

Monday, 25 October 2021

Program

Plenary Room - Conference Room B

12:00 - 14:00	Registration and lunch
14:00 - 14:15	Welcome Address H.E Saood Abdulaziz Al Hosani , Undersecretary, Department of Culture & Tourism, Abu Dhabi
14:15 - 15:30	MICE Outlook in the GCC Mubarak Al Shamsi , Director, Abu Dhabi Convention and Exhibition Bureau Mahir Julfar , Executive Vice President, Venue Services Management, Dubai World Trade Centre Dr. Debbie Stanford-Kristiansen , General Manager, ASM Global Khalid Al Zadjali , Director Oman Convention Bureau Moderator: Edward Matti
15:30 - 15:45	Coffee Break & Networking
15:45 - 16:45	PCMA General Session: A Trip Through the Client Journey - From First Point of Contact to Successful Event Delivery Annalisa Ponchia , Director of Innovation & Customer Experience, AIM Group Sam Johnston , Manager, Convention Bureaux of Ireland
16:45 - 17:15	PCMA Town Hall - The Abu Dhabi Community is Invited to Attend and Pose Questions to The Advisors
17:15 - 17:30	Coffee Break & Networking
17:30 - 19:00	ICCA Congress Opening Ceremony
19:00 - 19:30	Transfer to Andaz
19:30 - 22:30	Welcome Reception

Tuesday, 26 October 2021

Program

Plenary Room - Conference Room B

08:00 - 09:00	Networking Coffee and Breakfast		
09:00 - 09:30	<p>ICCA Congress Hub Opening Session H.E. Ali Hassan Al Shaiba, Executive Director Marketing & Tourism Sector, DCT Abu Dhabi Mubarak Al Shamsi, Director, Abu Dhabi Convention and Exhibitions Bureau Khalid Al Zadjali, Director, Oman Convention Bureau</p>		
09:30- 09:50	<p>Education Content: Future of Work Anu Madgavkar, McKinsey Global Institute</p>		
09:50 - 10:45	<p>LIVE Regional Panel in Abu Dhabi - Future of Travel and Tourism H.E. Ali Hassan Al Shaiba, Executive Director Marketing & Tourism Sector, DCT Abu Dhabi Anita Mendiratta, Advisor Secretary General, UNWTO Zurab Pololikashvili, Secretary-General, UNWTO Steen Jakobsen, Assistant VP, Dubai Business Events Julien Munoz, SVP Sales EMEA, Radisson Hotel Group Gerald Lawless, Ambassador, WTTC Terry Daly, Executive Director Guest Experience, Brand & Marketing, Etihad Moderator: Edward Matti</p>	Breakout Room 1 Conference Room A, Part A	Breakout Room 1 Conference Room A, Part D
10:45 - 11:00	Break		
11:00- 11:20	<p>Education Content: Consumer Choice - The Event Experience Chief Marketing Officer - Jami Stapelmann, Executive Director, Global Travel</p>	11:00 - 12:00	
11:20 - 12:00	<p>LIVE Regional Panel in Abu Dhabi - Consumer Choice - The Event Experience Oisin Commame, Head, Abu Dhabi Sustainability Week, Masdar Marwa Kaabour, Head of Marketing & Corporate Communications, Al Masaood Group Moderator: Edward Matti</p>	PCMA Government Session	
12:00 - 13:00	Lunch		

