



## IMEX-MPI Future Leaders Forum Programme Frankfurt, 2011

### WEDNESDAY 25 MAY

**TIME:** 11:45 – 12:00 – **Registration** - for students arriving early

**TIME:** 12:00 – 13:15

**ROOM:** Room Seminar, Level 9.2, Hall 9

**ACTIVITY:** International University Challenge – Presentations by winning students from MPI-World Education Conference, Vancouver, Canada; Warsaw, Poland; Thailand, Bangkok; MPI – European Meeting and Events Conference, Dusseldorf, Germany and China.

**All non presenting students are welcome to attend and watch these presentations.**

**Judges:**

Junior Tauvaa, Vice President, Membership and Chapter Business Management, Meeting Professionals International (MPI)

Renea Anderson, Meeting Planner Advocate, MeetingMatrix International, Inc. (winner of the Challenge 2010)

Charles Massey, CMP, Founder and CEO, SYNAXIS Meetings & Events, Inc.

Dale Hudson, Head of Project Development, IMEX Group

**Time Keeper:**

Tom Hulton, Director of International Relations, IMEX

**TIME:** 13:15 – 13:45

**Break for lunch**

Please note that lunch is not provided, however, there are restaurants on each floor below the meeting room. Some offer table service with hot food and others offer take away food (sandwiches, panini etc.)

**TIME:** 13:45 – 14:00

**Registration** - for students who were unable to attend the Challenge

**TIME:** 14:00 – 15:30

**ROOM:** Room Seminar, Level 9.2, Hall 9

**TITLE:** Making the most of personality differences – in life, in business and in events

**SPEAKER:** Ann Holmes, CMM, author of the *Rainbow-Plus®* personality type assessment system



Future leaders will start by filling in the *Rainbow-Plus*® questionnaire. They will look at the underlying theory of personality type, and assess their own types, through a process of explanation and interactive exercises.

In deciding their own types, participants will look at the ways different types interact, and the implications this has for effective relationships - business and personal alike. Particular attention will be given to applying an understanding of personality type to the design and delivery of events.

The take away workbook given to participants will serve to remind them both of how to spot different types, and what to pay attention to when dealing with them.

**Open to MPI students and all other students attending Thursday's session – who must inform Dale Hudson if they would like to attend. Only pre-booked students will be accepted. [dale.hudson@imexexhibitions.com](mailto:dale.hudson@imexexhibitions.com)**

**TIME: 15:30 – 15:45**  
**Speaker** Melissa Reilly  
**TITLE: Resiliency - Why is it important for the business events industry? And what skills does 'Gen Y' need to deal with it?**

### **Synopsis**

Melissa is the winner of the Vin Barron IMEX Award. What does it mean to be truly resilient in today's environment? Is Gen Y equipped to deal with the challenges we face? This presentation will explore some of the key issues surfacing in the business events industry today including making our case to government and the wider community, the competitive nature of business events and the ever-changing face of the industry.

**TIME: 15:50**  
Bus transfers to the Sheraton Frankfurt Airport Hotel & Conference Center  
**(Please bring your coats and bags with you to the room as there will not be time to go down to the cloakroom to collect them)**

**TIME: 16:30 – 19:00**  
**LOCATION:** Sheraton Frankfurt Airport Hotel & Conference Center  
Lemons & Lime Bar, First Floor

### **Drinks reception sponsored by the Sheraton Frankfurt Airport Hotel & Conference Center**

The Sheraton Frankfurt Airport Hotel & Conference Center, one of largest first class business hotels in Europe with 54 meeting rooms and 1,008 guest rooms, is very pleased to host the Future Leaders cocktail reception.

The investment in the leaders of tomorrow has always been a key area for the Sheraton Frankfurt Airport Hotel & Conference Center. The development of the hotel managers of tomorrow is supported with engagement and enthusiasm.

### **An enjoyable evening to be had by all:**

- **Drinks and snacks will be available**
- **Networking with other students and Future Leaders Network ex students**
- **A Vita Futura Trainee will introduce the Sheraton Frankfurt Airport Hotel & Conference Center.**

Vita Futura is the development programme for young leaders from Starwood Hotels & Resorts Europe. The Sheraton Frankfurt Airport Hotel & Conference Center is one of Starwood's leading conference and meeting properties in Europe. All these properties offer the Vita Futura Trainee programme. The programme lasts 18 months and the students have the opportunity to develop their future skills while working. Due to the strong engagement of the Sheraton Frankfurt Airport Hotel & Conference Center, there are many students participating in the programme. Application forms will be available.

- **A short site visit of the hotel will be offered.**
- **Bus transfers back to the Frankfurt main train station where students can enjoy the city of Frankfurt for the evening or make their way back to their accommodation.**

## **THURSDAY 26 MAY**

**TIME:** 08:30 – 08:45  
**ROOM:** Room Seminar, Level 9.2, Hall 9  
 Registration in foyer outside the seminar room  
 Coffee and tea will be served on arrival.

**TIME:** 08:45 – 09:30  
**TITLE:** Welcome and introduction – Dale Hudson, Head of Project Development, IMEX Group and Tom Hulton, Director of International Relations, IMEX.  
 The Forum will be moderated by Tom Hulton.

**THANK YOU:** to Tina Groth, Area Director of Sales & Marketing, Central Germany, Starwood Hotels Central Germany & Sascha Konter, General Manager of the Sheraton Frankfurt Airport Hotel & Conference Center.

