

The Programme at a Glance

Wednesday 27 June - 20H00 Welcome cocktail

Thursday 28 June

09h00 Opening plenary session

09h20 Keynote: **Live Events in a Digital World**

MEASUREMENT

10h00 Keynote: **Matching Company & Participant Objectives**

10h35 **Social Media & Measurement**

11h00 *Breathe, Drink & Connect*

11h30 **Collective Intelligence Activity**

12h20 Panel: **Measure to Survive**

13h00 *Eat, Breathe & connect*

ENGAGEMENT

14h00 **Opening and Getting into Participants' Hearts & Minds**

14h25 **X versus Z** & Case Studies

15h30 *Breathe, Drink & Connect*

16h00 **Collective Intelligence Activity**

17h15 Keynote: **This is About Brains**

20h00 Networking dinner

Friday 29 June

TECHNOLOGY & INNOVATION

09h00 **Digitalisation, the Single Biggest Opportunity**

09h30 **Tech Place** Discover new ideas & technologies

Tech Talks: How to use technologies to master your events.

12h30 Keynote: **The Event Space and Hybrid Meetings**

13h00 *Eat, Breathe & connect*

LEADERSHIP

14h00 Keynote: **Leading with Style**

14h30 **The "Care" Concept to Better Lead Your Teams**

14h50 **Leading to Survive**

15h20 **Collective Intelligence Activity**

16h45 Panel: **How to become Your Company CEO**

17h30 Keynote: **Leading Events to the Future**

17h50 Closing cocktail - networking

Saturday 30 June

From 09h00 Optional leisure activities:
The Tourist - Sporty Budapest - Cultural Budapest

THE PROGRAMME

Thursday 28th June

09:00 **OPENING**

09:20 **KEYNOTE**

Live events in a digital world



Plenary Room



40:00 MIN



Keynote

Bob Bejan

General Manager for Global
Communications Strategy
Microsoft

How do you measure the impact of an event? How do you effectively lead the leaders of your organizations through a process that is collaborative, efficient and ultimately helps them take the strategic business decisions that need to be made around message and narrative?

The digital transformation is on, but what does it mean for live experiences and events? A compelling argument can be made that events and experiences have never been more important to the marketing mix of corporation.

Microsoft has been committed to that point of view and in that context has been transforming the way they develop, execute and measure the investments they make in Experiential marketing. Bob Bejan will describe the journey so far and the valuable learning they have had along the way.

10:00 **KEYNOTE**

Matching company & participant objectives: the ultimate key to success?



Plenary Room



30:00 MIN



Keynote

Ben Moorsom

Founder
Debut Group

Event performance has to stick to company objectives but mind the gap with your participants' expectations. Delivering events with great business impact is a result of a clear definition of objectives, effective event management, performing data collection and participant engagement that can be better achieved with good communication, leadership and clever usage of technology. How can you ensure you determine the right KPIs to justify the effectiveness of your events with rational arguments and figures in front of your management?

10:35 **SPEECH**

Social Media



Plenary Room



20:00 MIN



Speech

Julien Carlier

CEO & co-founder

Social Dynamite

Social Media is at the heart of every communication strategy and therefore needs to be measured.

During this session, we will see, with practical examples, how to measure the outcome of your social media communication and, most of all, how to use the data you collect to improve communication of your events.

11:00 > BREATHE, DRINK & CONNECT

11:30 **CIA**



CIA Rooms

Hunting for KPIs

12:20 **PANEL**

Measure to survive

Ben Moorsom

Founder

Debut Group

Julien Carlier

CEO & co-founder

Social Dynamite

Bjorn Wigforss

VP Experience Marketing

Schneider Electric

Bob Bejan

General Manager, Global Communication

Microsoft



Plenary Room



40:00 MIN



Panel



During this panel discussion and based on the previous speeches and the Collective Intelligence activities, panelists, interacting with participants, will evaluate the best measurement strategies according to the different types of events. You will be able to ask questions live directly to the panelists and take home a whole new know-how with concrete and useful solutions for your next events

13:00 > EAT, BREATHE & CONNECT

14:00 **PRESENTATION**

Opening and getting into participants' hearts & minds



Plenary Room



20:00 MIN



Presentation

This session will mainly be experiential to taste a concentration of powerful engagement techniques and tricks that Vincent, renowned Keynote speaker, Tech-illusionist & TV host will engage you with and explain.

