

International Congress and Convention Association



**FINAL PROGRAMME**

## **55th ICCA Congress**

Gathering of the ICCA Global Tribes  
Kuching, Malaysia 13-16 November 2016



**Two shows. One purpose.  
See you there.**

**FRANKFURT • LAS VEGAS**





## Welcome messages



Dear ICCA members and friends,

It seems like yesterday that we celebrated our association, shared ideas and knowledge in Buenos Aires, Argentina. How quickly time passes and we find ourselves at the start of what promises to be another world class ICCA Congress to be hosted in Kuching, Malaysia.

The ICCA approach is to ensure that we host our congress in different member destinations in order to showcase and revel in the diversity of all our members. Gathering of the Tribes is most definitely a very apt theme for the ICCA Congress! Taking into account the ICCA Board and staff commitment to the strategic goals, the hosting of a world class Congress is top of mind. We have tried to bring in many new topics and concepts based on the feedback from members, to make sure that our approach is fresh and new.

I sincerely hope that you will have the opportunity to share ideas, gather knowledge and get to know more about other ICCA tribe members!

Yours in ICCA,

Nina Freysen-Pretorius  
ICCA President



## Welcome messages

### **Selamat Datang, as we in Malaysia say in welcoming our guests.**

It is Team Malaysia's great honour and utmost pleasure to welcome every ICCA delegate to what we hope will be Asia's most unique, daring and ground-breaking rendition of the 55th ICCA Congress 2016. We are thrilled to be your host in Kuching, Malaysia, where business meets adventure.

Kuching is the capital of Sarawak, Malaysia's largest state. Here you will find a delightful combination of old-world charm and modern infrastructure. Kuching has an irrefutable reputation as a friendly city, steeped in history and myths. You can expect to stumble upon disarming hospitality in every nook and corner, in business and amidst your quest for culture, adventure and nature, which Sarawak unstintingly offers.

Sarawak's rich tapestry of distinct languages, arts, crafts and heritage sites is woven by more than 40 sub-ethnic groups, who blend in with one another the length and breadth of the state. Kuching is a truly breathable city, compact and convenient, and closely surrounded by national parks, beaches, mountains, rivers and rainforest reserves. Sarawak also has a rich forest eco-system, making up one of the world's most complex biodiversity.

The decision to bid for an ICCA Congress for Kuching was inspired by Team Malaysia's desire to scale new heights in Malaysia's business events industry. We envisioned how a winning bid could demonstrate that a second-tier city could defy the odds against bigger players. We wanted to craft a success story that could inspire other business events players in Malaysia. The greater vision was to position Kuching as an icon to encourage other second-tier cities in Asia, our counterparts, to be a part of ICCA. Since 2006, business events have benefited Sarawak by bringing in new trade, research, education and foreign exchange. We are confident that business events will continue to be a significant revenue market for Sarawak and Malaysia.

Kuching gets to live her tale with ICCA members from 13 to 16 November 2016 because of the coveted opportunity to host the 55th ICCA Congress. On behalf of Sarawak, Team Malaysia would like to express our sincere gratitude to the Board of ICCA for their faith in Kuching to stage this world-class congress which we hope will give a filip to local and national business tourism.

Once again, "Selamat Datang". We hope you enjoy your stay in Kuching, and we wish you a successful congress.

Eric Van Piggelen  
Co-Chairman – 55th ICCA Congress 2016 Local Host Committee





## Venue

Borneo Convention Centre Kuching,  
The Isthmus, Sejingkat, 93050 Kuching  
Phone: +60-82-392888

## Official Hotels

Pullman Kuching  
1a Jalan Mathies, 93100 Kuching  
Phone: +60-82-222888

Riverside Majestic  
Jalan Tunku Abdul Rahman, 93748 Kuching  
Phone: +60-82-532222

Grand Margherita  
Jalan Tunku Abdul Rahman, 93748 Kuching  
Phone: +60-82-423111

## Social Venues

13 November – Welcome Reception - Malaysia Gastronomic  
Kuching Waterfront

14 November – CAT Night - Rainforest World Music Festival  
Sarawak Cultural Village  
Damai Beach Resort, 93762 Kuching

15 November – Gathering of the ICCA Global Tribes  
Borneo Convention Centre Kuching,  
The Isthmus, Sejingkat, 93050 Kuching

## ICCA Contacts

Mieke van Loenen, CMP, Director Events: Mobile +31 6 2707 3966  
Sina Bunte, Events Executive: Mobile +31 6 1138 4091  
Rebecca Wilson, Events Executive: Mobile +31 6 1507 1226  
Francesca Sabba, Events Assistant: Mobile +31 6 2807 8777



## Useful information

### **WIFI**

WiFi will be offered free of charge to all delegates throughout the venue.

SSID: ICCAWorld2016

Password: iccaworld

### **Registration/Local information desks**

These desks are located in the Main Concourse of BCCK and are open during the following times:

Saturday 12 November	10:00-17:00
Sunday 13 November	08:00-18:00
Monday 14 November	08:30-17:30
Tuesday 15 November	08:30-17:00
Wednesday 16 November	08:30-14:30

### **Emergency Information**

Police and Ambulance: 999 / 112 (from a mobile phone)

Fire and Rescue Department: 994 / 112 (from a mobile phone)

### **Smoking**

The ICCA Congress is a non-smoking event and smoking is prohibited throughout the venues.

### **Prayer room**

Prayer rooms are available on level 1 in BCCK.

### **Silent Auction: Online**

For the first time this year, the ICCA Silent Auction is available Online! Allowing more ICCA members and ICCA Verified Associations to bid during a longer period of time, ICCA hopes to generate a record amount for the ICCA Education Fund to educate the next generations working in the meetings industry.

You can still donate a prize! Please visit the Silent Auction website or contact Dennis Speet via the ICCA Meetings app or email: [dennis.s@iccaworld.org](mailto:dennis.s@iccaworld.org). The Auction will run until Tuesday 6 December (after ibtm world).

Check out the wonderful prizes, donated by generous ICCA members from around the world: [www.auction.iccaworld.org](http://www.auction.iccaworld.org).



### Join the online #ICCAWorld conversation



Follow "ICCAWorld" on Twitter, Instagram, Facebook, LinkedIn (also join our ICCA members-only LinkedIn Group) and Snapchat (Search for "ICCAWorld") and join the online conversation year-round using our official community hashtag **#ICCAWorld**.

During the Congress, we will mostly be using Twitter and Instagram. Big screens with #ICCAWorld Twitter and Instagram feeds will be present in the venue.

We suggest you to engage with the ICCA online community during the ICCA Congress in the following ways:

- Share your key takeaways and best images of the ICCA Congress sessions, using #ICCAWorld
- Search for #ICCAWorld on Twitter and Instagram and engage with other members.
- Ask the online #ICCAWorld community for advice Share your ICCA activities (year round!), using #ICCAWorld
- We know lots of ICCA members have become great friends, or will make new friends, at the ICCA Congress. Remember the moments with your ICCA Friends at the Congress by taking a group picture and share it using hashtag **#ICCAFriends**.





## Useful information

### Expert Advice Appointments

Don't forget to check out the list of experts in the ICCA Meetings App! You can request appointments throughout the Congress. You will be able to obtain practical solutions for your most important challenges.

### Continuing Education Contact Hours



By attending the ICCA Congress, you'll have the opportunity to collect continuing education hours which you will need if you are applying for the CIC exam or for CIC recertification. The Convention Industry Council has reviewed all sessions and has aligned each that qualify with one of the ten CMP International standard domains and the number of CE hours for each session. Sessions that qualify will be clearly marked in the ICCA Meetings app.

### Business Exchange

A dedicated area will be available in the venue which can be used as a meeting place to exchange information. Appointments can be made through the Etouches App. There will be Business Exchange sessions on Monday and Tuesday, please see programme details for timing and location. All Business Exchange (BE) participants will have a BE symbol printed on their badge to facilitate the networking.

### Research one on one appointments

In an intensive half an hour, you will have the opportunity to sit together with one of ICCA's experienced researchers and make & save a selection of potential business profiles for you to work on when you return to the office. For the experienced user, we offer the possibility to focus on new developments, sophisticated search options, and creative uses of the available data. You are able to book an appointment through the ICCA Meetings App. The appointments take place in Meeting Room 6.

### Local Host Committee

**Minister:**

YB Datuk Amar Abang Haji Abdul Rahman Zohari Bin Tun Datuk Abang Haji Openg, Ministry of Tourism Sarawak

**Patron:**

YB Dato' Sri Dr. Muhammad Leo Michael Toyad Abdullah, Sarawak Convention Bureau (ICCA Member)

**State Coordination Chairman:**

Datu Ik Pahon Joyik, Sarawak Tourism Board

**Co-Chairmen:**

Mr. Eric Van Piggelen, Borneo Convention Centre Kuching (ICCA member), and  
Mr. Mike Cannon, Sarawak Convention Bureau (ICCA Member)

**Project Manager:**

Mr. Oscar Choo, CPH Travel Agencies (Sarawak) Sdn Bhd

**Official Hotel:**

Mr. Jayson Chong, Pullman Hotel Kuching

**Official Venue:**

Ms. Premala Danapakiam, Borneo Convention Centre Kuching (ICCA Member)

**Government Bodies:**

Kuching North City Hall (DBKU)  
Kuching South City Council (MBKS)  
Malaysia Airlines (MAS)  
Malaysia Airport Holdings Berhad (MAHB)  
Malaysia Convention and Exhibition Bureau (MyCEB) (ICCA Member)  
Ministry of Tourism Sarawak (MOT)  
Sarawak Convention Bureau (SCB)  
Sarawak Cultural Village (SCV)  
Sarawak Tourism Board (STB)  
Sarawak Tourism Federation (STF)



## Sunday 13 November Welcome Reception, Malaysia Gastronomic

*Co-sponsored by Sarawak Convention Bureau, Malaysia Convention & Exhibition Bureau and Spiral Events*

Malaysians are truly food-loving people. Upon first greeting, we usually ask if you have eaten rather than ask if you are well. Allow yourself to be immersed in our Sarawakian culture where the tempting food and the rows of tantalizing street stalls play a big role in our community at the colourful Kuching Waterfront, flanking the meandering Sarawak River.



