



IMEX-MPI Future Leaders Forum Hotel Fairmont Bab Al Bahr

Wednesday 27 January 2010

09.30 – 10.00

Registration

10.00 – 10.15

Welcome and Introduction to Leadership

The Forum will be moderated by Tom Hulton, Director of International Relations, IMEX

10.15 – 11.00

Update on the Meetings Industry and Cross-Cultural Understanding for Effective Business in the Meetings Industry

Tom Hulton, Director of International Relations, IMEX

Synopsis

Tom will bring you up to date with recent trends and developments in the meetings industry. He will then give 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.

11.00 – 11.30

Coffee Break

11.30 – 12.15

Leadership & Motivation:

Changing Gears to Change Lives – 3,400 miles, 51 days, 9 countries, 1 bike

Jon Bradshaw, Motivational Speaker & Human Performance Consultant, Equinox

Synopsis

By sharing the techniques used in overcoming the variety of physical, emotional and operational obstacles he encountered during his epic journey, Jon details a range of practical and behavioural tools which can help audiences become better leaders, decision makers, communicators and ultimately achievers.

12.15 – 13.00

The Green Challenge! Facilitated by Tom Hulton, Director of International Relations, IMEX

Synopsis

Creativity has become one of the most important characteristics for a successful career in the meetings industry. Teams will be asked to meet the Green Challenge and will work together during this session to present the winning formula to a panel of judges later in the day.

13.00 – 14.00

Lunch

14.00 – 14.45

The Role of the Professional Conference Organiser

Alexander John, Director Business Development, MCI Dubai

Synopsis

It has often been said that the only way to make money in the meetings industry is to become a PCO! Alexander will explore this myth (or truth) and share his secrets of being part of one of the most successful PCO companies in the Middle East. What is expected of a PCO? Is this the job for you? How does a PCO fit into the complex and fragmented world of the meetings industry? Alexander will reveal all to you! Followed by open discussion.

14.45 – 15.00

Coffee Break

15.00 – 15.45

A Career in a Convention Bureau – Creative Marketing

Khulood Al Marzouqi, Acting Meetings and Incentive Section Head and Shannon Klein, Business Tourism Section, Abu Dhabi Tourism Authority

Synopsis

Live meetings and events are playing an increasingly important role in the marketing strategies adopted by associations and corporations. The Convention Bureau plays a vital part in attracting these meetings to a destination and gives enormous scope to creative marketing. If a career in marketing appeals to you, then this session will open your eyes to what is happening in the Middle East and what can be achieved. Followed by open discussion.

15.45 – 16.45

The Green Challenge!

Presentations from the teams

16.45 – 17.00

Summary of the Day and Presentation of Certificates



هيئة أبوظبي للسياحة

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