**TIME:** 09:30 – 10:00  
**TITLE:** **Recruiting Top Talent - What makes you stand out against the crowd?**  
**SPEAKER:** Avinash Chandarana, Group Director of Learning and Development, MCI Group

### **Synopsis**

Leading companies are hungry to engage top talent but what are they looking for in their new recruits? Have you ever wondered what it takes to be hired when you are up against stiff competition? What are the key ingredients that make you stand out against the crowd during the interview and selection process? How can you convince the recruitment manager that you have what it takes?

Avinash, one of the most respected HR experts in the industry, will provide you with invaluable information.

**TIME:** 10:00 – 10:30  
**TITLE:** **You may be new, but you want to get noticed!**  
**SPEAKER:** Jon Bradshaw, Business Development Director, IMEX Group and Meetings Performance Consultant.

### **Synopsis**

As a new member of staff it can be difficult to find your feet and have the confidence to make an impact within your team as well as get noticed by your superiors. In this interactive session Jon will offer you advice from his 20 years experience in corporate life that includes starting as a 21 year old novice in the international advertising world and the five jobs that have followed. Amazingly Jon has never been sacked and he can help you not to be either! The beginnings of being a Future Leader.

**TIME:** 10:30 – 11:15  
**TITLE:** **The green agenda. IMEX America - a case study**  
**SPEAKER:** Amy Spatrisano, CMP, Principal, MeetGreen, Past President, Green Meeting Industry Council

### **Synopsis**

Shhh... We're breaking the unspoken code of silence that says "What happens in Vegas stays in Vegas!" We're prepared to share the "secrets" about how IMEX America embarked on their journey towards creating a sustainable exhibition in Las Vegas. Learn who's doing what and how, and what we hope will happen. There's a story to be told here.

**TIME:** 11:15 – 12:45  
Visit IMEX – a task will be set by Amy Spatrisano which will be discussed when returning to the Forum.

**TIME:** 12:45 – 13:45  
Lunch – Room Dialog, Level 9.2, Hall 9

**TIME:** 13:45 - 14:00  
**Title:** Energiser - Qi Gong  
**Instructor:** Victor Angel

### Synopsis

Take 15 minutes to recharge your energy at IMEX with the ancient art of Qi Gong. It merges breathing with slow physical movements designed to cultivate energy or “Qi”. Experience how to calm the mind, move the vital energy and re-vitalise the body. Relax and re-energise ready for the next session.

**TIME:** 14:00 – 14:15  
**Introduction of:**

- Ray Bloom, Chairman, IMEX Group
- Junior Tauvaa, Vice President of Member Care and Chapter Business Management, MPI

**TIME:** 14:15 – 14:25  
Feedback on show visit – Hosted by Amy Spatrisano

**TIME:** 14:25 – 15:30 (2 x 20 minute round table sessions)  
**TITLE:** Round Tables introduced by:  
**SPEAKER:** Charles Massey, CMP, Founder and CEO, SYNAXIS Meetings & Events, Inc.

**TITLE:** Round Table selection

### Synopsis

Future Leaders will be able to talk to industry professionals at round tables on the following industry choices or subjects of interest:

**Marketing** - Oliver Hone, Marketing Director, IMEX Group

**DMC/PCO** - Charles Massey, CMP, Founder and CEO, SYNAXIS Meetings & Events, Inc

**Association Management** - Robin Lokerman, CEO Institutional Division, MCI Headquarters Worldwide

**A Career in a Convention Bureau** - Krzysztof Celuch CMM, CITE, Manager Convention Bureau of Poland, Polish Tourist Organisation

**Hotels** - Tina Groth, Area Director of Sales & Marketing, Central Germany, Starwood Hotels Central Germany

**Meeting Planner** – industry professional to be announced on the day.

**Publisher** - Roger Kellerman, Publisher, Meetings International

**Conference Centre** - Alec Gilbert, CEO, Adelaide Centre

**Sales and Winning Business** - Guy Bigwood, Sustainability Director, MCI, President, Green Meeting Industry Council

**TIME:** 15:30 – 15:45  
**Coffee Break**

**TIME:** 15:45 – 16:45  
**TITLE:** Communicating for results in a multicultural MICE world  
**SPEAKER:** Michael Gates, Group Managing Director, Richard Lewis Communications

### **Synopsis**

Future leaders will be given an introduction to effective cross-cultural communication and understanding in the meetings industry and how, practically, this can give a competitive edge. The goal is more productive communication at meetings, exhibitions or conferences, and a better understanding of how to motivate people from different cultures. The presentation will include reference to Richard Lewis's cultural profiling and briefing tool, CultureActive, and the results of the online cultural profiling exercise that members of the Future Leaders Forum have had an opportunity to complete.

An interactive exercise will be set for students.

**TIME:** 16:45 – 16:55  
**TITLE:** Introduction to MEETING:the World  
**SPEAKER:** Aoife Delaney, Business Development Manager, Ireland and the UK, MCI Ovation

Aoife Delaney, Business Development Director for UK and Ireland at Ovation Global DMC and a Site Young Leader, will this year anchor the brand new web TV and social media channel, MEETING:the World, produced by MEETINGS:review. Aoife will give a snapshot of how you can get involved in this amazing new media channel aimed at people just like you - young, dynamic, future leaders of our industry - and explain how by being part of it you could end up with a Round the World ticket...

**TIME:** 16:55  
**Close & Collection of Certificates of Participation**