marketing, Event Marketing, CISCO*

1350 – 1430 **Panel Discussion**

Synopsis: What effect will new upcoming technologies have on future?

Moderator: Darren Isenberg, *Virtual and Live Master of Ceremonies, Speaker on Positive Influence and Presentation Skills Coach at Darren Isenberg Presents*

Panelist 1: Dr. Edward Koh, Executive Director – Conventions, Meetings & Incentive Travel, Singapore Exhibition and Convention Bureau

Panelist 2: Hiromi Murayama, Manager, Sales & Marketing, PACIFICO Yokohama

1430 – 1530 **Lecture 3**

1430 – 1450 **Sustainable /The Environment**

Synopsis: End of the line for our old ways: creating sustainable cities for citizens of the future

Speaker: Dan Lert, *Deputy Mayor of Paris*

1450 – 1530 **Nagasaki Presentation**

Synopsis: Welcome to Nagasaki - dynamic city planning of the century, world heritages, and the jewels of the night view. Deputy Mayor of Nagasaki will introduce you what you will find in this beautiful MICE destination.

Speaker: Shigetaka Takamaya, *Deputy Mayor of Nagasaki*

1530 – 1600 **Networking Break**

1600 – 1700 **Lecture 4**

1600 – 1620 **Organizational Culture**

Synopsis: Building strong organizational culture for future unity and success

Speaker: Carrie Freeman Parsons, *Chair of the Board, Freeman Company*

1620 – 1700 **Exploring Dejima Messe Nagasaki**

Synopsis: "Dejima Messe Nagasaki" is the first full-scale convention center which will be opened in Nagasaki in November 2021. The overview and background of the venue will be explained by the policy manager of the Nagasaki City

Speaker: Masahiro Makishima, *Policy Manager of Culture and Tourism Department, Nagasaki City (Overseer of MICE Affairs)*

1700 – 1730 **Nagasaki Site-Inspection Tour – Dejima Messe, Nagasaki**

Venue : Dejima Messe Nagasaki

Address : Onouemachi, 4-1, Nagasaki 850-0058, Japan

1800 – 2000 **Theme Dinner (On site delegate)**

Venue: Nagasaki Koshibyō (Confucius Shrine), 10-36 Ouramachi, Nagasaki, 850-0918, Japan

Nagasaki Koshibyō (孔子廟, Confucius Shrine) was built in 1893 by Nagasaki's Chinese community. The colorful, atmospheric shrine became one of the unique venues for meetings and events in Nagasaki recently, which shows the close relation between Nagasaki and China in its history.

1900 – 1930 **GDS Keynote and Awards**

27 OCTOBER, WEDNESDAY

0800 Registration open
0900 Lecture hall open

0910 – 0925 NewBee Check-in from Nagasaki

Mentor: Dr. Keiko Nishimoto, PhD, CMP

0930 – 1030 Lecture 5**0930 – 0950 Future of Work**

Synopsis: The future of Work: What it might look like and how different might it really be?

Speaker: Anu Madgavkar, Partner, McKinsey & Company, McKinsey Global Institute



Japan. Meetings & Events
New ideas start here

0950 – 1030 What is the future model of association meetings?

*Sponsored by Japan National Tourism Organization (JNTO)

Synopsis: Our society consists of three features unique to humans, such as free mobility, free gathering and free interaction. However, Covid-19 pandemic prevented us from enjoying these freedom, and the way we organize international meetings has completely changed. We invite key players from both academia and industry, to discuss future perspectives of association meetings and how it may effect on the way we work.

Moderator 1: Hideyuki Bunyuu, Chief Operating Officer, DMO NAGASAKI (Nagasaki International Tourism and Convention Association)

Moderator 2: Dr. Keiko Nishimoto, PhD, CMP, Ritsumeikan University

Panelist 1: Prof. Toru Nakano, Osaka University Medical School

Panelist 2: Prof. Kiyoshi Kiyokawa, Nara Institute of Science and Technology (NAIST)

Panelist 3: Asako Shiomi, Manager – MICE Promotion, Osaka Convention and Tourism Bureau

Panelist 4: Kotoyo Minakuchi, Section Chief, Japan Tourism Agency (JTA)

Panelist 5: Kensuke Momoi, Director for Meeting and Events Promotion, Japan Tourism Agency (JTA) and Visiting Professor at the Research Center for Social Systems, Shinshu University

1030 – 1100 Networking Break**1100 – 1200 Lecture 6****1100 – 1120 Consumer Choice – The Event Experience**

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

Speaker: Jami Stapelmann, Executive Director Global Travel, The Estée Lauder Companies Inc.

1120 – 1200 Transition of the Customer Trends *conducted by the MICE Innovation Society

Synopsis: When the pandemic started, the MICE innovation society was established by industry key players. On a regular basis, they have been conducted short pitch presentations on both "needs" and "sees" in event management technology. In this session, the society will review key motivations, shifts and trends of purchasing habits and consumer tendencies, during the pandemic. The audience will gain insights for adapting their sales and marketing strategies to the tastes of the modern consumer when it comes to event experiences.

Moderator 1: Hirokazu Tanaka, *Corporate Officer, Strategic Business Development, Congrès Inc.*
 Moderator 2: Tsubomi Nishikawa, *Planner, Strategic Business Development, Congrès Inc.*

Panelist 1: Masahiro Tsutsu, *Revenue Management Senior Manager, avatarin Inc.*

Panelist 2: Tomonori Haba, *CRIWARE Evangelist / Senior Manager, Sales and Marketing Division Sales Department 3, CRI Middleware Co., Ltd.*

Panelist 3: Keisuke Matsuo, *Vice Manager of Marketing Department, Product Marketing Manager, Sansan, Inc.*

Panelist 4: Hatsumi Tanaka, *CEO, Welltool Co.,Ltd*

1200 – 1300 **Networking Lunch**

1300 – 1400 **Lecture 7**

1300 -1320 **Diversity, Equality & Inclusion**

Synopsis: The time for diversity, equality and inclusion is now!