Vincent Bruneau
CEO & co-founder
Magency

14:20 **DEBATE**

X vs Z



Plenary Room



20:00 MIN



Debate

Vincent Bruneau
CEO - **Magency**

Pablo González
CEO - **Pangea**

Does engagement means the same for all of us? Or do we have different perspectives depending on the generation we belong to. During this debate, both speakers (belonging to 2 different generations) will discuss and confront their visions and perception about engagement.

BEST PRACTICE

Engaging with technology



Tunç Berkman
CMO
Vestel

The most futuristic event ever: The League of Legends Turkish Final. It connects digital communication and marketing activities in innovation and technology, with the strong driver of necessary human engagement.

BEST PRACTICE

From participants to ambassadors

Speaker to be announced soon.

BEST PRACTICE

CSR as powerful engagement leverage

Speaker to be announced soon.

15:30 > BREATHE, DRINK & CONNECT

16:00 **CIA**  CIA Rooms

“An engaging scenario”

16:50 **DEBRIEF**

Debriefing Collective Intelligence Activity



Speakers to be announced soon.

17:15 **KEYNOTE**

This is about brains



Plenary Room



30:00 MIN



Keynote

Elisabeth Grimaud

CEO

Center of Resource for Cognition

We all pursue the grail of our participants being engaged before the event (communicators), during the event (co-creators and active participants) and after the event (ambassadors). This is a permanent challenge starting with us reaching their brains and “feeding” them with impactful messages that will provoke action. To this end we need to understand our participants behavior from a neurological point of view. What if we could learn the keys to make participants brains fully receptive to our messages? Find the keys to adapt our messages for maximum impact? And know what provokes the decision to act? In this session, we will discover with the help of science, what happens to our participants from a neurological point of view and how neuromarketing can greatly help us better engage at our events.

09:00 **OPENING**

09:10 **SPEECH**

The Olympic race to innovation



Plenary Room



20:00 MIN



Speech

Daniel Verschaere

Head of Marcom

Wavestone

In 2024, Paris will host the Olympic Games. The country, together with startups and tech developers' has initiated a major restructuring and development plan to create the most successful Games in history. The race for innovation has started with the objective of the most outstanding visitors' experience. Daniel will show us which technologies and innovations will be in use for participants to move, check in and communicate and what we can learn from the development of this major event for our own events.

09:30 **SPEECH**

Tech Place Opening

09:45 **SPEECH**

Strategic Meeting Measurement through Strategic Meeting Management Systems



Plenary Room



10:00 MIN



Speech

Agnes Azzopardi

Director of Sales

etouches

Strategic Meeting Management Systems are more and more popular to plan, organize and communicate about our events but they are also vital to measure. Through a practical example from a corporate client, we will see how important it is to implement the measurement strategy from the very beginning of event planning and how SMM systems can greatly help you to do so.

Friday 29th JUNE

10:00 **SPEECH**

Digital solutions impact on Data Regulation

Cisco Systems

This talk will present how Cisco is keeping pace with technology and innovation in the Live communication sector.

10:15 **SPEECH**

Innovating to survive



Glenn Stress
Senior Director of Global
Marketing
Marriott International

This talk will present how Marriott is keeping pace with technology and innovation in the Live communication sector.

10:30 **SPEECH**

Engaging participants in a selfie world

10:45 **SPEECH**

Facial recognition at your events



Danny Stevens
CEO & Founder
Fielddrive

Over the past years, facial recognition technology has evolved and is becoming more and more popular. How can this technology help you enhance participants' experience at your events particularly by speeding-up registrations, increasing the security levels or facilitating networking.