## Monday 14 November CAT Night –Rainforest Music Festival

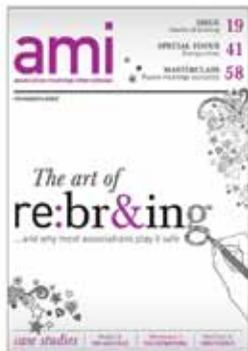
*Co-sponsored by CAT Publications, Sarawak Convention Bureau, Malaysia Convention & Exhibition Bureau and TR Events*

Rock your socks off to the rhythms of our ethnic fusion music under the canopy of a prehistoric rainforest. Let your hair down at this picnic-style BBQ and be enthralled by musicians who stole headlines in the previous world-renowned Borneo Rainforest World Music Festival. Naturally, the festival isn't complete without some fun and competitive traditional games.



# THE DOMINANT FORCE IN THE MEETINGS INDUSTRY

✓ in print



**Association Meetings International** is targeted to general secretaries of international associations, as well as professional conference organisers, association management companies and corporate planners who stage large events.

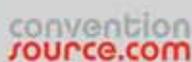
**ConventionSource.com** is a unique independent annual guide of the world's largest purpose-built convention centres - both residential and non-residential - published online as a search engine and also available in print format.

**Meetings & Incentive Travel** reaches a carefully researched audience of corporate, association and intermediary event organisers throughout the UK who are responsible for staging events at home and overseas.

**Meetings & Incentive Travel India** focuses on the fast-moving meetings and events business in the sub-continent. Read by corporate and association event planners, M&IT India reflects this expanding and dynamic market.

on the web

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## Tuesday 15 November Farewell dinner - Gathering of the ICCA Global Tribes

*Co-sponsored by Sarawak Convention Bureau, Malaysia Convention & Exhibition Bureau and Events Horizon*

On a night where the ICCA Global Tribes gather together in Sarawak, put on your national costume and show us your heritage with pride. Start the evening with a traditional "warrior's welcome" before feasting in an authentic Iban Longhouse, specially recreated in Borneo's first purpose-built convention centre, and be immersed in a night of tribal excitement!



### **Dress to Impress Awards**

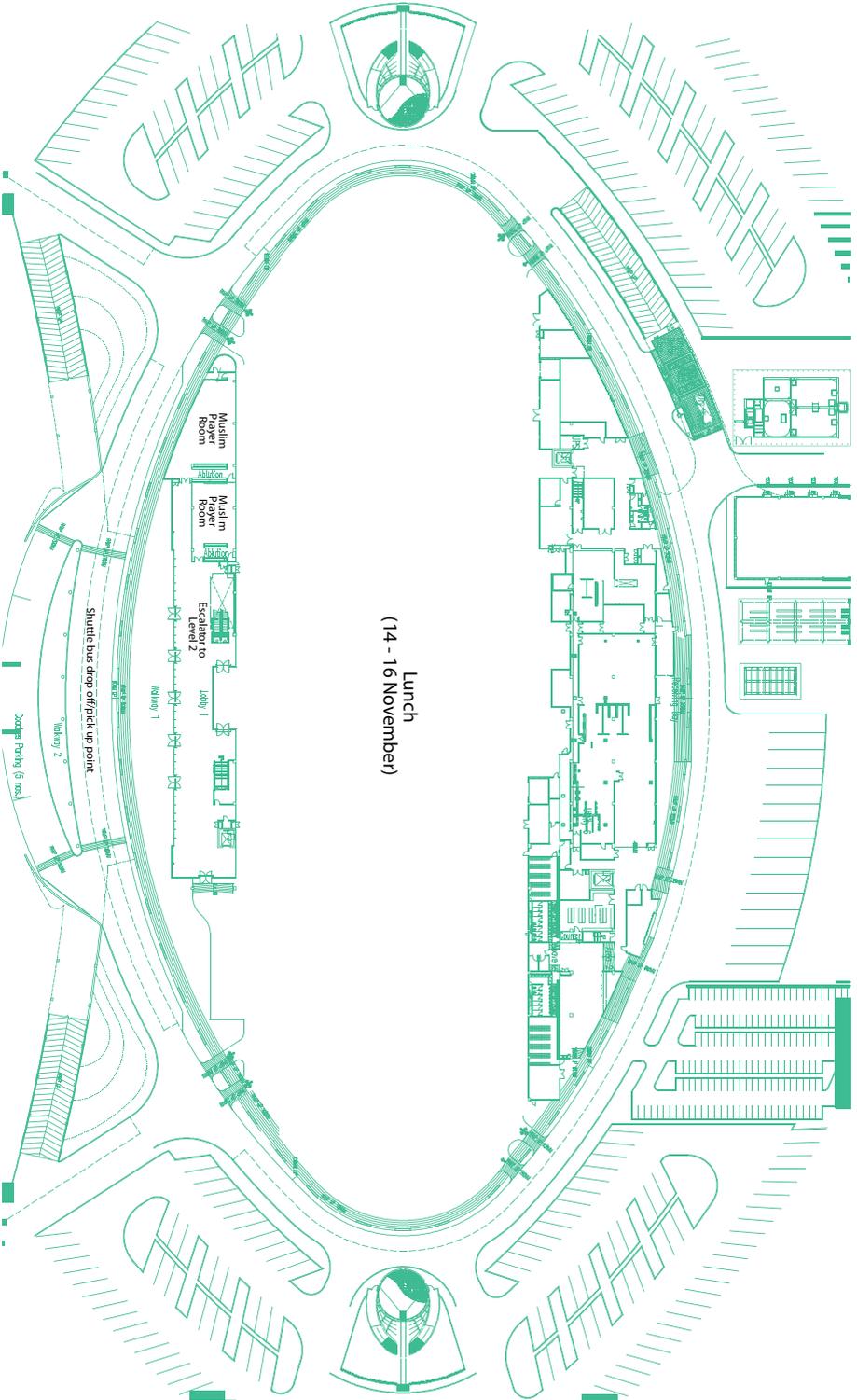
An ICCA tradition sponsored by HeadQuarters, the Association Magazine, Meeting Media Company

Put on your own national costume or choose a traditional Malaysian costume. Try your best to win an award. You may even get the chance to get on the catwalk!



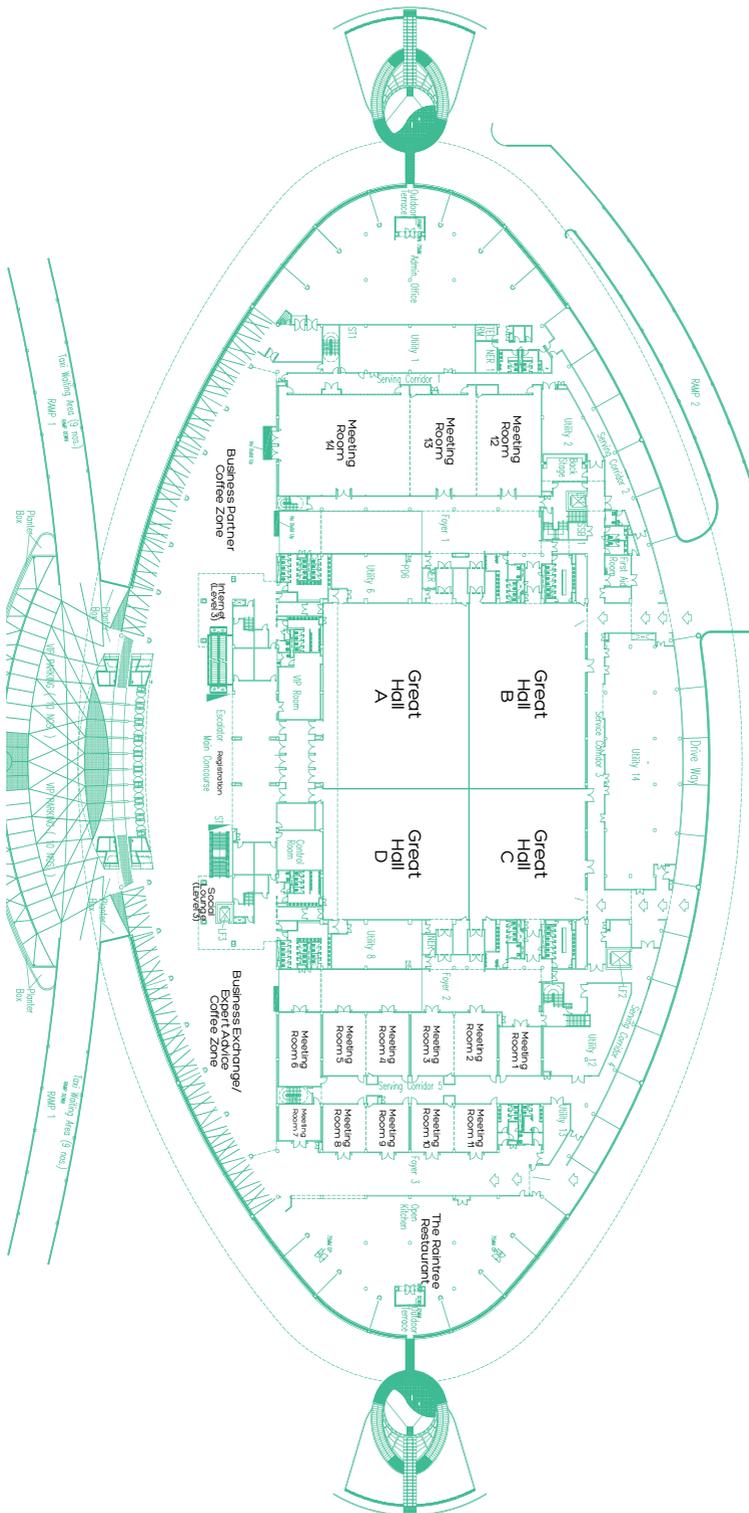
**THE ASSOCIATION  
MAGAZINE**

# LEVEL 1



Lunch  
(14 - 16 November)