Tuesday, 26 October 2021

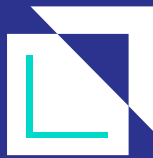
Program

ICCA Hall		Breakout Room 1	Breakout Room 2
13:00 - 14:00	Net Zero Carbon Event - Environmental Sustainability of the Exhibition Industry Kai Hattendorf , CEO, UFI Derar Almanaseer , Director of Strategy and Excellence, ADNEC Dr. Debbie Stanford-Kristiansen , General Manager, ASM Global Naji al Haddad , Regional Director, UFI Moderator: Edward Matti	13:30 - 16:00 PCMA Ambassador Training	13:30 - 15:30 SITE What's all this Fuss about MICE?
14:00 - 14:30	GDS Keynote Award		
14:30 - 14:45	Break & Networking		
14:45 - 15:45	Your Future Ready Career Jessie States , VP, MPI Academy		
15:45 - 16:00	Q&A Your Future Ready Career		
16:00 - 17:00	Future Proofing the Exhibition Industry Wilbert Heijmans , Group Managing Director, Info Salons Wouter Molman , Executive Vice President, Informa Markets Ashley Roberts , General Manager, CONNECT Moderator: Naji Al Haddad, Regional Director, UFI	16:00 - 16:50 IAEE MENA Marsha Flanagan , VP of Learning Experiences, CEM Scott Craighead , VP of Exhibitions and Events, CEM Women Leadership Basma Hmaid	
17:00 - 17:30	Break & Networking		
17:30 - 18:30	LIVE - President's Choice Keynote Natalia Bayona , Director of Innovation, Education and Investments, Director, Sustainable Development of Tourism, World Tourism Organization (UNWTO) Dr. Ninglan Wang , Head, Border Risk Dissemination Management, WHO Oracio Marquez , Regional Director for External Relations for Latin America and the Caribbean, IATA		
18:30 - 19:30	Transfer to Qasr al Watan		
19:30 - 21:30	Theme Dinner - Qasr al Watan		

Wednesday, 27 October 2021

Program

Plenary Room - Conference Room B		Breakout Room 1
08:00 - 09:00	Networking Coffee and Breakfast	
09:00 - 09:20	Education Content: Organizational Culture Carrie Freeman Parsons , Chair of the Board, Freeman Company	09:00 - 12:30 SITE Interactive Workshop
09:20 - 10:00	LIVE Regional Panel in Abu Dhabi - Outlook for the Global recovery in Business Travel based on Oxford Economics' Latest Forecast Scott Livermore , Chief Economist of Oxford Economics, Middle East	Intro: The importance of Business events
10:00 - 10:15	Q&A with Scott Livermore	Step 1: Stand up and Sell: How to maximise your return from IMEX or IBTMWorld or any Trade Show
10:15 - 10:35	Education Content: Impact of Technology Gerd De Bruycker , Planning, Chief of Staff, Integrated Marketing, Event Marketing	Step 2: How to organise a world beating Fam Trip
10:35 - 11:15	LIVE Regional Panel in Abu Dhabi - The Human Dimension and the Impact of Technology Dr. Jorge Dias , Professor, Center of Autonomous Robots Systems, Khalifa University Dr. Asma Deeb , President, Arab Society of Paediatrics & Endocrinology and Diabetes (ASPED) Hussein Wehbe , Entrepreneur, Former Advisor at the UAE, Prime Minister's Office Moderator: Edward Matti	Step 3: How to do a killer RFP
11:15 - 11:30	Break and Networking	Step 4: How to conduct a SITE Inspection (and leave no doubt in the buyers mind that you should be awarded the business!
11:30 - 11:50	Education Content: Innovation, Agility and Collaboration Josh Linkner , Innovation Keynote Speaker and Bestselling Author	
11:50 - 12:15	LIVE Global Panel in Abu Dhabi - Future-Proofing Organisations: A Culture of Transformation Edward Matti , International Keynote Speaker, Managing Partner, CCM Consultancy	



Wednesday, 27 October 2021

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ICCA Hall

12:15 - 13:00 **Critical Keys and Predictions for Global MICE Business Recovery**
Cathy Breden, Chief Operating Officer, IAEE
Jessie States, Vice President, MPI Academy
Padraic Gilligan, SITE CEO of Marketing, Partner SoolNua

13:00 - 14:00 Closing Lunch

Breakout Room 1

14:00 - 17:30
 SITE Abu Dhabi Pitch
 Fest
 Designed by
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 CMM, DMCP, CIS, CITP |
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