Friday 29th JUNE

11:00 **SPEECH**

Digital for everything, everywhere



Javier Sanchez
Director of Business
Development
Acciona

11:20 **SPEECH**

A new era for collaborative working



Vincent Bruneau
CEO & co-founder
Magency

11:35 **SPEECH**

Tech & innovation to promote a destination

11:50 **SPEECH**

Engagement through image and sound

12:05 **SPEECH**

Innovation on Data

12:20 **SPEECH**

Vestel

12:30 **KEYNOTE**

The Event Space & Hybrid Meetings



Plenary Room



30:00 MIN



Keynote

Gerd De Bruycker
Marketing Director
Cisco Systems

Events are more and more complex. Cross cultural teams have to work on the same projects integrating many skills, technologies and stakeholders in order to achieve the multiple objectives of multi-dimensioned events. Hybrid meetings are good examples of good use of technology fulfilling at the same time the needs of participants for physical interaction.

13:00 > EAT, BREATHE & CONNECT

14:00 **KEYNOTE**

Leading with style: What we can learn from military leaders?



Plenary Room



30:00 MIN



Keynote

Michel Yakovleff
Senior Consultant
NATO

We all know strong leadership skills can greatly contribute to help us better manage our teams with social distance and cultural differences, better deal with our stakeholders, and convince our top management. But are we sure our definition of leadership is accurate? What does it take to make a successful leader? And is this something we can learn? In this session, we will start by focusing on one of the key elements, style. We will dive into history and learn from renowned military leaders that style can greatly impact perception others have and therefore on their decision to follow us.

14:30 **KEYNOTE**

The “Care concept”



Plenary Room



20:00 MIN



Speech

David Bartlett

Senior Director of Global Marketing

Marriott International

The “Care Concept“ is based on J.W Marriott quote:” If you take care of your people, your people will take care of your customers and your business will take care of itself.“ The “Care Concept“ can help us reduce turnover, motivate our teams and improve performance in a business environment where uncertainty is becoming the norm and where we permanently cope with challenges such as budget restrictions, large corporate brand merges, technology changes, cross culturality and mix of generations.

14:50 **PING-PONG SESSION** **Leading to survive**



Plenary Room



20:00 MIN



Interview

Laura Schwartz

Bjorn Wigforss

In this two-way interview session Laura and Bjorn will reveal how during their careers (as Head of Events in Nokia, Microsoft and Schneider Electric for Bjorn, and in the White House for Laura) leadership has been essential to cope with their day-to-day jobs and with change.

15:10 **CIA**



CIA Rooms

About what we call comfort zone

REFRESHMENTS DURING THE ACTIVITY

THE PROGRAMME

Friday 29th June

16:45 **PANEL**

How to become your Company Chief Event Officer

Gerd de Bruycker
CMO
Cisco Systems

Michel Yakovleff
Senior Consultant
NATO

Bjorn Wigforss
VP Exp. Marketing
Schneider Electric

Bob Bejan
GM Communication
Microsoft

David Bartlett
GM Communication
Marriott



Plenary Room



45:00 MIN



Panel

After debriefing the previous CIA activity and extracting key learnings, the panelists will propose their best strategy for you to become your company "Chief Event Officer". In other words, give you their keys to better communicate the value and rationale of your events to your top management, influence the strategy so that Live Communication reaches the top of the marketing mix, be the ideal leader for your team members although you don't often see them, and also, learn how to cope with the biggest leader's enemy: stress.

17:30 **SPEECH**

Leading events to the future



Plenary Room



20:00 MIN



Speech

Pablo González
CEO
Pangea

How can we effectively lead events to the future?
What do young generations expect from us? What is the right formula to make sure our participants get our messages in an over marketed world?
How should we position ourselves with regards to new technologies and, finally, what place will be given to humans in events in years to come?

17:50 >

CLOSING COCKTAIL - NETWORKING