# LEVEL 2





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AIME  
L'ASSOCIATION INTERNATIONALE  
DES METIERS D'EXHIBITION

## Saturday, 12 November 2016

Time	Description	Location
10:00 - 16:00	Transfers from official hotels to BCCK For exact timings, please see the ICCA Meetings App or hotel information desk.	Pick up: official hotels
10:00 - 17:00	Registration	Main Concourse, BCCK
11:00 - 17:00	Transfers from BCCK to official hotels For exact timings, please see the ICCA Meetings App or hotel information desk.	Pick up: BCCK
13:00 - 17:00	Optional City Tour (pre-registration required)	Pick up: BCCK Drop off: official hotels

## Sunday, 13 November 2016

Time	Description	Location
07:30 - 11:30	Transfers from official hotels to BCCK For exact timings, please see the ICCA Meetings App or hotel information desk.	Pick up: official hotels
08:00 - 18:00	Registration	Main Concourse, BCCK
09:00 - 12:00	First Time Attendees Introduction Programme <i>Sponsored by Soolnua</i>	Great Hall B, BCCK
09:00 - 12:00	Chapter Chair Meeting (Closed Meeting)	Meeting Room 4, BCCK
10:30 - 12:00	Gaining Edge (Closed Meeting)	Meeting Room 2, BCCK
10:30 - 11:00	Networking Break	Concourse B, BCCK
11:00 - 12:00	ENITED (Closed Meeting)	Meeting Room 5, BCCK
12:00 - 13:00	Welcome Lunch <i>Sponsored by</i> 	Concourse A, BCCK
13:00 - 13:20	Opening Ceremony	Great Hall A, BCCK
13:30 - 14:30	Sector Meetings	
	Association Executives Welcome	Meeting Room 2, BCCK
	Destination Marketing Sector	Great Hall B, BCCK
	Meetings Management Sector	Great Hall C, BCCK
	Meetings Support	Meeting Room 14, BCCK
	Transport Sector	Meeting Room 1, BCCK
	Venues Sector	Great Hall D, BCCK
14:30 - 15:00	Networking Break	Main Concourse, Concourse A & B, Business Area 1 & 2

# Programme

**Sunday, 13 November 2016**

<b>Time</b>	<b>Description</b>	<b>Location</b>
15:00 - 16:00	Chapter Meetings	
	African Chapter	Meeting Room 13, BCCK
	Asia Pacific Chapter	Great Hall B, BCCK
	Central European Chapter	Great Hall D, BCCK
	France - Benelux Chapter	Meeting Room 4, BCCK
	Iberian Chapter	Meeting Room 5, BCCK
	Latin American Chapter	Meeting Room 2, BCCK
	Mediterranean Chapter	Meeting Room 1, BCCK
	Middle East Chapter	Meeting Room 3, BCCK
	North American Chapter	Great Hall C, BCCK
	Scandinavian Chapter	Meeting Room 12, BCCK
	UK/Ireland Chapter	Meeting Room 14, BCCK
16:00 - 16:30	Networking Break	Main Concourse, Concourse A & B, Business Area 1 & 2, BCCK
16:30 - 17:45	ICCA General Assembly	Great Hall A, BCCK
17:45 - 18:00	Reception 20/30/40 year members (invitation only)	Great Hall A, BCCK
18:00 - 18:30	Transfers from BCCK to official hotels	Pick up: BCCK
19:00 - 19:45	ARP Reception (upon invitation only)	Olympia 1, Pullman hotel
19:30 - 22:00	Welcome Reception, Malaysia Gastronomic	Kuching Waterfront

## Monday, 14 November 2016

Time	Description	Location
06:30 - 07:30	Zumba lesson (pre-registration required)	Pullman hotel
07:30 - 08:30	Transfers from official hotels to BCCK For exact timings, please see the congress app or hotel information desk.	Pick up: official hotels
08:30 - 17:30	Registration	Main Concourse, BCCK
08:45 - 10:00	Monday Morning Wake-up Call	Great Hall A, BCCK
10:00 - 10:30	Networking Break	Main Concourse, Concourse A & B, business Area 1 & 2, BCCK
10:30 - 11:45	Education sessions	
	Accommodation Management - navigating a new landscape (Designed in collaboration with IAPCO)	Great Hall B, BCCK
	Home-grown innovation from the Asia-Pacific region	Great Hall C, BCCK
	Public or Private: How to boost ROI whilst balancing the needs of communities and clients	Great Hall D, BCCK
	Bidding with Wings: How destinations can work more intelligently and strategically with airlines	Meeting Room 2+3, BCCK
	"The Big Debate" - Do destinations have authentic personalities, or are we fooling ourselves as well as our clients?	Meeting Room 12+13, BCCK
	Tech Wizards look into their Crystal Balls	Meeting Room 14, BCCK
	ICCA Data Workshop: An Introduction	Meeting Room 6, BCCK
11:45 - 13:15	Lunch <i>Sponsored by</i> 	Level 1, BCCK
13:15 - 14:45	Education Sessions	
	The Mouse that roared - destinations that punch above their weight	Great Hall B, BCCK
	How do we make learning that leads to real change? How to we remember what was important? Why did we forget to act?	Meeting Room 12+13, BCCK
	Financial models for meetings	Meeting Room 14, BCCK
	Sayang Sarawak - ICCA's Ship of Serendipity (pre-registration required)	Meeting Point: Registration desk
13:15 - 16:45	Education Sessions: Half-day mini conferences	
	CEO Deep Dive (pre-registration required)	Great Hall C, BCCK
	Let's focus on the bottom line - Sales, pricing & negotiation	Great Hall D, BCCK

# Programme

**Monday, 14 November 2016**

Time	Description	Location
14:45 - 15:15	Networking Break	Main Concourse, Concourse A & B, Business Area 1 & 2, BCCK
14:45 - 17:00	Outside the box - Sarawak Biodiversity Centre (pre-registration required)	Meeting Point: Main Entrance BCCK
14:45 - 17:00	Outside the box - Sarawak Laksa Production (pre-registration required)	Meeting Point: Main Entrance BCCK
15:15 - 16:45	Education sessions	
	What associations really, really need after the bid is won and before the meeting takes place	Great Hall B, BCCK
	A mind opened by wonder: Why great networking is the world's most innovative business activity	Meeting Room 12+13, BCCK
	Ancient Wisdom; Modern Solutions for leaders	Meeting Room 14, BCCK
17:00 - 18:00	Business Exchange	Great Hall B, BCCK
17:00 - 18:00	Fringe Meetings	
	Ungerboeck (Closed meeting)	Meeting Room 2 + 3, BCCK
	Japan Committee (Closed meeting)	Meeting Room 12+13, BCCK
	WPCOA (Closed meeting)	Meeting Room 14, BCCK
	Global Science Convention Alliance (Closed meeting)	Great Hall C, BCCK
	Japan Business Events Focus Group	Great Hall D, BCCK
19:00-19:15	Transfers to CAT Night	Pick up: official hotels
20:00 - 23:00	CAT Night Rain Forrest Music Festival	Sarawak Cultural Village
22:00 - 23:30	Tranfers to official hotels	Pick up: Sarawak Cultural Village

Reed Travel Exhibitions is once again our Strategic Partner for this year's education programme.



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**Monday, 14 November 2016**

**Plenary Session**

**08:45 - 10:00**

## **Monday Morning Wake Up Call**

Great Hall A, BCCK

**Format:**

A series of three short, sharp bursts of intellectual wonder to jump start your congress experience

**Audience:**

General Interest

**Description:**

Inspiring, perspective-smashing insights and intelligence from our world-class line-up of guest speakers, to kick-start the education programme and put delegates in the mood to learn and contribute over the coming days.

**Moderator:**

Tina Altieri, Presentation Consultant, MAX Communicate, Singapore

**Speakers:**

Ngahi Bidois, Inspirational International Speaker, Kauri Limited, New Zealand (Presence at ICCA kindly supported by Auckland Convention Bureau)

Karen Stephenson, Corporate Anthropologist, NetForm, U.S.A

Vinh Giang, International Speaker, [www.vinhgiang.com](http://www.vinhgiang.com), Australia

## **Parallel Sessions**

**10:30 - 11:45**

### **Home-grown innovation from the Asia-Pacific region**

Great Hall C, BCCK

**Format:**

Short presentations + moderated discussion

**Audience:**

General interest, particular relevance for Asia-Pacific members

**Description:**

Innovation and change, in business and technology, are key drivers of meetings activity and development, stimulating the creation of new events and boosting attendance at those meeting which intelligently address the hottest topics. And there is no region in the world where innovation is as fast moving as in Asia-Pacific. We've brought together three speakers, from a global innovation association which sees this region as a key growth opportunity, and two Asia-Pac based entrepreneurs, who will provide insights into how dynamically the region is changing, including the overturning of gender-based stereotypes, and how we in the meetings industry can best take advantage of these changes.