Speaker: Julieta Amara Martinez, *Chilean activist and Founder of Tremendas platform*

1320 – 1340 **ICCA/BestCities Incredible Impacts Winner 2021 presentation**

Speaker: Dr. Ay-Woan Pan, *Committee Member of the Board of Managing Directors, The Garden of Hope Foundation*

The impact stories of this year's ICCA/BestCities Incredible Impacts winners have been a fitting part of the 60th ICCA Congress, where we have highlighted the topics of inclusivity, gender equality and sustainable development themes which were reflected in each of the three impact programmes of this year's winners. Each of the three winners will present their story in one of the Congress locations and we encourage members to view not only the live presentation in their hub of choice but view the recordings of all three presentations:

- European AIDS Clinical Society –live in Paris on 26 October at 13:50 (GMT+2)
- The Garden of Hope Foundation – live in Asia on 27 October at 13:20 (GMT+9/ JST)
- Women Deliver – live in Cartagena on 25 October at 14:20 (GMT-5)

1340 – 1400 **Panel Discussion**

Synopsis: Our industry speakers will dive deeper into the best strategies for embedding DEI into an organisation. Discover initiatives to make DEI an ongoing, constructive process within your business. Learn how we can make sure we are self-aware of our own actions concerning DEI. Plus, see how you can incorporate DEI into the staff recruitment process.

Moderator 1: Mike Williams, *Senior Consultant & Partner, GainingEdge*

Panelist 1: Leonie Ashford, *International Bids Manager, Tourism New Zealand*

Panelist 2: Julia Swanson, *CEO, Melbourne Convention Bureau*

1400 – 1500 **ICCA Session**

1400 – 1500 **Global Associations Meetings Protocol Update**

Speakers:

Gregg Talley, *President and CEO, Talley Management Group, Inc.*

Cynthia Kiang, *Director General, Bureau of Foreign Trade, MOEA*

Ben Goedegebuure, *Enterprise Vice President, Global & Industry Presence, Maritz Global Events*

Paul Ouimet, *Partner and President, MMGY NextFactor*

Greg Oates, *Senior Vice President of Innovation, MMGY NextFactor*

Lisa Astorga, *Director of Meetings,*

International Society on Thrombosis and Haemostasis (ISTH)

1500 – 1530 **Networking Break**

1530 – 1630 **Lecture 8**

1530 – 1550 **Innovation, Agility & Collaboration**

Synopsis: Innovation, agility and collaboration driving future change

Speaker : Josh Linkner, *Innovation Keynote Speaker and Bestselling Author*

1550 – 1630 **Panel Discussion**

Synopsis: The reality of innovation, agility and collaboration in our organisations

Moderator: Richard Reasons, *Manager, Simpleview*

Panelist 1: Matthias Schultze, *Managing Director, German Convention Bureau*

Panelist 2: Robin Miller, *Director of Sales (Conferences and Events),
Abu Dhabi National Exhibitions Company (ADNEC)*

Panelist 3: Wee Ming Ong, *CEM, CMP, Vice President - Conventions, Marina Bay Sands*

1630 – 1730 **ICCA Session**

1630 – 1730 **Presidential Choice Keynote: The Future of Business Tourism and the Environment**

Moderator: Gregg Talley, President and CEO, Talley Management Group, Inc.

Speakers:

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

James Rees, President, ICCA, United Kingdom

Ninglan Wang, Head, Border Risk Dissemination Management, World Health Organisation (WHO)

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

1730 – 1805 **ICCA Session**

1730 – 1805 **Closing Session + Incredible Impact**

Synopsis: The global pandemic has amplified crises such as domestic abuse, limited access to medical care for marginalized communities, and violence against women. In response, global conferences are directing attention towards these pressing issues, advocating for systematic change, and facilitating initiatives and policies that channel commitments into action. At this year's ICCA Congress we will honor three such associations which have influenced systematic change through their meetings. Join us in recognizing the European AIDS Clinical Society, The Garden Hope of Foundation and Women Deliver – the 2021 Global Impacts Winner!

Speakers:

James Rees, President, ICCA, United Kingdom

Senthil Gopinath, Chief Executive Officer, ICCA

Gilberto Salcedois, Vice-president of Tourism, ProColombia, Colombia

1805 – 1900 **Cross-Congress Hub Connecting**

Social Networking / Congress Platform Tour / Virtual delegate Networking

2130 - 2200 **Best Marketing Awards**

Synopsis: The ICCA Best Marketing Award recognises the excellence and outstanding achievements of organisations in their effort to market their product and services. The 2021 ICCA Best Marketing Awards will celebrate Marketing through Transformation. This year we will recognize the ways members have shown us your unique, out-of-the-box efforts. inspired, engaged, and demonstrated our industry's resilience and renewal through unique and out-of-the box efforts. During the session, ICCA will disclose the winner and recognitions of the 2021 Best Marketing Award Edition.

Speaker: James Rees, *President, ICCA*

22:00 – 2300 **Copenhagen Denmark Lecture**

Leading with purpose: embrace your powers, get together, make a difference.

Speakers:

Katja Iversen , *Executive Advisor, Author, Advocate*

Ida Jeng, *Head of Business Engagement and Development, Centre for New Economy and Society at World Economic Forum*

Introduction: Kit Lykketoft, *Director of Convention, Wonderful Copenhagen*