Our Theme: Back to Business

For many of us, it will be the first time that we come together again as an industry, providing the perfect opportunity to re-connect and share knowledge.

Therefore, we took a slightly different approach when designing the programme. This one-day summit will take the voice of the customer as a starting point, with organizers telling us how the pandemic has changed their requirements when designing an event.

This will be followed by five “impact-lectures”, touching upon the following topics:

- Facility design: how do new or changed customer requirements change the design of the facility and how the facility is used?
- Technology: technology is likely to be the answer, but do we still know what the question was?
- HR: attracting, growing and retaining talent has never been so challenging. What can be done to attract the next generation of leaders in the event industry?
- Sustainability: being sustainable is no longer an option and an industry wide initiative has been launched to become carbon neutral by 2050. What does this mean for convention centres?
- Business development: is there a need to re-think our business model as a result of the changed market landscape?

Of course, we also catered for lots of networking opportunities to continue the discussion on these topics in a more informal way.

Looking forward to seeing you in Barcelona.

Day 1: Monday, November 29
Location: Barcelona International Convention Centre (CCIB) > Meeting room 211
Address: Rambla Prim 1-17, 08019 Barcelona
Access: will be through Entrance Door A and escalator B
Pedestrian access Pl. Leonardo da Vinci

08:00 – 08:30 Registration and coffee
08:30-09:00 Opening, run through agenda & report on current status of convention centers worldwide
09:00-10:00 Voice of the customer – what has changed in the expectations of event organizers?
10:00-10:30 Networking break
10:30-11:45 Impact 1 – the re-design of convention centers
11:45-12:30 Impact 2 – the role of technology
12:30-14:00 Lunch
14:00-14:45 Impact 3 – business models revisited
14:45-15:30 Impact 4 – the battle for talent: how to attract, retain & grow
15:30-16:00 Networking break
16:00-16:45 Impact 5 – sustainability: no longer an option
16:45-17:00 Summary & conclusion
17:00-18:00 Networking cocktail

Day 2: Tuesday, November 30

9:00 Back of House tour of Fira Barcelona and ibtmworld preview