**Moderator:**

Gary Grimmer, CEO, GainingEdge, Australia

**Speakers:**

Mouna Langendorf, Founder & Chief Momentum Officer, Woomentum, Singapore

Iain Bitran, Executive Director, International Society for Professional Innovation Management, United Kingdom

Will Klippgen, Managing Partner, Cocoon Capital Partners, Singapore

# Programme

**Monday, 14 November 2016**

## **Public or Private: How to boost ROI whilst balancing the needs of communities and clients**

Great Hall D, BCKK

- Format:** Short Case-studies + Round-Table discussions
- Audience:** Particularly relevant for Venue directors/managers, and for destination leaders planning new venue developments.
- Description:** Clients want privacy and the ability to control their brand environment; citizens want proof that their tax investment has created a venue that serves the community; star architects want iconic buildings; city planners want venues that enhance public spaces. How can these often conflicting demands be met, and are there any lessons that can boost the venue's bottom line as well as keeping everyone happy? We'll look at varying solutions, both at the venue design stage, and in terms of re-thinking the policies of existing venues, to stimulate discussion amongst ICCA members about what they can achieve in their own venues.
- Moderator:** Terri Breining, Principal, Breining Group LCC, U.S.A
- Speakers:** James Rees, Executive Director, ExCel London, United Kingdom  
Geoff Donaghy, CEO, International Convention Centre Sydney, Australia

## **PCO Hot-topics: Designed in collaboration with IAPCO: Accommodation Management - Navigating a new landscape**

Great Hall B, BCKK

- Format:** Presentation + Round-table discussion
- Audience:** General Interest
- Description:** Accommodation management for international meetings used to be a relatively easy managed world. However, official housing agencies are facing more and more challenges and the market is experiencing an increased disruption through booking portals such as Booking.com or Airbnb amongst others. The impact is multiplied by the fact that the number of individual bookings are steadily growing against group reservations. In more recent times, we are forced to fight against the scammers who offer housing services through fake websites. PCOs and hotels are an important part of the value chain - or is that still so? How is this new disruptor affecting PCOs and hotels and how do we see this evolving in the near future? What are we doing to stay in control and to maintain a profitable business? How much investment and development does it require from the PCO? Is there a cooperative model that may create a win-win for all parties involved? Or do we decide to ultimately step away from the accommodation management of conferences?
- Moderator:** André Vietor, Managing Director, Barceló Congressos, Spain
- Speakers:** Dan Rivlin, CEO, Kenes Group, Switzerland  
Jean Evans, European Director - Association Relations, MCI Group, Ireland

**Monday, 14 November 2016**

**“The Big Debate” - Do destinations have authentic personalities, or are we fooling ourselves as well as our clients?**

Meeting Room 12+13, BCKK

- Format:** Debate + discussion + vote
- Audience:** General interest, particularly relevant to destination marketers and association executives
- Description:** Each year chooses a big, controversial topic for a formal debate, and for 2016 we tackle the question of whether destination marketers’ role is to showcase and celebrate the real, living, authentic personality of their destinations, or whether we are instead in the business of projecting clients’ hopes and wishes back to them to ensure they believe a particular city or country aligns with their delegates’ or their organisation’s (equally artificial?) values and self-image! Expect a lively session with strongly-held views, innovative voting methods, and arguments that will make you re-evaluate what you believe about the role of destination marketing, and what really attracts associations to select a particular city.
- Moderator:** Mike van der Vijver, Partner, MindMeeting, The Netherlands
- Speakers:** A number of strong ICCA member voices representing each motion.

**Bidding with Wings: How destinations can work more intelligently and strategically with airlines.**

Meeting Room 2+3, BCKK

- Format:** Moderated Panel discussion + Q&A
- Audience:** Especially relevant for Destination Marketing Sector delegates
- Description:** It goes without saying that an attractive airline offer can enhance a congress bid, but how often is the relationship between destination marketing organisation and airline a genuinely strategic collaboration? This panel discussion explores the many creative ways in which a more intelligent long-term business partnership can be developed, looks at solutions to overcome the most common barriers that prevent cooperation and mutual understanding, and will give you a hit-list of concrete action points to involve your local airline or alliance in bidding, sales and marketing, in ways that will be sure to increase your win-to-bid ratio.
- Moderators:** Edward Hollo, Manager Commercial Development, SkyTeam, The Netherlands  
Olav Glorvigen, Director Sales & Marketing Development, Star Alliance, Germany
- Speaker:** Leyla Koray, MICE Manager, Turkish Airlines, Turkey

**ICCA Data Workshop: An Introduction**

Meeting Room 6, BCKK

- Description:** The workshop will provide a general introduction to ICCA’s unique online Association Database including the Hot Leads, Key Contacts, Calendar and other services which ICCA offers. You will learn how to use these research tool through in-depth demonstrations and case studies.

# Programme

**Monday, 14 November 2016**

**Parallel Sessions**

**13:15 - 14:45**

## **The mouse that roared - destinations that punch above their weight**

Great Hall B, BCKK

- Format:** Presentation + Workshop + White Paper
- Audience:** Specifically designed for ICCA members working in second-tier and less-well-known destinations
- Description:** When the Sarawak team won the bid to host this year's ICCA Congress, one of their promises was that they would share the secrets of their success with our delegates, and be an inspiration for the many smaller destinations that are struggling to be heard and seen in today's crowded market. This session represents one step towards fulfilling that commitment. As well as the Sarawak story, we'll hear how other ICCA members facing similar challenges have succeeded against the odds, and there will be Round Table discussions to generate and capture every relevant creative idea, communication technique, business structure, and budgetary approach, which will be turned into an ICCA White Paper on how any such destination can increase their competitiveness, creating a continuing legacy for the Sarawak Congress.
- Moderator:** Eric de Groot, Partner, MindMeeting, The Netherlands
- Speakers:** Mike Cannon, Managing Director, Sarawak Convention Bureau, Malaysia  
André Kaldenhoff, Director, Congress Centre Leipzig, Germany  
Jane Lin, Liason Officer, Xiamen Municipal Bureau of Conventions, China

## **How do we make learning that leads to real change? How do we remember what was important? Why did we forget to act?**

Meeting Room 12+13, BCKK

- Format:** Presentation + surprises
- Audience:** General interest; particular relevance for event designers and international association executives
- Description:** Some ICCA members will already know Bo as a renowned expert in meeting design, but for his first appearance as a speaker at the ICCA Congress he'll be covering a more fundamental topic: the psychology of learning and memory, and the different in-built preference models that determine how well different people remember what they've heard or experienced. Given the amount of knowledge researchers have discovered about this topic, it's amazing how few people in the meetings industry understand or apply the principles that can help delegates gain so much more from the meetings they attend. This session will inspire you to introduce new ways to help your own delegates learn and use new knowledge effectively. Don't expect a boring lecture!!!
- Speaker:** Bo Krüger, Meeting Designer, MovingMinds, Denmark

**Monday, 14 November 2016**

**Financial models for meetings: Escrow protection; guarantees and pre-financing; subvention funds and more.**

Meeting Room 14, BCKK

- Format:** Short presentations + Round Table discussions + Q&A
- Audience:** Particularly relevant for those responsible for setting destination funding strategy, PCOs, and international association executives
- Description:** In a world where uncertainty and business disruption are increasing, international associations are looking for innovative solutions that can help them protect their financial interests, and suppliers are looking for new ways to present themselves as innovative partners. This session examines some of the biggest financial challenges facing association meetings, including how to minimise risk when suppliers go bust, how to overcome the slow early cashflow that many meetings face, and how to design more intelligent subvention policies that genuinely support the objectives of the association. Bring in examples of financial challenges facing the events you are involved with, and leave with concrete solutions and innovative ideas.
- Moderator:** Tina Altieri, Presentation Consultant, MAX Communicate, Singapore
- Speakers:** Grant Snider, President & CEO, Meeting Escrow Inc., Canada

**Sayang Sarawak – ICCA’s Ship of Serendipity\***

Meeting Point: Registration Desk, BCKK (**Registered passengers only**)

- Format:** Follow your captains instructions!
- Audience:** General interest
- Description:** One boat on a lazy river, 4 expert discussion-leaders from our line-up of Congress speakers, 40 open-minded delegates, 400 (?) open-jawed saltwater crocodiles, 0 prepared presentations or fixed agendas: What could possibly go wrong? Sign up for fresh air and even fresher ideas, bring your own tropically hot topics, follow up some of the issues raised by speakers you’ve already heard, get inside the heads of other experts who haven’t yet been on the ICCA stage. These sessions aim to connect different topics and ideas in interesting ways, stimulate new ways of looking at familiar issues, share concerns and insights with new ICCA friends, and challenge your existing opinions and certainties.
- \*Definition of “serendipity”: The act of finding something valuable of delightful when you are not looking for it.

# Programme

**Monday, 14 November 2016**  
**Extended half-day parallel sessions**  
**13:15 - 16:45**

## **CEO Deep Dive** Great Hall C, BCKK

**Format:** Extended half-day mini conference

**Audience:** **Pre-registered delegates only**

**Description:** Now a regular Congress session, the CEO Deep Dive each year features three new business thinkers to lead in-depth discussions on different elements of what it takes to be a successful business leader in today's ever more competitive and time-constrained business environment. As well as selecting one topic to explore in depth, the full group will spend time together discussing interrelations between these themes, and will also expand their global network of other senior ICCA colleagues who are heavily involved in strategy development and implementation.

### Sub-themes:

Business modelling principals and how to apply them.

Beyond structure and business plans - understanding how companies and organisations really work, and how you can influence culture and behaviour to achieve your goals

How to drive innovations and digital transformation of your business.

Terri Breining, Principal, The Breining Group LLC, U.S.A

Polo Looser & Dr. Deep Parekh (Jointly presenting), Founders, Asteroidea, Switzerland

**Moderator:**

**Speakers:**

Prof. Karen Stephenson, Corporate Anthropologist, Netform, U.S.A  
Filip Drimalka, CEO, EF1 Marketing & Management, Czech Republic

## **Let's focus on the bottom line! Sales, pricing & negotiation** Great Hall D, BCKK

**Format:** Half-day mini-conference

**Audience:** Delegates involved directly on either side of sales and negotiation, and/or responsible for setting pricing strategy

**Description:** Following strong feedback from ICCA members that we have focused too much at previous Congresses on marketing and not enough on sales and pricing, this half-day session has been set up to enable sales professionals and enthusiasts to discuss this issue in depth. We are pleased that world-renowned pricing theorist Andreas Hinterhuber is able to join us, fresh from publishing a must-read book on this topic that draws valuable, universal lessons from across a wide range of different industries and business types. ICCA members and associations will share their own examples of how different pricing techniques, tactics and philosophies can impact the bottom line, and delegates will have the opportunity to find answers to their most burning questions and challenges on how to increase margins, recognise and counter negotiating tactics, and avoid giving too much away when trying to win new business.

**Moderator:** Roy Sheppard, CEO, PeoplePortfolio.com, United Kingdom

## Monday, 14 November 2016

**Speakers:** James Rees, Executive Director Conferences & Events, Excel London, United Kingdom  
Andreas Hinterhuber, Partner, Hinterhuber & Partners, Austria  
Anna Case, Director Business Events, Gold Coast Tourism, Australia  
Anne Jamieson, Director of Customer Experience and Optimisation, MCEC, Australia

## Monday, 14 November 2016

### Outside the box sessions

14:45 - 17:00

#### **Sarawak Bio-diversity Centre (pre-registered delegates only)**

Meeting Point: Front entrance, BCCK

**Format:** Off-site learning

**Audience:** General Interest

**Description:** This outside of the box visit will demonstrate aspects of intensive biotechnology based research and product development from this vault of diverse biological resources of Sarawak. The centre is entrusted to initiate intensive biotech based research and development on the State's biological resources - particularly those that have been utilised by indigenous communities and to facilitate the documentation of the fast disappearing traditional knowledge of indigenous communities on the utilisation of biological resources.

#### **Sarawak Laksa production (pre-registered delegates only)**

Meeting Point: Main entrance, BCCK

**Format:** Off-site learning

**Audience:** General Interest

**Description:** The Sarawak Convention Bureau in co-operation with ICCA will arrange as part of the outside the box programme, a visit for 20 delegates to a Laksa production plant. Delegates will learn the story behind the plant's extensive research to document and uncover the traditional recipe of the Sarawak Laksa.

Delegates will have the opportunity to hear first-hand from the plant owner of his vision in using his research to position and brand Sarawak at par with the likes of Italy and Korea, not just in tourism, but in many industries across the board, including Business Events.

He envisions that Laksa would be a dish served in both the local and international hotels in the region. From the Bureau level, Laksa becomes a tool to brand Sarawak when bringing the cuisine along to international bids, and during tradeshow participation and international marketing events.

# Programme

**Monday, 14 November 2016**  
**Parallel Sessions**  
**15:15 - 16:45**

## **What associations really, really need after the bid is won and before the meeting takes place**

Great Hall B, BCKK

- Format:** Moderated chat show panel + Round Table discussions
- Audience:** Relevant for everyone involved in making association meetings as successful as possible
- Description:** In the typically multi-year period between a bid decision and the international association meeting arriving in town, the attention of suppliers usually shifts to other business. In this session we will explore what associations would find most valuable in terms of advice, practical assistance, and active partnerships from destination marketers, venues, PCOs and other ICCA members. Attendance boosting, event enhancement, legacy planning, sponsor identification, community engagement, and a host of other objectives will be on the agenda, illustrating new and creative ways in which suppliers and associations can work together before the meeting starts to deliver better outcomes for all parties.
- Moderator:** Mike van der Vijver, Partner, MindMeeting, The Netherlands
- Speakers:** Cheng-Hoon Khoo, Director, Meeting Matters International, Singapore  
Robyn Watson, President, International Federation of Dental Hygienists, Australia  
Susianto Tseng, President, International Vegetarian Union, Indonesia

## **A mind opened by wonder: Why great networking is the world's most innovative business activity**

Meeting Room 12+13, BCKK

- Format:** Presentation + Magic + Interaction
- Audience:** General interest
- Description:** Drawing on theoretical concepts such as "circles of trust" and "beliefs define actions", Vinh's unique style, content and magical delegate interactions will not only inspire you to re-think what networking actually means, but will also pass on practical, concrete ways for you to develop a brilliant networking strategy for yourself and your organisation that will improve innovation within your business practices and strategic thinking, and improve your competitiveness.
- Introduced by:** Sallie Coventry, Portfolio Director, ibtm events, United Kingdom
- Speaker:** Vinh Giang, International Speaker, [www.vinhgiang.com](http://www.vinhgiang.com), Australia

**Monday, 14 November 2016**

**Ancient Wisdom; Modern Solutions for leaders**

Meeting Room 14, BCCK

**Format:**

Presentation; discussion; contemplation; action planning

**Audience:**

General interest

**Description:**

Are you on a true and meaningful career path? Do you really believe in what you're selling? How can you tell? Who can guide you? Is work/life balance a false perspective? What does commitment look and feel like? Where does job satisfaction really come from? Are you proud to be helping meetings create positive societal change? Are you tired of focusing on your annual bonus? Ngahi has dived deep into these challenging questions and issues, the likes of which trouble and confuse many of us in today's stressful, dog-eat-dog business environment. Through sharing his own personal journey and insights, Ngahi will help you design a path for your own personal success in life and work. We want every ICCA member to leave this Congress not just armed with practical new business ideas and valuable perspectives on how the market is developing, but with a clear, self-aware vision of their own future and goals. This session will help you tap into the power of your authentic identity.

**Introduced by:**

Lisa Edser, Manager International Bidding, Auckland Convention Bureau, New Zealand

**Speaker:**

Ngahi Bidois, Inspirational International Speaker, Kauri Limited, New Zealand (Presence at ICCA kindly supported by Auckland Convention Bureau)



**Auckland  
Convention  
Bureau**

# Programme

Tuesday, 15 November 2016

Time	Description	Location
06:30 - 07:30	Zumba lesson (pre-registration required)	Pullman Hotel
07:30 - 08:30	Transfers from official hotels to BCKK For exact timings, please see the ICCA Meetings App or hotel information desk.	Pick up: official hotels
08:30 - 17:00	Registration	Main Concourse, BCKK
09:00 - 10:15	ICCA Best Marketing Award 2016	Great Hall A, BCKK
10:15 - 10:45	Networking Break	Main Concourse, Concourse A & B, Business Area 1 & 2, BCKK
10:45 - 11:45	Education Sessions	
	Solutions to the HR challenges that will make or break your business	Great Hall B, BCKK
	Associations on Fire!	Great Hall C, BCKK
	Presentation Skills Masterclass	Great Hall D, BCKK
	Measuring and Promoting the "Beyond Tourism" impact of international meetings	Meeting Room 2+3, BCKK
	The Kaizen approach to sustainability – let's get better at getting better	Meeting Room 12+13, BCKK
	Coping with political uncertainty: Brexit, Trump, and other improbable impacts on our business environment!	Meeting Room 14, BCKK
	ICCA Data Workshop: An Introduction	Meeting Room 6, BCKK
12:00 - 12:45	President's Choice Session: Building bridges in a broken and unequal world: what can leaders do?	Great Hall A, BCKK
12:45 - 14:00	Lunch <i>Sponsored by</i> 	Level 1, BCKK
14:00 - 15:15	Education Sessions	
	The (unstoppable?) rise of bogus association meetings	Meeting Room 2+3, BCKK
	Evolve or Die! The great revolution in strategic thinking!	Meeting Room 12+13, BCKK
	Tradeshows and Associations – a match made in synergistic heaven?	Meeting Room 14, BCKK
	Sayang Sarawak - ICCA's Ship of Serendipity (pre-registration required)	Meeting Point: Registration desk, BCKK
14:00 - 17:45	Education sessions: Half-day mini conferences	
	Healthcare Meetings Sector – Where does it hurt this year?	Great Hall B, BCKK
	Don't risk disaster! New realities and your new Crisis Management Plan	Great Hall C, BCKK
	The ABC's of bidding + ambassador programmes	Great Hall D, BCKK

# Programme

**Tuesday, 15 November 2016**

Time	Description	Location
15.15-15.45	Networking Break	Main Concourse, Concourse A & B, Business Area 1 & 2, BCCK
15:30 - 17:00	Education Sessions	
	"Have you eaten?"...East meets West!	Meeting Room 12+13, BCCK
	Destination Competitive Positioning: If you don't know what you are or where you stand, you've no chance of knowing what to do or where to go!	Meeting Room 14, BCCK
17:15 - 18:15	Business Exchange session	Great Hall B, BCCK
17:30 - 18:30	Transfers to official hotels	Pick up: BCCK
19:00 - 19:45	Transfer to Farewell Dinner	Pick up: official hotels
19:30 - 23:00	Farewell Dinner	BCCK
22:00 - 23:15	Transfers to official hotels	Pick up: BCCK

# Programme

Tuesday, 14 November 2016

Plenary Session

09:00 - 10:15

**ICCA Best Marketing Award 2016**  
*Sponsored by The Meetings Show*  
Great Hall A, BCCK



**Presenter:** Patrick Delaney, Managing Partner,  
SoolNua, Ireland

**Judging Panel**

**Chairman:**

**Members:**

Patrick Delaney, SoolNua, Ireland  
Steve Knight, The Meetings Show, United Kingdom  
Dawn Baldwin, Halifax Convention Centre, Canada  
Juan José Garcia, Barceló Congressos, Spain  
Anna Gorska, Warsaw International Expocentre EXPO XXI, Poland  
Laurence Papouchado, Monaco Convention Bureau, Monaco

**Description:** Introducing the finalists for this year's ICCA Best Marketing Award -

**Taiwan Bureau of Foreign Trade, Ministry of Economic Affairs:**  
MEET TAIWAN High Five Programme

**Greater Bogota Convention Bureau:** Changing the present, shaping the future. Fostering transformation through the events industry

**London & Partners:** "London is Open" Campaign

**SKYCITY Auckland Convention Centre:** Creating a brighter future together

**Tuesday, 15 November 2016**  
**Parallel sessions - 10:45 - 11:45**

## **Solutions to the HR challenges that will make or break your business**

Great Hall B, BCKK

- Format:** Presentation + moderated Q&A
- Audience:** Particular interest for CEOs, directors, and senior managers responsible for recruitment, retention, and/or staff development strategy
- Description:** Chief Learning Officer Emeritus of the Human Capital Institute and author of "Fearless HR", David Forman will present an overview of the most important HR challenges of our age (including the regularly expressed concern amongst ICCA members of how to attract (and retain) talented young people into our business), will highlight those which are certain to become even more mission-critical in the near future, and explain how the world's most innovative companies and organisations are finding solutions that ICCA members can adapt and adopt. Every senior executive who wants to boost their company's Human Capital performance should add this session to their agendas. Every attendee will leave with a list of proven ways to improve the impact of their HR strategies, policies, and day-to-day practices.
- Speaker:** David Forman, Chief Learning Officer, Human Capital Institute, U.S.A

## **Associations on Fire!**

Great Hall C, BCKK

- Format:** Quick-fire questions from the audience
- Audience:** General interest
- Description:** We've never run a session like this one before! Association executives from a range of international organisations have volunteered to sit in the spotlight in front of an ICCA audience, ready to answer ANY question delegates want to throw in their direction. We expect tough questions, honest answers, new perspectives, friendly disagreements, and even ideas for future collaboration between ICCA members and associations.
- \*Thanks to Silke for the title! If you haven't seen the Hunger Games movies, you may not get the reference. If you have, don't worry, this session is about building partnerships, not fighting till only one person is left standing!
- Moderator:** Mike van der Vijver, Partner, MindMeeting, The Netherlands

# Programme

Tuesday, 15 November 2016

**Speakers:** Silke Schlinnertz, Head of Operations and Events, Euroheat & Power, Belgium  
Jeffers Miruka, President, African Association of Agricultural Economists, Kenya  
Bobby Peralta, Secretary General, Association of Development Financing Institutions in Asia and The Pacific, The Philippines  
Brendon Ward, CEO, The Australian Society of Association Executives, Australia  
Iain Bitran, Executive Director, International Society for Professional Innovation Management, United Kingdom

## Presentation Skills Masterclass

**Format:** Interactive Workshop  
**Audience:** General interest  
**Description:** Roy will show you how you can transform your effectiveness and confidence as a speaker. He will share decades of 'trade secrets' he has collected from the world of professional speaking in order to help you become a lot more at ease as a presenter or professional who is regularly delivering bids or presentations. Professionals know that 'butterflies' in the stomach are perfectly natural. However, inexperienced and untrained people will allow those butterflies to dominate and, at times, cripple them! Roy will show simple yet highly effective techniques that get those butterflies to fly information, turning this powerful nervous energy outwards so it actually improves your performance way beyond what you may think is possible today.

**Speaker:** Roy Sheppard, CEO, PeoplePortfolio.com, United Kingdom

## The Kaizen Approach to Sustainability-let's get better at getting better

Meeting Room 12+13, BCKK

**Format:** Panel + Discussion Forum  
**Audience:** Particularly relevant for destination marketers, but general interest  
**Description:** "Kaizen" is a Japanese business philosophy meaning constant, incremental improvement, always believing that each small step is not a solution to a defined challenge, but part of a never-ending habit of behaviour. It seems to be the perfect word to describe the thinking behind the Global Destination Sustainability Index, a project initiated by ICCA's Scandinavian Chapter, but now embraced by dozens of destinations around the world and supported by IMEX & ICCA. This Congress marks the first anniversary of GDS-Index, and this is an opportunity for the first partners to share their experiences about how they have accelerated sustainable behaviour in their destinations.

**Tuesday, 15 November 2016**

Learn from leading destinations how the index has supported and aligned with local government policy, brought congresses and business to town, benefited the destinations widely and discover how CVB's approach managing sustainability for the destination locally. If you are not already participating in the GDS-Index, and sustainability is or isn't part of your destination's strategy, we strongly recommend that you attend to find out more.

**Moderator:** Roger Simons, Regional Sustainability Director (APAC), MCI Group, Singapore

**Speakers:** Jonas Wilstrup, Conventions Director, Wonderful Copenhagen Convention Bureau, Denmark  
Annika Hallman, Director, Gothenburg Convention Bureau, Sweden  
Daniel Palomo, Director, Visit Houston, U.S.A  
Representative from Business Events Sydney, Australia

## **Measuring and Promoting the "Beyond Tourism" impact of international meetings**

Meeting Room 2+3, BCKK

**Format:** Presentation + Q&A

**Audience:** Relevant for all those who need to report the ROI of meetings for destinations, venues and international associations as well as those who want to support overall industry advocacy

**Description:** Demonstrating the real values associated with meetings, conventions and exhibitions has been a long-standing need for destinations, organizers and venue managers seeking government and community support. Now, the Joint Meetings Industry Council is working with the University of Technology Sydney to develop better measures and best practices for measurement, while a new communications vehicle – "The Iceberg" - has been established to publicize the results to global audiences. New measures are intended to capture benefits such as knowledge creation and transfer, value of business contracted or conducted, advances in healthcare practices or outcomes, new scientific research initiated, and even measuring the creation of new business, professional and academic networks. These will be illustrated through case studies featured on "The Iceberg", providing the industry with better value-measurement tools and participants with a new level of exposure for the work they are doing in generating organizational and societal benefits. This session will provide practical guidance on how best to set up your own new research projects, and participate in this initiative to create a global set of standards and a library of advocacy material that will benefit our entire industry. If you have recently run a similar "beyond tourism" research study into the impact of a specific meeting, you are invited to participate to share your own experiences.

**Moderator:** Rod Cameron, Programme Management, JMIC

**Speakers:** Prof. Deborah Edwards, Associate Professor, UTS, Australia  
Dr. Carmel Foley, Associate Professor, UTS, Australia

# Programme

Tuesday, 15 November 2016

## **Coping with political uncertainty: Brexit, Trump, and other improbable impacts on our business environments!**

Meeting Room 14, BCCK

**Format:**

Short introductory presentation on Brexit; Round Table + general discussion forum

**Audience:**

General interest

**Description:**

2016 has already been filled with political shocks, and since the ICCA Congress takes place just one week after the US Presidential election there may be more surprises taking place after this description was drafted! There has been a repeated failure to form governments in Spain, a rise of radical parties on the left and right in numerous countries, a risky referendum coming up in Italy, and political uncertainty wherever we look, all definitely having an impact on our business. This session provides a forum for ICCA members to share their concerns about political changes taking place in their countries or regions, to identify how serious the risks are for different segments of the meetings business, and to identify strategies and action plans to cope with possible changes. Using Brexit as a great example of a political change that very few seriously anticipated only a year earlier, we'll stimulate a lively series of discussions. If your country is facing a political crisis, you'll find others in a similar situation. If you think your country isn't going to face a political crisis any time soon, we advise you to seriously study what has happened elsewhere, and think again!

**Moderator:**

Bo Krüger, Meeting Designer, Moving Minds, Denmark

**Speakers:**

James Lancaster, Editor AMI Magazine, CAT Publications, United Kingdom

Dan Rivlin, CEO, Kenes Group, Switzerland

Lesley Williams, Head of Business Tourism, Marketing Edinburgh, United Kingdom

John Donnelly, Chief Executive Officer, Marketing Edinburgh, United Kingdom

## **ICCA Data Workshop: An Introduction**

Meeting Room 6, BCCK

**Description:**

The workshop will provide a general introduction to ICCA's unique online Association Database including the Hot Leads, Key Contacts, Calendar and other services which ICCA offers. You will learn how to use these research tool through in-depth demonstrations and case studies.

**Tuesday, 15 November 2016**  
**Plenary Session - 12:00 - 12:45**

**Presidents Choice Session: Building bridges in a broken and unequal world: What can leaders do?**

Great Hall A, BCCK

**Format:** Plenary presentation + Q&A

**Audience:** General interest

**Description:** More than ever before, the world seems torn apart by human division. Whether it be black and white, immigrant and native, Muslim and Christian, Arab and Jew, Rich and Poor, nations and communities seem to be tearing at each other even as economies stagnate, inequalities widen and terror spreads across the globe. Drawing on experiences as a leader on campuses and communities in South Africa after the end of apartheid, Prof. Jonathan Jansen will share concrete actions that can be implemented to bring divided people together and share how international conferences can be an effective platform for building bridges in an unequal world.

**Moderator:** Nina Freysen-Pretorius, CEO, The Conference Company, South Africa  
**Speaker:** Prof. Jonathan Jansen, President, South African Institute of Race Relations, South Africa / Fellow, Stanford University, U.S.A

# Programme

**Tuesday, 15 November 2016**

**Parallel Sessions**

**14:00 - 15:15**

## **The (unstoppable?) rise of bogus association meetings**

Meeting Room 2+3, BCCK

**Format:**

Presentations + Round Table discussions + White Paper

**Audience:**

General interest, all supplier sectors and international associations.

**Description:**

The number of "bogus" association meetings appears to be growing exponentially. Some of these are simply criminal, others are unethical or deliberately deceptive, others are legally OK but of shockingly low quality. ICCA has watched this issue expand rapidly, has noted the arrival of large-scale businesses taking part in this activity, and has recently heard more and more complaints from international associations about the negative impact on their own events, as potential delegates become confused and misled. We're hoping to be joined by a scientist who became so concerned about the impact of bogus events in his own field, that he conducted some recent research into this phenomenon, and to hear the experiences of associations whose meetings have been "cloned" and copied. As well as drawing delegates' attention to a problem that could become enormously damaging to our industry's credibility, we intend to use the wisdom of our audience to draft ICCA guidelines or endorsements that will hopefully help delegates and destinations to distinguish between legitimate, high-quality international association meetings and zero- or negative-value counterfeit events.

**Moderator:**

Bo Krüger, Meeting Designer, MovingMinds, Denmark

**Speaker:**

Davi Kaur, Head of Congress Unit, European Cancer Organisation, Belgium

Marco van Itterzon, Director Research, ICCA, The Netherlands

Noor Hamid, Asia-Pacific Regional Director, ICCA, The Netherlands

## **Tradeshows + Associations = A matchmade in synergistic heaven?**

Meeting Room 14, BCCK

**Format:**

Chat-show discussion + "response panel" + moderated Q&A

**Audience:**

General interest, all supplier sectors and association executives

**Description:**

Why do we so frequently treat trade shows \*and exhibitions\*, and international association meetings as entirely separate species? Why do venues often have different departments to deal with these events? What more can we do to enhance trade shows using the intellectual capital that associations control, and to support the revenue needs of associations by co-locating trade show activity? ICCA and UFI have been discussing how to identify new areas of shared commercial interest, and this topic is included in this year's programme to enable us to identify the challenges and opportunities that exist in the market if we actively work to break down barriers, imagine new models of collaboration, and start to experiment together. The ideas generated by delegates in this session will be used by ICCA, UFI, IAEE, and AFECA, for the development of future collaborative projects and events.

# Programme

**Tuesday, 15 November 2016**

**Moderator:** Mike van der Vijver, Partner, MindMeeting, The Netherlands  
**Panel:** Kai Hattendorf, CEO, The Global Association of the Exhibition Industry, France  
David DuBois, CEO, International Association of Exhibitions and Events, U.S.A  
Walter Yeh, President, Asian Federation of Exhibition and Convention Associations, Singapore

**Evolve or Die! Why corporate strategic thinking is undergoing a dramatic revolution, the reasons so many companies are failing, and what this means for your business**

Meeting Room 12+13, BCKK

**Format:** Presentation + workshop + Q&A  
**Audience:** General interest; especially relevant for ambitious managers and directors planning to reach CEO positions

**Description:** Step away from your usual focus on the specific concerns of the meetings industry to learn why and how companies in numerous different sectors are radically changing their strategic thinking and processes. Corporate consultants and change management experts Deep and Polo will share their theoretical knowledge and practical experience of helping companies to transform their business models to cope with the uniquely challenging business environment we all face. With tough exercises that will force you to re-examine whether your own company or organisation is ready for tomorrow's hyper-competitive reality, this session promises to be an intensive, micro-length Business School experience.

**Moderator:** Roy Sheppard, CEO, PeoplePortfolio.com, United Kingdom  
**Speakers:** Dr. Deep Parekh, Co-Founder, Asteroidea, Switzerland  
Polo Looser, Co-Founder, Asteroidea, Switzerland

**Sayang Sarawak - ICCA's Ship of Serendipity\***

Meeting point: Registration desk, BCKK (**Registered passengers only**)

**Format:** Follow your Captain's instructions! On-site sign-up required.  
**Audience:** General interest

**Description:** One boat on a lazy river, 4 expert discussion-leaders from our line-up of Congress speakers, 40 open-minded delegates, 400 (!) open-jawed saltwater crocodiles, 0 prepared presentations or fixed agendas: What could possibly go wrong? Sign up for fresh air and even fresher ideas, bring your own tropically hot topics, follow up some of the issues raised by speakers you've already heard, get inside the heads of other experts who haven't yet been on the ICCA stage. These sessions aim to connect different topics and ideas in interesting ways, stimulate new ways of looking at familiar issues, share concerns and insights with new ICCA friends, and challenge your existing opinions and certainties.

\*Definition of "serendipity": The act of finding something valuable of delightful when you are not looking for it.

# Programme

**Tuesday, 15 November 2016**  
**Extended Half-day parallel sessions**  
**14:00 - 17:00**

## **Healthcare Meetings Sector - where does it hurt this year?**

Great Hall B, BCKK

**Format:** Half-day mini-conference

**Audience:** ICCA members organising or hosting medical meetings; international associations in the healthcare sector

**Description:** Whether we consider pharma and device regulations and codes around the world, industry restructuring, new marketing approaches by traditional sponsors, government healthcare funding crises, or CME requirements for practitioners to remain qualified, the healthcare meetings sector is subject to dramatic, constant change. This is why ICCA devotes half a day at every Congress to cover the very latest trends, challenges and hot issues. This session has been co-designed by international medical associations, representatives from the pharma and device industries, CME experts, and ICCA members from a variety of sectors, to ensure that participants hear perspectives from the widest range of stakeholders, and can contribute their own insights and experiences.

**Moderator:** Terri Breining, Principal, Breining Group LLC., U.S.A

**Speakers:** Annalisa Ponchia, CEO, European Society for Organ Transplantation, Italy

Christine Sainvil, Compliance Officer, EthicalMedTech, Belgium

Christoph Tessmar, Director, Barcelona Convention Bureau, Spain

Lisa Sullivan, Group Managing Director, Vivo Communications, Australia

Jan Samyn, CEO, SEAUTON International, Belgium

## **Dont risk disaster: New Realities and Your New Crisis Communications Plan**

Great Hall C, BCKK

**Format:** Extended-length expert-led workshops + input from member experiences

**Audience:** General interest, all supplier sectors and association executives

**Description:** Our world is becoming, or is perceived to be, an increasingly dangerous and crisis-prone planet. The impact of poor disaster planning and preparation or inadequate communication systems and skills can be devastating for our entire industry from destinations to venues, event owners to organisers. If you are concerned that your company or destination lacks an adequate, very-recently updated plan to address the crises that can strike anywhere, at any time, then this session is a must-attend for you this week. Worried that you personally don't have the tools and skill-set needed to communicate effectively with clients, stakeholders, media representatives or the general public? Then you can't afford to miss this highly interactive session.

**Tuesday, 3 November 2015**

We have world-class experts in this field leading the hands-on workshops, as well as great examples demonstrated by our members. By the end of the session, you'll be well on your way to designing a more effective crisis communication plan for your company or destination. Can you RISK not attending?

**Session leaders: (Crisis/Media Communication)** Tina Altieri, Presentation Consultant, MaxCommunicate, Singapore

**(Crisis Management)** Cor Kostense, Global Security Advisor, Proseco / Heineken, The Netherlands

**Speakers:**

Hans Kanold, Founder, Safehotels Alliance, Sweden

Sallie Coventry, Portfolio Director, IBTM Events, United Kingdom

## **The ABC's of Bidding + Ambassador Programmes**

Great Hall D, BCCK

**Format:**

Extended-length workshop, with introductory presentations and advice from associations and experienced practitioners

**Audience:**

ONLY for those who are new to association bidding and who don't currently operate an ambassador programme in their destination

**Description:**

This session has been specifically requested and designed for ICCA members who have only very recently started working in the international association meetings market, even if they might be very experienced in other branches of the meetings industry (so it is NOT aimed specifically at newcomers to the industry or young, junior staff). The session leaders will work through the fundamental principles and practical steps of bidding, including why some associations require this and why some don't, and how to structure and plan a bidding journey from initial identification of the possibility to bid, through to the final presentation to decision-makers. It will also cover the basics of why, how, and when not to organise an Ambassador programme, the industry term used to describe collaboration with local academics, doctors, scientists and business leaders to successfully bid to win international congresses. Attendees will leave with a very clear understanding of the bidding process, and the primary motivations and objectives that drive international associations meetings decisions.

**Moderator:**

Anna Case, Director Business Events, Gold Coast Tourism, Australia

**Speakers:**

Silke Schlinnertz, Head of Operations and Events, Euroheat & Power, Belgium

Suzana Bishop, General Manager, Club Melbourne Ambassador Programme, Australia

# Programme

**Tuesday, 15 November 2016**

**Parallel sessions**

**15:45 - 17:00**

## **"Have you eaten?"... East meets West!**

Meeting Room 12+13

**Format:** Panel discussion, Hands-on fun + Q&A

**Audience:** General interest

**Description:**

Panellists have been drawn in to share their knowledge and experience in relation to F&B in their professional environments. Such questions hoped to be answered are: What are the major F&B trends in the different parts of the world? Is F&B becoming more important to the overall delegate experience? What do meeting planners want Venues to understand about their F&B requirements? Does anyone eat anything natural anymore? Gluten -free, Sugar-free, allergies - You name it! What CAN delegates eat these days?

**Moderator:** Angeline van den Broecke, Director Sales & Marketing, Kuala Lumpur Convention Centre, Malaysia

**Executive Chef:** Thomas Schmid, Executive Chef, Borneo Convention Centre Kuching, Malaysia

**Panellists:** Sanjiv Suri, President & CEO, Zátíší Group, Czech Republic  
Susianto Tseng, President, International Vegetarian Union, Indonesia

**Destination Competitive Positioning: If you dont know what you are or where you stand, you've no chance of knowing what to do or where to go!** *Designed in collaboration with DMAI*

Meeting Room 14, BCKK

**Format:** Short case study presentations + Round Table discussions

**Audience:** Destination marketing professionals, especially those involved in multiple business sectors, not just international meetings.

**Description:** This session demonstrates how destinations can objectively benchmark and analyse their competitive position across different business events and leisure tourism market segments, and how to turn this knowledge into effective strategies and tactical action plans. Four destinations with very different competitive profiles will explain the analytical process they followed and the resource allocation and marketing decisions that this led to. The session will also include opportunities to share your own analytical models for evaluating your destination's relative competitiveness, drawing attention to the many tools and techniques that are available to DMOs, including those offered by ICCA and DMAI.

**Moderator:** Paul Ouimet, Partner, InterVISTAS Consulting, U.S.A

**Speakers:** Anja Loetscher, Director, Geneva Convention Bureau, Switzerland  
Ana Maria Gallego Martinez, Executive Director, Medellin Convention & Visitors Bureau, Colombia

Hannah Jamieson, General Manager External Relations, Business Events Sydney, Australia

Jonas Wilstrup, Conventions Director, Wonderful Copenhagen Convention Bureau, Denmark

# Programme

Wednesday, 16 November 2016

Time	Description	Location
06:30 - 07:30	Zumba lesson (pre-registration required)	Pullman Hotel
07:30 - 08:30	Transfers from official hotels to BCCK For exact timings, please see the congress app or hotel information desk.	from official hotels
08:30 - 14:30	Registration	Main Concourse, BCCK
09:00 - 10:00	The Copenhagen - Denmark Lecture Jimmy Nelson - "Meetings"	Great Hall A, BCCK
10:00 - 10:30	Networking Break	Main Concourse, Concourse A & B, Business Area 1 & 2, BCCK
10:30 - 11:45	Education Sessions:	
	Unlocking and understanding the secrets that define a genuine Association Management Company (AMC)	Great Hall B, BCCK
	How to use new generation tech tools to drive innovation and solve business problems	Great Hall C, BCCK
	Explore the ICCA you haven't yet discovered!	Great Hall D, BCCK
	Fit for Future Folk	Meeting Room 4+5, BCCK
	How to make your marketing engage your audience	Meeting room 12+13, BCCK
	Sayang Sarawak - ICCA's Ship of Serendipity (pre-registration required)	Meeting Point, Registration Desk, BCCK
11:45 - 12:00	Networking Break	Main Concourse, Concourse A & B, Business Area 1 & 2, BCCK
12:00 - 13:00	Closing Session	Great Hall A, BCCK
12:30 - 14:30	Transfers to official hotels	Pick up: BCCK
13:00 - 14:30	Next Destination Lunch 	Level 1, BCCK
14:30 - 18:30	Optional City Tour	Pick up point: BCCK

# Programme

**Wednesday, 16 November 2016**  
**Plenary Session**  
**09:00 - 10:00**

**Copenhagen - Denmark Lecture: Sponsored by Danish ICCA members**

Great Hall A, BCCK



**Jimmy Nelson "Meetings"**

Differences and division; rituals and respect; connections and celebration; individuals and identity; truths and trust. Jimmy will share the insights he has received during unique meetings with fellow strangers.

**Speaker:**

Jimmy Nelson, Photographer, Ethnologist, Visual Anthropologist, [www.beforethey.com](http://www.beforethey.com), The Netherlands.



**Wednesday, 16 November 2016**

**Parallel sessions**

**10:30 - 11:45**

## **Unlocking and understanding the secrets that define a genuine Association Management Company (AMC)**

Great Hall B, BCCK

**Format:**

Presentation + moderated Open Forum discussion

**Audience:**

General interest, but particularly relevant for Meetings Management Sector and Association Executives

**Description:**

More and more associations are choosing to work with AMCs, but given that AMCs usually work quietly and invisibly behind their client associations, many ICCA members are unaware of just how widespread and influential they are, and don't really understand how best to do business with them. At the same time, more and more PCOs in our Meetings Management Sector are taking on an increasing range of services for their association meeting clients, and many are starting to describe themselves as AMCs, without necessarily understanding the full implications of this claim. This session, led by two vastly experienced association management leaders, is designed to de-mystify AMCs, to outline their growing influence around the world, to provide practical tips and tricks for building up great long-term business relationships with them, and even to help you draw up a road-map if your meetings management company wants to become a genuine AMC.

**Moderator:**

Terri Breining, Principal, Breining Group LLC., U.S.A

**Speakers:**

Tina Wehmeir, CEO, The AMC Institute, U.S.A

Jeanne Sheehy, VP and CMO, Bostrom, U.S.A

## **How to use new generation tech tools to drive innovation and solve business problems**

Great Hall C, BCCK

**Format:**

Presentation + interactive workshop

**Audience:**

General interest

**Description:**

The session is not covering meetings-specific meetings technology, instead, it is designed to open your eyes to the enormous, fast-growing marketplace for cheap or free tech tools that can transform your general business processes (e.g marketing, sales, HR, outsourced services) and capacity to gain competitive advantage. Filip, who has consulted for major multinationals and helped launch numerous tech start-ups, will speed through a fast-growing list of innovative companies and products that most ICCA members will never have heard of, and explain how each is being used by companies across numerous business sectors to transform the way they work and engage with customers. Delegates will then work in teams to analyse which tools can best be used to solve some of their most important business challenges or problems. Every delegate will leave the session with at least one potential new tech solution, and a plan for testing or implementation.

International Congress and Convention Association



**12-15  
NOV  
2017**

**56th ICCA Congress**  
Prague, Czech Republic

Wednesday, 16 November 2016

**Moderator:** Rich Reasons, President, Simpleview inc., U.S.A  
**Speaker:** Filip Drimalka, CEO, EF1 Marketing and Management, Czech Republic

## Explore the ICCA you haven't yet discovered!

Great Hall D, BCCK

**Format:** Campfire briefings + Q&A  
**Audience:** General interest, particularly relevant for those who don't feel they know ICCA very well

**Description:** This session is for new ICCA members who know they don't know everything about ICCA, but is equally relevant for long-standing members who are probably only using a fraction of ICCA's services, not having noticed all the new products and tools we've been introducing in recent years. Teams of heavy-user members and ICCA staff experts will lead you through a series of concurrent short, interactive presentations, where you can select the areas you want to learn more about, such as how to use ICCA effectively as a source of strategic consultancy advice, or what practical steps are needed to get the most out of the ICCA Association Database, Big Data tools, or the PR Kit. Everyone will leave with a personal implementation plan to start making use of a more complete range of ICCA member benefits. There are hundreds of different ways to use ICCA to win business and improve your competitiveness; after this session, you'll definitely be aware of many more opportunities than you knew before.

**Moderator:** Tina Altieri, Presentation Consultant, MAXCommunicate, Singapore

## Fit for Future Folk

Meeting Room 4+5, BCCK

**Format:** Surprising!  
**Audience:** You MUST be 50 years or older to participate as a delegate in this session; ID will be required at the door if you appear too young!

**Description:** If you're a grey-bearded CEO\* or matronly Director of Marketing\* looking for the answers on how to motivate, recruit, sell to, communicate with, teach, avoid annoying, or just start to understand the newly-arrived generation of staff and clients, you'll hear the often surprising truth here from a bold bunch of ambitious young ICCA members and their association friends. No dull Powerpoints loaded with bullet-pointed clichés about Gen Y and Millennials – expect a session to strip away your prejudices and misconceptions! Guaranteed to refresh the parts other sessions can't reach!

\*(Actually, we know you look nothing like these clichéd descriptions, we just wanted to demonstrate how young people feel when similarly caricatured!)

James Rees, Executive Director, Excel London

# Programme

Wednesday, 16 November 2016

**Moderator:** Mike Van der Vijver, Partner, MindMeeting, The Netherlands  
**Speakers:** Gráinne Ní Ghiollagáin, Business Development Manager, Croke Park Meetings and Events, Ireland  
Ines Iglesias, Junior Policy & Communications Officer, Euroheat & Power, Belgium  
Anne Berrevoets, Events Coordinator, European Association for International Education, The Netherlands  
Laura Tully, International Account Manager, Manchester Central, United Kingdom  
Weini Tan, Senior Business Development Executive, Sarawak Convention Bureau, Malaysia

## How to make your marketing engage your audience

Meeting room 12+13, BCCK

**Format:** Presentation + Workshop  
**Audience:** Particularly interesting for sales & marketing delegates  
**Description:** Who is the world's greatest marketer? Who uses stories best to sell ideas? Who was the first to use social media? CAT Publications' Martin Lewis will answer all these questions and explain how to make your marketing more effective by telling stories that engage your audience.  
**Speaker:** Martin Lewis, Managing Director, CAT Publications, United Kingdom

## Sayang Sarawak - ICCA's Ship of Serendipity\*

Meeting point: Registration Desk, BCCK (**registered passengers only**)

**Format:** Follow your Captain's instructions! On-site sign-up required.  
**Audience:** General interest  
**Description:** One boat on a lazy river, 4 expert discussion-leaders from our line-up of Congress speakers, 40 open-minded delegates, 400 (!) open-jawed saltwater crocodiles, 0 prepared presentations or fixed agendas: What could possibly go wrong? Sign up for fresh air and even fresher ideas, bring your own tropically hot topics, follow up some of the issues raised by speakers you've already heard, get inside the heads of other experts who haven't yet been on the ICCA stage. These sessions aim to connect different topics and ideas in interesting ways, stimulate new ways of looking at familiar issues, share concerns and insights with new ICCA friends, and challenge your existing opinions and certainties.  
\*Definition of "serendipity": The act of finding something valuable of delightful when you are not looking for it.

# Acknowledgements

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